

***RingCentral***<sup>®</sup>

**Why RingCentral?**

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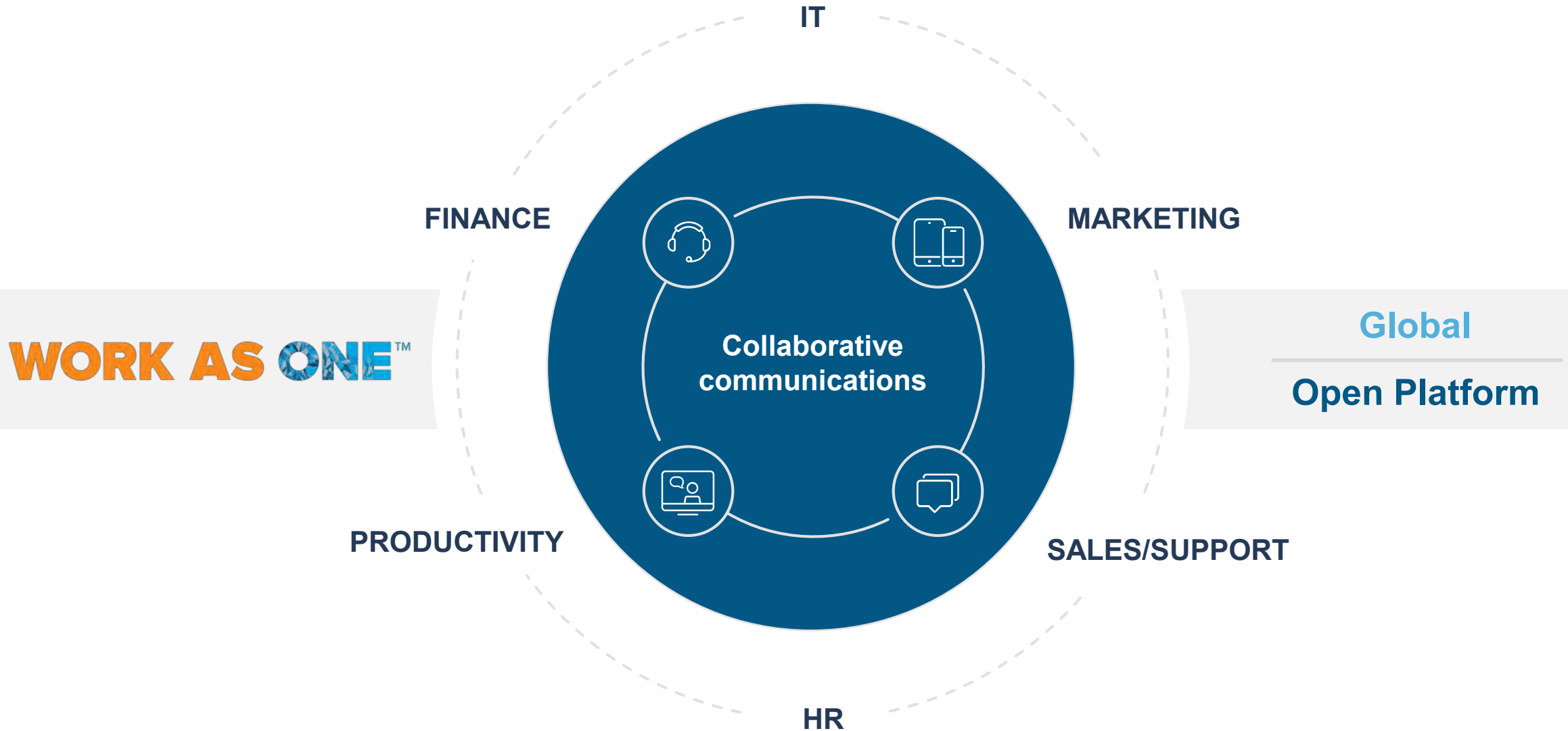


By 2021, 90% of IT leaders will not purchase new premises-based UC infrastructure — up from 50% today — because future cloud UC offerings will be far ahead in terms of features, functions, portals, analytics and dashboards.

