

ATOS FOR USE BY ACCREDITED PARTNERS

Partner Program for Unify Office Sub-Broker

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DOCUMENT NUMBER	: xxx
VERSION	: 1.0
STATUS	: final
DATE	: 31.08.2020
VALID FROM	: date of publishing
RELEASED FOR TRAINING	: na
NUMBER OF PAGES	: 13

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1. Atos and RingCentral Partner Program for Unify Office

1.1. Atos and RingCentral Partnership

In February 2020 Atos SE and Ring Central, Inc. announced that Atos will add RingCentral as the preferred provider of Unified Communications as a Service (UCaaS) solutions. In July 2020 Atos SE and Ring Central, Inc. announced the expansion of their strategic partnership with the launch of a co-branded UCaaS solution called **Unify Office (UO) by RingCentral**. Unify Office will be available starting August 31, 2020 in a phased roll-out to released countries.

About Atos

Atos is a global leader in digital transformation with over 110,000 employees in 73 countries and annual revenue of over € 11 billion. European number one in Cloud, Cybersecurity and High-Performance Computing, the group provides end-to-end Orchestrated Hybrid Cloud, Big Data, Business Applications and Digital Workplace solutions. The group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos | Syntel and Unify. Atos is a SE (Societas Europaea), listed on the CAC40 Paris stock index.

The purpose of Atos is to help design the future of the information technology space. Its expertise and services support the development of knowledge, education as well as multicultural and pluralistic approaches to research that contribute to scientific and technological excellence. Across the world, the group enables its customers, employees and collaborators, and members of societies at large to live, work and develop sustainably and confidently in the information technology space.

About RingCentral

RingCentral, Inc. (NYSE: RNG) is a leading provider of global enterprise cloud communications, collaboration, and contact center solutions. More flexible and cost-effective than legacy on-premises systems, the RingCentral platform empowers employees to work better together, from any location, on any device, and via any mode to serve customers, improving business efficiency and customer satisfaction. The company provides unified voice, video meetings, team messaging, digital customer engagement, and integrated contact center solutions for enterprises globally. RingCentral's open platform integrates with leading business apps and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.

- This partnership significantly expands the total addressable markets for both organizations.
- Atos will work with RingCentral to bring enterprises the market leading UCaaS cloud communication.
- Atos will bring end to end workplace solution options including integration, security and digital transformation services.
- Atos will bring Unify Office by RingCentral to market through its valued Channel Partners.

The New Public Cloud offering for Partners is complementing Atos UCC's market leading portfolio. Atos UCC now has leading offers for UCaaS, CCaaS and Private Cloud on-premise communication solutions for end-customers choice!

This Partner Program for Unify Office is created for potential and existing Atos Cloud Channel Partners (“Partners”) willing to offer RingCentral Office to their customers in this early stage of the Atos and RingCentral partnership. As soon as Unify Office is available in a country, Atos will focus on offering Unify Office and stop offering RingCentral Office in this country.

Unify Office is offered to Atos valued channel partners leveraging a Broker Model, also referred to as Agent Model. The Broker Model expedites the process of on-boarding, deploying and managing the sales cycle of Cloud Solutions. Partners (Master Brokers/ Sub-brokers) can offer industry-leading solutions to their customers, whilst being supported directly by Atos (Super Master Broker) and RingCentral (Vendor) at every step. With the Vendor contracting with the end-customer directly, this removes complex billing requirements for Partners instead allowing them to focus on bringing qualified leads; which in turn ensures higher close rates and quicker implementations for customers.

1.2. Program Confidentiality

This Partner Program for Unify Office and all communications from Atos with respect to the Partner Program for Unify Office are Atos confidential information. All Partners are required to treat the Program information as Atos confidential information.

1.3. Program Changes

Atos may, at any time and at its sole discretion, modify, add to, reduce, or otherwise change any of the terms of the program and this guide (collectively “Changes”), including without limitation, the requirements and benefits hereunder. Atos will post notice of the on Unify Partner Portal. Partners should look at the terms regularly in the Unify Partner Portal. Changes will not apply retroactively and will become effective no sooner than seven (7) days after they are posted. However, changes addressing new functions for a Service or changes made for legal reasons will be effective immediately.

2. Partner Program for Unify Office Fundamentals

2.1. Program Eligibility and Validity

This Partner Program for Unify Office is available through Atos representatives and in released countries only. It is only valid in combination with a valid Sub-Broker Agreement between Atos and the Sub-Broker. Atos provides the UCaaS (Unified Communications as a Service) solution as part of this Partner Program for Unify Office for Channel Partners as defined on the Portfolio Pages on the Partner Portal.

