



# The Interactive Intelligence Partner Program

Ensuring Success through Partnership



## **Innovation. Experience. Value.**

Since 1994 Interactive Intelligence has brought innovation and experience together to provide communications value few other vendors can equal.

We've also built a Partner network to extend that value to organizations worldwide in markets for the contact center, enterprise IP telephony, and enhanced enterprise messaging.

As an Interactive Intelligence Partner, our all-in-one solutions for IP communications clearly differentiate your business from those you compete against. And with our Partner Program's systematic training, team-based support and continuous aim toward growth and profitability, partnership has never been so rewarding.

**Your success awaits.**



# Scalable Partner Program structure

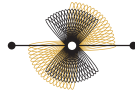
Our goal throughout the Interactive Intelligence Partner Program is to deliver the highest possible return on partnership.

Achieving that goal begins with a single SIP-architected platform and well-rounded all-in-one product suites that put your business front and center in the markets for IP communications. It culminates with collaborative business and support practices that enable you to align the Interactive Intelligence solution with your own strategies—to satisfy the needs of your customers and grow your business.

## Grow at your own pace

Partner levels within the Interactive Intelligence Partner Program are structured to recognize your investment in sales, service infrastructure, and technical support. Generate leads as a Referral Agent. Focus on sales as a Premier Partner. Or maximize your partnership at the Elite Partner level where your business offers the complete Interactive Intelligence solution, fully capitalizing on implementation, service and support opportunities as well as sales.

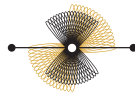
Each program level carries relevant Partner obligations, and in return answers those obligations with increased financial rewards and benefits as you raise your level of commitment to building an Interactive Intelligence business practice. Where you start as our Partner, and how quickly you grow your business, is up to you.



INTERACTIVE INTELLIGENCE  
REFERRAL AGENT

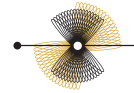
**Referral Agents generate leads** and are compensated for each qualified lead that results in a closed deal. Partners at this level are not required to earn technical certifications. Instead, once you identify a potential lead, Interactive Intelligence engages to close the sale and pays you a handsome referral fee.

Referral Agents can easily transition to the Premier Partner level by completing sales training and investing in the Premier level's required demonstration/internal use communications system.



INTERACTIVE INTELLIGENCE  
PREMIER PARTNER

**Premier Partners focus on sales** and receive product training along with marketing and business development support. An assigned Interactive Intelligence Channel Sales Manager/Territory Manager also provides ongoing assistance. Long term, the Premier Partner level allows you to grow your customer base while providing the framework to earn technical certification, build your own Interactive Intelligence service and support practice, and ultimately move to the Elite Partner level where revenues and margins are greater.



INTERACTIVE INTELLIGENCE  
ELITE PARTNER

**Elite Partners provide full-scale sales, services and support** for one or more Interactive Intelligence products. By acquiring requisite sales, technical and support certifications, Elite Partner organizations earn the highest margins possible through implementation, Level 1 Support and other services in addition to sales.

Elite Partners work with an assigned Interactive Intelligence Channel Sales Manager/Territory Manager for continuous opportunities, and also receive all marketing and business development advantages of the Partner Enablement Program. Elite Partner candidates can begin at the Elite level by obtaining all appropriate certifications, or can migrate from the Premier Partner designation by satisfying Elite-level certification requirements.

### • Full-service Partner

- Sales team completes regional or on-site training
- 2 employees complete core IC Platform Certification

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*“Convergent searched for more than a year for a new market solution. Interactive Intelligence had that perfect combination of being IP-based, hardware agnostic, with open SIP standards and a feature and functionality mix that exceeded all others.*”

*“We truly believe that Interactive Intelligence’s offerings can be the gorilla in the pending TDM-to-IP tornado. Our early efforts continue to affirm that belief.”*

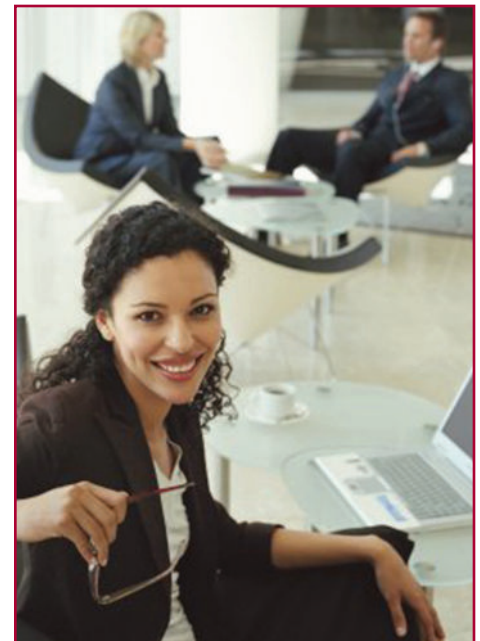
Michael Mikesell  
Convergent Communications, LLC

