

INTRODUCTION TO THE GLOBAL PARTNER PROGRAMME SERVICE PROVIDER

GLOBAL PARTNER PROGRAMME OVERVIEW

Our Global Partner Programme delivers a partnership and engagement framework that is simple, predictable, consistent and profitable - to help Service Providers meet your business goals. Through the programme, you can access:

- our global network to expand your footprint and reach
- our extensive portfolio of world-class services to complement yours and deliver complete enterprise solutions to meet your customers' needs
- automated quote-to-cash (Q2C) to take the services to market quickly
- marketing assets and training to help you understand, integrate and sell our portfolio
- sales and post-sales support to deliver an excellent experience to your customers and drive retention

SELLING MODELS

Through this flexible programme, you can choose how you want to work with us, using the form of collaboration best suited to your business:

- **Sell-through:** resell or integrate Tata Communications' services with the option of co-branding (with the contractual relationship being between the customer and the partner)
- **Sell-through (wholesale):** resell or integrate Tata Communications' services under the partners' brands (partners have to be authorised and appropriately licensed to sell and resell regulated products)

Regardless of the collaboration approach, we will provide you with the appropriate compensation and benefits as well as the resources and support you need to scale your business with us.

ADDRESSING PARTNER NEEDS

Our Global Partner Programme provides a host of benefits and support that address your needs and those of your sub-agents and end-customers.

Support partners in leveraging the opportunities of your customers' Digital Transformation journey

The Global Partner Programme is developed with the focus to support you in leveraging the opportunities of your customers' Digital Transformation journey. Firstly, we are one of the few Service Providers who have a complete portfolio of services that addresses most, if not all aspects of customers' Digital Transformation needs. Our services offerings provide customers with the best coverage and network reach for globalisation. Our partnership enables you to access our portfolio of services to address the needs of your customers using the form of collaboration best suited to your business. You may choose to co-brand with us or to brand the services under your brand. For selected services of ours, Application Programming Interfaces (APIs) are available that not only enable you to integrate our services as part of your offerings but also to integrate the business and operational activities with your portals and under your brand.

Marketing assets, training and certifications have been developed to equip you with the skillsets and knowledge to go-to-market quickly. Our Partner Engagement Managers in the region will work with you to identify the additional sales enablement and development needs. Subject to business case, partners may leverage on the Market Development Fund (MDF) to execute marketing activities to generate brand awareness and pipeline.

INTRODUCTION TO THE GLOBAL PARTNER PROGRAMME

SERVICE PROVIDER

Deliver a good partner experience aligned to customer experience

Any benefits and support in the programme are meaningless if they are difficult or time-consuming to access. Therefore, we have ensured the services which are relevant to partners are partner-ready in terms of the availability of services catalogue, pricing, content, processes, tools and support. Regardless of the selling model, you have what you need to go-to-market quickly. We have developed these with the Partner Experience in mind and making them easily accessible via the partner portal.

From opportunity creation, feasibility assessment, getting a quote to services delivery and ticketing, the processes are simplified and automated via the portal, making doing business with us easy. You can also track your funnel, orders and tickets status on the portal.

On the partner portal, you can access the orientation training, that provides a good overview of our services portfolio and our quote-to-cash processes to hit the ground running in the shortest time. Completing the orientation training is a pre-requisite for new partners coming onboard the programme. In-depth training for each of the services we offer to learn more about how to design the solution and sell our services and a wide range of marketing content such as white paper and case studies are also available on the portal.

Besides automated systems and tools, we have dedicated human resources focused on supporting you in onboarding, enablement, marketing, solutions design, arranging customer demonstration, service delivery, service management, service assurance and so on. Whenever you require help, our 24/7 Partner Support Desk is accessible via phone or email to address any issues that you may have.

