

emFAST INFORMER

Memo to: Distributors and Resellers
From: Peter Mittler, VP Sales and Marketing
RE: Top 10 reasons for doing business with emFAST



We call it **extended messaging**

Resellers have a one-stop shop for FACSys Software, FACSys Support, and Brooktrout

Consider the benefits of buying FACSys software from *emFAST*:

- A free FACSys Support Incident with every FACSys Server License (use it for assistance with the installation or any other reason).
- Assistance and training on how to sell FAST support contracts (VARs receive 15% of the Contract).
- Presales consultation on how to architect complex fax server implementations.
- Presales consultation on how to implement digital fax server solutions.
- Presales consultation on advanced features like Embedded Codes, SAP, Least Cost Routing, IP Fax delivery, etc.
- Lead referrals.
- Free WebCast training sessions on how to sell FACSys.
- Overnight replacement of defective fax hardware with loaner Brooktrout cards while the original is being repaired.
- Liaison directly with Optus Engineering when required for complex issues.

1. **Quality FACSys support available to you and/or your end users.** Why not consider off-loading some tech support where you may have marginal expertise and put your customer in the hands of experts... and make money doing it. (Of course, if you are comfortable doing FACSys tech support please continue, but what about all of the **EXTENDED** functionality like embedded codes, Web Agent, SAP, Adobe, Xerox)? FAR tech support is no longer available from Optus Software. You need a value-added partner like us.
2. **We will show you how to make money by selling support contracts.** Free support is a thing of the past. Technical 'know-how' costs! The infrastructure for tech-support can be considerable. There is no way that your techs can have the depth of knowledge, like our tech's do, unless they are installing FACSys every day. Use them; they are F.A.S.T.! And by selling their services you can make money; we pay commission even on support contract renewals. We **EXTEND** your profit!
3. **We are a single source for FACSys Software and fax hardware such as Brooktrout and Dialogic.** We will help you sell the right solution. Analog? T1?, PRI? 1034? Robbed Bit? DID, DNIS. Do you know these terms? If not, we can help you to scope an enterprise fax solution and **EXTEND** your know-how.
4. **We are in charge of all support requests that come into the FACSys web site.** This means we know when a FACSys customer needs support in your area. If the customer doesn't know who their FAR is, and they have not registered you as their FAR, then we won't either, and will pass the request onto a FAR we have a relationship with. We want to **EXTEND** your FACSys business by turning these people back to you. That can only happen if you are part of the *emFAR* program. A simple program: buy FACSys from *emFAST* and sell our support.
5. **As a FACSys distributor, we handle many of the sales leads that come into Optus Software.** If you want to sell more FACSys software and support contracts, we want to work with you to **EXTEND** your revenue stream.

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6. **We have more to offer than just fax servers.** *emFAST* is developing expertise in wireless and unified messaging, picking "Best of Breed" wireless applications, and then selecting channel partners to sell them. This **EXTENDS** FACSys beyond 'fax'.
7. **We offer a 7x24x365 support option.** Never lose a deal because of support concerns. We **EXTEND** the day, the workweek, the peace of mind.
8. **We offer on-going training events via WebCasts.** Free to emFARs and Support Contract holders. We are **EXTENDING** the invitation for you to join us!
9. **Proactive marketing efforts at national trade shows and large user group meetings.** This helps to **EXTEND** market penetration and provide a steady source of qualified leads. We did MEC, FileNET UseNET, and AMS User Group so far this year.
10. **We used to be the most successful FARs for Optus Software.** We have transitioned into a distribution model to **EXTEND** our FACSys know-how and business opportunities THROUGH YOU. A win-win-win combination.

We call it **extended messaging**

A little background. The emFAST name originated from 'empowered messaging' FACSys Authorized Support Team. But we changed that to **EXTENDED** because it more readily conveys what we do.

emFAST is the creation of two of the most successful FACSys Authorized Resellers (FARs) in North America, Microset Systems Inc. in Toronto and TransOptions Messaging in Denver.

Microset and TransOptions jointly created F.A.S.T., the FACSys Authorized Support Team (www.faxserversupport.com) and then quickly followed with FACSys Distribution.

Tom Linhard and Peter Mittler have a combined 16 years experience selling and supporting FACSys. We have transitioned out of our former companies and are in the process of executing this marketing plan:

- 1/ Approach the former FAR channel to find out who is 'on board' and pro-active with FACSys and extended messaging.
- 2/ Introduce, train, teach and kindle enthusiasm for the extended messaging suite of products and services through the existing channel and new FARs.
- 3/ **EXTEND** our reach to the FACSys end-users (there are over 30,000 FACSys servers deployed world-wide) and drive interest back to the 'onboard' emFARs for Fax over IP, wireless, document management and support contracts.

The leads will go to the emFAR's who have expressed interest and are pro-actively pursuing the extended messaging market. New emFARs will be assigned to replace former FARs who are inactive or unresponsive.

How to become pro-active:

- 1/ Sign up as an *emFAST* FAR – emFAR for short!
- 2/ Attend our webcast trainings or go through the PowerPoints at www.emfast.com/training.htm
- 3/ Take our end-user PowerPoints and brand them as your own and send them out to all your customers.
- 5/ Invite your customers to **WEBCAST** demos of the extended messaging suite .. let us do the selling for you and you do the fulfillment.

Everyone is downsizing. Everyone needs to do more with less. *emFAST* will show you how to save your customers some money, while at the same time making you money.

You have nothing to lose (unless we sign up another reseller in your city because you did not take action). Already an emFAR? Great! Thanks for being on the Team!

RESPOND. Get Pro-active.

Good Selling... Thank you, *emFAST* - 1-866-4em-FAST