

Conversant Partner Programme

Whether you aim to streamline your portfolio, boost revenue, or offer innovative solutions, the Conversant Partner Programme has everything you need to grow with Microsoft Teams.



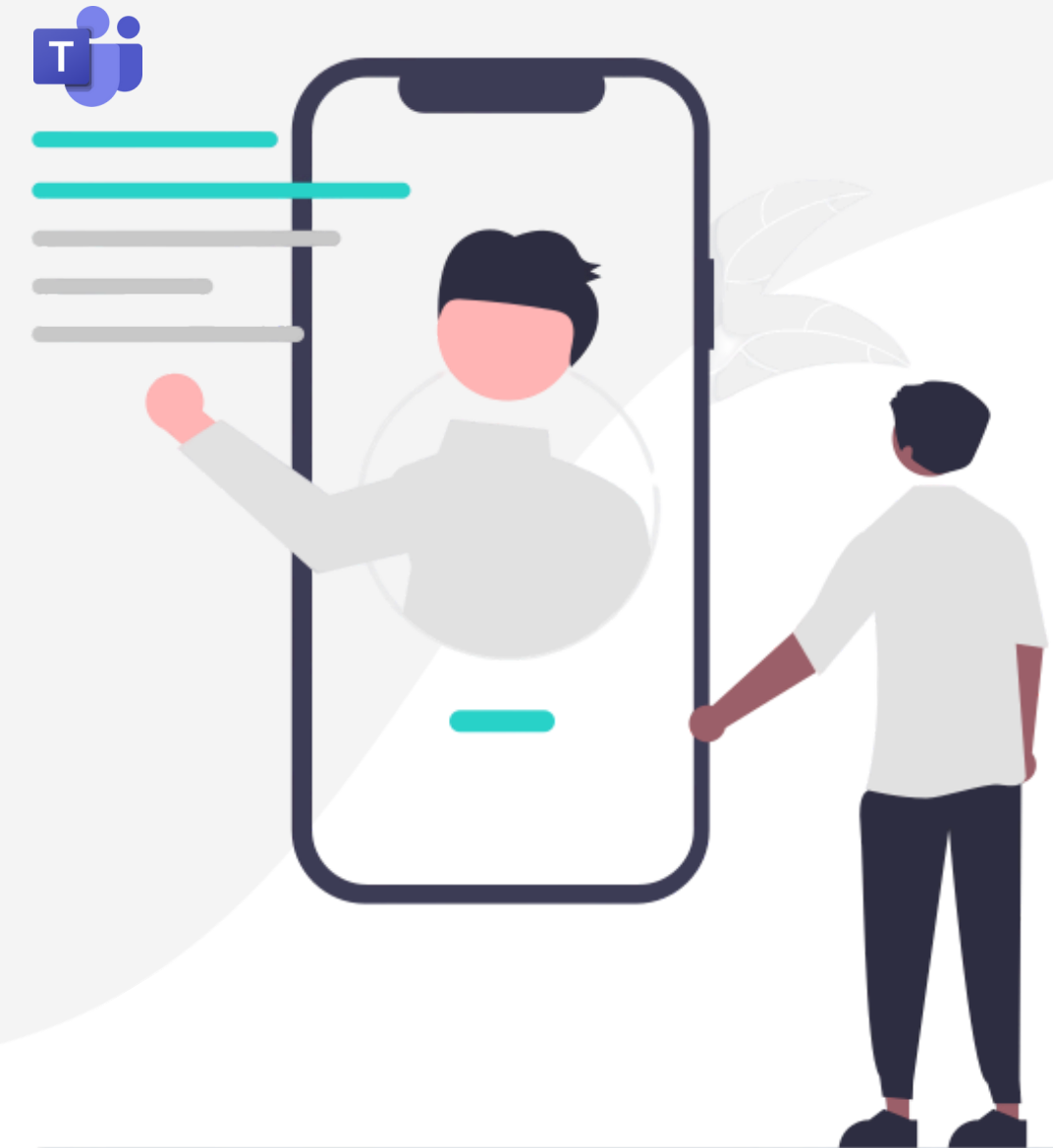
Introduction

Together, we transform Teams into a complete solution.

