



**AMPLIFYING THE UNIFIED
COMMUNICATIONS
VAR CHANNEL**

Introduction

Clearspan has been a leading player in the telecommunications industry for almost forty years, with twenty years as a cloud leader, consistently pushing the boundaries of innovation to deliver cutting-edge communication solutions with the latest features.

Clearspan Cloud, Clearspan's Unified Communications as a Service (UCaaS) offering, is a transformative communications solution, providing both traditional phone system service as well as a comprehensive suite of next generation communication and digital media collaboration tools hosted in the cloud. Clearspan Cloud is currently deployed in multiple enterprises as large as 40,000 users, with some deployments going over 60,000 users. Rest assured Clearspan Cloud is stable and scalable.

Clearspan Cloud includes the many key features that you would expect in a modern UCaaS system: all the Advanced Call Routing you would ever need, and through the use of Clearspan PING, ability to use Mobile Clients, Chat, Video Meetings, Integrated SMS Messaging and Collaboration Tools. We've got UCaaS covered.

UCaaS Platform



All-in-one collaboration solution for seamless communication on any device, anywhere. Voice, video, messaging, and more - all in one easy-to-install package. Connect effortlessly with Clearspan Cloud UCaaS.

The Clearspan Difference

Understand Traditional
Voice Calling

Customizable
Approach

Built to
Scale

Different
Deployment Model

Single Glass of
Pane

Best in Class & Easy to
Understand Earnings

Understand Traditional Voice Calling

Clearspan understands and excels at all elements of UCaaS, but we also understand that traditional voice calling continues to play a vital role in communication, offering advantages in terms of immediacy, security, clarity, personalization, compliance, reliability, rapport-building, and resilient accessibility in specific use cases. That is why voice is still critical in many business to consumer scenarios. You likely will call to make an appointment, or talk to someone in a large organization to straighten out some issue, or to talk to your tax person, lawyer, or financial advisor. And in certain business contexts, such as sales calls or negotiations, voice calls can be more effective for building rapport and establishing trust compared to digital communication methods.

Clearspan also offers a choice of phones – between Mitel, Cisco, and Poly we will have the phone for your customers' needs. And if your customer has existing Mitel, Cisco, or Poly phones they likely can still use them. If you want a specific phone that is not currently certified, please ask us.

Customizable Approach

Clearspan's UCaaS service goes beyond traditional communication solutions, offering service providers a customizable approach tailored to the unique requirements for each of their clients. From advanced call routing and virtual meeting rooms to integrated messaging and collaboration tools, our platform empowers teams to communicate and collaborate more effectively, regardless of their location or device.

And with Clearspan's collaboration tool PING, VARs can create their own fully branded PING application to connect your brand with your customer's users with the marketing flexibility of ZERO co-branding requirements and eliminating the higher licensing costs of comparable third-party collaboration tools. For instance, PING could have your corporate colors, your fonts, or your logo on it. Make it yours!

Clearspan also enables service creation, product and application integrations, and customizations that deliver unique vertical and/or customer-specific services at scale. This gives VARs the tools they need to offer unique services at competitive pricing. This way, Clearspan gives the flexibility to build communications packages designed to a customer's actual wants and needs - you pair in the SIP they want, the phones they want (or have), and choose what other offerings best fit.



Built to Scale

Clearspan Cloud was originally built with scale in mind, which is why we can service enterprises with tens of thousands of users. Our modern purpose-built platform is modular and extensible by design to bridge existing Service Provider resources to our new innovative platform. Clearspan Cloud is built on a robust and secure infrastructure, ensuring high availability, reliability, and performance at all times.

Different Deployment Models

As a VAR, you may want to deploy our platform your own way. Clearspan understands that and offers VARs different deployment models, all using your own SIP Trunking.

Flexible Deployment Options



With Clearspan Cloud, Clearspan would be managing the UCaaS instance so you don't have to. But even with Clearspan Cloud you'd be able to customize the platform to make it look like it is your platform, and you'd be able to customize PING to make the clients look like your clients, all done with ease as you administer each of your end customers from our OpEasy portal.

