

## Sample Partner Revenue Opportunities

This document details two scenarios of the possible revenue earning opportunities available to Partners when on-billing their customers either at WebCentral's recommended retail pricing (RRP), or at their own pricing levels to include the value-added service they provide to their end customers. Should you have any further questions about these scenarios, please contact our Partner Coordinator on 1800 662 226 during business hours.

### SCENARIO 1: PARTNERS BILLING THEIR END CUSTOMERS AT WEBCENTRAL'S RRP

**Partner A:** Partner with a small number of web hosting accounts

Hosting Plans	Revenue Value
5 x Economy Plan (Monthly) @ \$39.95 each	\$199.75
2 x Economy Plan (Yearly) @ \$35.00/mth each	\$70.00
2 x Business Plan (Monthly) @ \$65.95 each	\$131.90
3 x Professional Plan (Monthly) @ \$89.95 each	\$269.85
<b>TOTAL</b>	<b>\$671.50</b>

Based on Partner A's Monthly Revenue, they are eligible for the Bronze Level discount of 10% (Up to \$1,000/mth), and is therefore invoiced only \$604.35, which equals a monthly recurring revenue opportunity of \$67.15.

**PARTNER B:** Partner with a small number of web hosting accounts who has cross-sold a number of our managed applications to their existing customers

Hosting Plans	Revenue Value
5 x Economy Plan (Monthly) @ \$39.95 each	\$199.75
2 x Economy Plan (Yearly) @ \$35.00/mth each	\$70.00
2 x Business Plan (Monthly) @ \$65.95 each	\$131.90
3 x Professional Plan (Monthly) @ \$89.95 each	\$269.85
<b>Sub-Total</b>	<b>\$671.50</b>

Managed Applications	Revenue Value
25 x Managed Exchange PC & Web Access Mailboxes @ \$19.95 each	\$498.75
4 x Promotions Manager accounts with average monthly charges of \$55.00 each	\$220.00
1 x Managed SharePoint 75 site @ \$79.00	\$79.00
<b>Sub-Total</b>	<b>\$797.75</b>
<b>TOTAL</b>	<b>\$1,469.25</b>

Based on Partner B's Monthly Revenue, they are eligible for the Silver Level discount of 15% (From \$1,001 - \$9,999/mth) for web hosting plans = Discount of \$100.73.

The combined discount for the Managed Applications Partner A provides calculates to be \$139.85.

Partner B is therefore invoiced only \$1,228.67, which equals a monthly recurring revenue opportunity of \$240.58.

**SCENARIO 2: PARTNERS WHO SET THEIR OWN RETAIL PRICING FOR THEIR END CUSTOMERS (EG. ADD 15% ONTO WEBCENTRAL'S RRP FOR VALUE-ADDED SERVICE PROVIDED)**

**Partner A:** Partner with a small number of web hosting accounts

Hosting Plans	WebCentral RRP Value	PLUS Partner's additional margin of 15% applied	Revenue Value
5 x Economy Plan (Monthly)	\$199.75	\$29.96	\$229.71
2 x Economy Plan (Yearly)	\$70.00	\$10.50	\$80.50
2 x Business Plan (Monthly)	\$131.90	\$19.79	\$151.69
3 x Professional Plan (Monthly)	\$269.85	\$40.48	\$310.33
<b>TOTAL</b>	<b>\$671.50</b>	<b>\$100.73</b>	<b>\$772.23</b>

Based on Partner A's Monthly Revenue, they are eligible for the Bronze Level discount of 10% (Up to \$1,000/mth), and is therefore invoiced only \$604.35, which equals a monthly recurring revenue opportunity of \$167.88. This is 250% more than if they simply charged their customers the same as WebCentral's RRP.

**Partner B:** Partner with a small number of web hosting accounts who has cross-sold a number of our managed applications to their existing customers

Hosting Plans	WebCentral RRP Value	PLUS Partner's additional margin of 15% applied	Revenue Value
5 x Economy Plan (Monthly)	\$199.75	\$29.96	\$229.71
2 x Economy Plan (Yearly)	\$70.00	\$10.50	\$80.50
2 x Business Plan (Monthly)	\$131.90	\$19.79	\$151.69
3 x Professional Plan (Monthly)	\$269.85	\$40.48	\$310.33
<b>Sub-Total</b>	<b>\$671.50</b>	<b>\$100.73</b>	<b>\$772.23</b>

Managed Applications	WebCentral RRP Value	PLUS Partner's additional margin of 15% applied	Revenue Value
25 x Managed Exchange PC & Web Access Mailboxes	\$498.75	\$74.81	\$573.56
4 x Promotions Manager accounts with average monthly charges of \$55.00 each	\$220.00	\$33.00	\$253.00
1 x Managed SharePoint 75 site	\$79.00	\$11.85	\$90.85
<b>Sub-Total</b>	<b>\$797.75</b>	<b>\$119.66</b>	<b>\$917.41</b>
<b>TOTAL</b>	<b>\$1,469.25</b>	<b>\$220.39</b>	<b>\$1,689.64</b>

Based on Partner B's Monthly Revenue, they are eligible for the Silver Level discount of 15% (From \$1,001 - \$9,999/mth) for web hosting plans = Discount of \$100.73.

The combined discount for the Managed Applications Partner A provides calculates to be \$139.85

Partner B is therefore invoiced only \$1,228.67, which equals a monthly recurring revenue opportunity of \$460.97. This is 191% more than if they simply charged their customers the same as WebCentral's RRP.