



**ALLOY**



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**ENTERPRISE NETWORKS**  
CONNECTING BUSINESS



**ALLOY**

# Maximising IP Telephony Reseller Revenue Stream

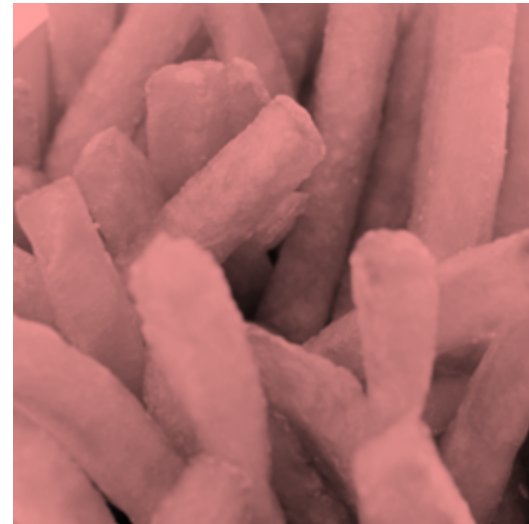
# Topics

- **Additional Licences**
- **Handsets & Peripherals**
- **SIP Hardware**
- **Other hardware**
- **Redundancy**
- **Services**
- **Marketing 101**
- **Rental Plan**



# Additional Licences

- Don't just sell speeds and feeds
- Epygi
- Zultys



## M & Q Series Licensed

- ❑ ACD (Auto Call Distribution)
- ❑ Barge-in
- ❑ IP Phone Support
- ❑ Conference Server
- ❑ Call Recording
- ❑ Video Conferencing

## All Quadros Licensed

- ❑ Auto Dialer
- ❑ 3PCC



## Desk Phones

- ❑ Aastra
- ❑ SNOM
- ❑ Yealink
- ❑ Zultys

## DECT

- ❑ Gigaset
- ❑ I-Serv



snom<sup>®</sup>  
VoIP phones



Yealink  
EASY VoIP



Gigaset



ZULTYS  
SMARTER COMMUNICATIONS



i-Serv



AASTRA

# Handsets & Peripherals

SRP

A\$ 60



A\$ 620

Dec 2011



## Peripherals

- ❑ Headsets
  - Wireless
  - Wired
  - Headset Adapters
- ❑ DSS/BLF expansion boards
  - Paper based
  - LCD color or BW
- ❑ Conference Phone



## SIP isn't just handsets

- ❑ VoIP Gateways
  - BRI/PRI/FXO/FXS/FAX
- ❑ GSM Gateway
- ❑ VoIP Paging
  - Total SIP
  - Re-use the analogue
  - Drive SIP to new analogue
- ❑ Indoor or outdoor intercom stations
- ❑ Security Door Stations



## VoIP needs infrastructure

- ❑ Switches
  - PoE or Not
  - Managed or Not
  - Gigabit or Not
- ❑ Racks and cable management to put them in.
- ❑ KVM switches to more easily manage the other gear in the racks
- ❑ Media convertors and cables (copper and fiber)

