

Partner Program FAQ

Singlewire Software develops and supports innovative voice applications centered around secure, fast, and reliable mass notification capabilities. Our main application offerings allow our customers unprecedented control in designing mass notifications, assigning them to specific recipients, and determining the medium for dissemination—IP phones, IP speakers, email, etc.—all with the peerless capacity for customization to our customers' specific environments. Singlewire is devoted to maintaining the agility and imagination needed to fulfill our customers' needs and fostering an environment for successful partnerships between our customers and our company.

Questions

The questions in this section come up frequently in partner discussions:

- Q [Do we need to register to enable my company to sell Singlewire software?](#)
- Q [Does Singlewire sell hardware and services?](#)
- Q [What is Singlewire's channel sales model?](#)
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- Q [Does CDW have any special pricing or terms with Singlewire?](#)

Answers

- Q Do we need to register to enable my company to sell Singlewire software?
- A As long as your firm is authorized to sell Cisco System's products off the Cisco global price list, you are authorized to sell Singlewire Software products.

If you are not currently a Cisco Systems authorized reseller, you can register to become a Singlewire affiliate and earn a fee for providing qualified leads to Singlewire. To become an affiliate please contact Mike Koehn at mike.koehn@singlewire.com.

- Q Does Singlewire sell hardware and services?
- A Singlewire is purely a software company. Our goal is to sell our products through partners and support their business models. We currently do not offer billable services other than software maintenance support. We do not sell Cisco Unified Communications or networking hardware.
- Q What is Singlewire's channel sales model?
- A Singlewire's channel sales model aligns with Cisco's channel sales model. Any worldwide partner who is authorized to resell Cisco's products is automatically authorized to sell Singlewire's products.

These partners are also authorized to sell additional Singlewire products that Cisco has chosen not to include on the global price list.

- Q What are the ways my company can partner with Singlewire Software?
- A There are three basic ways your company can partner with Singlewire Software:
 - **Reseller partner.** Singlewire will provide your company with the opportunity to resell our products to end users and earn a margin on the sale.
 - **Lead-pass affiliate partner.** If your firm is not an authorized Cisco reseller, you can earn a lead-pass fee by registering to become a Singlewire affiliate. Fees are paid for qualified leads that were not previously known by Singlewire or Cisco.

- **Development partner.** Singlewire Software can be incorporated into your products and offerings through special arrangements where Singlewire will provide source code and support in return for royalties when the software is resold.

Q For what market niche are Singlewire Software solutions designed?

A Although Singlewire's products are very popular in the K-12, higher education, healthcare, and government markets, they are designed to meet the needs of all customers in all industries (from small to large to gigantic).

Q What is the nature of Singlewire Software's relationship with Cisco Systems?

A Singlewire is a member of a small group of software developers who provide products through the Cisco Solutions Plus program, which assures that products are fully tested and supported by applying Cisco's highest standards.

Q What are Singlewire Software's primary products?

A InformaCast® is Singlewire's flagship product, providing coordinated text and voice alerts/messages to IP phones and IP speakers. InformaCast also provides advanced centralized bell and clock control, which is popular in K-12 school districts and higher education markets. For more detail on InformaCast's features, see www.singlewire.com/products.html

That webpage also contains information on our other applications, including:

- **Desktop Notification System.** Send an alert or message to a computer desktop.
- **Push To Talk.** Use a Cisco phone like a "walkie-talkie."
- **RemotePhoneControl.** View and control a Cisco phone remotely for support, training, or other reasons (i.e. like pcAnywhere for phones).
- **DORA.** Monitor the status of an IP contact closure and trigger an alert or action (ex. a door opens and triggers an alert).
- **ControlKom.** Send text and voice alerts/messages to IP phones and IP speakers in environments that don't have Cisco CallManager installed.

Q What geographic restrictions are there to reselling Singlewire Software products?

A There are no geographic restrictions to selling Singlewire's products. Our products are available to customers in virtually every country of the world.

Q Does Singlewire Software offer an open API for integration of existing inputs or outputs?

A Yes, our software is designed to integrate with a wide array of systems and architectures. If the integration doesn't currently exist, we'll provide an open API along with support to help develop it.

- Q** Approximately how many customers does Singlewire Software have worldwide?
- A** Singlewire currently has over 2,000 customers worldwide, and the list is growing every day. These customers span from very small to very large, and their industries vary from education to airlines to government. Several customer testimonials can be found on the Singlewire website at www.singlewire.com. Reference calls can also be arranged as necessary.
- Q** How do I get credit toward my Cisco attainment when I sell Singlewire products?
- A** Revenue associated with any of the part numbers in the following table will contribute directly to your Cisco attainment.