At Conversant Technology, we believe in the power of collaboration and innovation. As a leading provider in unified communications solutions for Microsoft Teams, we are committed to empowering our partners to thrive in today's dynamic market.

Our partnership program is designed to fuel growth, enhance capabilities, and deliver exceptional value to businesses worldwide.

Together, Conversant and C360 help partners build stronger, more profitable relationships with clients.



More than 150,000 users

Over 150,000 users worldwide rely on our solutions to transform their communications with Microsoft Teams.



About us

At Conversant Technology, we deliver cutting-edge SaaS solutions designed to help businesses unlock the full potential of Microsoft Teams. Our products seamlessly integrate with Teams, enhancing its capabilities and streamlining communication workflows, making it the ultimate platform for business collaboration.

We embarked on this journey in the wake of the pandemic, businesses began using Teams mainly for internal communication. *But we see the greater opportunity.*

Our vision is to help companies consolidate all their communication channels into one unified platform with Teams - and as our partner, you can play a key role in making this vision a reality.



Why Microsoft Teams?

With over 270 million active users, Teams is not only the most widely adopted collaboration platform but also offers businesses unparalleled flexibility and scalability.

Teams is built to integrate seamlessly with a variety of tools and services, making it the ideal platform for businesses looking to unify their communication across calls, meetings, chat, and collaboration—all in one place. **For our partners, this means tapping into a massive, growing market with a proven solution that businesses already trust.**

By enhancing Teams with our innovative products, we empower partners to deliver even greater value to customers, transforming their communication workflows and driving business success.



1m+

Companies are using
MS Teams

270m+

Estimated daily users
across the world.

894%

Growth over its main
competitor Zoom

£4.7m

How much we saved an
NHS Trust with C360.

Our solutions

C360 brings all our solutions together to create a more integrated and efficient communication environment.

Contact Centre

Centralise customer interactions across voice, email, and chat all from within Teams.

02

Social Messaging

Integrate SMS, WhatsApp, and Facebook Messenger into Teams for seamless communication.

03

Teams Calling

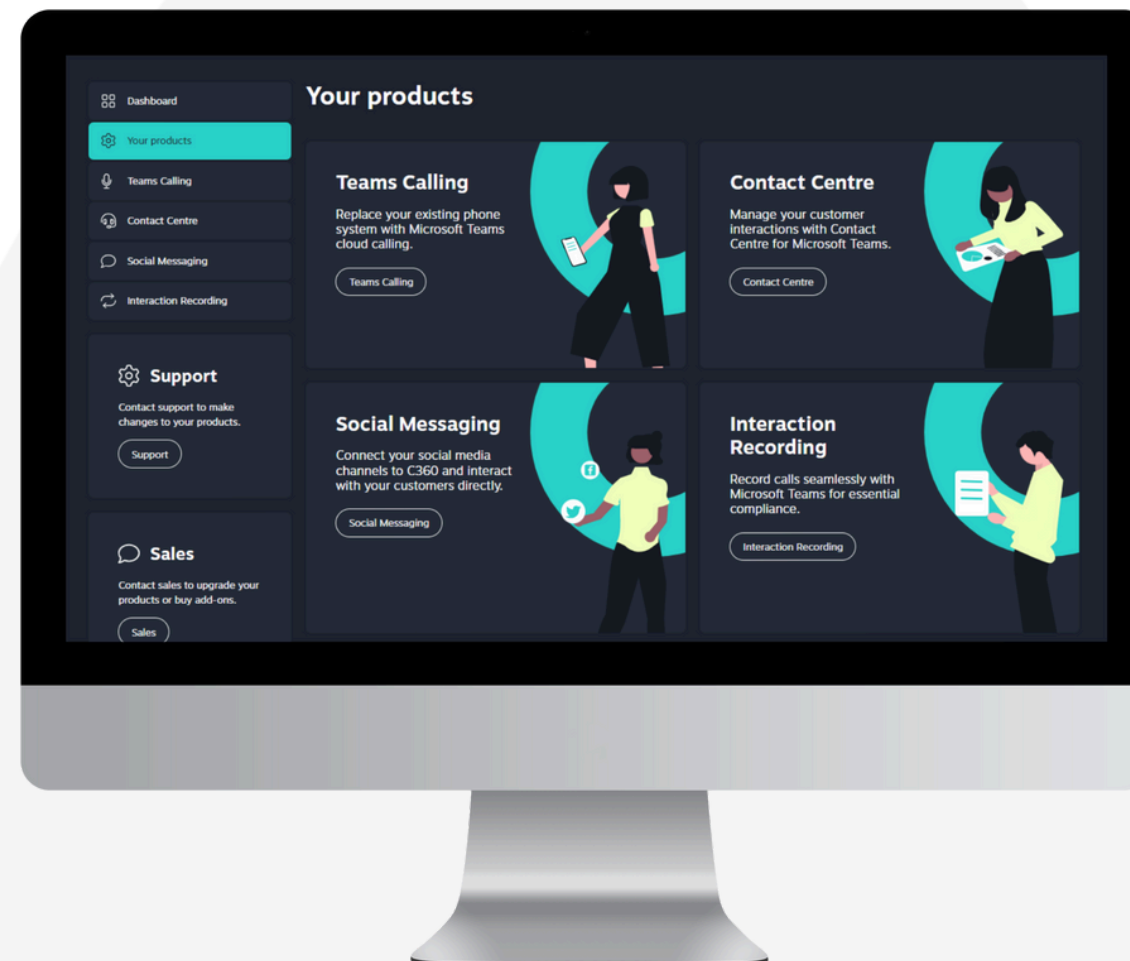
Transform Teams into a full telephony system with reliable, cost-effective calling

