



# SaaSCom

Software That Matters

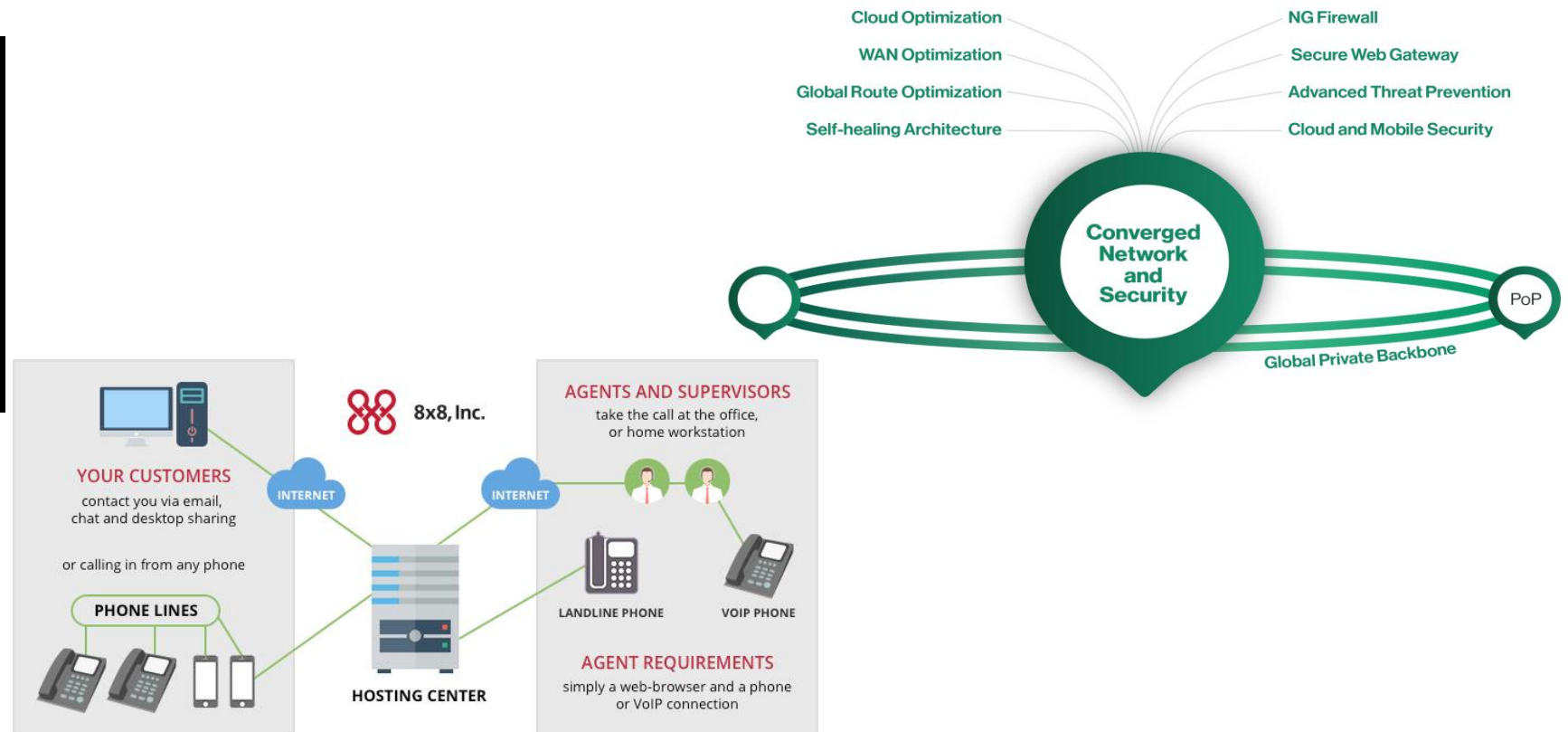


# Agenda

- Who are SaaSCom
- Vision and objectives
- How we deliver sustainable procurement for Cloud IT Services
- What this means for you
- Q&A

# SaaSCom – About us

- 24 years experience in the WAN & UC/CC industries, plus extensive knowledge of Cloud & Security Solutions
- Expert in determining right vendor for different industries and scenarios – integrations, API's, functionality
- Know post sales support structures in most portfolio vendors – well connected to help long term






# SaaSCom – Vision & Objectives

- To help companies procure Cloud IT services with a sustainable (or philanthropic) focus
- To plant a minimum of 25,000 trees per year offsetting 7,500 tonnes of CO2 p.a.
- To donate a minimum of £150,000 to charity per year

# SaaSCom Ethos

- Ensuring customers have the choice they require for procuring their business-critical software services, directly from best of breed vendors whom are service providers in their own right