PRODUCT CODE	DESCRIPTION	PRICE
SP-INFORMACST-50=	InformaCast – 50-user license	\$2,750.00
SP-INFORMACST-250=	InformaCast – 250-user license	\$9,000.00
SP-INFORMACST-1000=	InformaCast – 1,000-user license	\$32,400.00
SP-ATLAS-I8S=	ATLAS IP SPK SYS 8" NO EN INFORMACAS	\$1,159.99
SP-ATLAS-SEA-I8S=	ATLAS SURFACE MNT SLANTED ENC	\$99.00
SP-ATLAS-IPS-ZC1=	ATLAS INFORMACAST SINGLE ZONE INTFAC	\$1,679.99
SP-ATLAS-SEST-IH=	ATLAS SURF MNT STRGHT ENCLOS IH-VP	\$269.00
SP-ATLAS-IHVP=	ATLAS IP SPEAKER SYS APF-15	\$1,439.99
SP-ATLAS-SEA-I8SC=	ATLAS SURF MNT SLANT ENCLOS I8SC WHI	\$129.00
SP-ATLAS-I128SYS=	ATLAS IP COMPLIANT 1X2 DROP CEIL SPE	\$1,389.99
SP-ATLAS-I8SC=	ATLAS INDOOR IP SPEAKER W/CLOCK	\$1,369.99

- Q** Can we sell additional products that are developed by Singlewire and not available through the Cisco channel?
- A** Yes, Singlewire offers several complementary products to InformaCast in which your customers will most likely be interested. Your status as a Cisco reseller also enables you to order these other products directly from Singlewire Software.

To receive information on these products or request a quote, contact Singlewire Sales Support:

- Contact Sales Support at 608.661.1140
- Email Sales Support at sales@singlewire.com
- Submit an online sales support request at: www.singlewire.com/talkwithus.html

We will provide you with a quote for the products that are not available from Cisco and a bill of materials for the products that are available through Cisco. Please see a list of our products at www.singlewire.com and contact us for assistance with a quote.

Note: Software maintenance and support outside of the standard warranty period is not available through Cisco. Maintenance after warranty can be ordered by a business partner through Singlewire as part of the initial software transaction or as a follow-on sale.

Q How can I contact Singlewire Software?

A There are a number of ways to contact Singlewire depending on the information that you are seeking.

To become a Singlewire partner, call or email Mike Koehn (1.608.661.1146 or mike.koehn@singlewire.com) or visit our website at <http://www.singlewire.com/talkwithus.html> and fill out the Talk With Us form .

To access sales support, view our online Sales Knowledge Base at http://www.singlewire.com/support_knowledgebase.html and click on the **Sales** link, or call or email Sales Support (1. 608.661.1140 or sales@singlewire.com). You can also submit an online Sales Support request at <http://www.singlewire.com/talkwithus.html>.

To access technical support, view our online technical Knowledge Base at http://www.singlewire.com/support_knowledgebase.html, or call or email Technical Support (1.608.661.1140 or support@singlewire.com). You can also submit an online Technical Support request through the Knowledge Base.

To access billing or administrative support, call or email Jill Lenoble (1.608.661.1156 or jill.lenoble@singlewire.com) or send an email to invoice@singlewire.com.

Q Why would I sell Singlewire versus other paging and notification products that are currently on the market?

A Singlewire Software stands apart from its competitors:

- Enterprise-class scalability with minimal required infrastructure
- Superior performance saves valuable minutes when it matters most
- Tight integration with key complementary technologies like AXP blades, VMware, Cisco DMS, and SchoolMessenger
- Built for use with proven Cisco multicast technology
- Full endorsement of Cisco's Solutions Plus program
- Full backing of Cisco's field sales and technical teams around the world
- Large and growing worldwide customer base

- Top-notch technical support with a long-standing track record for extremely high customer satisfaction
- Flexible and open API integration with infrastructure and emerging technologies
- Simple and efficient installation in minimal time

Q What is Singlewire Software's company history?

A Singlewire Software's core InformaCast product was born out of a requirement by the Department of Commerce to deploy rapid evacuation after the 9/11 terrorist attacks. Singlewire Software (formerly known as Berbee Software and acquired by CDW Corporation) wrote an application that ran on top of Cisco IP telephony infrastructure to meet the stringent needs of the U.S. Government and leverage an investment in IP telephony and Unified Communications. After almost eight years and seven full releases of additional software functionality, InformaCast is now installed on over 1,000,000 phones in 2,000+ companies around the world.

On April 1, 2009, Singlewire Software became an independent company from CDW. The same team of professionals is dedicated to developing and supporting world-class messaging products that run on top of IP networks.

Q What are Singlewire's strategic partnerships?

A Singlewire has formed strategic relationships with:

- Cisco Systems
- Atlas Sound (who manufactures our IP-based speaker products)

Q What are key characteristics of a company that may have a need for Singlewire Software's products?

A Singlewire prospects have one or more of the following characteristics:

- A need to centrally manage communications and messaging over a wide number of locations
- A need to have centralized support and control of paging, messaging, and notification platforms
- Investment and commitment to building and supporting an IP-based network
- An expressed desire to reduce infrastructure costs
- A strong commitment to Cisco networking products
- Installed Power over Ethernet or a desire to upgrade
- A need for a distributed and flexible paging solution
- A need for a messaging platform that is pervasive across the organization

- Cisco Unified Communications infrastructure
- Q** How can I obtain a sales kit with materials that will help me sell Singlewire Software products?
- A** Email Mike Koehn (mike.koehn@singlewire.com) with a list of email addresses that require the sales kit and it will be sent. This kit contains:
- A proposal template
 - A pricing and configuration guide
 - A customizable presentation with speaker notes
 - A sales “elevator card”
 - The top 10 reasons to buy Singlewire
- Q** Does CDW have any special pricing or terms with Singlewire?
- A** CDW is a reseller of Singlewire Software products and operates under the same terms and conditions as all of Singlewire’s other software resellers.

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