

Channel Partner Program



Public Telephone Company, a boutique and respected Service Provider since 2005 offering complete, telecommunication services for all types of business applications, hosted in the cloud or on premises. Our strategy is to partner with resellers and wholesalers throughout the western hemisphere and to make them successful winning deals against all competitors with quick response times and targeted training and marketing, complimented by 7/24 technical support services.

Frustrated selling voice or video services, often competing against the same or similar solutions?

Worried that other providers are taking your customers, affecting your company valuation?

Tired of being a me-to solution provider rather than differentiate, with low cost and high value?

Seeking offers that will compliment your existing solutions or branding to increase customer spend?

Desire high margin and opportunities to bundle resulting in increased customer reliance?

Crave true partnership rather than just a plain reseller participation.

Program Benefits



1. PTC offers benefits to promote long-term partnerships and enable sustainable growth. Lifetime recurring revenue, customer ownership and extended human capital resources to grow your business and your valuation.



2. Protect your opportunities with deal registration and receive special advantages. Preferred pricing models, special training and service arrangements, territorial and vertical, exclusivity models.

3. Receive latest sales and marketing materials to strategically position against the competition to increase closing ratios and maximize margin contribution with targeted efforts.



4. Customizations, branding and localization of the offer make it simple to purchase. Current and future development that makes sense, plus makes you different and value added.

5. Up to date sales, marketing and technical documents to keep you informed and successful. Winning requires strategy and we are with you in partnership all the way.



Service Offers



PTC Voice Services

- Sophisticated and simple to use
- Extensive user functions for business, hospitality and call centre applications
- Support and integration for popular voice terminal suppliers and softphone applications
- Zero-touch provisioning services
- Highest security Class 4/5 switches
- Scalable to 100,000 extensions
- Options may include popular voice terminals (DaaS)
- Innovating price
- Maximize margins with low-cost wholesale models



PTC Video Services

- PTC hosted: Public cloud or private cloud
- Customer hosted: **On-site/** virtual hosted (ie: aws/azuze))
- Presence/ chat/ voice / video
- Sophisticated and simple for small and large organizations
- SIP/H.323 video connections (BFCP/H.319content sharing)
- Endpoint registration
- Highest quality: 384kbps – 10,000 kbps
- Includes dial In, dial out, call recording, streaming etc...
- Client app/ webRTC for desktop and mobile access
- Maximize margins with low-cost wholesale models

Both solutions offer limited distribution and customizations to optimize organization branding.

Cloud-based services are hosted in multiple data centers and provisioned with full redundancy to enable a 99.98% SLO availability.

Business Model



Sell PTC voice or video services on your own terms. Own the customer relationship.

- Wholesale purchase a brandable or PTC localized service,
- Apply mark-up and then sell to customers.
- Unit costs decrease with higher quantities
- Special reduced costs may be strategically provided
- **You invoice** or have **PTC Invoice** the end user customer.
- **The commercial ownership stays with the Partner for life**
- You provide basic technical support, Alternatively, let us do it all.
- We'll provide you the orientation at no extra charge to help you train your customers.



Need More Information?

Contact:



Michael Robertson
VP, Sales Operations
michael.robertson@ptcoa.net
+1.416.716.9500