



New Partner Guide

AI-powered cloud communications,
built for Partner profitability.

Everything you need to build
recurring revenue
— without growing overheads.

nfon.com



WHY PARTNER WITH NFON

The channel is evolving. Customers expect AI, automation and better experiences — delivered simply.

NFON is a **100% channel-only vendor** for Partners who want to build **sustainable, recurring revenue** without adding unnecessary complexity.

We combine an AI-powered communications platform with **hands-on human support**, giving Partners the confidence to sell, deliver and scale.

BUILT FOR PARTNER REVENUE

NFON's partner model is designed to support profitable, repeatable growth.

Partners benefit from:

- ◆ Predictable monthly recurring revenue from cloud subscriptions.
- ◆ Natural expansion into AI, CX, EX and Analytics.
- ◆ High customer retention through integrations and embedded workflows.
- ◆ Flexible As a Service options to right-size delivery teams.
- ◆ A choice of partner models, keeping control of margins and customer relationships.

Flexible Partner Models — Your Choice

You choose how closely you want to own the commercial relationship:

Commission Partner

- ◆ NFON manages billing and contracts; you earn recurring commission.

Wholesale Partner

- ◆ You control pricing, billing and margins, with NFON powering the platform behind the scenes.



ONE PARTNERSHIP. FOUR GROWTH ENGINES

1



AI-POWERED BUSINESS TELEPHONY

Smarter business calling, powered by AI.

NFON Cloud Telephony brings voice, UC features and integrations together in a single, cloud-native solution.

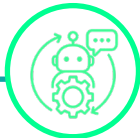
Why it works for you:

- ◆ AI built in – not bolted on.
- ◆ Easy to position with real value.
- ◆ Predictable recurring revenue.
- ◆ Shorter sales cycles.
- ◆ Simple delivery.

Why it works for your customers:

- ◆ Increased productivity from day one.
- ◆ AI without disruption.
- ◆ Consistent experience across desktop and mobile.
- ◆ Secure European cloud.
- ◆ Built for Enterprise – grade reliability and compliance.

2



INTELLIGENT ASSISTANT

From out of the box to fully bespoke AI agents, AI that adds value at every touchpoint.

At the heart of NFON's AI portfolio is **Botario** – NFON's own platform for building and running chatbots, voicebots and live chat.

Nia FrontDesk and AI Essentials are off-the-shelf, Botario based solutions that deliver instant value, are quick to deploy and GDPR-compliant.

Why it works for you:

- ◆ High-value AI upsell.
- ◆ Clear, explainable use cases.
- ◆ Flexible delivery – from standard deployments to fully customised solutions.
- ◆ Enablement to sell AI with confidence.
- ◆ Scalable revenue that fits your existing model.

Why it works for your customers:

- ◆ Human control, AI support.
- ◆ Faster, better, consistent customer experience.
- ◆ Practical automation they can trust.
- ◆ Clear value in everyday scenarios.
- ◆ Designed to evolve with their business.

3



CUSTOMER ENGAGEMENT

Connected conversations across every channel. One intelligent view of every customer interaction.

NFON Customer Engagement solutions help customers manage conversations across voice, email and digital channels from a single platform, with omni-channel communications, intelligent routing, full interaction history and AI-assisted workflows.

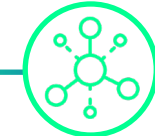
Why it works for you:

- ◆ Larger, higher margin deals.
- ◆ Services and integration opportunities beyond licenses.
- ◆ Stronger customer retention.
- ◆ Differentiation that isn't price-led.
- ◆ CX solutions that scale with customer demand.

Why it works for your customers:

- ◆ Consistently great customer experiences, powered by AI.
- ◆ Conversations handled faster and more efficiently.
- ◆ AI-driven insight into customer needs and performance.
- ◆ Support that scales without losing quality.
- ◆ Happier teams, happier customers.

4



INTEGRATIONS

Fitting perfectly into your customers' worlds. Integrates with the tools your customers already rely on.

NFON integrates communications into the tools customers already rely on, including Microsoft Teams and over 300 CRMs.

Why it works for you:

- ◆ Integrating perfectly into existing customer environments.
- ◆ Clear upsell opportunities.
- ◆ Easy AI entry points, including Analytics.
- ◆ Easier wins in Teams-led deals.
- ◆ Faster deployments with fewer objections.

Why it works for your customers

- ◆ Familiar tools, fully connected and enhanced.
- ◆ Lower risk adoption.
- ◆ Built-in insight, including in the Microsoft Teams environment.
- ◆ Smarter decisions through analytics.
- ◆ Clear usage and performance data.

MORE THAN A PLATFORM

NFON doesn't just give Partners products to sell — we provide real people, real expertise, and real backup at every stage of your growth.

Whether you're lean by design, scaling fast, or simply stretched, our extended team model means you're never on your own.

Dedicated Account Management

Your business, not just your orders

Every partner works with an Account Manager whose role is to help you grow — not just process deals.

They support you with:

- ◆ Business and portfolio planning.
- ◆ Campaign ideas and GTM planning.
- ◆ Coordinating internal NFON teams around your goals.
- ◆ Identifying upsell and cross-sell opportunities.
- ◆ Access to incentives, promotions and MDF.

Think of them as an extension of your leadership team, focused on profitable growth.

Pre-Sales & Solution Specialists

Win more deals, faster

NFON's pre-sales and solution specialists help you:

- ◆ Qualify opportunities.
- ◆ Demo AI, Front Desk, Contact Center and Teams integrations.
- ◆ Support larger or more complex bids.
- ◆ Design the right solution mix.

This allows Partners to confidently sell AI, CX and integrations, even without deep in-house specialists.

Technical Support

Reliable, responsive, and partner-friendly

NFON provides structured, ITIL-aligned technical support with:

- ◆ Clear escalation paths.
- ◆ Remote assistance and fault resolution.
- ◆ 24/7 support for critical incidents.
- ◆ Transparent service monitoring.

Our services are built and operated in Europe, reinforcing reliability, security and compliance — something customers increasingly expect.

Professional Services

For more complex deployments

NFON's Professional Services team can:

- ◆ Support or fully deliver implementations.
- ◆ Provide post-go-live support and in-life reviews.
- ◆ Handle configuration, migration and documentation.

You stay in control of the customer relationship — we simply help ensure delivery excellence.

Support as a Service / Marketing as a Service

Extra capacity, exactly when you need it

"...as a Service" options are designed for Partners who:

- ◆ Are growing faster than headcount.
- ◆ Want to protect margins without over-hiring.
- ◆ Have limited internal resources.

This lets you scale without adding fixed costs — ideal for lean MSPs and growing Partners.

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