Atos and RingCentral have developed an exclusive Co-Branded Solution called Unify Office for Atos which - as of regional availability - will replace the RingCentral Office offering as the Portfolio for the Sub-Broker.

2.2. Program Principles

RingCentral and ATOS have entered into a strategic agreement whereby ATOS is working with Brokers, Master Brokers and their Sub-Brokers to find business opportunities related to the Portfolio of Unified Communication Services (as a Service – UCaaS) released for ATOS. Atos engages with a limited amount of Master Brokers who have or will establish a network of Sub-Brokers and have expressed their desire to promote the UCaaS Portfolio released in the Territory to end-customers through Master Broker’s pre-approved sales and marketing Sub-Brokers and introduce the UCaaS Portfolio to prospective customers .

The role of you as a Sub-Broker within this program is to grow the UCaaS business together with Atos by marketing to and engaging with end-customers and prospective customers. Additionally, you encourage upsell potential and end-customer satisfaction. In return, you engage with Atos and its Master Brokers in a beneficial business model with attractive commission payments and ease of doing business in the UCaaS Space, which enables you to scale and grow the UCaaS business very quickly – at very low investment cost.

Atos uses a **lead-based Broker model** – available to Atos Partners – also referred to as “Agent Model” or “Referral Model” in many territories.

How it works on high level:

- You, our valued Sub-Broker pass on a lead to us.
- Our Channel Agnostic Cloud Sales Team qualifies the lead together you
- The lead is entered into Unify Office Pipeline, if it meets 5 pre-defined core criteria
- The end-customer lead will be allocated to you

You can input leads now – even before partner-onboarding is done. Atos Channel agnostic Cloud Sales Team will work each lead together with **your team**. We will also enable your sales team with support from Vendor on “How to work with Unify Office” and with our Cloud Sales Team on “How to pitch and sell Unify Office” to end-customers.

Once a lead is converted into a paid subscription (ie end-customer signs contract with RingCentral for the UCaaS Service), **you receive commission payments for the lifetime of the end-customer contract** (via your Master Broker).

2.3. Five Core Lead Criteria

Qualifying a lead is simple, in principle it is 5 core criteria that need to be fulfilled for a qualified lead:

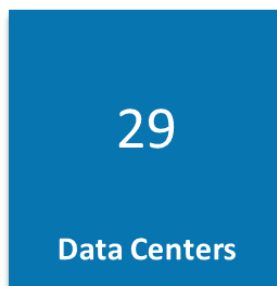
- Customer has shown interest in a UCaaS solution
- You have spoken to the customer and discussed the Unify Office by RingCentral offering
- You informed the customer that Atos and RingCentral will register their interest and the personal data necessary to follow up the opportunity
- The customer wants to have a conversation within a month
- Buying decision will be made within the next twelve (12) months

3. The Portfolio: RingCentral Office and Unify Office

3.1. RingCentral Company Profile

RingCentral is the #1 Worldwide Pure Play UCaaS Company with an incredible momentum,

...



... the analysts market leader in UCaaS ...

Figure 1. Magic Quadrant for Unified Communications as a Service, Worldwide

As of July 2019 © Gartner, Inc.

GARTNER

A Leader in the 2019 Gartner Magic Quadrant for Unified Communications as a Service, Worldwide leadership

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... and provides a global footprint:



3.2. Unify Office by RingCentral - UCaaS Solutions

Unify Office provides everything customers need to connect their global business with a Cloud Solution. A best-in-class UCaaS solution offers messaging, video and phone with:

- Enterprise quality
- HD quality voice
- Fast call connect
- Proprietary PSTN integration
- Premium calling numbers
- Rich analytics

All the features you need and more
Everything you need to run your business in one robust and reliable cloud communications solution.

Cloud phone	Meetings	Messaging	Security	Analytics	RingCentral App

Simple to set up and use <small>Break down silos, connect and collaborate any way you want, on any device.</small>	Powerful, mobile administration <small>Instantly change settings on the go and consolidate disparate systems.</small>	Local presence on a global scale <small>Get local numbers and consistent Communications services across 100+ countries.</small>	Open platform for integration <small>Connect essential apps or create your own to streamline processes And increase productivity.</small>

- Unify Office is a business grade cloud phone system that offers flexibility and mobility through a variety of available phone numbers, installed apps on either desktop computer, smartphone, or tablet, delivering improve communications with a rich list of call features.
- Unify Office Video Meetings delivers HD-quality web, audio, and video, along with one-click functionality and webinar capabilities.
- Team Messaging turns staff deadtime into productive nuggets by allow them to exchange up-to-the minute information (in real-time) with virtual colleagues.
- Unify Office delivers peace of mind for their customers by instituting robust security measures throughout its entire UCaaS service (physical, network, host, data, application, business processes level, as well as the enterprise level) of your organization.

