



# The Alliance Programme

Created for and by channel partners,  
the Alliance Programme is designed  
to help you grow your business.

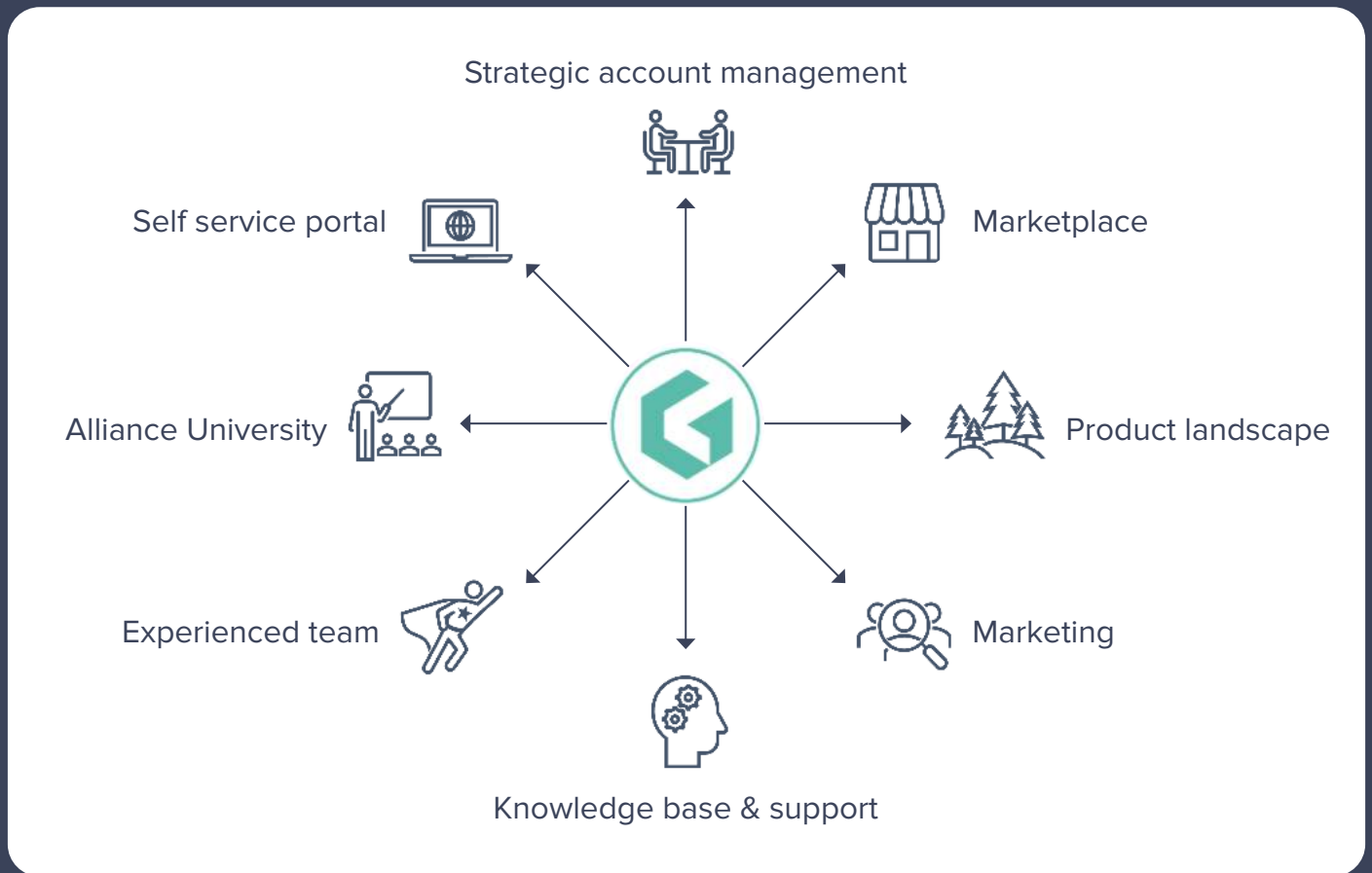


# Introducing Alliance

For more than 20 years, Gradwell have been pioneers in VoIP and communication technology.

We've built an exclusive partner programme – Alliance – which enables MSPs and telco resellers to differentiate themselves and deliver on any scale.

With extensive in-house development resources, we're committed to innovating and providing a compelling proposition, with high margins and a strong service wrap.



# Our commitment to you



## Innovation

The latest products and cutting-edge developments to create compelling propositions for your customers.

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## Communication

Transparent, accurate and consistent through a range of channels.

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## Education

Access training from the Alliance University and all the resources you need to succeed with our products.

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## Support

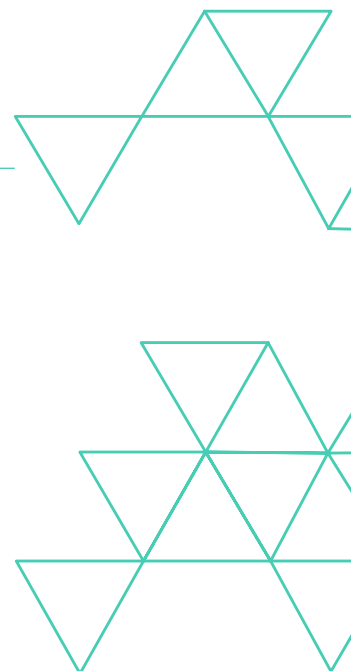
Industry leading support with empathetic customer-first attitudes and teams.