**Gartner**<sup>®</sup>

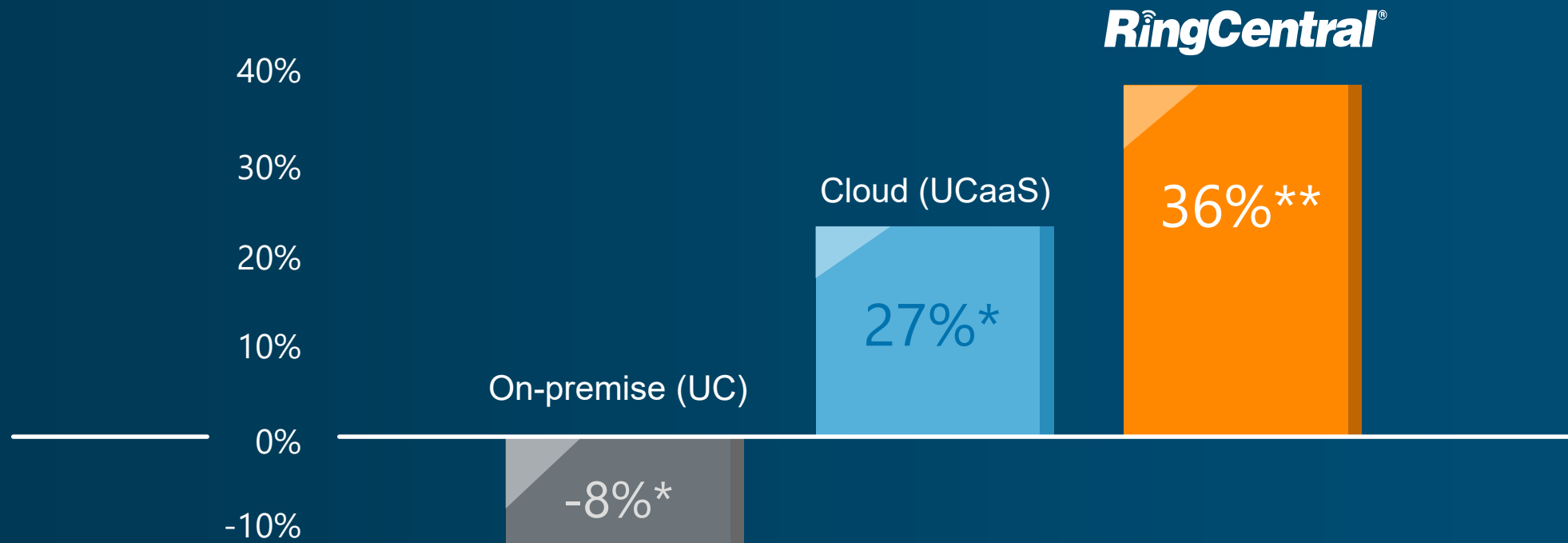
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# The All-in-cloud Enterprise



# Cloud is winning. RingCentral is winning in the cloud.

#1 worldwide in cloud communications.\*



\* Synergy Research Unified Communications as a Service (UCaaS) Revenue Tracker, Q3 2018.

\*\*RingCentral Office ARR Growth, Q3 2018

# June 2019 UCaaS Channel Survey Results

When it comes to partners who sell RingCentral the most, 78% of them do so because they believe that **RingCentral has the best product**, and 67% of them do so because they believe that **RingCentral is the easiest to work with**.