01

Call Recording

Secure, compliant call recording for Microsoft Teams communications and performance insights.

04



A product that makes sense

Conversant's C360 offers the same robust capabilities as leading competitors but at a more affordable price. With a simplified sales process and superior customer support, C360 ensures a seamless experience for both partners and clients, making it the smarter choice for businesses looking to enhance their communications.



Seamless Integration

Conversant's products are designed to easily integrate with Microsoft Teams, eliminating the need for complex setups or additional tools.



Enhanced Communication

Our solutions simplify both internal team communication and customer interactions, ensuring smoother workflows.



Unified Experience

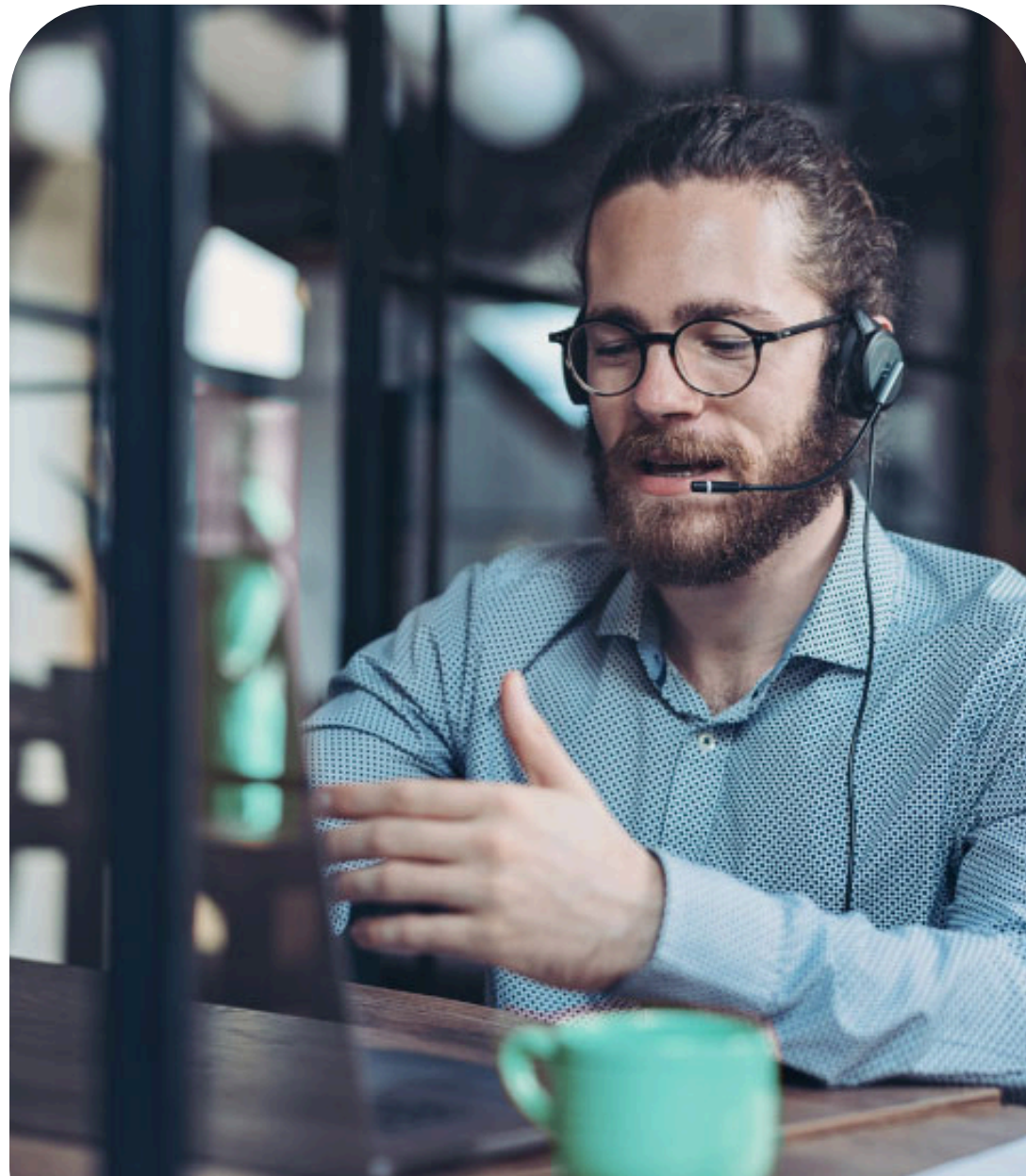
C360 combines all tools (calling, contact centers, social messaging) into a single platform for easier management.



Customer Insights

C360 delivers real-time analytics, helping businesses optimise performance through actionable data.

Why choose Conversant?



01

Win more deals faster

Our streamlined solutions and simplified sales process help you close deals quicker, driving faster business growth.

03

Products that are easier to sell

With user-friendly features and seamless integrations all in one place, our products are designed to be easy to sell and highly desirable for businesses.

02

Increase your revenue

By offering competitive pricing and high-demand solutions, you can boost your revenue and win more clients.

04

Training and support

Receive dedicated assistance and ongoing support to ensure smooth implementation and long-term success.

With you **every step** of the way

Comprehensive Sales Training

We provide tailored sales training to ensure you understand our products inside and out, empowering your team to effectively sell and promote our solutions.



Expert Technical Training

We offer in-depth technical training to ensure your team is equipped to implement and support our solutions seamlessly, without any hassle.



Marketing Support and Resources

From co-branded materials to email templates, we provide a range of marketing resources to help you effectively promote our solutions and generate leads.



Ongoing Sales Support

Our dedicated sales team is always on hand to assist with any queries, guide you through complex sales scenarios, and help close deals.



Dedicated Technical Support

Our technical support team is available whenever you need them, ensuring smooth deployments and troubleshooting for your customers.



Demo and Pricing Assistance

We help you deliver impactful demos and provide guidance on pricing strategies, ensuring you present the best value to your customers while maximising your sales potential.



