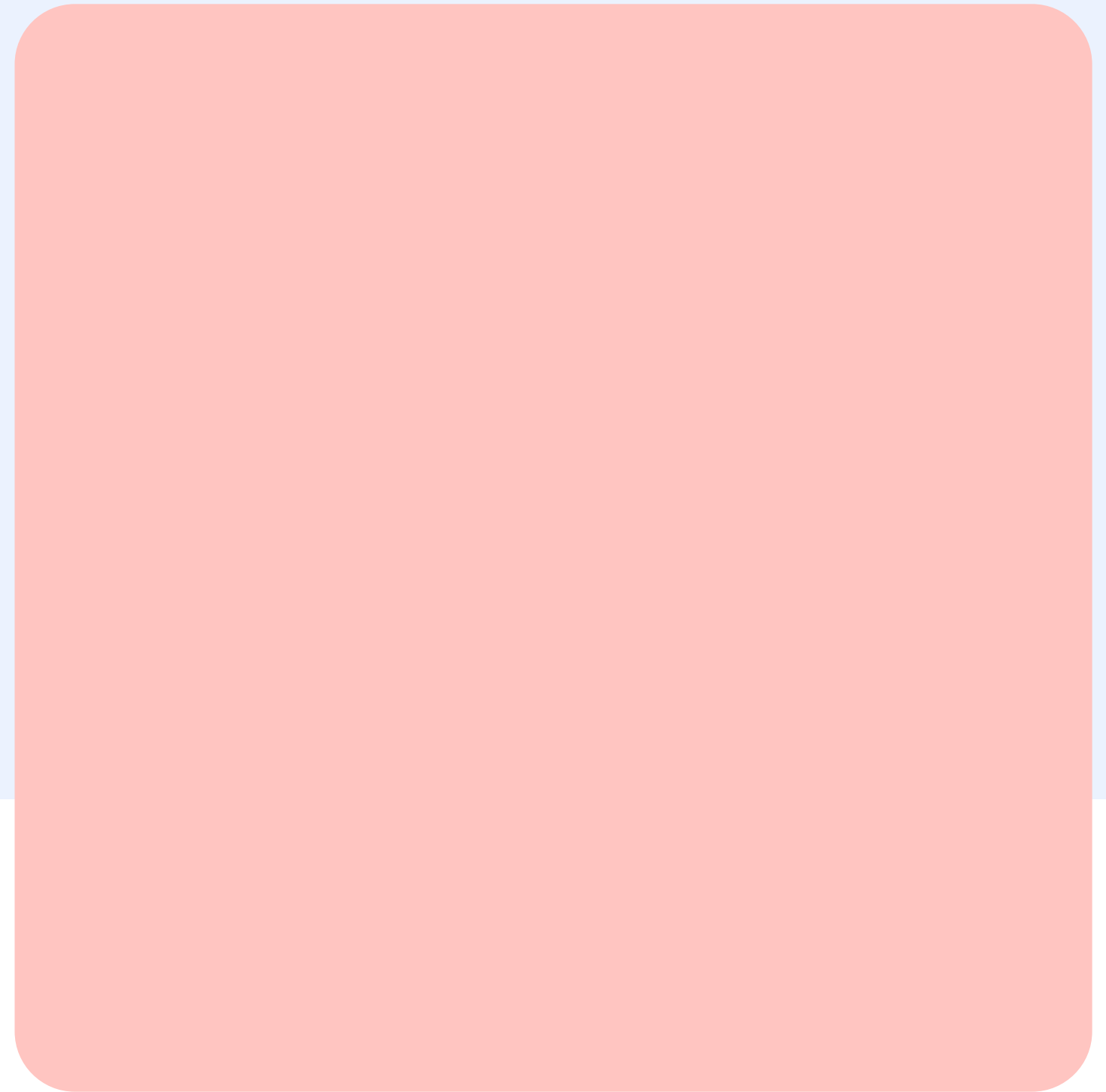




Partner Playbook

Experience the
#NextivaDifference.



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Welcome to your Nextiva partner journey

Because every explorer needs a compass. This is your north star to guide you through the partner journey. Designed to illuminate the path forward for your business with Nextiva. This simple and easy-to-use playbook will help you understand:

Once you're onboarded, you can access more detailed information in the links at the end of this guide.



Start your journey here.

Nextiva partnership on your terms

Long-term profitability,
without the short-term stress.