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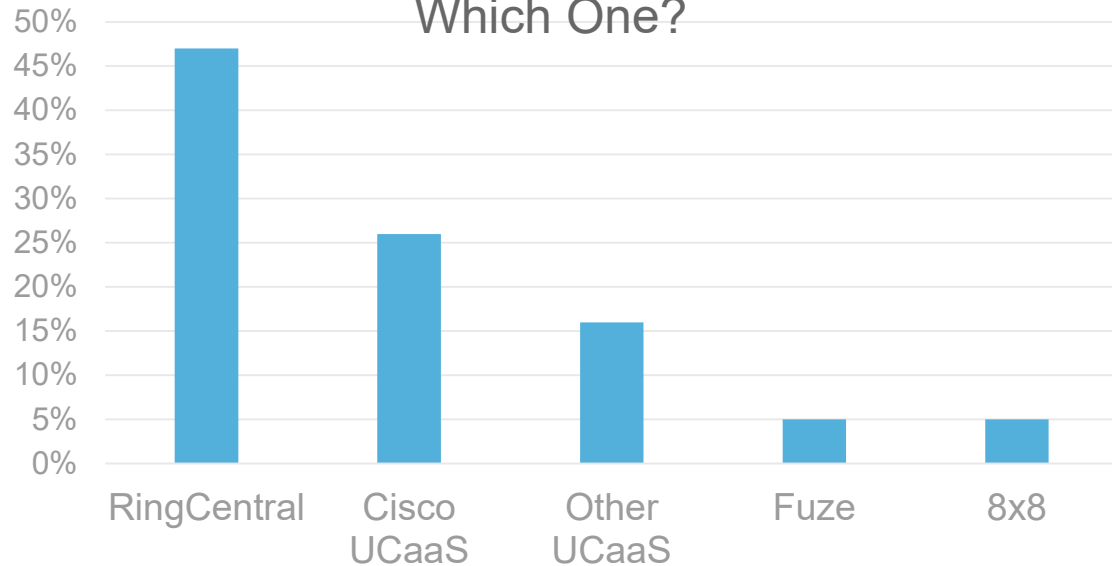
“RNG partners expect superior results in the next quarter relative to other UCaaS providers and especially relative to hybrid/on-premise providers. **88% of those partners who sell RNG the most believe sales will be up over 30% next quarter**, compared to 57% for UCaaS sellers and 0% for hybrid/on-premise sellers.”

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“All partners who expect 50%+ YOY growth next quarter said the solution they sell most is RNG. 50% of those who expect 30% growth also said they sell RNG the most. **Clearly, the channel partners that sell RNG the most are also the ones expecting the fastest growth by a wide margin.**”

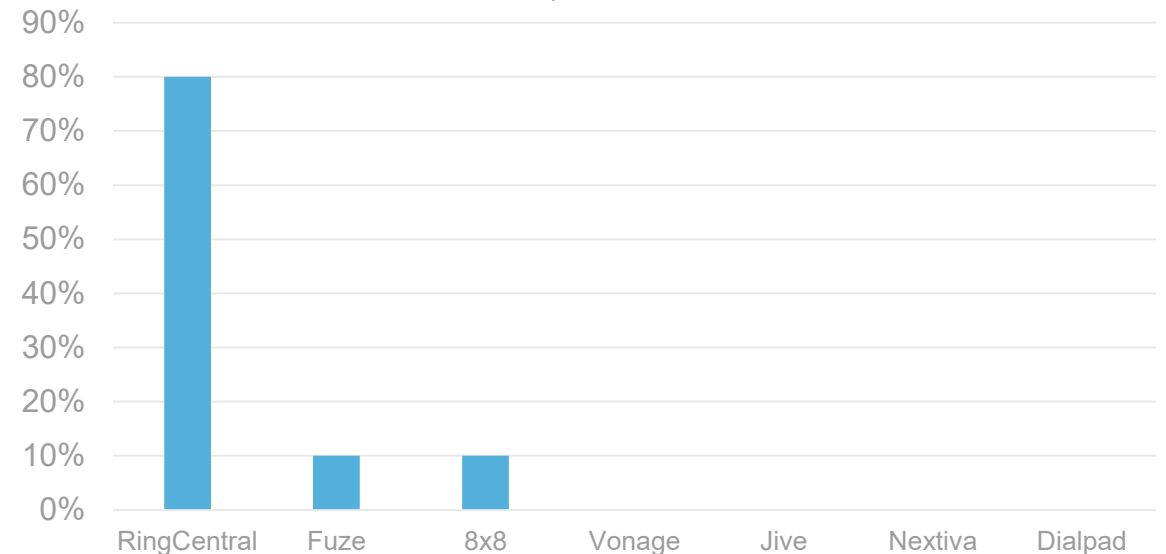
# RingCentral Still Dominating

If You Sell A UCaaS Provider The Most, Which One?



