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# Frameable Partner Guide

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# Why Partner with Frameable?



Frameable's integration transforms the way your clients use Microsoft Teams. Our Teams integrations include MultiShare, Overview, and Whiteboard enabling multiple screen share for streamlined collaboration, greater visibility across meetings and channels, and better brainstorming. Now partners have the opportunity to sell innovative Microsoft Teams add-ons, taking the Teams platform and your client's productivity to the next level.

## **Unlock the future of remote work for your clients with Frameable.**

Working from home is here to stay for a significant portion of the workforce, as more than 6x as many workers are working remotely today vs 2019. Our Partner Program helps companies tap into this growing demand for better collaboration tools, and is enabled within Microsoft Teams, which exploded to over 270 million users in 2022. We help partners capitalize on this opportunity, and gain access to a revolutionary product that can help them differentiate their offerings and better serve their customers.

At Frameable, we believe in building strong and lasting relationships with our partners. That's why we make it easy and flexible to work with us. When organizations seek a purchase of more than 25 seats, Frameable actually requires the purchase of Spaces through a channel partner, creating a mutually beneficial relationship which complements the customer's existing Microsoft Teams license commitment.

Take advantage of the Frameable Partner Program and unlock the rewards that come with investing in a deeper relationship. The Frameable Partner Program enables partners and potential partners – including value added resellers, managed service providers and referral partners – to maximize customer value through the Frameable platform.

### **Valuable**

Remote and hybrid work solutions that bring added value to both partners and customers.

### **Profitable**

Opportunities to positively impact your bottom line.

### **Simple**

Easy to understand and adopt software that operates within a MS Teams subscription.

# Frameable Partner Network

The Partner Program consists of two partner types, to support different ways our partners can bring the Microsoft Teams integrated product to market:



## Referral Partners

As a referral partner, do you want to introduce Frameable's sales team and have us do the heavy lifting? Don't worry, we will help you make money by referring us to prospective customers that could use our amazing tool to take Microsoft Teams to the next level.



## Value Added Resellers (VARs) Managed Service Provider (MSPs)

Are you looking to build and develop a monthly revenue stream with less risk than reselling a new product? We help partners grow a recurring revenue base around their existing Microsoft Teams customers.

# Frameable Partner Program

## Getting Started

To engage with Frameable, partners start by completing the [Frameable Partner Program application](#). Once approved, partners will receive the Frameable Partner Agreement to sign and get instructions for onboarding. The Partner Agreement must be executed by an authorized signatory of the partner organization. Our program is simple and easy to join with no long term revenue commitments. Take your Microsoft Teams customers to the next level by adding Frameable as the best collaboration tool.

Execution and approval of the Frameable Partner Agreement allows partners to enter deal registrations and referral transactions with Frameable. The Frameable Partner Program Agreement will renew on an annual basis until one or both parties agree to terminate the contract.

### Enroll

**1**

Fill out the [Become a Partner](#) form and schedule a time to speak with our channel sales team. Sign the Frameable Partner Program Agreement to get started. Once enrolled, partners will receive sales and marketing resources to build and launch a recurring revenue stream with Frameable at its center.

### Earn

**2**

Receive a recurring monthly or one time revenue share for each deal you register and close with us.

### Engage

**3**

Help customers optimize the remote work experience as you build partner-to-partner sales channels. Our sales and marketing strategies are designed to help you upsell Frameable to your current Teams customers, enhancing customer loyalty and increasing profits.

# Getting Started

Partnership Type	Revenue Structure
Referral Partner	1 payment equal to the Monthly Recurring Charge (MRC)
VAR/MSPs	14% of the MRC for the life of the customer

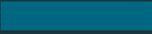


# Program Requirements

Frameable works closely with partners to be successful - there are a few requirements you need to meet to unlock the value of the partner program:

Program Requirements	Referral Partners	VARs/MSPs Partners
Sign Frameable Partner Agreement	✗	✗
Promote Frameable on product web page		✗
Quarterly business review		✗
Develop mutual account plans		✗
Online training		✗
Minimum contract length		✗

# Description of Requirements



## Signed Frameable Partner Agreement

All participants in the Frameable Partner Program must sign an agreement adhering to the Frameable partner policies and guidelines. The Frameable Partner Program Agreement will renew on an annual basis until one or both parties agree to terminate the contract.

## Promotion of Frameable

Partners are asked to promote Frameable on their company websites. Use of the Frameable logo should follow the [guidelines listed here](#).