- Customers benefit from SaaSCom's ability to leverage vendors commercial programs




# SaaSCom – Partnering for the future

- Most Cloud IT Vendors have created service and support organisations negating the need to use traditional VARs & SI's
- The customer contracts directly with the vendor, and is supported by the vendor, ensuring direct and quick access to the support staff and relevant software engineers
- Many vendors provide their partners with an up-front commission payment when new customers place orders;
  - UCaaS
  - CCaaS
  - Security
  - Cloud Hosting
  - SDWAN
- SaaSCom use these up-front commission payments (SPIF) for the benefit of our customers



# Vendor Partner Commission Examples

**Boost your Bonus!**  
RingCentral Partners can earn up to



**8X MRR**  
by selling our Customer Experience solutions.

Watch your earnings soar to new heights.

First, start with: **6X MRR**  
on all RingCentral Customer Experience deals with a minimum 2-year contract\*

Then, add: **+2X MRR**  
for all annual prepaid RingCentral Customer Experience deals\*

dialpad | TELARUS

New Year.  
New You.  
New Revenue.  
With 6XMRR

EARN UP TO:

**4X MRR**  
on all deals with a minimum 2-year contract

**6X MRR**  
on all Annual prepaid deals with a minimum 3-year contract

THRIVE

**Earn 2X MRR Selling Thrive's UK Colocation Services**

Offer Expires: December 31, 2022

**Summer, Sand and Sales**

Heat up your business with up to **7xMRR<sup>1</sup>** with Vonage

# Vendor Portfolio

Call SaaSCom to determine if Vendor is in our portfolio, and capable of creating a fund with

<u>UCaaS</u>	<u>CCaaS</u>	<u>SDWAN</u>	<u>Connectivity</u>	<u>Security</u>	<u>Hosting</u>	<u>Mobility/IoT</u>
8x8	ClearView	Aryaka	Appgate	Alert Logic	Data Canopy	Globalgig
Aircall	Dialpad	Bigleaf	Brodynt	DataBarracks	Digital Realty	Everbridge
AireSpring	Five9	Lumen	China Telecom	Cybraics	Equinix	Webbing
Avaya	Genesys	Masergy	Claro Enterprise Solutions	eSentire	iland	
Fuze	Lifesize	Open Systems	Cogent Communications	Foresite	Iron Mountain	
GoToConnect	NICE CXone	Zayo	IceBlue	Hypercore Networks	Performive	
Mitel	PCI Pal	Zenlayer	Megaport	IGI Cybersecurity	Rackspace Technology	
RingCentral	Prodoscore		NetFoundry	Threat Protector		
Sippio (Teams)	Sharpen		Netrio	Transmosis		
Vonage Business	Talkdesk		Netwolves			
Zoom Phone	Ujet.cx		Telia Carrier			



# SaaSCom – Software that gives back example

- 3,500 person UCaaS order for 3 years (Ringcentral, 8x8, Dialpad, Vonage, GoTo, Avaya, Zoom, Cisco...)
- £12 per user per month agreed price
- Monthly revenue for the service @ £42,000
- 5X monthly revenue up front partner commission available from the vendor

SaaSCom Offer	Funds Provided	Impact
<u>CO<sub>2</sub> Offset</u>	<u>28,000 trees planted</u>	<u>8,400 tonnes of CO<sub>2</sub> offset p.a.</u>
Charitable Donation	£210,000	Brand reputation – helps
Technology Fund	£210,000	Stretch your IT budget

# SaaSCom – Software that gives back

Since launching in Dec 2020, SaaSCom has created significant value for customers

SaaSCom offer	Funds Allocated	Impact
<u>CO2 Offset</u>	<u>49,350 trees planned</u>	<u>49 Hectares of Trees to Plant – 14,800 Tonnes CO2</u>
Charitable Donation	£340,000	Brand reputation increase & charity benefit
Technology Fund	£700,000	Funds help business justification for the IT Cloud service

# What This Means For You?

- Cloud IT purchases can be used to augment your ESG programs
  - Get something you're not getting today
  - Mobile SP's have been doing this for years with mobile tech funds
- Provides significant value add in any procurement cycle
- Delivers best of breed direct vendor engagement enhancing installation and support services for cloud IT services

# SaaSCom – Software that gives back to nature

SaaSCom has partnered with the **Woodland Trust** to deliver our CO2 Carbon Credit programme, due to their affiliation and certification with government approved carbon capture schemes.