Every business needs to communicate with their customers, no matter where they're located in the world. Nextiva gives businesses a premier connected communications platform built to compete—voice, video, collaboration, SMS, and surveys—using single-threaded tech. This allows businesses to connect, manage, and collaborate all in one place.

You need a provider that's there for the long haul; a provider you can trust. Nextiva's Partner Program offers a comprehensive suite of services for your customers, a level of service and after-sales support designed to increase your profitability, and ongoing revenue streams.

**Join the Nextiva
Partner Program**

**Explore Nextiva
partner benefits**

**Earn more profit
with less hassle**

Learn about the #NextivaDifference

The **#NextivaDifference** is simple. Our partners get to work with a dedicated Partner Teaming Unit that's devoted to your success from day 1 to day 2,001. Selling Nextiva unified communications solutions helps our partners grow their profits through flexible programs, legendary reliability, and Amazing Service® that drives 99% retention and a steady recurring revenue stream.

The **#NextivaDifference** is all about providing you with the flexibility that best meets the needs of your customers now, while giving you the freedom to add new features as you grow. Our support team will help you put together the right services to simplify the sales and implementation process. As we like to put it: more profit, less hassle.

Taking the opportunity to the next level

Let's grow together.

Shine on—how we help you flourish

At Nextiva, we're hopelessly devoted to easy partnering, business growth, and making you look good with award-winning service you can trust.

Profitability

Flexibility

**Amazing
Service**

Growth through better connection... That's the #NextivaDifference

We currently help more than 100,000 businesses communicate and build deeper connections. With a 99% retention rate, it wouldn't be boastful to say our customers like what we're doing.

Why us?

Because Nextiva combines team and customer communication all in one place. What makes us different is how we deliver for both customers and partners.

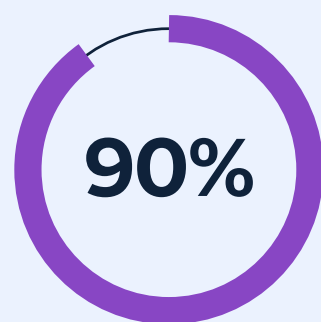
It's all underpinned by our Amazing Service, dedicated support, and legendary service reliability. With a dedicated Partner Teaming Unit, Nextiva is devoted to your success. Say goodbye to broken vendor promises and selling broken products. We give you the right tools, so your reputation is in safe hands.

[Browse our partner success stories](#)

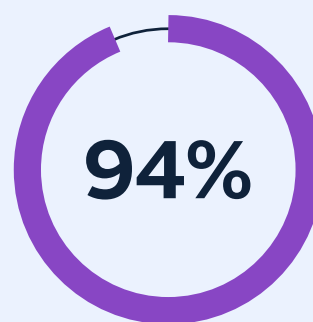
Let's talk about growth goals

Explore the opportunities on the Nextiva partner website

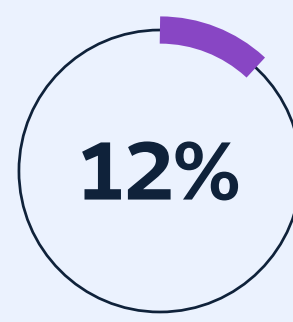
Good on paper, great on service and satisfaction



Trust Nextiva with a 90% willingness to recommend
– Gartner



Deliver 94% customer satisfaction
– Gartner



UcaaS accounts grow on average at a 12% rate YOY



Ignite your sales and skyrocket your business.

Learn how partners are earning more with Nextiva SPIFFs.

The market in focus

The way businesses operate has fundamentally changed, with a projected **\$140 billion market opportunity**.

Current communications market is valued at **\$60 billion**.

Market demand shows **40% of businesses want increased IT flexibility & agility in UCaaS investment**.

What's driving this rising market?

Customer demands are growing with **74% of customers wanting multiple channels**.

An average of **33% increased activity across phone, email, chat and social in the last year**.

With **3 out of 5 customers expecting businesses to maintain information about past interactions**, they expect their **questions to be answered in 40-60 seconds**.

The stakes are high for businesses with **73% of customers considering to switch to a competitor**.

And **59% of customers indicate they will end their business relationships if getting help requires too much effort**.

What we offer you

Your customers want to be seen, appreciated and respected. We're committed to changing the unified communications landscape by providing a superior customer experience with innovative technology that your customers need.

