



Progressive  
rewards

# Working in Partnership

An Introduction to the  
Zen Partner Programme

Diverse  
portfolio

Stability

Investment in  
the future

Extensive  
support

[zen.co.uk/partner](https://zen.co.uk/partner)



Hello

# Welcome to the Zen Partner Programme

Looking for an ISP to partner with to help you deliver better business communication solutions?

## About Zen Internet

Over the past 18 years we have evolved from a pioneering ISP into a company that provides an extensive range of data, voice and hosting services via our Partners to businesses across the UK. We provide the application delivery infrastructure you need to help your customers make the most of the latest technology.

We're independent and always will be. As a privately owned and managed company, we have a stable and secure business model which makes us a safe and long-term strategic partner.

Our independence means we have the freedom to invest in the future and can focus on providing best-in-class products and excellent customer service.

By partnering with us you can be confident that you're partnering with an ISP that puts quality, reliability and customer service at the heart of everything we do, supported by a policy of open and honest communication.



**Richard Tang**

Founder & Managing Director  
Zen Internet

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[zen.co.uk/partner](https://zen.co.uk/partner)

**“Working with Zen ensures we have the best products delivered with the highest level of service which in turn enables us to offer this to our customers.”**

Rob Sims, Director,  
Nexus Telecommunications



## **We see our Partners as an extension of our team and are committed to giving you the resources and support you need to grow your business.**

The more business you bring to us, the higher your financial rewards - and our team are on hand to help you every step of the way. As a Partner, in addition to our comprehensive Online Portal, you have access to our in-house experts and resources across the business, including:

- ▶ A dedicated Partner Account Manager
- ▶ Training support to help you get up to speed with our portfolio
- ▶ Award-winning Technical Support
- ▶ Marketing resources to help you generate new business
- ▶ Bid Management support for tender responses
- ▶ Pre-sales support to help with solution design and implementation

Our commitment to remaining independent, combined with competitive commercials across a broad portfolio and award-winning service and support are essential to our mission - **to be the first choice IT and Communications Provider in the channel.**

## Top 5 reasons to join



### Progressive rewards

The more business you generate, the higher your financial rewards. Our competitive commercials reflect the relative level of responsibility our Partners commit to. Zen Dealers receive attractive commissions while Zen Resellers receive generous discounts at point of sale.



### Diverse portfolio

We provide the application delivery infrastructure you need to create and implement solutions which generate profitable, recurring revenue and increase customer loyalty.



### Extensive support

Our unique combination of technical expertise, customer-focused service excellence, online support systems and education programmes makes us easy to do business with. As a Zen Partner, you can access a wide range of in-house expertise to complement the skills and experience that exist within your own business.



### Our stability

As a privately owned and managed company, we have a stable and secure business model and are committed to remaining independent, which makes us a safe and long-term strategic partner. We have no exit strategy.



### Investment in the future

We're investing extensively in our state-of-the-art network infrastructure and Data Centre to enable you to deliver innovative solutions, such as Cloud-based services, ensuring that all of your customers can benefit from cutting-edge data and voice capabilities previously only available to the enterprise.





“We partner with Zen as we share a similar approach to helping our clients, by providing great service and support. The Partner Programme gives us access to extensive expertise and resources when we need it. By using Zen for all of our connectivity and hosting solutions we minimise the complexity of support calls and as a result minimise downtime. For us Zen is certainly the best value, when considered in terms of quality, support and the confidence that we have in them.”

David Brereton, Director,  
Myson Pages.com

## Partnering with us

We offer a range of flexible partnership options, designed with your business needs in mind, giving you access to an enviable portfolio spanning **voice, connectivity and hosting solutions**.

Our programme is available in a number of different flavours, depending on how much support you wish to provide customers, the systems you have in place and the level of control you're looking to maintain over the customer relationship.

We work with Partners of all sizes throughout the UK. Partnership options are flexible giving you the opportunity to decide how much control you want to maintain over managing end customer relationships. If you're an IT Reseller, Consultant or Managed Service Provider focused on supporting SMEs, we're keen to build a long term partnership with you.

**Complete our no obligation application form to find the programme option that's right for you.**  
Visit [www.zen.co.uk/partner](http://www.zen.co.uk/partner) to apply now.

# Partner support and resources

Zen's unique combination of online support systems, education programmes, technical expertise and customer focused service excellence make us easy to do business with.

## Resources:

### Partner Portal

Your one stop shop for information, tools and resources.

- ▶ Available 24/7 for support at every stage of the sales cycle
- ▶ Regularly updated with new content to help you identify new opportunities, place orders and manage services post-sale

### Marketing support

From ready to use content and collateral to bespoke consultancy and reciprocal Marketing Development Funds, our Marketing Team can support your lead generation activities.

### Masterclass Programme

Our Partner education programme includes online learning, courses, workshops, collateral and events.

- ▶ Helps you to develop your expertise and convert it into revenue
- ▶ Improves the first line support you offer your customers

### Connect eNewsletter

Our bi-weekly summary of the latest Partner news from Zen and the industry ensures you receive the same information as our internal teams.

## Partner support:

### Account Manager

Your Account Manager is your primary point of contact. They'll help you identify opportunities, co-ordinate support from Zen's virtual teams and support you in achieving your business growth objectives.

### In-house consultants

Whether you have a tender opportunity or need to quote a complex solution, our in-house consultants are on hand to share their expertise and help you win more business.

### UK customer support

Partners can ring our UK based support teams 24/7 and talk instantly to our technical experts. There are no time limits or call scripts – you simply get unlimited access to our analysts for as long as you need.





Support

Strategy

# Partnership is a two way street

We believe Partnership is a two way street and only works when there is equal commitment from both parties.

## Collaboration

- ▶ This guide has outlined what you can expect from us and once you join our team, we'll provide you with a more extensive overview of the support available to you and how to access it.
- ▶ We're looking to partner with resellers who will engage with our wider team and take advantage of the support that is relevant to your business to capitalise on the opportunities our portfolio offers your customers.

## Transparency

- ▶ We will be transparent about our plans and priorities, such as our company strategy, product roadmap and organisational changes.
- ▶ We would like the same in return – so we can understand your business, its challenges and opportunities to identify how we can best support you.

## A commitment to grow

- ▶ We have committed to investing in our network and portfolio to ensure we can provide you with the products and services you need to support your value added applications and service wraparounds.
- ▶ We expect you to actively generate new business for Zen – understand the needs of your customers, raise awareness and drive demand for our portfolio.

## Engagement

- ▶ We will provide you with opportunities to provide feedback, share your success stories and input into future product/system developments.
- ▶ In return, we expect you to subscribe to our Partner eNewsletter, have a Portal account, engage with us on social media, undertake relevant training courses, attend Partner events and utilise relevant online and offline resources.

**“With great relationships having been nurtured from the beginning, we enjoy a comfortable working partnership with Zen. Sharing the same vision for our business means we both strive for maximum return on our mutual investments, ensuring confidence in our collaboration and commitment to the future.”**

Claire Baker,  
Operations Director,  
Chalvington Group



**In-house  
expertise**

**Award  
winning**

**Working  
together**

**Focused  
on you**

**Zen Internet**

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