

New Services. Delivered.



From the Global Leader in
Advanced IP Service Fulfillment
Solutions.

Partner Alliances | Delivered.

The Sigma Strategic Partnership Program

Designed for Software & Hardware Partner Companies

- Create mutually beneficial relationships that attract, enable, and retain joint customers
- Identify new business opportunities with existing customers
- Develop lucrative opportunities through joint prospecting, lead qualification, and pipeline building
- Merge core competencies
- Establish Sigma-Partner value propositions to address critical customer "pain points" and consistently position Sigma-Partner values ahead of the competition



SIGMA SYSTEMS
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Sigma's Partner Connect Program

Empower the Partner through technical support; education and training brought together in a clear jointly agreed business plan.

Develop complimentary solutions through software validation, hardware / software optimisation and solutions development.

Market solutions through branding, awareness, marketing lead generation programs.

Sell solutions more effectively by providing sales tools, processes and facilitating effective engagement with Sigma sales teams.

Program Benefits – In addition to gaining direct access to Sigma expertise and products, partners receive a comprehensive array of additional inter-related benefits. Members of the Sigma Partner Connect Program will have access to:

- Sales education/engagements *
- Presence on Sigma Partner Connect Program website
- Joint marketing
- Technical consulting/ training
- Partner Relationship Manager
- Interoperability testing *
- Customer support
- Incremental services revenue by delivering Sigma projects
- Sales commission on first year license fees*

*This can vary and restrictions apply. Referral fees and/or interoperability testing fees may apply.

Who Can Become a Partner – The Program is open to qualified systems integrators who complete Sigma's certification training and contribute to the program's achievement metrics.

Sigma's Partner Model – Sigma's partner model has a depth, range, and flexibility that allows its partners to engage with varying degrees of involvement according to partner type and customer needs. The model can range from an organization who we develop interfaces thereby extending the capability for Sigma's solution, to a system integrator including Sigma's solutions as part of their OSS suite in its offering to a fully developed, joint OSS architecture and combined implementation methodology. In each case, the result is a broad-based relationship that enables partners to extend their product offering and solution delivery capabilities.

What Certification Levels Does Sigma Offer – Sigma has created specialized training to qualify partners at specific levels and provide a path that allows them to enhance their expertise. The **Sales Certification** initiative gives partners a comprehensive background that includes an understanding of:

- Sigma's OSS architecture, products, and competitive advantages
- A joint Sigma-Partner value proposition
- The profile of an ideal customer, critical technical and business issues that customers face, and how to address key customer pain points
- Our best practices-based methodology that increases success rates in joint sales ventures

Through Sales Certification, partners are prepared to penetrate new accounts systematically and expand further into existing accounts in conjunction with Sigma. Our **Product and Technology** initiative offers certification for partners who need to carry out partial or full implementations of the Sigma portfolio.

Aligned Solutions & Processes Create Opportunity

Sigma Systems Integration Partner Program draws in world-class systems integrators who have experienced resources that can assist with integrating the Sigma software within an overall OSS/BSS strategic architecture and deployment. Our partnerships with key systems integrators give service providers, enterprises and public sector organizations access to credible, well-established integration firms that have the skills and expertise to help implement a Service Fulfillment and Identity Management/Provisioning solution quickly and cost effectively.

Sigma Strategic Partner Program is designed to empower our reseller partners with the tools and knowledge needed to successfully sell Sigma solutions. The program is unique in that it includes a comprehensive set of programs delivering sales, support, marketing, and service offerings to Sigma partners. Sigma works with organizations on an individual basis to best ensure a mutually beneficial relationship and to meet the needs of our collective customers.

Sigma Solution Partner Program is tailored for software and hardware companies that have solutions that are complementary with the Sigma product suite. The main objective of the program is to provide pre-integrated solutions to help customers effectively manage their technology infrastructure and the full spectrum of their business needs. Sigma's product suite supports multi-technology, multi-vendor networks so that carriers and service providers are able to meet their business objectives by selecting the best products available at the most cost-effective price. By working closely with leading network equipment providers globally, Sigma supports the greatest number of equipment and devices available today.

The Partnership Program is based on an integrated approach to managing the partnership lifecycle. It supports varying partner models ranging from Sigma's OSS being a component of a system integrator's solution, to the creation and implementation of a joint OSS architecture and implementation methodology. The program can accommodate the broad needs of qualified system integrators, communications hardware providers, and communications software providers.

The program consists of a Product and Technology Initiative for partners who need to carry out full or partial installations of the Sigma product suite. The program also has a Sales Certification Initiative that rapidly prepares partners to systematically penetrate new accounts and expand further into existing accounts in conjunction with Sigma. Sigma partners are required to undergo rigorous training to offer uncompromised quality of service to customers.

About Sigma Systems

Sigma Systems (www.sigma-systems.com) is the proven global leader in delivering advanced IP service fulfillment solutions. Sigma's powerful OSS solutions enable the world's Communications Service Providers (CSPs) to deliver any service, over any access technology to any device. The company's award-winning software solutions include products for the fulfillment of Triple, Quad and All-Play services - defined as "New Services Delivered".

Sigma is a pioneer of Applications Enablement where new services and applications can be rapidly and efficiently enabled in a single system. Enablement includes service orchestration - where subscriber policy management, authorization and entitlement processes, and business rules are managed and openly available for real-time service fulfillment.

Sigma's heritage includes over 12 years of proven solution delivery experience in multi-service, multi-technology operating environments. Today, Sigma manages 50 deployments for CSPs with a combined total of approximately 100 million IP services deployed worldwide.

Discover what it means to deliver by contacting Sigma Systems today.

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