

# Profit by adding NFON to your portfolio.

Next-generation  
cloud telephony.

[nfon.com](https://nfon.com)



**NFON**  
Cloud Telephone System





# Capitalise on cloud telephony.

In a market that's constantly – and evermore rapidly – evolving, NFON is Europe's most advanced telephony provider. As business speeds up its adoption of cloud-based telephony and convergence, partnering with NFON will put you in prime position to capitalise.

## It's all up in the cloud

Everything's moving to the cloud, including telephony. New technologies and ways of working have combined to create a tipping point in the market.



**£4.26 billion**

European UCaaS market size in 2020<sup>1</sup>



**2.3> million**

the number of cloud communications users in the UK at the end of 2017<sup>2</sup>



**93%**

of homes and businesses have access to superfast broadband<sup>3</sup>

<sup>1</sup>UCaaS trends and forecasts till 2020, Micro Market Monitor, 2017

<sup>2</sup>Cloud Communications Starting to Bite into Traditional Operators' Revenues, Cavell Group, 2017

<sup>3</sup>Ofcom Connected Nations Update, 2018

<sup>4</sup>Cloud telephony infographic, Polycom, 2017

# Act now, profit now.

## Compelling benefits for your customers

The attractions of cloud telephony are clear and compelling:



Lower total cost of ownership



Increased functionality



Minimal support required



Reduced travel expenses



Built-in business continuity



More flexibility and scalability



Automatic updates

## A clear winner for you



Cloud switching is occurring rapidly and growing at

**27% per year<sup>4</sup>**

Partnering with NFON means capitalising on a great opportunity, and securing a recurring monthly revenue. We can help you sell to customers with anywhere from 2 to 249,000 seats.



# Introducing Cloudya: The one-for-all cloud telephone system.

Cloudya is NFON's new cloud telephone system. Easy to use, reliable and independent, it enables your customers to free their business communications.

## Future-proofed and flexible

Smartphones, mobile apps and the cloud are replacing traditional business tools. Future-proofed to keep your customers ahead of the ever-evolving technology curve, Cloudya is always at the leading edge of the latest advancements.

## Internet connectivity for mobile working

By delivering phone calls via the internet, Cloudya enables connectivity from wherever your customers are with an internet connection – in the office, on the move, with their own customers or at home. They can be more productive, provide better service and collaborate with colleagues more efficiently.

## Same numbers and seamless migration

Your customers can keep their existing numbers and the transition is seamless, with zero business interruption.

## Unified communications

Cloudya includes full integration with Microsoft Teams and Skype for Business, equipping your customers with a feature-rich unified communications solution.

## Elevating customer experiences

Professional and effective communications are now an essential customer attraction and retention tool. Now your customers can be sure of delivering across multiple channels.

## Technical excellence

Cloudya delivers a carrier-grade, enterprise-level service. It enables high-quality voice connections via a central telephone system managed by NFON.

- Direct, high-speed, resilient connections to BT network (BT IP Exchange)
- Hosted exclusively in high-performance, geo-redundant Tier 4 data centres in Europe
- Multi-redundant utility and security equipment (electricity, AC, access and fire safety)
- ISO/IEC 27001 data centre certification



# One system, virtually limitless functionality.

Adding value across customers' communications, Cloudya equips them with the most advanced technology.

- › No on-premise equipment costs or lengthy maintenance contracts
- › No wastage with monthly bills for actual usage only
- › No charges for internal company calls between all locations
- › No charges for calls to other companies using NFON – over 15,000 and counting

## Over 150 advanced features

Cloudya enables smarter working. If a customer has a number of offices, they can be called as local extensions. And customers can receive and make calls to and from their office number using their mobile. Whatever the size or sector, all Cloudya's advanced functionality is included – from mobile phone integration to telephone conferencing.

## Multi-office connectivity

Your customers can manage all their offices' telecoms from a single portal, with separate costs for each office's usage.

## Smart queuing and call routing

If no one is immediately available, callers enter a smart queuing system (with holding music or your customers' latest offers) until someone can take the call. And calls can be routed to specific staff, ensuring callers speak to the right person.

## Conference call control

Your customers can easily control conference calls – with up to 50 participants – using a desk phone or mobile, or via NFON's CTI (Computer Telephony Integration) on a PC.

## Call coaching

Your customers can train new staff by accessing staff calls from any extension anywhere, anytime.

