

WILMAC

Partner Program
Guide

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Introduction

Welcome to the Wilmac Partner Program! We are excited to introduce this program developed to create a network of relationships focused on expanding your presence and technology footprint while bringing true value to your clients and increasing your revenue streams.

Wilmac is a value-added, specialty NICE certified Business Partner. This program has been created to make our services available to Resellers by offering a flexible approach to expanding their product line, while also providing these Partners with superior delivery for sales and support.

As NICE's leading business partner, Wilmac has established a well deserved reputation as their premier solutions provider in North America. With experience in a variety of environments of various size, we have established an impressive history that serves as the cornerstone of our operations today. It is because of this that we have been able to create a unique relationship with NICE, one that has and continues to foster great success. As beneficiaries of this strong relationship, our customers appreciate and value working with us. Through the Wilmac Partner Program, we want our Partners to experience this advantage.

In short, we want to create a mutually beneficial relationship that allows us both to maximize revenue while helping your customer's meet their business objectives. We can both leverage this unique relationship to help drive business and establish a long term competitive advantage by better aligning our competencies and specializations to customer needs. Using the information provided in this guide, you will be able to determine how the Wilmac Partner Program is the right tool for you.

Overview

Market Opportunity

With growing compliance requirements, liability issues and demands for better customer service, more and more companies have turned to call recording. As IP/PBX system providers, you are a logical source to consult when looking for recording solutions. Your success has established a reputation, and current and future customers alike turn to you for expertise and advice regarding their call center needs.

The Wilmac Partner Program has been created to address such inquiries. Structured to provide each of our partners with the resources and tools they need to successfully reach customers, we aim to generate a long term relationship that serves as a differentiating advantage.

Common Issues - Why not do it on your own?

As experts in your own field, you already have a defined product offering that is your primary focus. Adding recording solutions to your product line often is not desirable or feasible to maintain your required focus on your core competencies. Common issues faced by partners when considering expanding to voice recording include:

- High cost of ownership and support of multiple platforms
- Complexity of integrations and interoperability; you already have enough to do and can't be an expert in everything
- Inefficient 'one off' deployments and support
- Huge amount of time and effort required to implement and support if not trained properly
- Not able to focus on core competencies creating an inconsistency in business operations
- Customer's are driven to competition after an unfortunate experience

Overview

Why Wilmac?

To circumvent these issues and still capture the market/revenue opportunity, become a Wilmac Partner. In addition to the strength and competitive advantage a wider product range provides, customers will be drawn to the simplified, single source option. As a partner, you will have the opportunity to sell NICE solutions under Wilmac's well respected position in the market.

Our world class coverage and support systems, coupled with our consultative sales approach, has lead to over 500 active installations in call centers, financial institutions, and public safety environments. As a NICE certified business partner, Wilmac is well established as a service and partner centric company composed of industry leading subject matter experts.

- We are a NICE Authorized Service Provider and the leading Value Added Reseller/Business Partner
- We are subject matter experts with over 500 active installations in a variety of organizations, from customer service departments to mission critical environments
- Single source for all NICE solutions
- We employ a consultative sales approach
- We represent the best manufacturer renown for their exceptional products and financial strength and stability

Value and Benefits

Value: Why the Wilmac Partner Program?

As a Wilmac partner, we provide you with the opportunity to expand your capabilities, strengthen your expertise and product offerings to customers, and encourage relationships centered on innovative development.

- Fosters a non competitive relationship
- Enter markets with access to a larger range of the latest technologies while creating new opportunities and growth
- The simplification and flexibility of the program make deployment easy
- With tiered levels of participation, the program is accommodating to best support you at each stage of the business cycle.
- Without investing in more resources, Partners are able to generate an additional, re-occurring revenue stream and take advantage of strong profit margins with minimal effort.
- Partners will gain a competitive advantage by delivering end-to-end recording solutions to their customer base, with the ability to capitalize on larger enterprise opportunities.
- Avoid the upfront cost of demo's, spares, on going training and related certifications
- In addition to growing your client base, relationships with current customers will improve as your solution sets and industry related expertise expands

Benefits

Gain access to benefits that help you to extend your market reach to more customers, reduce costs, and increase profitability while delivering innovative solutions.

- Lead Generation program: We provide a lead generating service for partners at minimal cost that will increase demand and drive growth.
- Customizable: Partners are able to individualize solutions for customers to improve the appeal, and success, of offers.



Value and Benefits

- **Partner Portal Access:** Our Partner only resource center is available online for additional support; generate quotes, access various resources and utilize sales tools.
- **Continuous Training and Certification:** depending on your desired level of involvement in the program, Partners have Wilmac's full sales training and product certification programs available to them.
- **Flexible Support and Maintenance Plans**

Field Sales Support: Wilmac will assign a dedicated Regional Account Manager to support your business activity. We are here to personally meet with your customers and/or provide webinars for all phases of the sales process

Pre-Sales Application Engineering Assistance: Our NICE certified Solutions Engineer assists customers in choosing and designing the correct platform.

