

Channel Programmes

We offer 3 distinct channel programmes to match the needs of your business.

We've built our company on the principles of open and honest communication, doing what's right for the customer, and focusing on long term value not short term profit. We're keen to develop relationships with like-minded organisations who understand the value of providing excellent customer service. Our Wholesale Partner Programme and our Partner Programme are aimed at resellers who can deliver hosted application solutions and/or converged communication solutions, while our Affiliate Programme is suitable for those who want to recommend a reliable service provider.

Wholesale Partner Programme

Our Wholesale Partner Programme is designed for businesses interested in selling our larger and more complex solutions, such as Colocation, IP VPN, and Leased Lines, or high volumes of our standard products and services.

- **Maintain complete control** - you manage the end user relationship, from placing orders, to billing, to providing first line technical support
- **Flexible pricing** - we offer competitive discounts off all products, services and solutions, allowing you to set your own pricing strategy

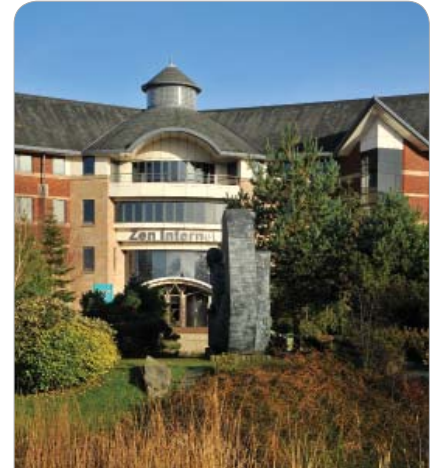
Partner Programme

The Zen Partner Programme offers a platform for businesses looking to integrate high quality connectivity and data centre services into their own existing portfolio. As a Partner, you can benefit from the Partner Programme in several ways:

- **Extend your portfolio** - increase the range of products and services you can offer your customers, and increase the revenue they generate for you
- **Add value** - by complementing your existing products and services which rely on Internet connectivity or require hosted equipment
- **Earn extra revenue** from commission payments, as well as the post-sale service contracts you can offer to support your customers' applications

Affiliate Programme

The Zen Affiliate Programme is ideal for businesses that would like to recommend the services of a reliable, reputable service provider, but would prefer their customer to deal directly with Zen Internet. In effect, it acts like a refer a friend scheme, whereby when you refer a customer to us, and they place an order, you receive a one-off payment as a thank you.



Why partner with Zen Internet?

Expertise

- 15 years' experience providing business connectivity solutions
- Over 10 years WAN & Network Security Management experience
- Accredited support staff - qualifications include i-Net+, Cisco CCNA, MCSE and CTI

Support

- Our Partners have full access to a team of in-house experts, giving you a virtual project team you can rely on to help you develop new business opportunities
- Full training is provided to ensure your staff have complete confidence to sell and support our whole portfolio

Reliability

- As a reseller of our products and services, your reputation depends upon the quality of service we deliver - the numerous awards we have won for our service and support are tangible evidence of the reliability we offer
- We have a first class network infrastructure with diverse routes out to the Internet - continual investment ensures our network capacity always remains ahead of customer demand



Zen Internet's Channel Programmes

Wholesale Partner Programme:

For businesses interested in selling larger, and/or more complex solutions, who are willing to make a commitment to achieving a specific revenue target and managing the end customer relationship completely, in exchange for competitive discounts.

Partner Programme:

For businesses that want to sell a wide range of our products and services, and want to be involved in managing the end customer relationship.

Affiliate Programme

A no-touch channel, for those businesses or individuals who want to earn a referral fee, but don't want to manage any aspect of the end user relationship.

'When Zen told us about the Wholesale Partner Programme we jumped at the opportunity, as it allows us to provide our clients with reliable connectivity solutions, as well as giving our support teams access to first class support from Zen. The wholesale model also ensures that our prices remain competitive and clients happy.'

James Hawker, CEO
Bluecube Technology
Solutions

That's Zen thinking

Wholesale Partner Programme Overview

The aim of our Wholesale Channel Programme is to have a platform for developing mutually beneficial partnerships with those resellers who are committed to actively promoting and selling Zen's products, services, and solutions.

To be eligible to join Zen's Wholesale Partner Programme, you must sell, market, bill and offer first-line support to your customers. You must also agree to achieve an annual booked revenue target, in order to receive the agreed Wholesale discounts.

Key features of Zen's Wholesale Partner Programme:

Features:	Wholesale
Access to a full range of products & services	✓
Online ordering	✓
Online DSL checker	✓
Online Portal	✓
Competitive discounts	✓
Face to Face Account Management	✓
Dedicated Partner sales number	✓
Strategic annual account plan	✓
Off the shelf Marketing tools	✓
Bespoke Marketing support	✓
Partner events	✓
Partner incentives & special offers	✓
Press Release support	✓
Partner newsletter	✓
Plaque	✓
Pre-sales support	✓
Bid support	✓
Product training	✓
Technical training	✓
Bespoke training	✓

Benefits of being a Wholesale Partner:

- You have the flexibility to set your own retail price and have more control over your margin
- We will work with you to identify opportunities for you to grow your business, by focusing on the elements of our portfolio which complement your business strategy
- You will receive training on the products/solutions that are of most interest to you
- You will gain the knowledge you require to confidently handle any technical support queries you may be asked by your customers
- We will provide you with tailored tools and support to help you achieve your business goals
- Our technical experts will be on hand to help you design tailored solutions which solve your customers' problems

Partner Programme Overview

From the day you join the Partner Programme, you have access to a team of in-house experts to help you develop new business opportunities. This Programme is ideal if you want to manage aspects of the end customer relationship, such as billing, but want the flexibility to rely on Zen to provide assistance in other areas. Members of the Partner Programme have access to our full portfolio, allowing you the freedom to choose the products and services which complement your existing service offering.

Key features of Zen's Partner Programme:

Features:	Partners
Access to a full range of products & services	✓
Online ordering	✓
Online DSL checker	✓
Partner Portal	✓
Commission payments	✓
Telephone Account Management	✓
Face to Face Account Management	✓
Dedicated Partner sales number	✓
Co-branded Marketing materials	✓
Off the shelf Marketing tools	✓
Bespoke Marketing support	on request
Partner Events	✓
Partner incentives and special offers	✓
Press Release support	✓
Partner newsletter	✓
Pre-Sales support	✓
Product Training	✓
Technical Training	✓
Bespoke Training	on request

Benefits of the Partner Programme:

- We'll help you to create new revenue opportunities
- You can diversify your product offering to attract new customers
- We'll help you support your existing customer base

“ Once again Zen Internet has proved to be helpful in every way and the level of service is above and beyond the usual levels we have come to experience as the ‘norm’ with other ISPs in the past. ”

David Hones - Operations Manager, Rock IT



A diverse Partner base

Our current Partners specialise in providing a wide variety of products and services to businesses throughout the UK.

Our Partner base includes:

- ICT solution integrators
- IT management companies
- IT support specialists
- IT consultants
- Hosted application providers
- Software vendors
- Telecoms providers
- Hardware consultancies
- Media agencies
- Computer & networking specialists
- Website design consultants
- Managed service providers
- Direct business equipment providers
- Communication solutions providers
- CCTV systems integrators
- Hosted VoIP providers

Zen's Dedicated Server solution is exactly what we were looking for in order to offer a hosted email service for our customers. Since the Dedicated Server was installed, I no longer have the hassles associated with hosting the server on my premises, and customers have noticed an increase in the speed of their email system. However, the biggest benefit for us comes from the peace of mind we get from Zen's reputation for reliability.

Andy Collins
Vostech

That's Zen thinking

Affiliate Programme Overview

The Zen Affiliate Programme gives you the tools you need to recommend a reliable service provider to your customers, coupled with a financial reward to thank you for the referral. Outsourcing broadband to Zen Internet helps you to meet your customers' requirements with minimal involvement on your part. This gives you the freedom to concentrate on your core business and the peace of mind that your customers will receive industry leading service and support.

Key features of Zen's Affiliate Programme:

Features:	Affiliates
Banner ads for easy referrals	✓
Simple click through ordering	✓
Affiliate Portal	✓
Referral fees	✓
Quarterly Affiliate newsletter	✓

Benefits of the Affiliate Programme:

- Generate additional revenue
- No targets to hit
- You don't need to be a technical expert
- Customers are fully supported by Zen Internet

Partnering with Zen Internet

We're actively looking for Partners who understand the value that our range of network based services can provide as part of overall IT solutions for SMEs and larger enterprises.

Whether you need a single site connectivity solution, somewhere to colocate your hosting infrastructure, or a bespoke IP VPN to connect multi-site customers, we'll work with you to ensure you deliver a solution that is right for your customers.

If you believe your business could benefit from partnering with Zen, contact our Partner team today on 0845 058 9080.

Ready to join?

To apply for membership in one of our Channel Programmes, please visit: www.zen.co.uk/Partner

Zen Internet

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Zen Internet

Zen Internet, an independent Internet Service Provider (ISP), has been delivering services to business and residential users in the UK since 1995.

Led by founder and Managing Director Richard Tang, Zen's mission is to provide the best ISP service in the UK. Zen is committed to investing in the latest technologies and providing high levels of service, support and reliability.

Our Portfolio includes:

- IP VPN
- Leased Lines & Ethernet
- Broadband
- Managed Firewalls
- SIP Trunking
- Data centre services
- Domain Names
- Web Hosting
- Data Backup