By providing a superior customer experience with innovative products and 24/7 availability, you can spend less time managing projects and more time growing your business. We nurture your customers and grow your bottom line.

Part of the #NextivaDifference is providing flexible configurations that meet you and your customers' needs. Add and change features as you grow.

Hopelessly devoted to growing your customers with seamless integrations:



[Learn more about our platform](#)

Our commitment to your success

We're committed to your success. That's why we connect all our partners with a dedicated Partner Teaming Unit with up to 7 resources on hand **24/7** to guide you whenever you need.

We'll help you design the best product mix for each customer and work with you to put the right solution in place. Plus, we'll provide as much—or as little—product training as you need to become a trusted Nextiva expert. And it's all backed up by ongoing support for your customer, creating a hassle-free experience.

Your devoted Nextiva channel Partner Teaming Unit.

Contact our Partner Teaming Unit

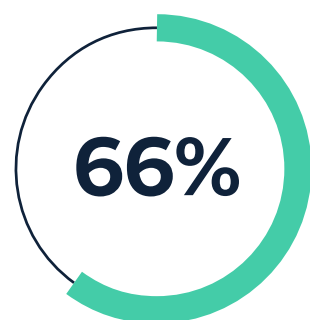
How you benefit from our partnership

Nextiva Partner Program Benefits At-a-Glance

Benefits	Authorized	Select	Elite
Revenue Opportunities			
Industry-Leading Commissions & Incentives	✓	✓	✓
Services Revenue		✓	✓
Demo Account Licenses		Eligible	✓
Lead Distribution		Eligible	Eligible
Partner Resources			
Dedicated Partner Manager (including Onboarding)	✓	✓	✓
Dedicated Partner Teaming Unit	Eligible	✓	✓
Dedicated Partner Support POD	Limited	✓	✓
Co-Marketing Support		Eligible	✓
Sales Engineer Support	✓	Eligible	✓
Enablement & Certification			
Self-Guided Sales & Technical Training	✓	✓	✓
Implementation & Support Training		✓	✓
Solutions & Marketing Training	✓	Eligible	✓
Internal Product Usage Discounts	✓	✓	✓
Demand Generation			
Marketing Development Funds (Proposal-Based)		✓	✓
CoNEXtion Marketing Platform (Campaign-In-A-Box)	✓	Limited	Eligible

What amazing partnerships look like

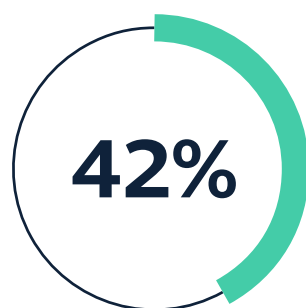
How AVIT achieved 400% growth by partnering with Nextiva.



66% increase in customer retention

AVIT, an international information technology and audio/visual systems integrator, needed a like-minded, readily available communications vendor to support their fast-growing business and data infrastructure needs.

That's where Nextiva came in. We provided AVIT with a dedicated Partner Teaming Unit and Regional Partner Manager, resolving any customer issues



42% time reduction on customer support over partnership lifetime

within 24 hours. This meant AVIT could scale its UCaaS offering without the stress of complicated setup and extensive training, which is critical in the high-turnover hospitality industry.

AVIT was happy to find a values-aligned partner that resulted in "extreme customer happiness" and helped them scale exponentially with confidence and reliability.



400% growth over 4 years



We were able to move away from an on-prem installation with very little features to a full-blown UCaaS enterprise solution with call center capabilities and provide amazing customer service from an amazing partner in Nextiva.

Kelly Green, AVIT

[Browse the full partner success story](#)

Devoted to making your margins even bigger

The **#NextivaDifference** means more profit with less hassle. With competitive SPIFFs for partners and Amazing Service® at its core, we're devoted to helping you grow.





Hopelessly devoted to your success

Your Partner Teaming Unit has one thing on their mind—helping you grow your business. So whether it's day 2 or day 2072, your Partner Teaming Unit will always be at the end of a phone, ready to listen. Our commitment to Amazing Service makes doing business easier for you—and 99% customer satisfaction suggests he knows what we're talking about.

After all, making you look good makes us happy.

Find out more about the #NextivaDifference

Connect with your hopelessly
devoted team today:

Devoted to making your
margins even bigger:

Start growing today.
Register to our portal: