



Partner Programme



Channel Maximise

The Maximise Programme enables collaboration to deliver the best customer experience and support our Channel Partners in growing their business together.



Who can apply?

IT Resellers and Systems Integrators, ISPs, Telephony or switchboard companies without an IECNS license, Hardware suppliers, Network Suppliers, Telecom Resellers, VARS, WISPs with bandwidth or coverage requirements, IT Consultants, PABX suppliers and maintainers.

Creating Alliances

Being a BitCo partner is about much more than just doing business with us. It is about enhancing and forging long-term relationships. The aim is to cultivate an environment for collaboration so that we can work together to create customers for life. We provide you with tools and benefits to enhance service, streamline operations and boost your revenue.

Network



All the benefits of a Carrier Grade Network without the laborious set-backs.

Compliance



Leverage off our premium, national tier 1 licenses.

Support



You have your own liaison who understands your relationship and supports you appropriately.

Partnership



We will partner with you from start to finish and provide the necessary guidance along the way.

Revenue



Annuity based commission. If we are billing, you are earning.



Memberships

BitCo is committed to assist with the growth of the ICT industry in South Africa. We offer three ways in which you can partner with us and elevate your business.

1 **Wholesaler**
White labeled solutions. Bulk sales of Local and International bandwidth. Carrier Voice Termination Services. National Layer 2 Access.

2 **Reseller**
Add BitCo's Voice and last mile connectivity to your product offering. Your client, your relationship. We offer recurring discounts on standard retail services.

3 **Agent**
Account referral option. Sign up clients to the BitCo network, leave support and invoicing to us. We will manage the account entirely; you earn recurring monthly commission on all referred accounts.

Setting you up for Success

BitCo offers sales and marketing assistance to help you transform your opportunities into revenue generating streams. Dedicated and personalised support can assist you with sales activities, and provide direction in prospecting and cultivating new opportunities.

Maximise Revenue

Success and growth is at the heart of the best partnerships and it is important to develop and nurture these partnerships. BitCo will give you the necessary commitment and support to ensure that the partnership is mutually successful.

- Revenue. Partners will benefit from tiered discount or commission structures.
- Promotions. Access to exclusive incentives and promotions to help boost sales and revenue.
- Marketing. Eligible partners will have access to marketing support and marketing funds to help subsidise costs for marketing activities.



Maximise Knowledge

BitCo provides the essential training and education to set your people up for success. Regular training and advice on current and new products and solutions will equip your team to provide the best customer experience.

Maximise Successful Partnerships

Successful partnerships are built on collaboration, which is why BitCo offers support services that help you make the most of our partnership. Our priority is to deliver a personalised and consistent service to all our partners.

- Access to collective experience. We will partner with you from start to finish and provide the necessary guidance along the way.
- Sales and marketing tools. Access to the BitCo online portals, marketing and sales collateral, sales support resources, sales tools, training, etc.
- Dedicated channel personnel. As a partner you have your own liaison who understands your relationship and supports you appropriately.



Maximise Agents

Being a BitCo agent allows you to earn commission and build annuity income without the hassles of support, billing and becoming an Internet and Telephony guru overnight. Our agent programme allows you to effectively act as a broker on behalf of BitCo. You will earn commission on each account signed to the BitCo network for the customers duration.

BitCo will take over all the responsibilities on the contract. Including, installation, support and billing. As a BitCo agent, you will receive full training on our products, all the marketing and sales collateral required as well as a designated liaison at BitCo. You will have the peace of mind of referring your clients to a reliable connectivity provider who has their and your best interest at heart.



What You Get

- ✓ VPBX extension with handset commission
- ✓ Virtual PBX: Revenue share of the monthly retail price excluding VAT that the customer pays to us
- ✓ Connectivity: Revenue share of the monthly retail price excluding VAT that the customer pays to us
- ✓ Voice calls: A percentage of the profits between the cost to sales excluding VAT price and the retail price excluding VAT for each call the customer makes over our network

- ✓ Access full product suite
- ✓ Training and development
- ✓ Marketing collateral support
- ✓ Dedicated account manager
- ✓ Limited marketing support
- ✓ Access to sales promotions

*Please refer to agent commission schedule for more information.

Maximise Wholesalers

- Co-location and peering
- International/Local Upstream Bandwidth (IP Transit)
- BGP configuration
- Rapid Deployment (Temporary Wireless)
- Carrier Voice Termination Services
- Fibre or Wireless Layer 2 Last Mile Access
- Fibre or Wireless Layer 3 Services
- National long distance

Being a leader in the Last Mile industry we understand the pains that other operators experience and can directly relate to them. At BitCo, we offer you more than just infrastructure for your business growth.

As a partner, you have access to our collective experience and we will provide guidance on your business journey. The aim of the BitCo Wholesale Programme is to supply Tier 1, Tier 2 and Tier 3 providers with reliable bandwidth, Carrier Voice Termination Services and National Layer 2 Access. Internet Service Providers (ISPs) and Telco's, Class or IECNS licence holders can benefit from this



- A national Fibre Network, consisting with over 150 points of presence.
- Carrier Grade Wireless using blends of licensed and unlicensed radio spectrum.
- 150 High Sites nationally, and growing.
- Co-location within Gauteng, Western Cape and KwaZulu-Natal.
- Peering and Access available in multiple Data Centres nationally.
- A national Voice Network with Multiple IP interconnect Agreements.
- Geographic Number Porting.
- Guaranteed 99% operational uptime.

	Tier 3	Tier 2	Tier 1
Services turnover target dis. rate	8%	10%	12%
Training and development	✓	✓	✓
Access to sales promotions	✓	✓	✓
Marketing collateral support	✓	✓	✓
BitCo consultant	✓	✓	✓
Marketing support	Limited	Limited	✓

*Please refer to the MOA for terms and conditions.

Maximise Resellers

Becoming a BitCo reseller enables you to offer your clients competitive Carrier Voice Termination rates and premium Last Mile Fibre or Wireless connectivity. As a reseller, you will uphold a single master agreement with us and simply place connectivity orders on behalf of your clients. Relationships, billing and support remain between you and your clientele.

As a Reseller you can:

- Set your own margins
- Keep your customer on your books
- Take complete ownership of sales process and customer relationship

We will provide you with a designated account manager - our dedicated contact at BitCo. You will receive comprehensive training on all of our services, marketing collateral and other specialised tools we have developed. Finally, the best part of all, we offer discounts enabling you to add margin.

Discount structure
 Access full product suite
 Second line support
 Training and development
 Access to sales promotions
 Marketing collateral support
 Dedicated account manager
 Marketing support

	Tier 3	Tier 2	Tier 1
Discount structure	8%	10%	12%
Access full product suite	✓	✓	✓
Second line support	✓	✓	✓
Training and development	✓	✓	✓
Access to sales promotions	✓	✓	✓
Marketing collateral support	✓	✓	✓
Dedicated account manager	✓	✓	✓
Marketing support	Limited	Limited	✓



Contact the Channel team to find out more about Maximise.

bitco.co.za
channel@bitco.co.za