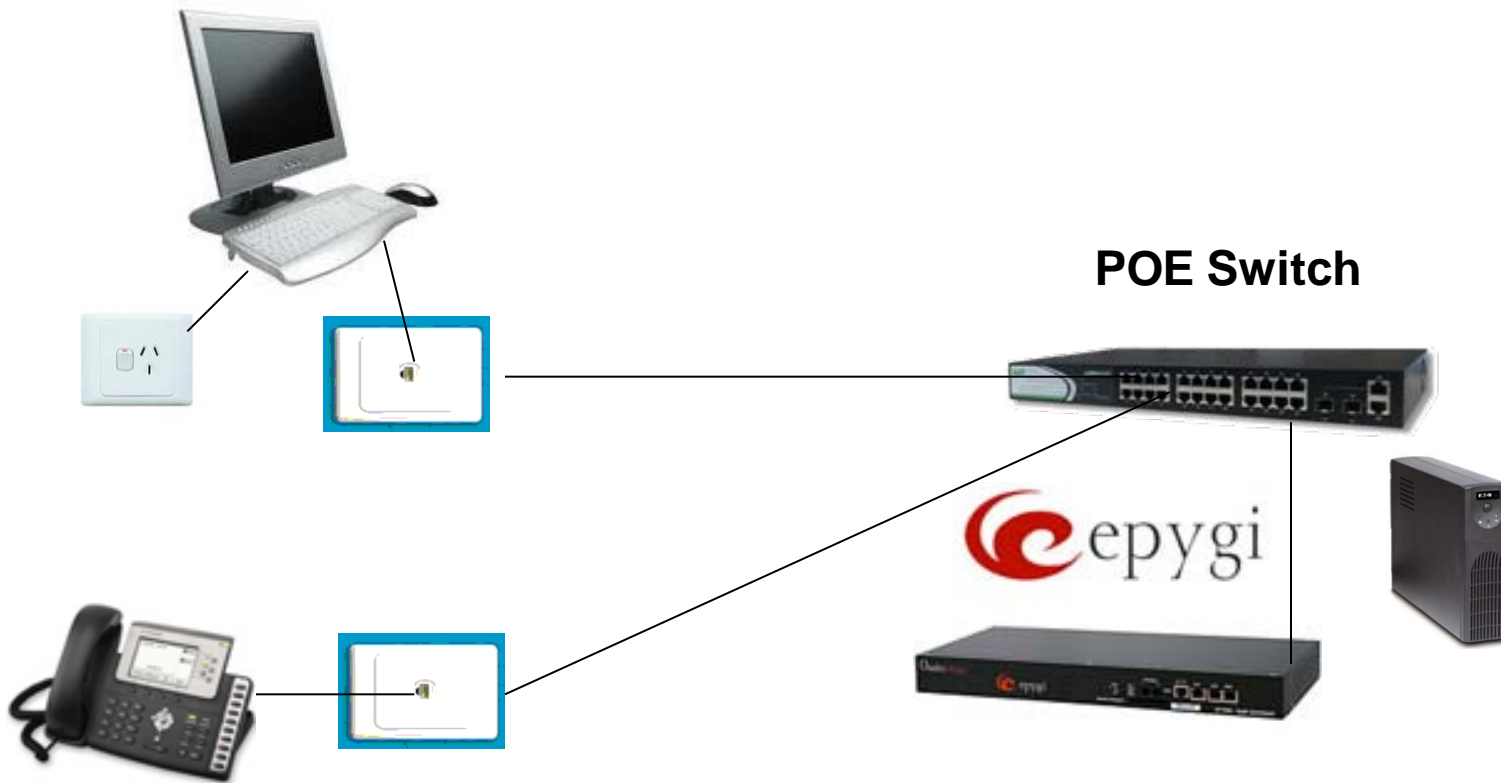


## Every electronic device WILL fail

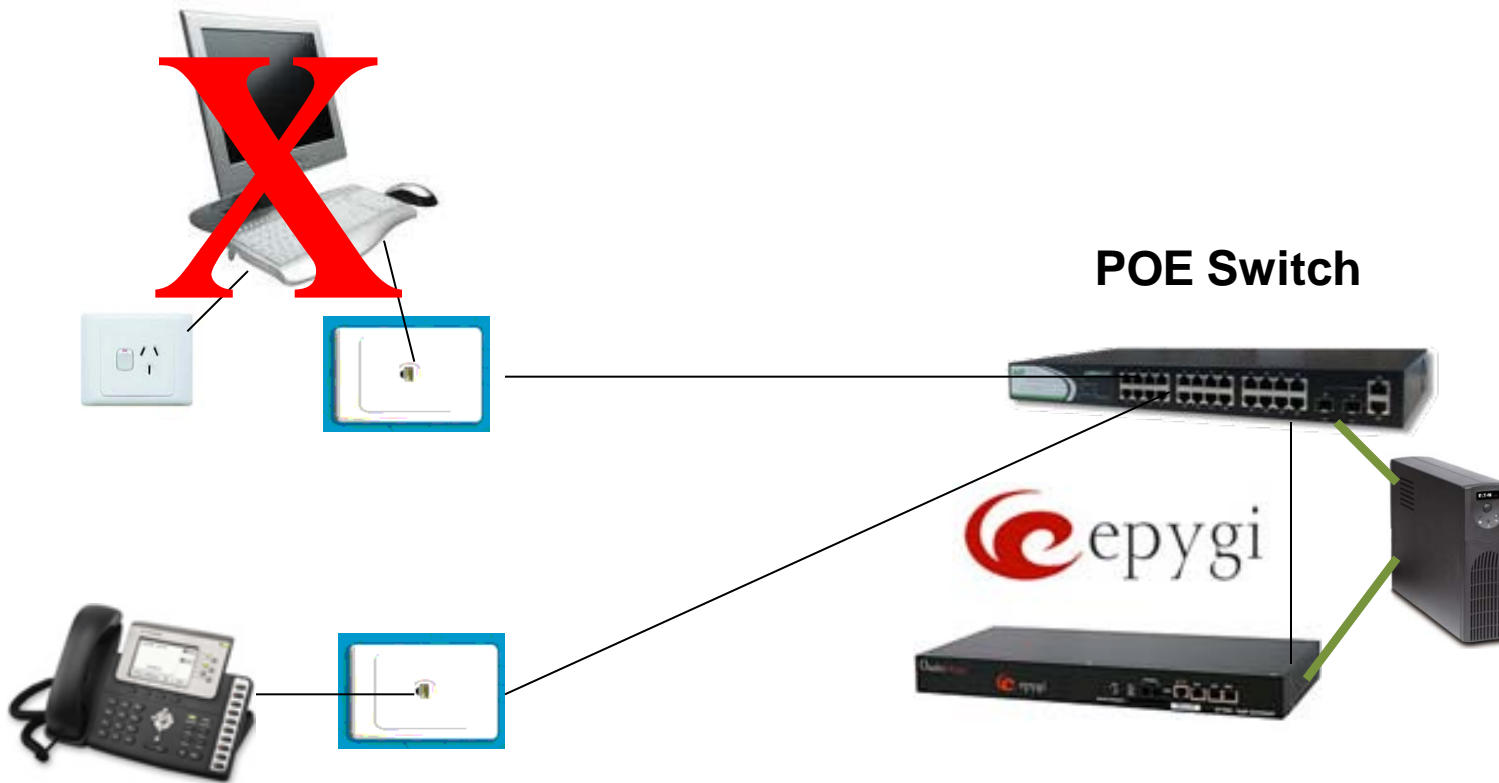
- ❑ It's a business question, with a technology answer
- ❑ Things that fail
  - Power
  - Internet service providers
  - Routers
  - Switches
  - The PBX
  - The phones

