



Preferred Reseller Overview

Glow XL's flexible Preferred Reseller Programme offers the ability to sell via your own brand, (white label) or the Glow XL brand. We provide a 'telco in a box', solution giving your business access to phone numbers, outbound calling, IVR, mid call transfer, call routing, call recording and many other telecom services. Many of our 'intelligent call solutions' are unique to us, and no one else can offer them: a unique selling point for your clients!

To help make our partnership successful, Glow XL offers three separate ways of partnership:

Option 1 - Selling our products and services under your own brand:

Selling Glow XL's products and services under your own brand is known as 'white labelling'. You can do this as a Limited Company, Partnership or Sole Trader. You own the customers you bring on to our platform and you can choose the onwards prices you charge to your customers. You receive a revenue share on set-ups, rentals and calls. We can create specific tariffs for you as well as telephone line, broadband and landline call packages. We can do your billing for you, with your company name, logo, bank details and VAT number, or of course you can do the billing yourself if you already have a billing platform.

Choose this option if:

- ✓ You already have your own business or brand
- ✓ You already have customers that you wish to up-sell to

You can be up and running in a matter of days. Our start-up package includes all necessary contracts between Glow XL and you, paperwork and access to our online portal, providing a single point of access for everything. Naturally, you will receive full training, either in person or via a series of WebEx sessions.

The set-up charge to become a branded Preferred Reseller is £500 + VAT as a one-off cost, or £50 + VAT on a monthly basis. If you join us with your own pre-existing customer base of 10 clients or more, and transfer their telecoms services to us – we will waive this fee for you!



Option 2 - Selling our products and services under the Glow XL brand:

Selling Glow XL's products and services under the Glow XL brand gives you a fully operational business from day one. You can do this as a Limited Company, Partnership or Sole Trader. Glow XL owns the customers you bring on to our platform and you will generally sell our customer price lists. You receive a revenue share on set-ups, rentals and calls. We can create specific tariffs for you as well as telephone line, broadband and landline calls packages. Importantly, we will look after all of the billing for you.

Choose this option if:

- ✓ You don't have your own business
- ✓ You don't have your own brand
- ✓ You are creating a new customer base

You can be up and running in a matter of days. Our start-up package includes all necessary paperwork between Glow XL and you and between Glow XL and the customers you bring on board. Full access is provided to your branded online portal, providing a single point of access for everything. We will provide you with a phone number, fax2email number, email address and business cards. Naturally, you will receive full training, either in person or via a series of WebEx sessions. You will be known as a 'Partner' or 'Business Consultant', whichever suits you best.

The set-up charge to become a branded Preferred Reseller is £500 + VAT as a one-off or £50 + VAT on a monthly basis. Again, if you join us with your own pre-existing customer base of 10 clients or more, and transfer their telecoms services to us – we will waive this fee for you!



Option 3 - Commission only - Glow XL brand:

Introducing customers to Glow XL's products and services under the Glow XL brand, gives you a fully operational business from day one where you will receive a single payment for each customer you introduce, who signs up. You can do this as a Limited Company, Partnership or Sole Trader. Glow XL owns the customers you bring on to our platform.

Choose this option if:

- ✓ You don't have your own business
- ✓ You don't have your own brand
- ✓ You have customers that you wish to provide a quality service to
- ✓ You don't want the hassle of billing and customer management

You can be up and running immediately.

There is no charge to become a commission-only Preferred Reseller.



The UK telecommunications marketplace is continuing to expand, with the demand from business for faster, better, cheaper and more efficient services and solutions. Glow XL currently provides the platforms, features and quality of service being enjoyed by a number of large and small businesses across the country.

Ten ways how Glow XL makes it easier for you when you become Business partner:

1. **Established carrier relationships:** with high quality interconnect arrangements with BT, COLT, Cable & Wireless, Telstra, RealCredit, In2tel and others a stable supply of features and benefits is guaranteed.
2. **Service Expertise:** for technical design and implementation and account management
3. **Unique income proposition:** as one point of supply and contact with one system for all products and services.
4. **Scalability:** through the aggregated buying power we have delivers better pricing
5. **Online Admin Portal:** for speed and convenience to deliver accurate and clear billing so you can manage customers from anywhere from a single URL.
6. **Support:** we want you to grow and will help you get everything up and running.
7. **Flexibility:** two partner channel models to choose from, selling under the Glow XL brand or selling under your own brand, where we white label our entire operation for you.
8. **Existing Infrastructure:** no 'back office' set up, just grow your business.
9. **Affordable:** Single low one-off start-up fee to sell under your own brand or to sell under our brand, which includes business cards phone numbers etc...
10. **Easy:** to set up and start your business in just a few days.

We are here to make it easier. How you run your business is entirely up to you.



How Do I make Money? - Income Opportunities

Business to Business & Business to Consumer

Every time your customers makes or receive calls via our platform, this generates income for you. Set your own pricing – earn margins up to 50% depending on the call type while you save customers up to 35% over most other major telephone service companies. You also earn revenue on set-ups and service rentals.

Recurring Revenue for calls and service rentals

Once you win a customer, you won't need to buy their business again. They keep using your services month after month because they're saving money on their phone bills and in some cases actually earning revenue as well. Whether you find your customers by database, door-to-door or direct sales, you offer them true savings on their everyday needs in telecommunications.

What Can You Make?

The sky's the limit! Revenue is virtually unlimited. Speak to us personally about the types of potential income you could generate based on your own individual circumstances.

Who can resist?

You'll be selling quality services and solutions at some of the best pricing in the industry with systems and infrastructure in place to back you all the way. With our low start-up costs, Glow XL partnerships, etc are an incredible value-added business ownership opportunity.

What can I sell?

You can sell all of Glow XLs range of advanced, reliable telecommunications services to customers. And you can do it without overhead, infrastructure or need for stock. If you have a phone and a computer, you can sell Glow XL services under your own name or under ours.

Both you and your customer have online access to our admin portal, allowing changes to be made to services. It's all part of the flexibility the Glow XL model offers you and your customers. Here are just a few of our top selling services;



Number ranges (01, 02, 03, 0800, 0300 and 0330):

With very low monthly costs for your customer and a service rental and calls revenue stream for you, these services are a lucrative business in their own right. For all these services, your customers can nominate where the call is delivered to based on where the call is coming from as well as the time of day or day of week. Memorable (premium) numbers also provide a good set-up and rental income.

Call Routing & IVR Services:

Flexibility combined with power for inbound calls. Fully managed IVR services save money for your customer whilst offering them a very high quality solution whilst providing you with a sustained monthly service income for setups and service rentals, as well as the inbound calls of course.

Operator / Agent routing for Call Centres:

In terms of call volumes and revenue, the biggest customers are those who operate call centres or other similar types of arrangements (such as "virtual" call centres of people working from home). These customers need all of the features offered by our standard call routing services, along with far more information and control over the state of each of their operators (those who take the calls) and the way each call is handled. This page describes how TelXL meets those needs.

Outbound calls from fixed lines and mobiles:

The ability to provide your customers with outbound calling from mobiles and landlines with advanced facilities and features such as call recording, single CLI sending for all lines, campaign CLI sending.

Call recording (any inbound or outbound calls):

Any inbound or outbound calls can be recorded on our platform, either as a service setting, per call setting, percentage setting, ad-hoc setting and so on. This offers a great additional potential revenue stream for you.

Mid Call Transfer:

Simply allows your customer to transfer an incoming call to another number, with just two keystrokes. Up to 5 short codes can be set up from #5 - #9, so that any call answered in the office (or on a mobile) can be simply transferred to another number. This is a great seller to small businesses!