Woodland Trust sites are independently verified by the Soil Association to ensure the area planted is sequestering the correct amount of CO2 over time. All of the trees planted by the Woodland Trust as part of their Woodland Carbon schemes are additional to afforestation projects, which would have taken place without Woodland Carbon funding. The trees planted as part of the schemes are UK and Ireland Sourced and Grown (UKISG) as a standard in order to protect tree health against biosecurity threats. We plant a mix of native broadleaf trees to aid resilience, habitat creation and ensure we are planting the right trees in the right place.



# CO2 Offset – Carbon Credits

## Costs of Woodland Carbon

The current cost associated with Woodland Carbon is £25 per tonne CO2, with a minimum transactional amount of 300 tonnes CO2. Minimum spend required is £7,500 which equates to 1 Hectare.

## The Woodland Carbon Code

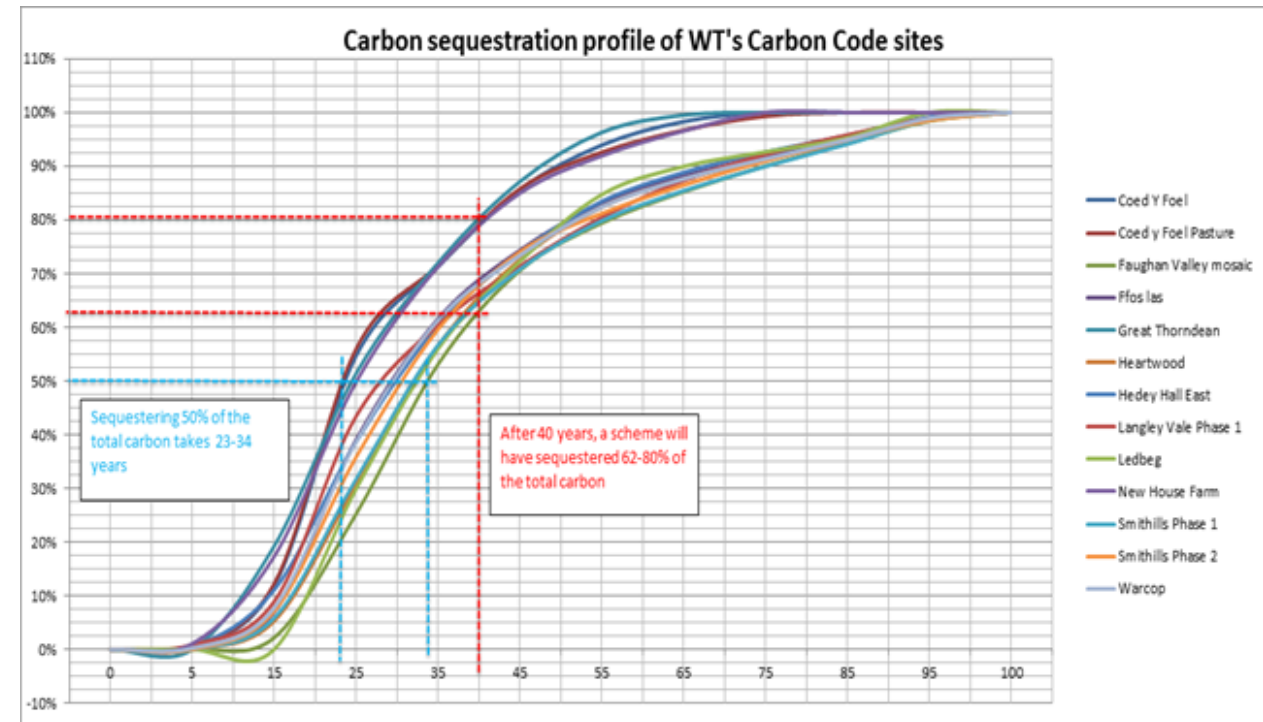
The Woodland Carbon Code operates within the voluntary market. Carbon sequestration from certified projects, such as those which fall under the Woodland Carbon Code contribute to the UK national targets for reducing greenhouse gas emissions. <https://woodlandcarboncode.org.uk/> All our sites are listed on the Markit Registry <https://mer.markit.com/br-reg/public/index.jsp?entity=project>

The UK Woodland Carbon Code is aligned with the core requirements of international standards, such as The Gold Standard, with the exception that Woodland Carbon Code units are also accounted for in meeting our national emissions reduction targets.

<https://woodlandcarboncode.org.uk/about/context>

The Woodland Trust offers Pending Issuing Units (PIUs), these units are sold as a promise to fulfil (sequester) the correct amount of CO2 over time, as the woodland we plant matures. As we plant saplings, the units we are able to offer are not full Woodland Carbon Units.

Carbon will be sequestered as the saplings grow and mature. Woodland Carbon schemes are independently verified at regular intervals. We calculate the sequestration of CO2 over the lifetime of the trees we plant, this being 100 years







# Questions