**47% of channel partners sell RingCentral the most, which is more than twice as much as the next most popular vendor.**

Of Those Who Sell Pure Cloud Providers The Most, Which One?



**Of pure cloud vendors, 80% of them sell RingCentral more than any other vendor.**

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



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As of July 2019

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# Largest, fastest-growing cloud communications provider

**\$850M+**

Revenue Run Rate

**34%**

YoY Total Revenue Growth

**\$385M+**

Upmarket ARR Growing 66%

**\$1B by 2020**

Revenue Target Annually





# Award-winning Customer Satisfaction



**RingCentral®**

9.40

Pacesetters  
(top 15%)

9.20

Benchmark Avg.

8.50

7

8

9

10



**ADVANCED  
CAPABILITIES**

Open & Integrated

Analytics



Global Office



Video  
Meetings



Team  
Collaboration



**MODERN UCC**

Your ideal solution:  
**RingCentral®**

Text



Contact  
Center



**CLOUD PBX**

Fax



Conferencing



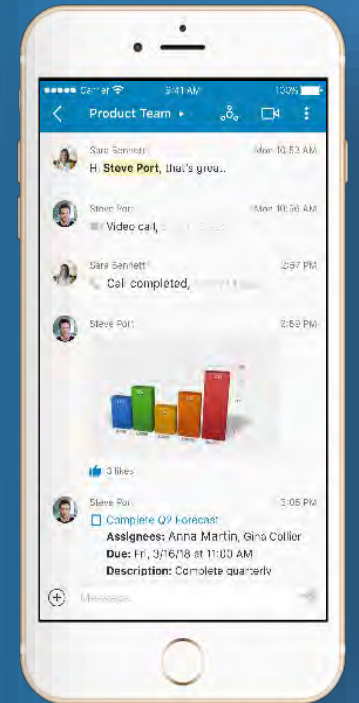
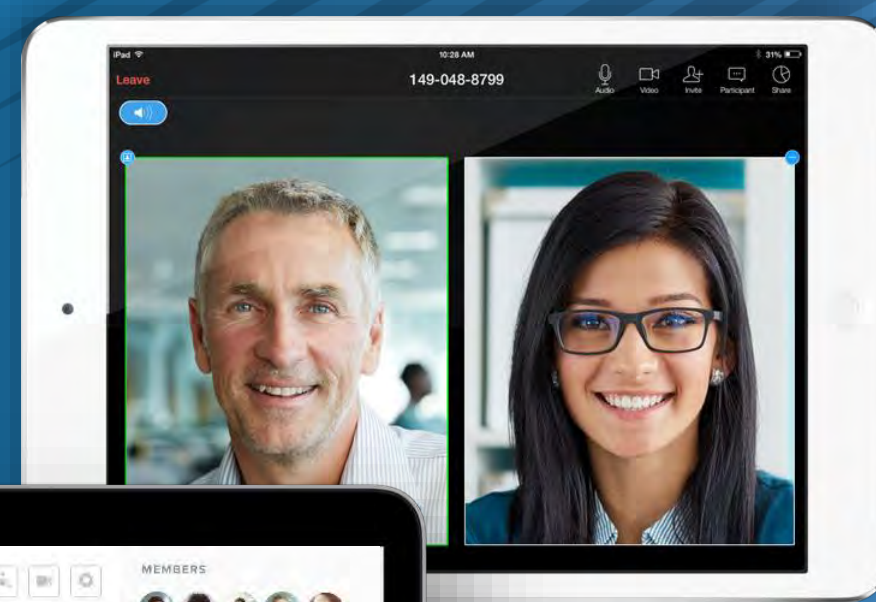
Voice



# RingCentral Office

A unified experience integrating:

- Cloud PBX
- Team messaging and collaboration
- Video meetings



# Team Collaboration- Glip

**The Team section:**  
Active team conversations.  
Use for:

- Projects
- Functional areas
- Public teams
- Etc.