## Partner Program Requirements/Benefits

Interactive Intelligence (ININ) Partner Program level	Referral Agent	Premier Partner	Elite Partner
Annual Program Fee	\$500	\$1,000	\$1,000
Technical Certification (2 persons)	N/A	N/A	Required
Demonstration/internal use system*	N/A	Required	Required
Partner margin	10%	20%	30%
<b>Partner Role</b>			
Refer leads	u		
Participate in marketing events		u	u
Build sales practice		u	u
Provide implementation services			u
Provide Level 1 Support			u
<b>Program Benefits</b>			
Partnership Launch Kit		u	u
On-site Partnership Kick-off		u	u
Monthly Web-based training and seminars		u	u
Access to secured Partner Portal	u	u	u
<b>Sales &amp; Marketing Benefits</b>			
Marketing Development Funds (MDF)		u	u
Partner Program recognition	Plaque	Plaque	Plaque
Partner eNewsletter	u	u	u
Eligible for marketing promotions		u	u
Eligible for sales incentives		u	u
"Product Tour" CD	u	u	u
Quarterly marketing and business development events		u	u
Press release and case study support		u	u
<b>Partner Enablement Program</b>			
Sales training		u	u
Online product demo training		u	u
ICCE Technical Certification**			2 persons
Implementation experience program			2 persons
Computer Based Training (CBT) for the <i>Interaction Client</i> ® GUI	u	u	u
Quarterly business meetings with ININ Channel Sales Manager/Territory Manager		u	u

\* Discounted cost based on Partner's system configuration requirements.

\*\* Other certification courses are required to implement *Interaction Dialer*®, *Messaging Interaction Center*™ (MIC) and third-party products



### Value proposition

In addition to complete, team-based Partner enablement, the Interactive Intelligence Partner Program rewards you with some of the highest revenue margins in the communications industry—and does so with the pledge to ensure your success on an ongoing basis.

For Partners wishing to offer the value-added business and IP telephony communications solutions now used in more than 3,000 customer organizations worldwide, achievement comes by way of:

- **Proven innovative solutions** for your portfolio and customers
- **Mutual profitability** through enduring market demand
- **Measurable escalation** within a multi-tiered program structure
- **Rewards for commitment** and ongoing contribution

## The Interactive Intelligence Partner Program

# Enablement

The success of any Partner relies on how well that Partner is trained and supported. To fully enable our Partners, the Interactive Intelligence Partner Enablement Program provides a systematic 120-day launch program that extends sales, product demo, and business development support to Partners at the Premier and Elite levels. Elite Partners also complete a Technical Certification curriculum and implementation experience program for system implementations, administration and troubleshooting.

## Benefits

**Higher margins.** Earn handsome margins through the technical certifications your team acquires, and through the sales contribution your business makes to Interactive Intelligence.

**Secured Partner Portal access** to one-stop locations for:

- **Business planning tools.** Access a full library of online resources including product configurators, ROI tools, presentation templates and more.
- **Product marketing tools.** Equip your sales force with informative market brochures, product snapshots, features lists, sales and technical presentations, analyst reports, whitepapers and other materials.
- **Product demo capabilities.** For live demos, get remote secured access to the Interactive Intelligence Terminal Server Access Program (TSAP) demonstration system and online demo training resources. Flash demo CDs also allow prospects to learn about the Interactive Intelligence product suite at their convenience.

### **Continuous training and certification.**

Take advantage of our online course curriculum and instructor-led classroom courses and labs to build a full support and services practice.

**Sales support.** Assigned Channel Sales Manager/Territory Manager and Interactive Intelligence Sales Engineers are available for technical configuration and sales support whenever you need it.

**Marketing support.** Earn Marketing Development Funds (MDFs) to use for joint online seminars, field seminars, collateral co-branding, and our Telemarketing Outsource Program.

**Priority technical support.** Leverage the Interactive Intelligence Support team for full-time support resources. Certified Partners also receive access to advanced technical support resources via the Support Web site and knowledge base.

**Proactive communication.** Partner-based "tech talk" Web seminars, product/sales training Web seminars, quarterly newsletters, press releases, and other Interactive Intelligence corporate resources keep you informed of new product releases and market positioning advantages to keep you successful.

### **Internal use/demonstration system.**

Your organization gets its own system for internal use and on-site demos, built on the same "Interaction Center" application suites you market.

**Membership services.** Contact the Partner Support desk 24/7 via chat, e-mail or 800 number.

## To learn more

We encourage you to learn more about the Interactive Intelligence Partner Program. Visit us [www.ININ.com](http://www.ININ.com), e-mail us at [PartnerProgram@inin.com](mailto:PartnerProgram@inin.com), or call 866 850 6789.

## Interactive Intelligence, Inc.® | Deliberately Innovative

Interactive Intelligence offers unified business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging, based on our open standards, all-in-one software suite. More than 3,000 organizations worldwide currently benefit from our premise-based and hosted solutions, which include value-added services for software, hardware, implementation, consulting, support and education.

At Interactive Intelligence, it's what we do.

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