

SMB Partner Program & ROI Incentives

Synapse® is your solution for on-going revenue year over year!

Synapse per System Pricing	
Average List Price	\$2,500
Average Partner Cost	\$1,550
Average Partner Revenue	\$2,250
Average Revenue	\$700
Average Gross Margin	31%
VTech Investment in SMB Partner	
Sales Training	Free!
Technical Training	Free!
Certification	Free!
ICAM Direct Route	Free!
Pre-Sales Support	Free!
Post-Sales Support	Free!
Leads & Referrals	Free!
Software Upgrades	Free!
Partner Investment in VTech	
Demo Kit*	\$899/\$999



At VTech, our goal is to bring solid Partners on board with simple recruitment and certification steps. Our Inside Channel Account Managers and the entire Sales team strive to move Partners from onboarding to ongoing revenue generation! We aim to develop our Partners so they in turn select AT&T business phone products as the first and only choice when designing solutions for their SMB customers.

We endeavor to remove the clutter, streamlining our focus and setting our sights on productive Partners. This is an ongoing process for VTech's SMB Team, which involves understanding, listening and learning the selling strengths and challenges our Partners face each day.

We know that numerous vendors solicit Partners each month. We also know that selecting a vendor requires a serious investment in training and resources. We believe it's our job to demonstrate how our products fit into your business model—and to prove how you can attain a quick ROI. As such, we continually re-invest our efforts to identify relevant resources, training, support, marketing and the ROI requirements you need to select and commit to the VTech SMB Partner Program!

*Cost reimbursed after \$10K worth of Partner Purchases!

Revenue		Y1 Q1	Y1 Q2	Y1 Q3	Y1 Q4	Year 1	Year 2	Year 3	Year 4	Year 5
Number of System Sales		1	2	4	6	13	18	25	32	38
Synapse Sales Revenue		\$2,250	\$4,500	\$9,000	\$13,500	\$29,250	\$40,500	\$56,250	\$72,000	\$85,500
Services 1x (Installation) Revenue	18%	\$405	\$810	\$1,620	\$2,430	\$5,265	\$7,290	\$10,125	\$12,960	\$15,390
Services + Support (Recurring) Revenue	20%	\$450	\$900	\$1,800	\$2,700	\$5,850	\$13,950	\$25,200	\$39,600	\$56,700
Total Partner Revenue		\$3,105	\$6,210	\$12,420	\$18,630	\$40,365	\$61,740	\$91,575	\$124,560	\$157,590
Recurring Revenue as a % of Total Revenue		14%	14%	14%	14%	14%	23%	28%	32%	36%
MARGIN										
Assumed Margin on Product	31%	\$700	\$1,400	\$2,800	\$4,200	\$9,100	\$12,600	\$17,500	\$22,400	\$26,600
Assumed Margin on 1 x Services	25%	\$101	\$203	\$405	\$608	\$1,316	\$1,823	\$2,531	\$3,240	\$3,848
Assumed Margin on Recurring Services	50%	\$225	\$450	\$900	\$1,350	\$2,925	\$6,975	\$12,600	\$19,800	\$28,350
Blended Gross Margin		33%	33%	33%	33%	33%	35%	36%	36%	37%

The table above provides ROI examples only. To calculate your own Synapse ROI and managed services revenue [click here to access our ROI Calculator!](#)