The screenshot displays the Glip application interface. On the left is a navigation sidebar for 'RingCentral' with a search bar and menu items: Dashboard, Phone (Beta) with 11 notifications, Favorites, People (listing Nimerta Grewal, Natalie Carboni, Anita Richards, Tracey Nobel, Michael Martellaro, and Paul Comaroto), Teams (with 'Ninja SWAT Team' selected), RC Meetings (Client, Rooms & Connector) with 11 notifications, and Customer Enablement. The main chat area is titled 'Ninja SWAT Team' and contains a list of messages: a system message about assumptions and methodology, a message from Nimerta Grewal (1 like) at 5:07 PM, a response from Johnnel Tepora at 5:08 PM, and a note shared by Nimerta Grewal at 5:11 PM titled 'Customer Scoring Model Notes'. The right sidebar shows 23 team members, a team description ('Special taskforce from our Strategy session in February'), links to 'Customer Sales Model Proj...' and '0. Stage Opportunity Project...', notes for 'Customer Scoring Model Notes', and a file 'FY17 Q1 abcdeSales Strateg...'. A message input field at the bottom is labeled 'Post a message for Upsell SWAT Team'.

# Built on a global footprint

- 41 Global Office countries
- 119 International Virtual Number countries
- 17 data centers around the world



***RingCentral***<sup>®</sup>

# Contact Center

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CUSTOMER ENGAGEMENT

EMPLOYEE ENGAGEMENT

Outbound/Blended  
Customer Engagement



Cloud PBX

Digital  
Customer  
Engagement



COLLABORATIVE  
COMMUNICATIONS



Team  
Messaging

Contact  
Center



Video and  
Meetings

# The Right Solution for the Business Process

Omnichannel  
Customer Service  
Sales & Collections

- Embedded CRM
- Workforce Optimization
- Enhanced Analytics

**RingCentral  
Contact Center**

Digital  
Customer  
Service

- Omni-Digital
- Messaging Services
- Social Media
- App Enablement

**Engage Digital**

Proactive &  
Blended Voice

- Focused use-case
- Complex campaigns
- Deep compliance
- Flexible scripting

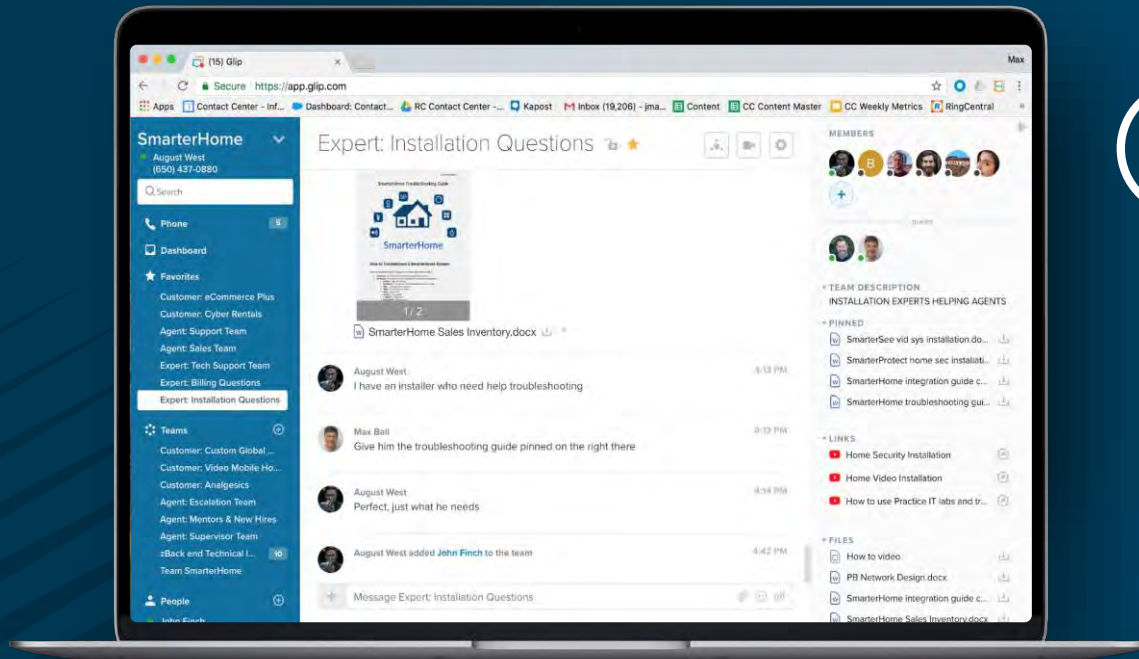
**Engage Voice**



# Collaborative Contact Center

RingCentral  
Glip team messaging

RingCentral  
Contact Center



# RingCentral Engage Digital: Customer Engagement Platform



# RingCentral Collaborative Contact Center Differentiators



Integration with  
RingCentral Office  
for shared telephony



Integration with  
RingCentral Team  
Messaging for  
Collaboration



Connect customers  
to the right resource  
across the company



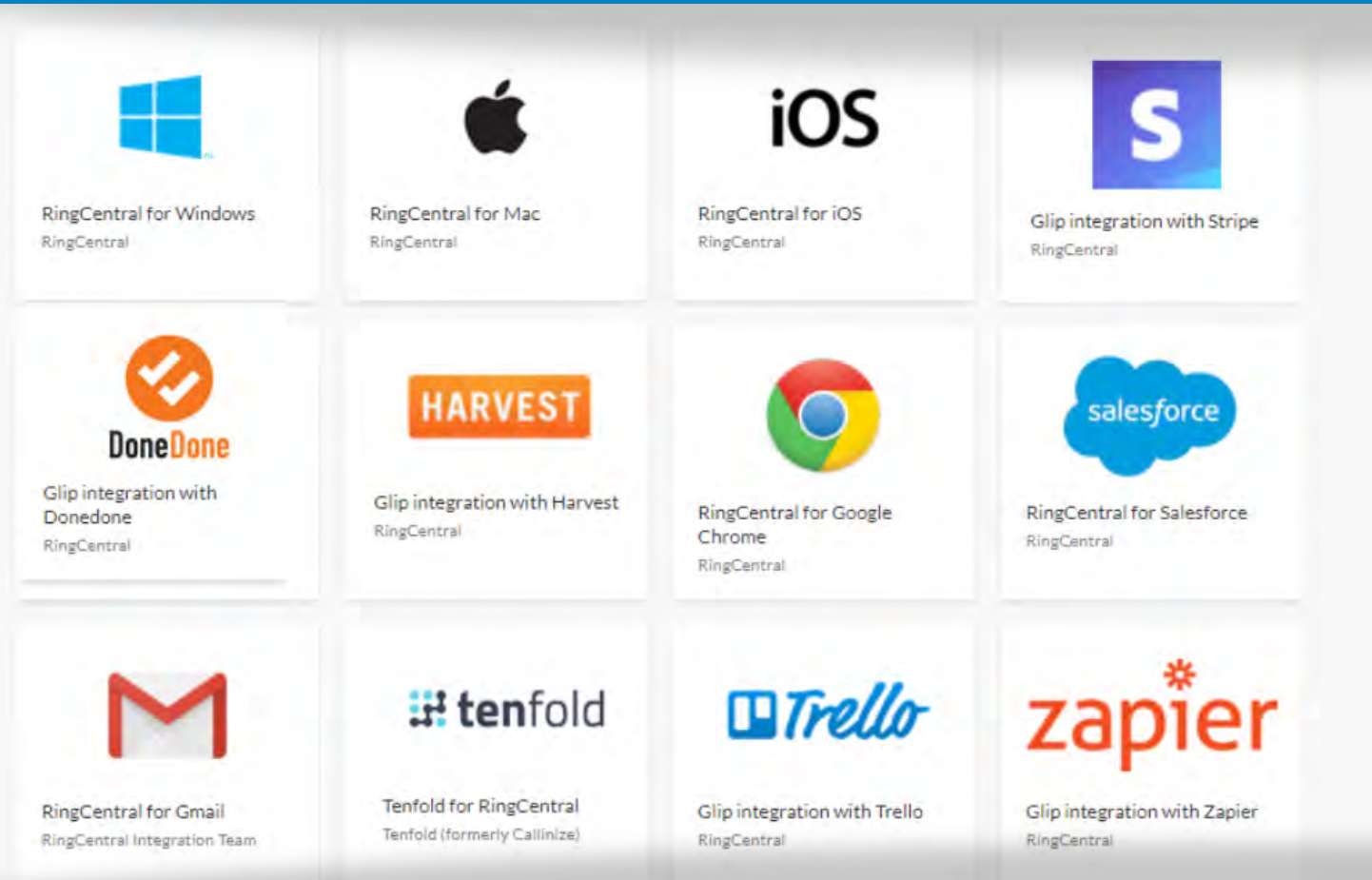
Wide breadth of  
function:  
UC, CC, WFO