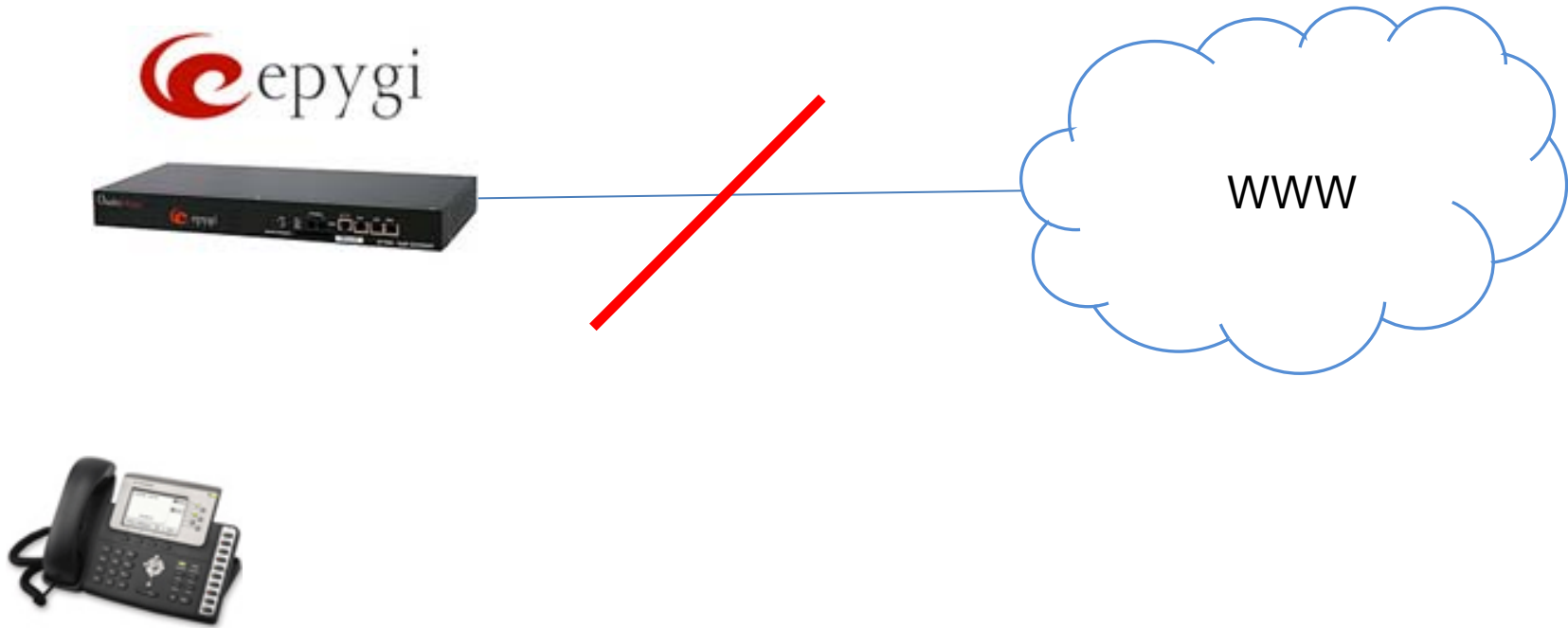


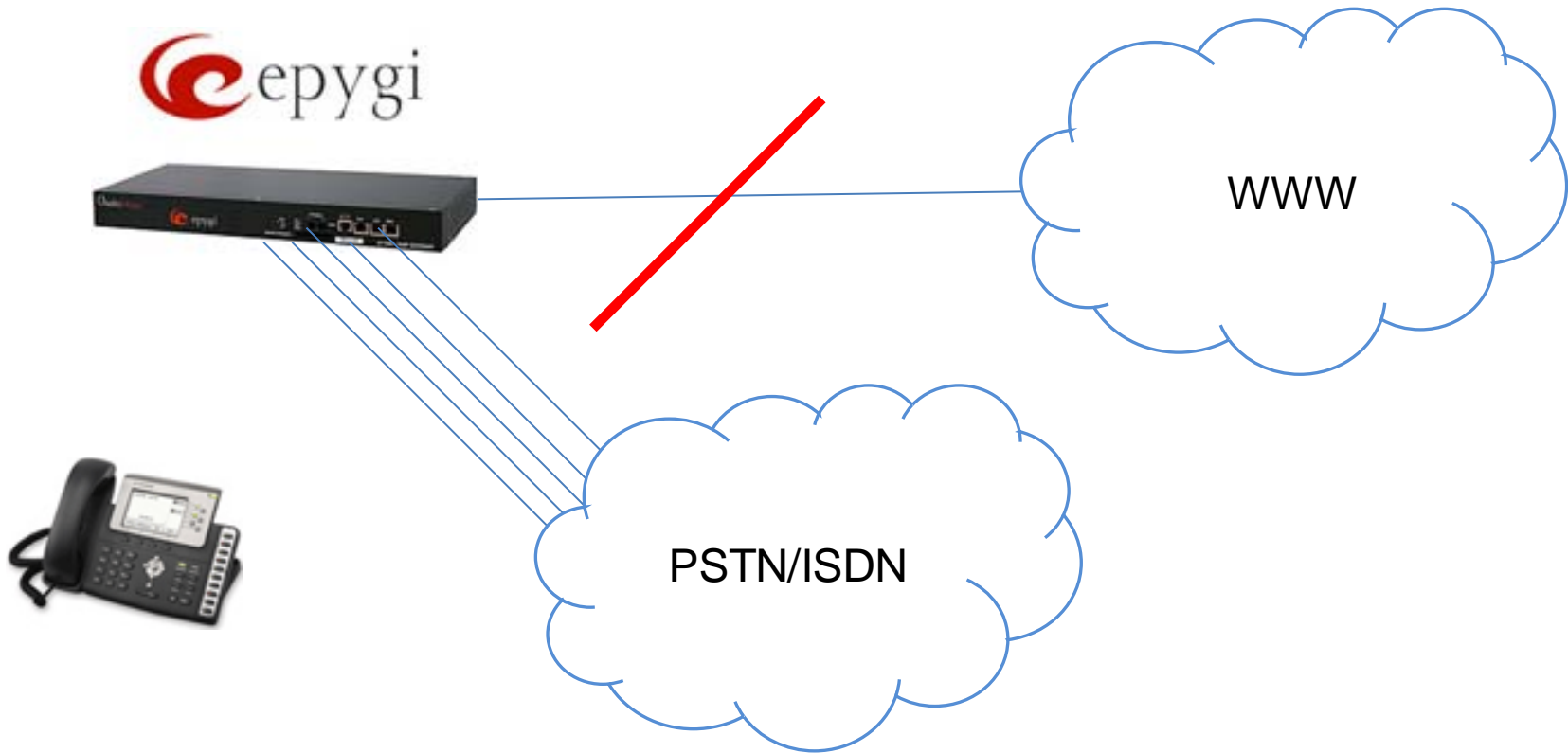
## Don't forget the UPS



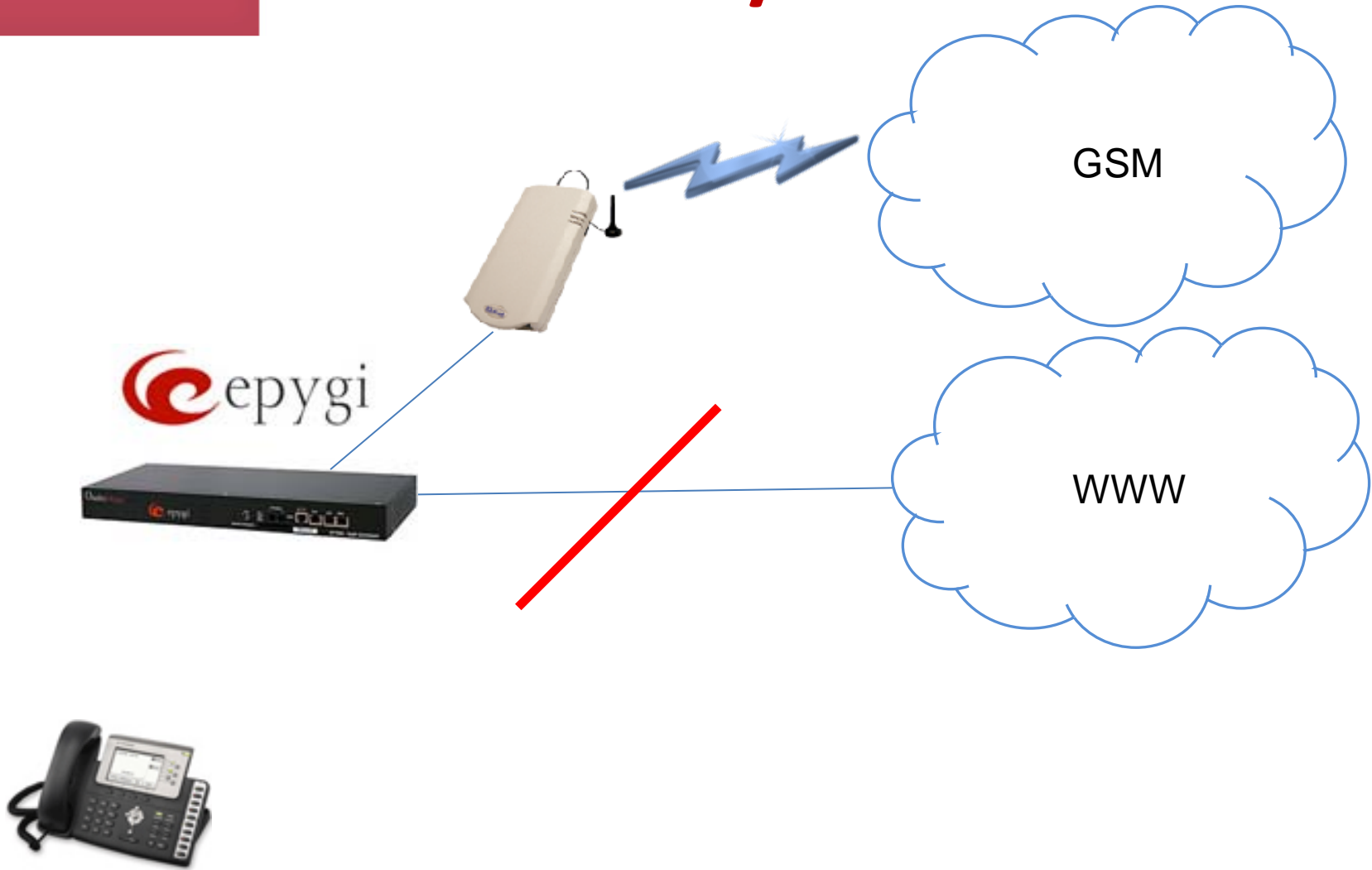
## Don't forget the UPS



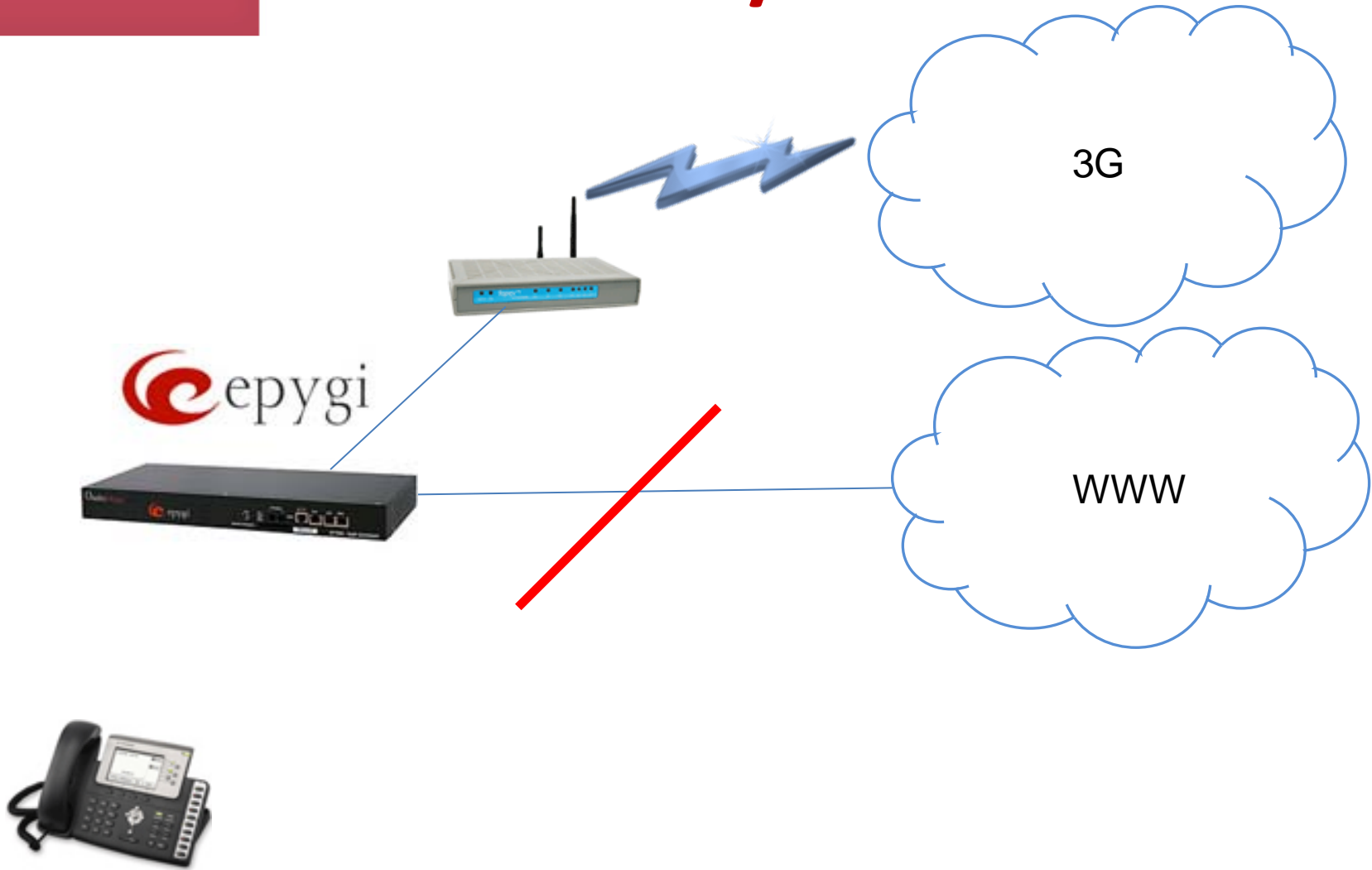




# Internet/Router



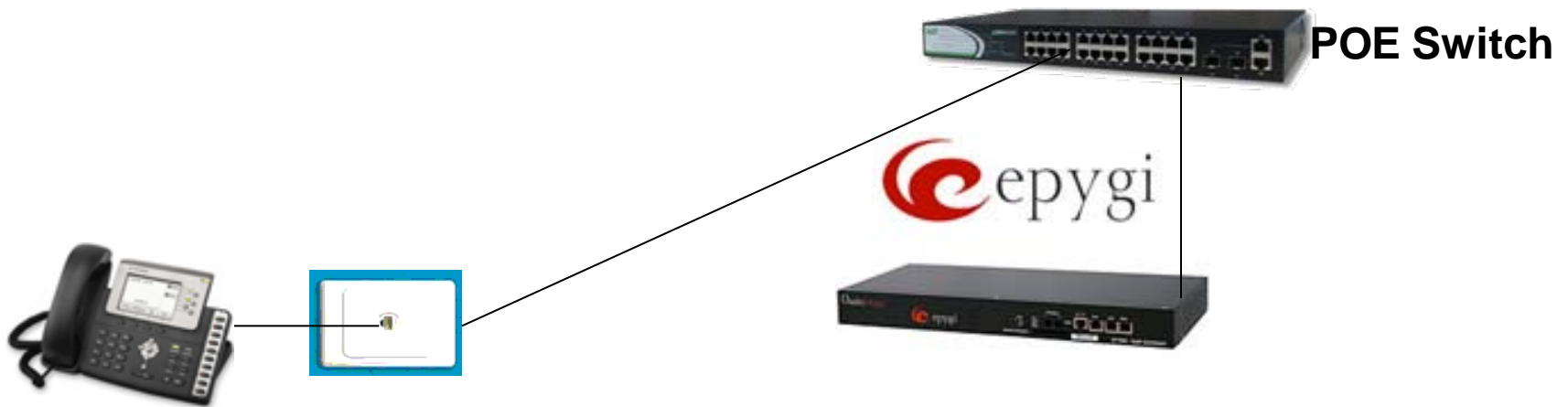
# Internet/Router



- ❑ Extra capacity
- ❑ Spares
- ❑ Advanced replacement
  - Yours or Ours
  - Must be purchased up front
  - Only available for the period of warranty



- ❑ Spares
- ❑ Redundant PBX
- ❑ Advanced replacement
  - Yours or Ours
  - Must be purchased up front
  - Only available for the period of warranty



## There is always more you can do for your customer\*

- ❑ Training
  - Formalise it
  - Do have handouts
  - Do have a reference card
  - Do make it hands on
- ❑ Management contracts
  - Backups
  - remote support
  - fixed fees for “amc”
  - Reports
  - Hold music
  - SLA
  - “What if reporting”



\* And charge them for it too

## Fast Facts

- ❑ Approximately 51% of all enterprise phone system buyers experienced indirect costs that initially were not taken into account
- ❑ 3 most common indirect costs
  - Additional Hardware
  - Unexpected labor costs
  - Licenses and software for supplementary functions
- ❑ 73 % of buyers did not notice any major difference in the basic features of phones offered by vendors