## Quarterly business review

Partners are expected to participate in quarterly business reviews with Frameable. These periodic meetings should include a review of the current relationship standing, an update of go-to-market strategies and goals for the upcoming quarter.

## Develop mutual account plans

Work with Frameable to develop a mutual account plan to better understand the scope and responsibility of the partner relationship. The Frameable Channel Sales team will assist partners with the definition of their sales objectives and collaborate with them to formulate an appropriate sales plan.

## Online training

Partner sales representatives are recommended to complete an online training with a Frameable employee to ensure you have a solid understanding of the product and how it works. Partners should complete this training annually as the content will be updated to reflect new features and software updates.

## Minimum contract length

Value added resellers must sign a contract with a minimum length of one year.

# Program Benefits

Program Benefits	Referral Partners	VAR / MSP Partners
<b>Partnership</b>		
Dedicated partner support	X	X
Deployment and consulting services		X
Revenue growth	X	X
<b>Sales Benefits</b>		
Rapidly growing product sales	X	X
Discounted products for internal use		X
Recurring revenue renewals		X
Sales tools	X	X
<b>Marketing benefits</b>		
Frameable branding materials	X	X
Marketing campaign support		X
<b>Technical Support</b>		
Access to technical support	X	X

# Partnership Benefits



## Dedicated partner support

Each Frameable Partner will be assigned a dedicated customer support contact. This contact will assist in addressing partner questions and directing any system issues to our technical team.

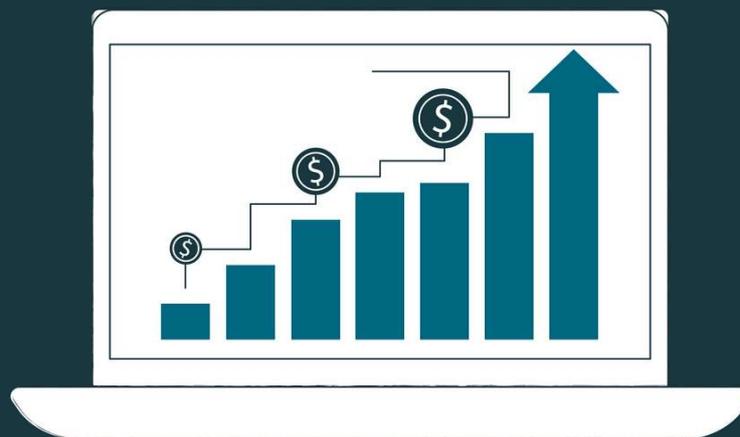
## Deployment and consulting services

Our team will provide the expertise and knowledge to ensure that your customers get the most out of our products and solutions. Our services include implementation, integration, migration, education, and process optimization.

## Revenue growth

Joining Frameable as a partner will provide you with added profitability. For recurring revenue partners, each time you register a new deal or a customer renews, you will receive a set percentage of revenue. Partnering with Frameable is a great way to increase your recurring revenue and close more deals. Our sales tools make it easy to co-sell with the Frameable team and get rewarded for referring potential customers, while we take care of the rest. Once approved, the agreement must be completed within the stated time frame. Details can be found in the Registration Criteria section of this guide.

# Sales benefits



## Rapidly growing product sales

Unlock new sales and professional services opportunities and accelerate your business growth with our rapidly expanding product.

## Discounted products for internal use

As a partner, you may purchase Frameable Spaces or host Events on our software for a discount. Contact your customer support contact for more information.

## Sales tools

You'll get tools to sell Frameable products including sales decks, presentations, and videos. [View our resources here.](#)

# Marketing Benefits



## Frameable branding materials

You'll have access to Frameable brand guidelines and logos to promote on your website, social media, etc. [View our materials and guidelines here.](#)

## Marketing campaign support

Partners can take advantage of our demand generation activities meant for prospects and customers, which are enabled by marketing automation and design tools to provide targeted communication and promote joint sales.

# Training & Education Benefits



## Online training with Frameable

Through the Frameable Partner Program, we will provide a 15-30 minute hands-on training session to ensure you have a solid understanding of the product and the benefits it provides your customers. Your customer support contact will reach out to you to schedule.

## Technical support

Email: [support@frameable.com](mailto:support@frameable.com)

Support hours: Monday through Friday, 9am-6pm EST

# Deal Registration Overview

The Frameable deal registration process is a fast and easy process. Signing up takes less than 5 minutes, can be done online, and offers you peace of mind that a deal has been assigned to you to work on with our sales team.

