

## Build Your Business by Partnering with CosmoCom

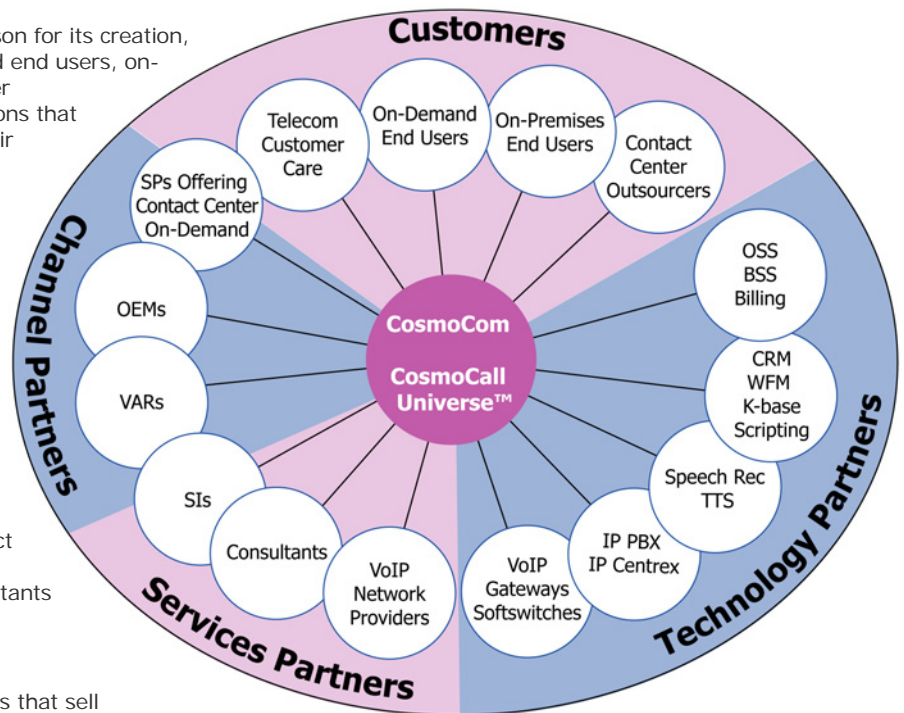
Ask any contact center manager what technology they use and they will probably give you a long list. Many different software and hardware products are part of every modern contact center. Industry vendors need to work together to deliver solutions that interoperate effectively to provide a complete response to customer needs.

CosmoCom is committed to cooperative interaction with other companies, and the EcoCosm Program is built on this commitment. By working together, we can extend and enhance the value of your product or service, and of CosmoCom's all-IP, universal access contact center technology, creating a more complete solution for our customers and new opportunities for our businesses.

## What is the EcoCosm?

The EcoCosm is comprised of CosmoCom and the many organizations within the contact center universe. Its constituents fall into four major categories:

- Customers**  
 Key to the EcoCosm and the reason for its creation, customers include premise-based end users, on-demand end users, contact center outsourcers and other organizations that utilize CosmoCall Universe as their contact center platform.
- Technology Partners**  
 Companies whose software or hardware add value to or enhance the operation of CosmoCall Universe, such as complementary technology providers and independent software vendors (ISVs), which are highlighted on the adjacent diagram.
- Services Partners**  
 Organizations that provide contact center related services, including systems integrators (SIs), consultants and VoIP network providers.
- Channel Partners**  
 VARs, OEMs and service providers that sell CosmoCall Universe or a solution that includes CosmoCall Universe as a key component. This category may also include SIs.



*CosmoCom's EcoCosm of customers and partners.*

Every member of the EcoCosm provides benefits to and derives benefits from other members. For example, a VAR can expand its portfolio of services and solutions by working with CosmoCom and other complementary technology providers, who, in turn, gain a new distribution channel. And the VAR's customers have access to a more comprehensive contact center solution that can better meet their specific requirements.

**About the Word, *EcoCosm***

*EcoCosm* is a blend of the words *ecosystem* and *cosmos*.

- An *ecosystem* is an ecological community together with its environment, functioning as a unit, and the word is often used to describe the partner programs of technology companies.
- Cosmos* is the part of CosmoCom's name that means, "a universe thought of as harmonious and whole."

We see our EcoCosm as a universal ecosystem functioning as a complete, harmonious unit, and this vision is the essence of the EcoCosm program.

## What Are the Benefits of the EcoCosm Program?

To accommodate the varying technical and marketing needs of each partner, the EcoCosm Program offers three levels of participation, and each level offers a range of certification, training, technical, marketing and sales benefits as outlined below:

- **Certification** – For Complementary Technology Providers and ISVs, CosmoCom will conduct interoperability and certification testing with CosmoCall Universe either via the Internet or in our labs. Systems Integrators can gain the status of Certified Solution Provider after successfully completing CosmoCall Universe training.
- **Product Training** – EcoCosm partners are entitled to detailed technical product training to ensure that they have a clear understanding of the product's features and functionality.
- **Technical Support** – EcoCosm partners will have access to our technical support team for integration or development purposes, ensuring that you get your solution up and running with CosmoCall Universe quickly and easily.
- **Partner Advisory Council** – EcoCosm partners will be invited to attend meetings of CosmoCom's Partner Advisory Council, which will enable you to share your product experiences with us, influence development priorities and exchange information with fellow EcoCosm partners.
- **Marketing Programs** – As an EcoCosm partner, CosmoCom will engage in various marketing activities to promote your solution or service. These include press relations, website listings, inclusion in our presentations, joint webcasts to target customers, participation in partner, customer and end-user forums, and more.
- **Sales Resources** – EcoCosm partners may be invited to present their technology solutions or services to our sales organization. This will put our team in a position to identify opportunities for your technology or services, which we will work together to close.

## Partner with the Leader

CosmoCom invented and patented the all-IP contact center and has the most advanced and most field-proven product in the world today. Our flagship product, CosmoCall Universe, is a unified contact center suite that includes ACD, IVR, CTI, predictive dialing, multimedia recording and administrative tools. The platform of choice for more top tier network service providers worldwide than any other similar product, it is a high capacity, high availability, multi-tenant platform that supports multi-channel contacts including telephone, email, voice mail and web chat/voice/video/collaboration.

## How Do I Join the EcoCosm?

If you would like to find out more about the EcoCosm Program or are interested in joining, please contact your CosmoCom representative or [info@cosmoc.com](mailto:info@cosmoc.com).