With Private Cloud, you would be running the Clearspan UCaaS platform on your cloud infrastructure. This option is only available for large VARs that already have significant cloud infrastructure in place.

Single Pane of Glass



As a VAR, managing your customers takes time, and takes time away from growing your business. With Clearspan Cloud you can manage your customers your way. Meet our single pane of glass portal, OpEasy.

OpEasy provides VARs full control of their customer tenants. From provisioning thousands of users at machine speed, individual user modifications, IVRs, Queues and Ring Groups, you can do it all through our intuitive interface. And OpEasy has extensive reporting tools, so you can effectively manage your customers.

Service Plans and Pricing

Clearspan offers a range of off-the-shelf service plans designed to enable VARs with the go-to-market flexibility needed to accommodate many budgets and organizations of all sizes. Whether you are selling to a medium size business looking for a cost-effective communication solution or a large enterprise in need of advanced features and scalability, we have a plan you can easily offer out-of-the-box to suit your customer's requirements.

Service plan models include:

Clearspan Offers 1 Year, 3 Year, and 5 Year MRC Plans

Standard
(Most Popular)

Pricing starting at \$7.90 / seat / month

Includes Clearspan PING desktop/mobile UC client (voice, chat, video, screen share).
Compatible with MS Teams or Webex clients.

Basic

Pricing starting at \$3.95 / seat / month

Limited Features with Unified Messaging.
Perfect for reception areas, lunchrooms, etc.

**Voice
Mail Only**

Pricing starting at \$1.58 / seat / month

The above pricing is inclusive of support. No additional support, maintenance or setup fees are required with a 5-year plan.

You as our partner get to set your own margin by determining what the end-user seat price is! Simply pay Clearspan off of our easy to understand rate card, and you keep the difference. And as you sell more, discounts will be available.

Clearspan is able to adopt many existing phone brands, including Mitel's 6900 and 6800 series. This can be very advantageous for scenarios where a customer needs to do a cloud migration. Clearspan also offers popular phones like Mitel, Poly and Cisco for purchase or rental should you want that.



We also offer a variety of optional add-ons so that you can customize your UCaaS system for your needs and business. We want you to easily be able to buy whatever you need - not more than you need like you will see with bundles from other UCaaS providers.

Optional Add-Ons



Call Center Agent



Call Center Supervisor



Call Recording



Virtual Receptionist



Text



VM Transcription



Fax



MS Teams Integration



Telephone, Headsets etc.

With Clearspan's built-in flexible service plans, VARs can broadly market service plans that best fit the needs of the market they are serving.

Clearspan's VAR Program

Clearspan offers a simple and easy to understand VAR program. After signing a VAR contract, and obtaining the required training, discounts off of our standard rate card will be available as per below. For instance, if the standard price for a UCaaS seat is \$8.80 and you earn a 10% discount, you would be paying Clearspan \$7.92 per seat.

Sales Partner Program Status	Billed Yearly UCaaS Seats	Discount
Member	<1000	-
Associate	1001-2500	2.5%
Select	2501-5000	5%
Premier	5001+	10%

Clearspan will also periodically offer quarterly promotions to Select and Premier members only.

These promotions will vary and for example, might offer incentive for a vendor upgrade to Clearspan, to bundle add-ons on top of Clearspan Cloud, or reward for prem to cloud migrations. Payouts will vary and may include cash considerations or special pricing, free UCaaS seats on your next deal, golf outings or SPA days, or trips to ball games or shows.

In addition to our rewarding promotions Clearspan supports our VARs through a dedicated team including sales, marketing and technical and training resources who are always happy and willing to help in your success.

Clearspan also regularly updates and solicits feedback from our VAR channel partners. We host a quarterly webinar and send out a quarterly newsletter to announce promotions, provide updates and marketing and sales resources and more.

Why Choose Us

Clearspan is committed to delivering exceptional value and service to our clients, setting us apart as a trusted partner in the telecommunications industry. And remember, Clearspan is singularly focused on partnering with leading service providers and does not have a direct sales business model. This ensures that Clearspan is 100% there to help VARs redefine the future of unified communications for the large complex organizations they serve.

Amplify Your Business with Clearspan