Choose **how** you work with us

Associate

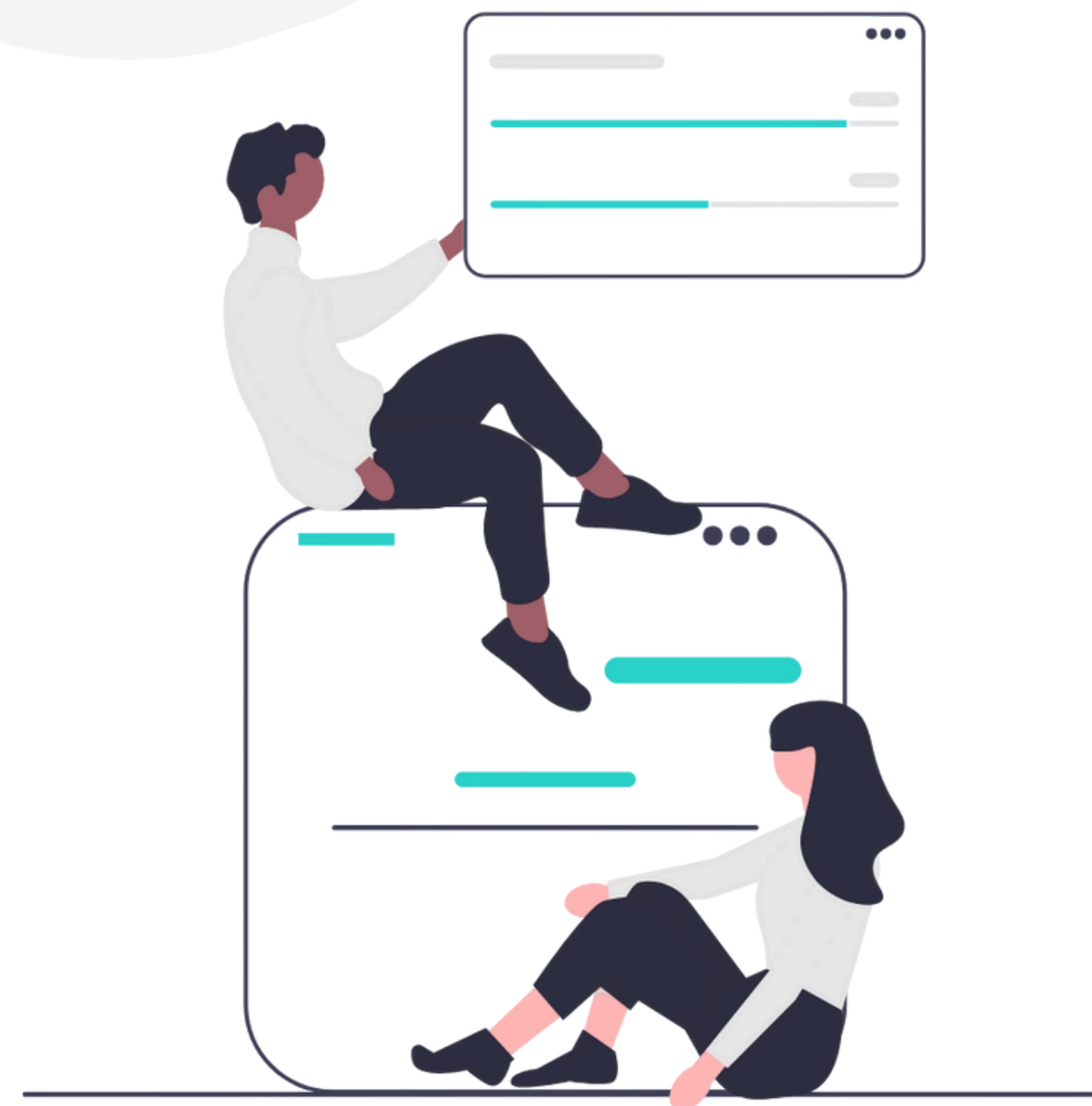
Ideal for resellers looking to add C360 to their portfolio.

- ✓ Sales Support
- ✓ Technical Support
- ✓ Marketing Hub

Solutions

Best for partners wanting to actively grow their Teams proposition.

- ✓ Everything included with Associate
- ✓ Sales plan
- ✓ Marketing plan and budget
- ✓ Awards and Events
- ✓ Incentive plans



Simple, low risk partnership

No upfront costs

Becoming a partner with us is hassle-free, with no upfront costs required, making it easy to get started and grow your business.

Volume deals

Close more volume deals compared to complex enterprise software that your clients need to pay more for.

Low risk

Invest in a low-risk opportunity allowing you to grow your business without the financial pressure.



Let's talk



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