## Deal registration process

Deal registrations will be accepted through the [Frameable Partner Program submission form](#) or via email. Opportunities will be registered to the first partner who meets the registration criteria. We reserve the right to approve or deny all deal registration submissions.

You will be notified through email if the deal registration is approved or declined.

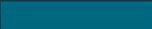
## Deal registration criteria

- The deal must be for a minimum of 25 seats.
- The deal cannot be currently engaged by our organization at the time you submit it for registration.
- The deal cannot be currently registered by another partner.
- You must be in good standing with the prospect and have made pre-sale efforts to qualify the deal. The deal must include, but is not limited to, budget approval and identified decision makers.
- Priority will be given to partners who have completed the application and signed the Frameable Partner Program Agreement.

## Deal registration length and expiration

Once a registration is awarded, you'll be provided an expiration of the approval period, occurring 90 days from the deal registration. You may request an extension to the expiration date. We'll approve this extension at our discretion.

# Termination of registration



We may deny, remove, rescind, suspend, or terminate any deal or registration in the following scenarios:

- If you're not actively working the deal or have been inattentive to the end-user's needs
- If you don't lead with or quote the Frameable products identified in your registration
- If we are under a legal or contractual obligation to quote or bid on the deal or if failure to quote or bid on the deal could subject us to legal liability, as determined by our organization
- If you are not able to fulfill the deal or provide support for the end-user (for example, by failing to have sufficient credit available for the deal, if the end-user refuses to work with you)
- If the end-user chooses to fulfill the bid in a manner that prevents you, the registering partner, from being able to fulfill such requirements
- If your account has been placed on hold by us or you have been late in paying invoices.
- If it is determined that a deal is already registered to another Partner
- If you are in breach of the applicable Frameable Partner Program Terms and Conditions for the region in which you are located and you've engaged in any activity that impairs the integrity of the Frameable Partner Program as determined by us
- For any other reason as we shall determine our sole discretion

# Program Policies

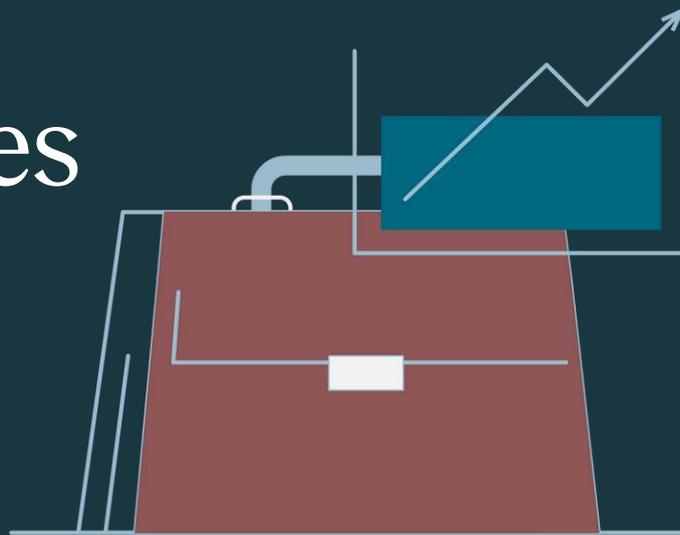


We reserve the right to make changes to the Frameable Partner Program at any time. We will provide you with a notice of any changes. If you are not in agreement with a change, you have the right to discontinue your participation in the program. Similarly, we may ask you to terminate your involvement if you no longer fulfill the requirements or do not comply with our policies.

## Legal Notifications

Frameable represents and warrants that it has the requisite rights and legal authorities to grant this license and to provide the Products as specified by this Agreement. Company makes no other warranty, expressed or implied, with respect to the product or any other information.

# Partner Resources



## Getting Started

- [Partner Registration Form](#)
- [Deal Registration Form](#)
- [Partner Page](#)

## Learn More

- [Frameable Website](#)
- [MultiShare Product Page](#)
- [Overview Product Page](#)
- [Whiteboard Product Page](#)

## Sales Materials

- [Frameable Spaces x Microsoft Teams Pitch Deck](#)

## Marketing Materials

- [Frameable Partner Assets](#)

## Contact Us

Email: [sales@frameable.com](mailto:sales@frameable.com)

Phone: 844-244-7470