Post-Sales Technical Support: Wilmac factory trained and certified Professional Services team will provide the support and detailed project management to ensure satisfied customers and Partners

Participation

We've created three tiered levels of participation to best suit our Partners needs.

Referral Partners

You provide or refer qualified leads to our sales team and do not actually participate in the selling/closing of the opportunity. Our sales team has the lead position, executes the contract and is responsible for billing and accounts receivables. Wilmac provides Professional Services, Project Management, Implementation and after install care, warranty and maintenance.

Compensation: 10% of the sale.

Gold Partners

In the Turnkey Offering, Wilmac provides the complete sales experience and the partner has the option to contract directly with their end user or operate through Wilmac, whichever works best for the particular sales situation. This is a non exclusive relationship in which the partner purchases Hardware, Software, Maintenance and Professional Services from Wilmac.

- Eligible for standard partner programs and marketing material
- No recurring revenue
- Wilmac provides ongoing support for the end user

Compensation on average sale: 25-30% Gross Profit.

Discount: 40% (Hardware/Software) 20% (Services)

Platinum Partners

In Wilmac's Top Tier Turnkey Offering, we provide the complete sales experience and the partner has the option to contract directly with their end user or operate through Wilmac, whichever works best for the particular sales situation. This is an exclusive relationship in which the partner purchases Hardware, Software, Maintenance and Professional Services from Wilmac. Platinum Partners are eligible for all partner programs and marketing materials, including:

- Lead generation
- E- mail campaigns
- On-site customer seminars
- On-site lunch and learn and incentives
- Sales contests and spiffs
- Recurring revenue from yearly maintenance split with Wilmac

Compensation on average sales: 35-40% Gross Profit.

Discount: 45% (Hardware/Software) 20% (Services)

Solutions

While we provide a wide range of NICE's innovative and high quality products, our Partner Program focuses on all NICE EIS Products, notably the NICE Perform suite – NICE Perform, NICE Perform Express, and NICE SMB– as well as the Mirra IV and the NICE Call Focus III.

[NICE Perform](#)

NICE Perform is the flagship solution from NICE, providing the most comprehensive solution in the market for the capture and analysis of customer interactions. It offers a complete set of features to meet the needs of today's enterprise, including high-availability compliance recording, quality monitoring, call flow analysis, customer feedback, coaching, and voice analytics.

[NICE Perform eXpress](#)

NICE Perform eXpress provides a cost-effective solution for organizations that require liability recording, with an emphasis on simplicity, ease of use, and low Total Cost of Ownership. NICE Perform eXpress is an all-in-one solution which can be deployed rapidly on a basic off-the-shelf server.

[NICE Perform SMB](#)

NICE Perform SMB is a cost-effective, high-quality solution for organizations that need to record at a single small to medium site. Based on the NICE Perform product, it offers a selection of the most popular call recording and quality monitoring features.

Solutions

	Perform R3.x	Perform SMB	Perform eXpress
Maximum Capacity	Unlimited	100	200
Multi-Site Support	✓		✓
Quality Monitoring	✓	✓	Forthcoming
Screen Recording	✓	✓	Forthcoming
Recording on Demand	✓	✓	
Recording Modes	Total (100%) Recording or Interactions-Based	Total (100%) Recording or Interactions-Based	Total (100%) Recording Only
Redundancy/Resiliency	✓		
Voice Analytics	✓		
Other Notes	Flagship solution for Enterprise Most comprehensive set of interfaces, integrations and features.	Same software as R3.1, but limited to single site. Some features not available.	Compliance recording, Software only, single server



About Wilmac

With offices in Rochester, Buffalo, New England, New York City and Toronto, and fueled by the experience and strong principles gathered over the past 50 plus years, Wilmac prides ourselves on providing clients with “best of breed” products and the highest level of service available. We are a service oriented company dedicated to operational excellence in all facets, a distinguishing difference that has won the business of hundreds of clients. Wilmac represents the #1 manufacturer of recording equipment, NICE, and our sales and support personnel consist of highly skilled, factory trained and certified technicians who are devoted to helping our customers support and protect their call recording investment. This commitment to excellence has created a mutually beneficial relationship with NICE as their leading certified business partner and authorized service provider in North America.

More information is available at <http://www.wilmacco.com>

About NICE

ABOUT NICE NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions solutions and value-added services, powered by the convergence of advanced analytics of unstructured multimedia content and transactional data – from telephony, web, email, radio, video, and other data sources. NICE’s solutions address the needs of the enterprise and security markets, enabling organizations to operate in an insightful and proactive manner, and take immediate action to improve business and operational performance and ensure safety and security. NICE has over 24,000 customers in more than 150 countries, including over 85 of the Fortune 100 companies.

More information is available at <http://www.nice.com>.