

The logo for DZINGA, featuring the word "DZINGA" in a bold, bright green, sans-serif font. The letters are closely spaced and have a slight shadow effect, giving them a three-dimensional appearance. The background of the entire slide is a deep red color with a subtle, repeating geometric pattern of overlapping squares and rectangles in a slightly darker shade of red, creating a textured, isometric effect.

**DZINGA**

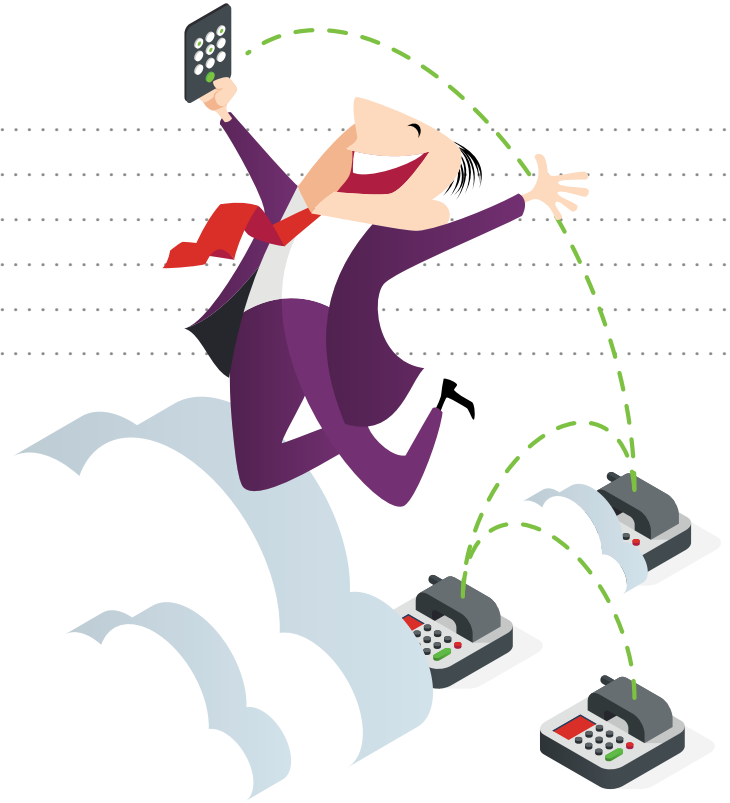
Business is a conversation

# Are you our new partner?

Generate recurring revenue with the reliable business communication technology partner

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# Introducing DZINGA

Business communications solution that delivers sales results

DZINGA is a business communications-as-a-service provider with offices London, Amsterdam, Helsinki, Krakow, Riga, and Tallinn.

SMEs and enterprises across the EU rely on DZINGA with their sales-critical communications across all channels: phone, web, and social media.

DZINGA's technology is built around the natural selling power of a human conversation. DZINGA contributes to sales results by making sure the conversation can happen anytime, anywhere, seamlessly.

DZINGA also provides a white-label solution for partner carriers, ISPs, and VARs serving a cumulative customer base of more than 30 million individuals and 20 thousand corporate clients.

**DZINGA**

Web-widgets  
for lead  
generation

Worldwide  
phone  
numbers

Self-service  
portal

Cloud PBX &  
omni-channel  
messaging

Mobile &  
desktop apps

CRM  
integrations

Powerful  
analytics &  
reports

IVR &  
Call recording

- Online lead generation
- Sales communication
- Customer care & retention
- Collaboration
- International sales

# The DZINGA partner program

Grab your share of the pie



Earn recurring monthly commission in EU marketplace



Expand your existing service portfolio and access enterprise audience with 360-degree support from DZINGA



Deliver feature-packed, omni-channel communication solution to any business




Access and add value to tenders with an expanded product suite



Join a multi-model partner network that fits every business

**DZINGA**

Digital communication channels are on the rise. By 2019, 53% of customer conversations will happen on channels other than phone call (Deloitte). To meet the customer demand for omni-channel contact, companies are increasingly adopting solutions that allow for a seamless communication across all channels via a single interface. 80% of ecommerce businesses will invest in omni-channel by 2020, PwC predicts.