## Time-based routing

Your customers can route calls based on their operating needs and working hours.



## Value added services.



Cloud contact centre



Unified communications



Queue monitoring



CTI



Call recording



End user training

## Advanced expertise for advanced communications.

### The NFON advantages

- › 99.9% availability
- › Carrier-grade platform
- › 2–249,000 extensions
- › High savings potential
- › 100% maintenance free
- › Microsoft Teams and Skype for Business integration
- › Feature-rich
- › Free upgrades

### Specific sector expertise

Cloudya enables organisations of all types and sizes to communicate better, cut costs and enhance productivity. NFON has widespread experience and particular expertise across:

- › Schools
- › Healthcare
- › Enterprise businesses
- › Higher education and universities
- › Local and central government





# Together, we've got everything you need.

NFON provides all the information, insight, support and practical tools you need to profit from cloud telephony. We give you everything you need to:

 Protect your margins with a differentiated offering

 Deliver customer experiences that build loyalty

 Meet your specific needs with our expert teams

 Access new opportunities with minimal investment

 Go to market with practical support focused on your success

## To get you started, we offer a 30-day free trial!

To find out more, contact us on **+44 20 3740 6740**

# Come on board for success.

If you share our appetite for business growth and the delivery of total customer satisfaction, we want to share our success with you.

To maximise the benefits of our working relationship, you need to be comfortable that your partnership level aligns with your business situation, priorities and ambitions.

We'll help you select the partnership level that's right for you.



**Silver**

Access to NFON's market leading services



**Gold**

Build a cloud communication business



**Platinum**

Accelerate your cloud communications business

You can choose to simply earn commission on your sales and leave all the administration to us, or to take more control by buying direct from us and setting your own margin.



# NFON's Partner Programme is your clear path to profit.

## Training

With a choice of delivery options to suit your preferences, our wide range of training programmes equip you with the information and certifications you need to get ahead – and stay ahead – of your competition.

## Business support

From dedicated account managers to structured account planning and sales enablement tools, we provide the business support you need to strengthen your sales.

## Marketing support

Giving you exclusive access to a range of practical resources and NFON services, we equip you with the tools and marketing support you need to generate demand and win more business.

## Technical support

We're committed to delivering the technical support you need, to give you peace of mind and ensure that the service you give to your customers is second to none.

## Partner communications

From advanced notification of product launches to online community forums and partner event days, we ensure that you're kept up to date and in the know through our professional NFON community.

## Incentives and Rewards

Motivate your sales team to success with NJOY and NFON ONE, our fantastic incentive & rewards programmes.







# The support you need to build your business.



Whatever your partnership level, you'll receive access to the support and tools to help you get to where you want to be.



## NFON Academy

- › Via online, webinars and on-site
- › Accreditations and certifications
- › Structured training programmes
- › Intro to cloud telephony
- › Technical training
- › Sales training
- › End-user training\*
- › Installation and maintenance training\*



## Marketing support

- › Co-brandable marketing collateral
- › Marketing services\*
- › Branding and promotional items
- › Marketing development funding (MDF)\*
- › On-demand/bespoke case studies
- › Campaigns-in-a-box
- › Events-in-a-box



## Business support

- › Dedicated account management
- › Business growth planning\*
- › Lead support
- › Large bids and tender support
- › Sales enablement tools
- › Sales incentives and partner rewards
- › Demo account / demo kit\*\*
- › Special pricing access
- › Quote and order support
- › Internal sales support
- › Sales development funding (SDF)\*



## Technical support

- › Technical support
- › Remote assistance
- › Fault resolution
- › Service requests
- › 24x7 support for P1 and P2 incidents
- › Support model based on ITIL V3



## Rewards & Incentives



- › Motivate and reward your teams with one of our fantastic sales incentives and corporate reward programmes.



## Partner communications

- › Product launch notifications
- › Release notes
- › Webinars
- › Partner conference
- › Partner events and roadshows
- › Online community forums
- › BETA communities

# About NFON

Headquartered in Munich, NFON AG is the only pan-European cloud PBX provider – counting more than 15,000 companies across 13 European countries as customers. With Cloudya, NFON offers an easy-to-use, independent and reliable solution for advanced cloud business communications.

Further premium and industry solutions complete the portfolio in the field of cloud communications. With our intuitive communications solutions, we enable European companies to improve their work a little, every single day. NFON is the new freedom in business communications.

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