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## Success

Frequent calls, meetings and check-ins with your dedicated account manager to ensure we're getting the most out of each other and working best together.



# Why Partner with Gradwell?

Our dedicated team take pride in delivering an excellent quality of service and are on hand every step of the way to support our partners:



## One-stop shop

Instant access to a suite of voice and connectivity products with sales and marketing collateral to help you gain the advantage in the market and simplify the supply chain.



## Service commitment

We are comprised of people with drive and passion who are invested in maintaining our excellent quality of service, in turn enabling you to maintain and elevate yours.



## Easy to work with

We provide you with all the sales and provisioning tools to help you self-manage your customers and services via an online portal.



## Competitive pricing

Go-to-market with the latest voice and connectivity technology at competitive partner rates to help you win business.

# Our Products

Gradwell is a one-stop-shop for communications products and services. We offer a range of voice and UC solutions, connectivity services and hardware suitable for any organisation.



## Wave

Wave is our new feature-rich and cost-effective cloud PBX, designed to enable businesses to operate from anywhere.



## 3CX

We are Titanium-level 3CX Partner & Solution Provider. Our 3CX service includes dedicated hosting environments and 3CX recommended SIP Trunks.



## SIP

Our SIP trunks are perfect for any type of business, including high-volume, channelised and specialised 3CX SIP.



## Microsoft Teams Direct Routing

Connect Microsoft Teams to the PSTN via Direct Routing to make internal and external calls. Competitive per-user pricing, saving customers money versus Microsoft's own calling plans.



## Connectivity

We provide fast and reliable products across the full spectrum of connectivity services from broadband to leased lines.



## Equipment

Complete the solution with compatible headsets, handsets, DECT and conference units from leading providers.

# Partner Resources

Our online portal empowers our partners to get the most out of our products. Built in the Salesforce ecosystem, it functions as a mini-CRM, helpdesk and library – all in one.

- ✓ Create opportunities and generate quotes
- ✓ Place new orders
- ✓ Create and track support tickets
- ✓ Access marketing collateral and additional services
- ✓ The Alliance University – sales and support training



## Product Overview

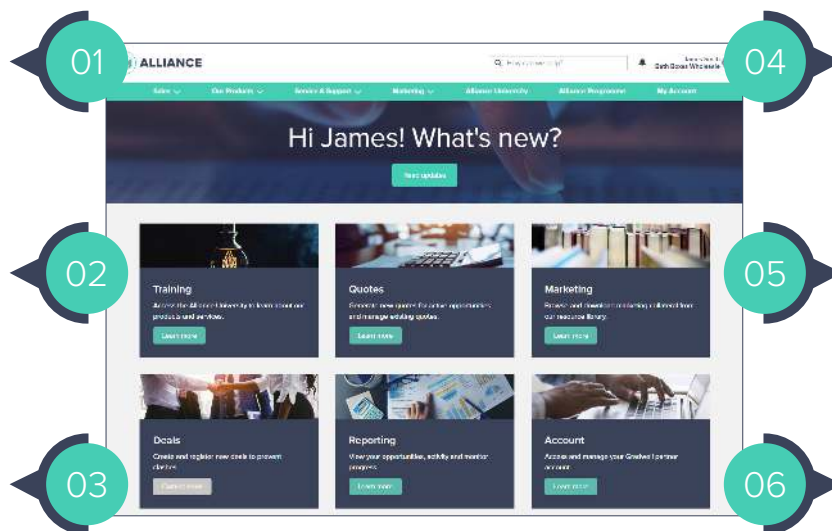
- Product specifications
- Product pricing
- Product collateral

## Online Ordering

- Online pricebook
- Online quoting
- Online ordering

## Training

- Support training
- Sales training
- Solution training



## Case Management

- Raise cases
- Reply to cases
- Track cases

## Knowledge Base

- Suggested articles
- Product support
- How-to guides



## Service Management

- Manage customers
- Manage billing

# Gradwell's partner models

## Referral Partner

### Simply refer leads to us

-  Get paid on the implementation
-  Earn up to £80 per extension





## Select

### Easy commission-based selling

-  Gradwell manage customers
-  Account management
-  Specialist partner support
-  Approved & Premium tier options

## Business

### Manage your own customers

-  Set your own pricing
-  Manage your customers
-  Sell white labelled products
-  Priority account management
-  Approved & Premium tier options

## Why choose us?

Hear from some of our existing partners and why they're proud to be working with Gradwell.



**“Nine out of 10 of our clients are better suited to Gradwell's solutions.”**

“The functionality and cost of VoIP solutions from Gradwell enables us to show our clients that a flexible telephone system with clever features is affordable – it's a no brainer.”

**Craig Sharp, Managing Director**



**“I can confidently say to customers when pitching something: ‘I'm sure there's a way we can do that.’”**

“I know if we go to Gradwell, they will help follow up on that promise instead of saying: ‘That doesn't suit with our offering, go away’, like other providers might.”

**Ian Jenkins, Owner**



**“We feel the team at Gradwell are invested in our future and this goes a long way.”**

“Even as a small - but growing - company, the service we get from Gradwell is excellent. I doubt we could replace the relationship we have built with any other supplier. We're looking forward to a long and prosperous working relationship.”

**George Thorpe, Director**





**There's never been a better time  
to join our partner network.**

**Contact us today to get started**  
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