Source: Focus Research's Enterprise Phone Systems Buyer Survey, March 2009

SRP

A\$ 60

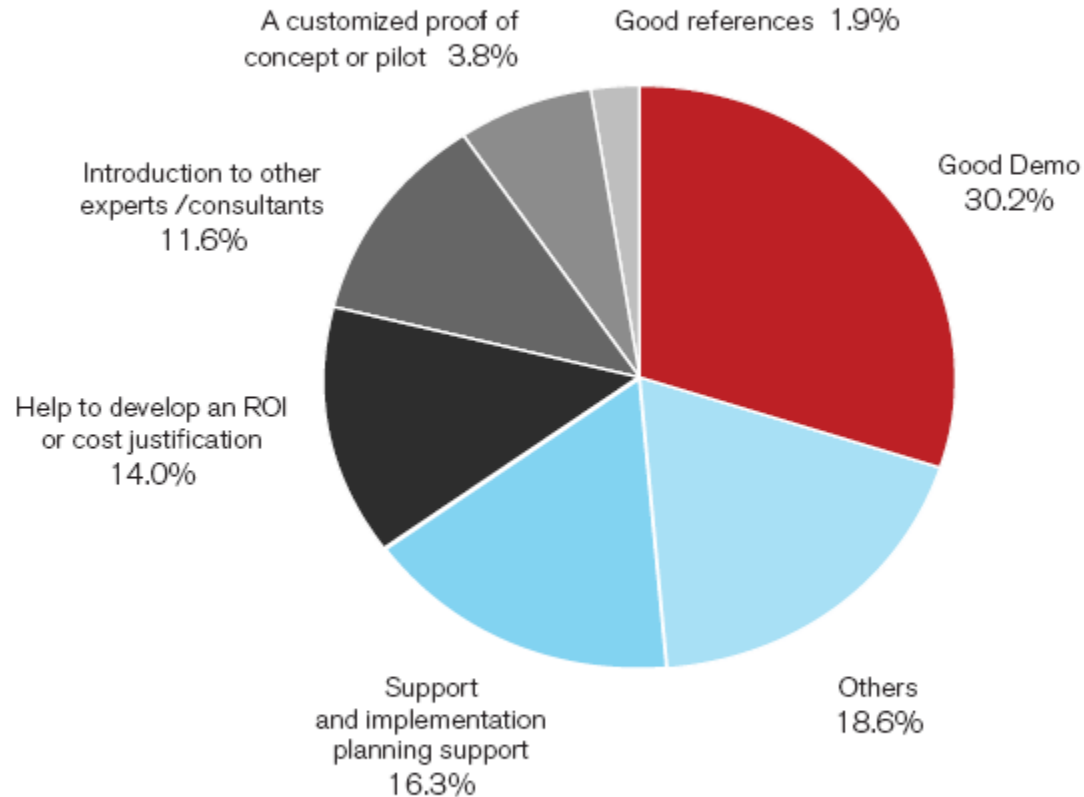


A\$ 620

Dec 2011

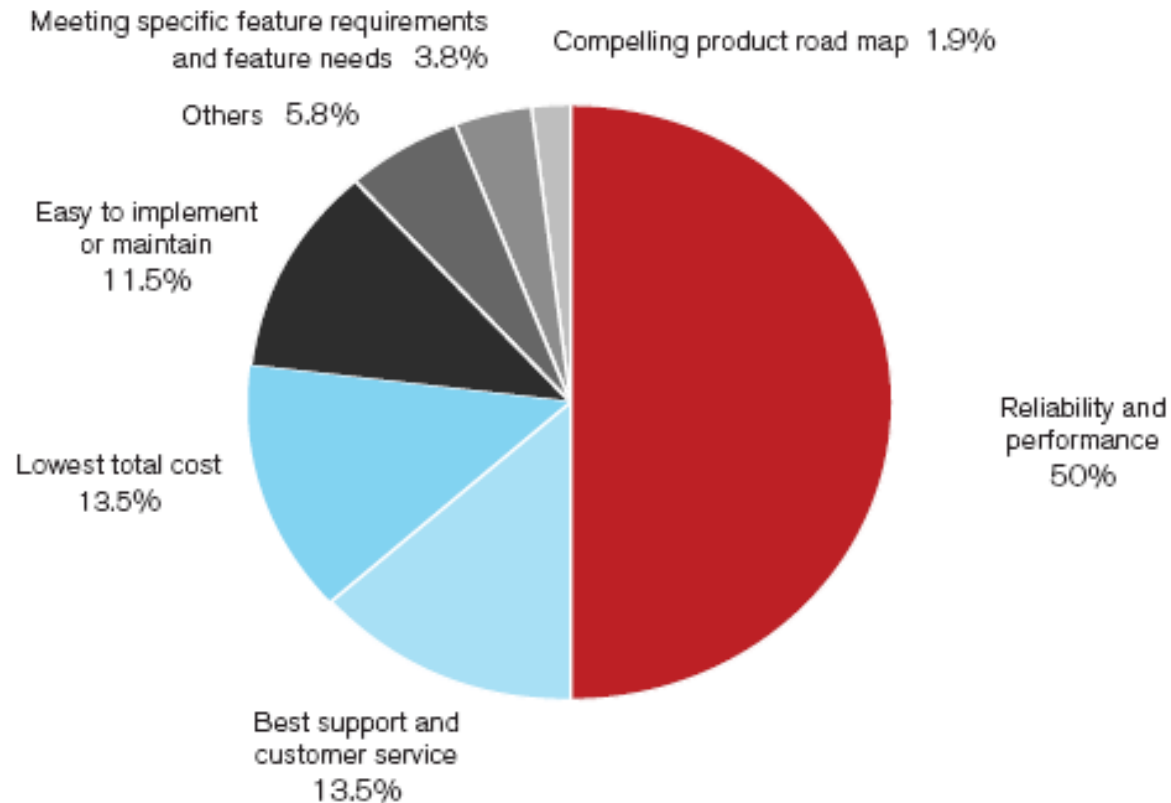


## What Buyers Consider Most Useful During the Sales Process



Source: Focus Research's Enterprise Phone Systems Buyer Survey, March 2009

## Most Influential Criteria When Purchasing a Phone System



Source: Focus Research's Enterprise Phone Systems Buyer Survey, March 2009

## Why

- ❑ OP EX vs CAP EX
- ❑ No Sticker shock
- ❑ Upgrade path
- ❑ Reseller Friendly
- ❑ Removes capital constraint



Home

The Alloy/eFiniTe Reseller Finance Program is a partnership designed to enable Resellers's customers to access Alloy & 3rd party equipment with a minimum of fuss. The program looks to address the customer's basic objections to equipment acquisition; price and feared obsolescence.

As an Alloy Reseller you can offer your customers competitive and flexible financing products for their entire IT&T acquisition. This can lead to increased sales and strengthened Reseller/Customer relationships. The Program allows Reseller customers to finance their equipment, under a flexible rental plan, within budget parameters, while having the ability to Technology Refresh at any time.



*Vendors and Distributors can use financial programs to help partners unlock cash currently locked up in the partners' operations..... CHANNELCORP Intelligence article Vol 08 No 06 [click here to read more.....](#)*

*Leasing can reduce operating cash cycles and duration for channel partners..... CHANNELCORP Intelligence article Vol 08 No 07 [click here to read more.....](#)*