4. Partner Program for Unify Office Process Description

4.1. Atos Channel Partner Lead Registration Process

If you have a customer interested in a full UCaaS Solution immediately – looking for:

- Simple and quick to set up and use – Message, Video, Phone
- Instant working from Home or Mobile
- Without cost-intensive Infrastructure investment
- Remote Admin and support

Then please register that end-customer with Atos.

Process is as follows:

- 1) Partner submits a lead to Atos Channel Manager (Owner – Partner).
- 2) The Atos Channel Manager submits the lead to the Atos Channel Agnostic Cloud Sales Team (Owner – Channel Manager).
- 3) The Atos Cloud Sales Team reviews the lead quality to determine if all criteria are met (Owner – all Stakeholders).
- 4) The Atos Cloud Sales Team enters the lead on behalf of Partner – including Partner's name and GlobalOne (G1) ID (Owner – Cloud Sales Team).
- 5) The lead is managed via the standard sales process with involvement of Partner and Channel Manager. The pipeline reports will show Partner's name and G1 ID. (Owner – Atos/RingCentral).
- 6) At the beginning of the Sales process, the Partner determines as to how far they want to be engaged in the sales process (from high engagement of leading/driving it to low engagement)

Once Unify Office is launched in country, most of this process is handled via online tools.

Note: Partner sign up process can be run in parallel with the lead registration process to ensure timely engagement with the customer.

4.2. Sub-Broker Sign-Up Process

If you are interested in:

- Adding cloud portfolio and additional margin to the business easily – with almost no investment required
- A simple sales model – built for scale
- An instant offering for end-customers working from home or mobile

There are the following responsibilities and actions:

- 1) Get the Partner Program for Unify Office (Partner Portal or from your Master Broker)
- 2) Get your Sub-Broker Agreement from your Master Broker
- 3) Ask your Master Broker to register you as Sub-Broker that wants to sell Unify Office (UO) with Atos Channel Account Manager (Owner – Distribution Account Manager) or simply register online <https://unify.com/en/partners/partner-registration>.
- 4) After approval, please sign the Sub-Broker agreement from Master Broker.
- 5) An introductory session is organized with you – covering the Sales Model (Broker), the engagement model with Atos and RingCentral and other important fundamentals (Owners – Master Broker + Local Cloud Channel Team).
- 6) Atos informs RingCentral about new Partner registration (Owners – Channel Manager + Cloud Channel Team).
- 7) Partner record automatically created in Atos Systems (Owner Atos).
- 8) Partner on-Boarding & Enablement, Access to Unify Office online Trainings

Phase 1 – High-Level Sales Process

- ▶ **ATOS UCC - Sales Opportunity Prospecting**
- ▶ **ATOS UCC - Sales Qualify Opportunity**
 - Customer has shown interest in a UCaaS solution
 - You have spoken to the Customer and have discussed RingCentral
 - You have informed the Customer that they will be registered with RingCentral
 - **Customer is willing to have a conversation with RingCentral within 30 days**
 - **Buying decision will occur within the next 12 months**
- ▶ **ATOS/UCC Sales - Submit Opportunity Web Form**

- ▶ **RingCentral - will Assigned a Sales Exec to the Lead**
- ▶ **RingCentral - Sales Exec & ATOS UCC Sales Hold Strategy Call**
- ▶ **RingCentral - Customer Discovery Meeting (Call)**
- ▶ **RingCentral - Sales Engagement**
 - Technical Sales, Deployment, Customer Success



The image shows a digital form titled "RingCentral | Atos Lead Registration form". At the top, it says "Once completed, the lead will be registered by RingCentral to begin the sales process." Below this is the Atos logo. The form contains several input fields: "Atos Rep's Name", "Atos Rep's email", "Partner Name", and "Partner Contact's Name". Each field has a "Your answer" label below it. There is also a section for "Partner Details".

Partner will be given access to online training Unify Office Sales Professional (RCSP/UOSP). Ongoing Partner leads will be submitted by Atos Cloud Sales Team via an online form. Urgent Partner leads can be submitted at any point in the process via the Atos Cloud Sales Team using online form. RingCentral will not enter any Partners into their systems that have not agreed to Atos terms

4.3. Atos Channel Partner Enablement Process

You can be enabled quickly to offer Unify Office – a full UCaaS Solution.