Telephony  
savings

# RingCentral Integrations

Our open API is a true differentiator – our development team can work directly with you and your customer to find an existing solution or create a customized solution.



**140+**  
Out-of-box integrations

**1,000+**  
Customer integrations

**12,000+**  
Developers

# Professional Services and Support

## Professional implementations

- Customizable to your requirements
- IVR, campaign, and multichannel
- Advanced third-party integrations

## Free 24/7 support with premium options

- Designated technical account manager
- Annual on-site reviews
- Live training sessions



# Partner Benefits

Partner Support

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**RingCentral**<sup>®</sup>



# Channel Harmony: One to Infinity

For **any** opportunity from one to infinity, a RingCentral-dedicated subject-matter expert will assist you in closing the deal.

Everyone earns **100%** commissions.

## **A win for everyone\*:**

- Partner receives 100% compensation.
- RingCentral provides subject-matter experts and additional resources.
- Customer receives customized information on RingCentral products services.

\*Deals can be protected through our registration process.



# Signature Program

LET US DO THE WORK FOR YOU

Use our RingCentral Signature Channel Account Manager to upsell your customers and receive 100% of commission.

## Benefit from:

- Dedicated Account Manager
- Provides attention and information to customers
- All upsells or added lines

100%  
OF COMMISSION



# Partner Support

Easy to transact, simple to get questions answered:

800.595.8110 | [partners@ringcentral.com](mailto:partners@ringcentral.com)

**98%** of partners ranked  
RingCentral's  
partner support as

**“EXCEEDS EXPECTATIONS”**  
when compared to competitors

## Additional resources:

- Geographically placed channel managers provide in-person support and training
- Dedicated field marketing manager offers marketing and event support

***RingCentral***<sup>®</sup>

# Getting Started as a Partner

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# Partner Registration – Getting your Partner ID

- All Partners need a RingCentral Partner ID (PID)
- PID's ensures that partners and master agents are correctly attributed to their customer accounts for ownership and commission payments