**Sources:** Deloitte 2017 Global Contact Center Survey |  
PwC 2017 Global Omni-channel Retail Index

# Partners with benefits

## Partnership models & rewards

DZINGA

20% or more recurring commission on every payment made by the referred customer, for the lifetime of the customer.

Customer who subscribed via the partner's dashboard.

### CHANNEL PARTNER

Adds DZINGA's standard functionality to their own dashboard. Billing is handled by DZINGA's billing platform

Heavily discounted calling & messaging rates. Dedicated project development team. Unlimited after-sales support.

Voice & messaging traffic generated by the partner's customers.

### WHITE LABEL PARTNER

Best for tailored solutions on top of DZINGA platform. Partner may use their softswitch and billing platform.

20% recurring commission on every payment made by the referred customer, over the period of 12 months.

Customer who subscribed on partner's recommendation or via partner's referral link.

### REFERRAL PARTNER

Refers potential clients to DZINGA by submitting their contacts or promoting the unique referral link

## Example of cumulative commission for a 20-user customer over the period of 3 years

	Price excl. VAT	Commission type	1st year commission	2d year commission	3d year commission	Cumulative commission
Standard subscription	€ 84	20% recurring	€ 201,6	€ 201,6	€ 201,6	€ 604,8
10 extra seats	€ 50	20% recurring	€ 120	€ 120	€ 120	€ 360
Monthly call charges	€ 110	20% recurring	€ 264	€ 264	€ 264	€ 792

Total commission: € 1756,8



# Why partner with DZINGA

Future-proof product in demand among business customers

## Business is a conversation

In 20-50 years from now, EU businesses will not use gasoline or incandescent light bulbs, but they will communicate to their remote buyers, one way or another.

## High demand for omni-channel

Companies with the strongest omni-channel customer engagement strategies retain an average of 89% of their customers, as compared to 33% for companies with weak omni-channel strategies (Aberdeen Group). To stay competitive, businesses are increasingly investing in omni-channel. 8 in 10 ecommerce businesses will employ the omni-channel approach by 2020, PwC says.

## Critical communication capabilities

DZINGA's business communications platform provides a broad range of features and services to match your customer's communication needs, from essentials to advanced custom-tailored solutions.

## Online sales

Sales in EU are going digital: the percentage of sales done online vs. offline is growing by around 11% annually and will represent 14% of EU retail sales by 2022 (PwC, Forrester). Built with this digital shift in mind, DZINGA offers a range of communication tools to support sales effort across mobile, web, and social media.

**Source:** PwC 2017 Global Omni-channel Retail Index | Forrester Data Online Retail Forecast 2017-2020 | Aberdeen Group Omni-channel customer care 2017

# How DZINGA supports you

Life-long 360-degree support



## Dedicated project development team

Rapid implementation of partner projects is ensured by dedicated project team of skilled engineers and developers recruited from DZINGA's in-house force of more than 100 professionals.

## 24/7 after-sales and technical support

24/7 assistance from DZINGA's Partner Support team is available to partners for a lifetime of the project, with no SLA or extra payments. Be it technical, account or billing issue, it gets quickly resolved by calling us directly.

## Unlimited integration capabilities

DZINGA's platform and APIs offers virtually limitless customization and integration capabilities, along with the carrier-grade level of service.

## Care for partner's customers

Partner's customers can always call DZINGA for technical support, tailored solutions, and more.



[www.dzinga.com](http://www.dzinga.com)

# Business communications solution that delivers sales results

**DZINGA**

## Value-adds

### Add-ons & white label solutions

- Unlimited integration capabilities
- Revenue sharing program
- 20% or more recurring commission
- Dedicated team for project development

## Website conversion

### Web widgets

- Instant call-back
- Online chat
- herd instinct
- Real-time quality assessment

## Convincing customer experience

### Communication flow management platform

- Virtual PBX & business messaging
- IVR & call recording
- Analytics & reporting
- CRM integrations

# Let's talk



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