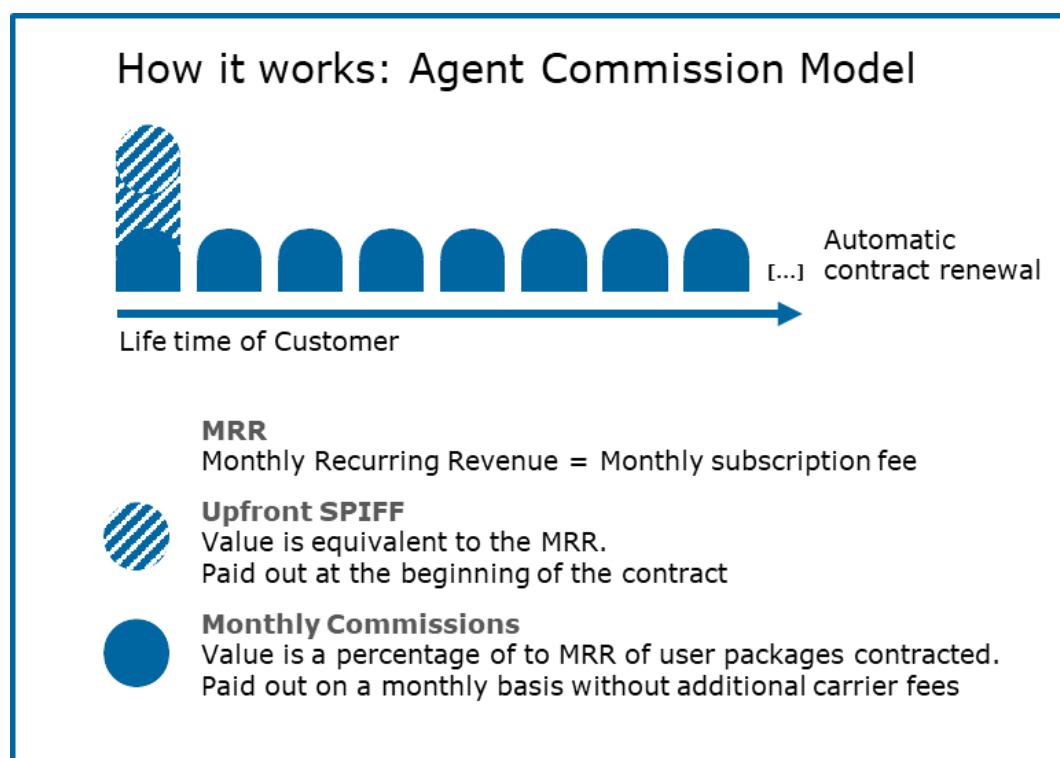
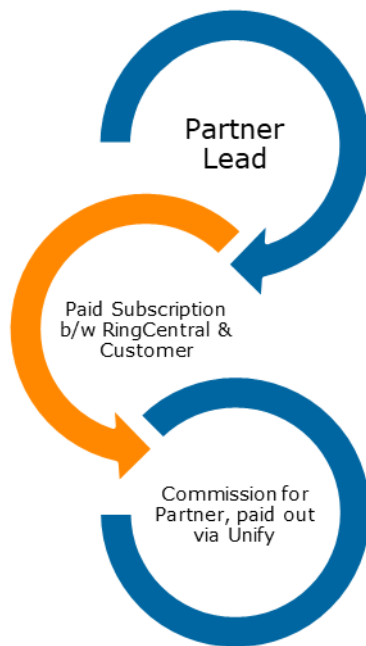
- ▶ All training is available on-line – at no cost
- ▶ We ask for Unify Office Sales Professional Training as a minimum

Below is the list of responsibilities and actions:

- 1) RingCentral will verify the creation of Partner ID to Atos (Owner RC) and Partner will be given access to the Training Portfolio
- 2) Atos Cloud Channel Manager will ensure that Partner takes the RCSP certification as a minimum and walks Partner through the Partner program and portfolio (Owner – Channel Manager with support of Channel Cloud Team).
- 3) Atos Cloud Sales Team will work with Partner to identify qualified leads and follow 'Channel Partner Lead Registration Process' (Owner – Atos Cloud Sales Team + Channel Manager).
- 4) Atos Cloud Channel Team will feedback pipeline updates to Partner and commissions on closed business via Channel Manager (Owner – Atos Channel Cloud Team and Channel Manager)
- 5) Partner will be managed in the by Atos Channel Manager with support from the RingCentral Channel Team.