[www.rentaldivision.com.au/alloy/](http://www.rentaldivision.com.au/alloy/)

## Get a Quote

To get a free online quote, simply enter the GST exclusive purchase price of the product.

<u>Enter Email *</u>	:	<input type="text" value="craig.harrison@alloy.com.au"/>
<u>Client Reference *</u>	:	<input type="text" value="Road Runner Trap &amp; Ambush"/>
<u>Hardware ex GST</u>	:	<input type="text" value="2500"/>
<u>Software ex GST</u>	:	<input type="text" value="400"/>
<u>Services ex GST</u>	:	<input type="text" value="1500"/>
<u>Other ex GST</u>	:	<input type="text" value="300"/>
<u>TOTAL ex GST</u>	:	<input type="text" value="4700"/>

[Get Quote](#)

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**Total Purchase Price = \$ 4,700.00**

Rental Cost \ Terms	24 Month	36 Month	48 Month
Monthly Rental Cost	\$ 249.01	\$ 178.55	\$ 143.73
Quarterly Rental Cost	\$ 737.52	\$ 528.75	\$ 425.63

## Get a Quote

To get a free online quote, simply enter the GST exclusive purchase price of the product.

Enter Email *	:	<input type="text" value="craig.harrison@alloy.com.au"/>
Client Reference *	:	<input type="text" value="Wyle E Coyote Rocket Labs"/>
Hardware ex GST	:	<input type="text" value="34800"/>
Software ex GST	:	<input type="text" value="6200"/>
Services ex GST	:	<input type="text" value="8000"/>
Other ex GST	:	<input type="text" value="3600"/>
TOTAL ex GST	:	<input type="text" value="52600"/>

[Get Quote](#)

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Total Purchase Price = \$ 52,600.00

Rental Cost \ Terms	24 Month	36 Month	48 Month
Monthly Rental Cost	\$ 2,496.92	\$ 1,747.90	\$ 1,375.49
Quarterly Rental Cost	\$ 7,428.17	\$ 5,200.04	\$ 4,091.75



**Any Questions**