Inbound & Outbound SMS texts:

Allows your customer to send or receive SMS text messages. The sending and receiving of SMS text messages can be fully integrated in to our services to provide an invaluable form of communication between your customer and their customers. We can provide inbound SMS short codes and long codes.

Credit card processing:

This allows you your customers to process credit card transaction for their services, whether it be for services provided via the Glow XL platform or not. This creates a simple and streamlined way to process payments.



What you get with Glow XL:

Admin portal – control area

Glow XL's systems play a critical role in providing our Preferred Resellers with an advantage in the telecommunication market. That's the reason why Glow XL has spent a great deal of time to ensure that its online admin centre is one of the most advanced all-in-one customer management and billing system available in the UK. It's been designed to seamlessly integrate all of our services, settings and customer billing.

Our single admin portal will ensure the following:

- ✓ Speed of servicing your customers
- ✓ Drastically reduced levels of administration you have to handle
- ✓ Ease and ability for you to sell and manage more services
- ✓ Ease of reporting through a single interface

The Glow XL admin portal allows Preferred Resellers to operate their own Telco business remotely and access it through one centralised interface quite literally from anywhere in the world with minimal technical understanding or expertise, allowing a degree of flexibility never before thought possible in running a business.

No matter what you choose from our fully customised services, every part of the telco offering will either be under the Glow XL brand or under your own brand, depending on which model you choose to follow. Your current customer or member base is your ticket to successfully selling Glow XL products. With our unique and efficient support system, you'll see how lucrative and easy it is to offer smooth, seamless telecommunications for an ongoing revenue stream. As a Preferred Reseller, you'll receive complete infrastructure and set-up to hit the ground running as a fully operational telecommunications company.

Our price lists look after the charge to your customer as we as your revenues (or any costs) from us to you as a Preferred Reseller.



Complete 'end to end' system:

Our admin portal allows all aspects of the customer journey, from initial set-up, through service management, billing and reporting. As a Preferred Reseller, you have complete visibility into each customer's account. This access is assured regardless of your level of day-to-day involvement. Our systems bill each end user (your customer) under your name and address, VAT number, logo etc... if you are selling under your own brand and if selling under the Glow XL brand, we also process all of the customer payments, so you can just get on with selling.

The best way to see how the Glow XL system helps drives business growth is to give us a call and ask us to take you through a demonstration.

Key Features:

Below are just a few key features so you can better understand what can be achieved through our single admin portal from your home, office or on the road.

- ✓ Add new customers
- ✓ Manage existing customers and their services
- ✓ Change settings
- ✓ Add features
- ✓ Add additional numbers to a service
- ✓ Look at full, real-time customer reporting
- ✓ See customer invoices
- ✓ Create new customer price lists



Who is going to Help me?

As a Preferred Reseller of Glow XL, you can rest assured that you will get all the support and training necessary for you to run your own telecommunication company.

The majority of our most successful Preferred Resellers have had little or no former experience in the telco industry. Our model of shared success means that we are only as successful as our Preferred Resellers. With this in mind we have built Glow XL to ensure that you are well trained to maximise the technology platforms which we provide to you.

Getting up to speed:

We've created and refined an internal training program for all our Preferred Resellers, to help them to start to run a successful business. We carry out training at an agreed location or via WebEx which covers all aspects of using the admin system and setting up customers.

By the end of the training the Preferred Reseller will be equipped with all the tools, knowledge and information needed to successfully launch their Telco business. In addition to this, Glow XL also provides an ongoing training and mentoring programme.

Ongoing Support and help:

We often surprise our Preferred Resellers as to just how much support we can provide them. We will dedicate the time to help you move your business forward!

How do I sign up?

If you would like to become an Glow XL's Preferred Reseller scheme, you can email partners@xltelecom.co.uk or call us on 0844 544 7777 and we will get the Agreement drawn up for you.

If you would like to see the standard Preferred Reseller Terms & Conditions, these can be emailed to you.