## Registering Partners for a PID:

1. For partners who do not have a Partner ID with RC under a master agent, fill out the Partner application form on *behalf* of the partner
2. Send the completed forms to the appropriate partner support manager of the selected master agent and the partner's master agent Channel manager (if applicable)  
*The more detailed/accurate the information, the better the PSM can assign the best fitting Channel Manager (RCM, ICM, CAM)*
3. Once a PID is processed, the partner will be assigned a RingCentral Channel manager for training and support
4. Partners receive access to the RingCentral Partner Portal for:  
Lead registration, pipeline management, marketing information, training & certifications

*\* Partners may have multiple PID's with different master agents*

# Channel Qualified Leads: Defined

*Partners bring RingCentral qualified leads*

## Definition of a qualified lead:

1. Customer has shown interest in a UCaaS solution
2. Partner has spoken to the Customer and has discussed RingCentral
3. Partner has informed the Customer that they will be registered with RingCentral
4. Customer is willing to have a conversation with RingCentral within 30 days
5. Buying decision will occur within the next 12 months

*Best Practice:* If the above have not been completed or communicated to the Customer, do not register the lead

# Registering Qualified Leads

## For Partners:

Partners can register *qualified* leads through their RingCentral partner portal (<https://partners.ringcentral.com/>) or via their Channel manager

## For Master Agents:

Masters can register internal *qualified* leads through their Master Agent reseller account in their RingCentral partner portal, (talk to your PSM for details)

Once a partner lead is created, a Subject Matter Expert will be assigned, if the lead is urgent please contact your Channel Manager or PSM

## Information needed to enter a lead

- Company
- Company Address, City, State & Zip
- Customer Contact Name
- Contact Title
- Contact Email & Phone
- Forecasted users
  
- Company Employee Count
- Locations
- Industry
- Desired Term Length
- Partner's Contact Information
- Any Pertinent Notes

# Qualified Lead Process

STEP	PROCESS DESCRIPTION	TIMING	SFDC TASKS / NOTES
<b>LEAD ASSIGNED</b>	Sales OPS assigns lead based on sales ROE (company object)	Within 48 hours of Partner registration	SFDC email notification sent to assigned AE
<b>STRATEGY MEETING</b>	Channel Manager schedules strategy meeting and sends invite via Outlook Attendees: AE, Partner, Channel Manager	Scheduled within 48 hours of lead assignment Held within 1 week of lead assignment	Channel Manager creates "Strategy Meeting" task in SFDC and moves lead to stage "1.5 Call Out"
<b>POST-PARTNER STRATEGY MEETING</b>	Channel Manager sends post-meeting email, logs email into SFDC, closes out strategy meeting task and moves lead to stage "2.0 Contacted"	Following strategy meeting	<ul style="list-style-type: none"><li>• <b>Qualified:</b> Channel Manager moves lead to "2.0 Contacted". AE creates task: RingCentral Discovery Call for [company name] with dates, etc.</li><li>• <b>Not qualified:</b> Does not meet channel lead criteria? Downgrade using appropriate reason, add notes to description field.</li></ul>

# Qualified Lead Process, Cont'd

STEP	PROCESS DESCRIPTION	TIMING	SFDC TASKS / NOTES
<b>CUSTOMER DISCOVERY CALL</b>	<b>AE schedules discovery call with prospect. Partner collaboration optional, not required</b>	Call held within 30 days of strategy meeting	Reach out to Partner if assistance is needed in scheduling discovery call. If unable to connect with customer within 30 days of partner strategy meeting, lead is eligible to be downgraded.
<b>SALES ENGAGEMENT</b>	<b>Disposition lead post-Customer discover meeting. Email Partner and Channel Manager with the disposition of lead/opp.</b>	Following Customer discovery call	<ul style="list-style-type: none"><li>• <b>Qualified:</b> AE convert lead to oppy (Stage 1). AE manages sales process and updates SFDC with notes and sales stages.</li><li>• <b>Not qualified:</b> Downgrade using the appropriate reason. Add notes to the description field. <u>Add to BDR nurture track</u> (Partner can opt out in writing). Do not change lead assignment to BDR.</li></ul>