5. Economics for the Partner Program for Unify Office

5.1. Generating Sales and Earning Money



- You will guide your end-customers through the Sales Funnel together with the Atos Cloud Sales Team and back - up support of RingCentral. Upon successful sales, your end-customer will sign a contract with RingCentral and RingCentral will receive from the end-customer a monthly subscription fee (MRR) for the contracted Portfolio.
- **“MRR”** means the then-current total amount of monthly recurring subscription fee portion of revenue attributable to the services paid to RingCentral by a customer. MRR's exclude:
 - any revenue from one-time or non-recurring transactions or services (including set-up, installation, professional services, sales or rental of handsets and other equipment) and other one-time charges and services (including usage-based charges and charges for a toll-free number),
 - any sales, use, value-added or other taxes paid on behalf of or to RingCentral by customer,
 - any E911 fees and cost recovery fees and similar administrative fees,
 - any Consumption based fees for PSTN services,
 - any costs and expenses reimbursed to RingCentral,

For example, if a Customer paid RingCentral €63.98 in May 2019, of which €39.98 was a monthly recurring subscription fee, €20 was for One-Time Charges, €3.00 was for Taxes and €1.00 was for potential administrative fees, then the Current MRR for May 2019 is €39.98.

- Your efforts will be rewarded with a **monthly Channel commission** - According and in line with the terms of your Sub-Broker contract with your Master Broker
- Your Channel commission will be paid by your Master Broker
- On top of the monthly commission you may receive an **upfront payment** (SPIFF) - paid by your Master Broker as per the channel commission plan that you have agreed with your Master Broker

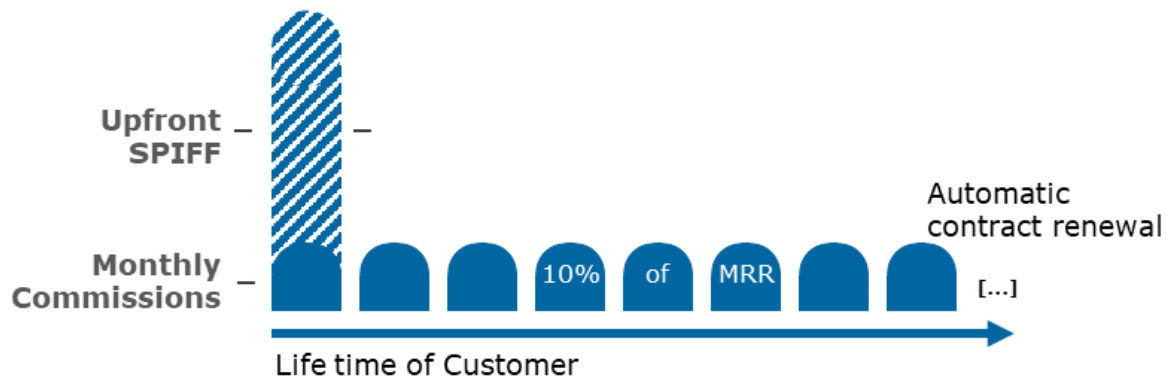
5.2. Example Economic Offering for Sub-Broker

Partner Program for Unify Office Sub-Broker Commission Model Example:

Your Master Broker defines the economic offering downstream to related Sub-Brokers. The commission scheme is solely at the discretion of the Master Broker. Our recommendation to be successful is to offer upfront SPIFF payments to Sub-Brokers to enable them to incent and pay their sales force.

The monthly earned commission runs for the lifetime of the end-customer contract with RingCentral. Extensions or upgrades during the term of the end-customer agreement lead to an increase of the MRR, thus to a higher monthly commission. No additional one-time upfront SPIFF applies.

A commission scheme for a Sub-Broker could potentially look like this – as an example:



Upfront SPIFF	
Contract Term	Upfront Spiff
1 year (12m)	1 MRR
2 year (24m)	2 MRR
3 year (36m ++)	4 MRR

Monthly Commissions	
10% of MRR	

5.3. Master Broker Commission Payment to Sub-Brokers

Master Broker is solely responsible to set up agreements on channel commission with Sub-Brokers for one-time and recurring commissions and execute reporting and payments on own account. Atos has no payment obligations for channel commissions to Master Agent’s Sub-Brokers. Master Broker’s commission reporting and creation of entitlements for channel commission to Sub-Brokers is based on the data on qualified sales Atos provides to Master Broker in the monthly commission report.