



The way we're meeting today™

**GLOBAL
CHANNEL
PARTNER
PROGRAM**

Valid from April 2023



Reelay Meetings, Inc.
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GLOBAL CHANNEL PARTNER PROGRAM

The aim of the Reelay Global Channel Partner Program is to expedite your business growth and maximize profits by providing your customers with advanced, cutting-edge AI meeting productivity solutions.



■ ACCELERATE YOUR PROFITABILITY

Increase your earnings with greater frequency by selling state-of-the-art AI meeting productivity solutions. Our partner program is tailored to assist your business in offering unparalleled meeting assistant solutions, while ensuring a lucrative benefit for your business. We carefully choose partners for sustained growth and prosperity.

Leveraging Incentives and Promotions

At Reelay, we arm partners with the right programs – such as incentives and promotions – to drive profits.

■ ACCELERATE YOUR GROWTH

Find more prospects looking for innovative virtual meeting assistant technology when you leverage the Reelay programs and tools. They are designed with your business in mind and will arm you with next-generation marketing tools and resources necessary to help drive new pipeline opportunities.

Through Marketing Investments

At Reelay, we understand that our global partner channel is a significant extension of our company. We believe in marketing and investing in marketing programs designed specifically to help partners drive demand.

■ ACCELERATE YOUR SMART MEETING TECHNOLOGY LEADERSHIP

Reelay is a pioneering AI-driven SaaS company. We enable organizations to eliminate administrative tasks and unproductive elements from virtual meetings by using a simple app within existing video software. Meetings are more actionable. Team members are more accountable. And businesses are more efficient. Reelay is redefining the way we are meeting today.

With Training and Enablement

As a valued partner, you need to be well-equipped to handle any sales engagement. At Reelay, we take pride in our training programs and work hard to ensure you are armed with the knowledge necessary to win. You benefit from a comprehensive suite of education and training programs – including our Meeting Productivity Learning Institute (MPLI), along with instructive webinars geared towards the meeting productivity issues that matter most to your clients.



■ MEETING PRODUCTIVITY TECHNOLOGY SOLUTIONS

Meet Reelay® the world's smartest meeting attendant.

Reelay works alongside your current video software to automate meeting tasks, capture action items, and create follow-up engagement.

HOW REELAY WORKS

Simply invite Reelay to your in-person or virtual meetings. Our AI attendant sits alongside your team to provide rich post-meeting transcripts and action items. Meetings are intelligently transformed into engaging assets for all team members. Fully searchable videos and text summaries focus attention on important points. Highlights can also be relayed to improve efficiency and accountability.

THE SMART ATTENDANT FOR SMART OUTCOMES

Meetings exist to ensure smart decisions. Now you can have the world's smartest AI-driven attendant take care of all your meeting tasks and overhead.

Reduce prep time. Eliminate note taking. Automate meeting minutes. Archive discussions. And highlight action items. Reelay enables you to intelligently schedule, document, and review all your meetings in one place.

PRODUCTIVITY THAT SYNCs WITH YOUR MEETINGS

Whether you are meeting in-person or virtually, our intelligent attendant takes the frustration out of how teams work today.

No need to alter team behavior or replace meeting software. Simply invite Reelay to any Zoom, Microsoft Teams, Google Meet, or Webex meeting. We'll handle the rest.

■ ENHANCE OUTPUT IN ALL PHASES OF YOUR CUSTOMER'S MEETINGS

Alleviate frustrations of remote meetings by intelligently transforming recordings into engaging assets. Reduce preptime. Capture notes. Prompt action. Ensure follow-through.

All without your client needing to switch their existing video software.



HASSLE-FREE PREPARATION

Simplify prep with automated calendar integration and templated agendas, titles, and attendee lists.



AI MEETING ATTENDANT

Let our AI platform do the heavy lifting of transcribing, summarizing, and highlighting your virtual meetings.



INTELLIGENT SUMMARIES

Improve efficiency for all team members through auto-generated meeting summaries.



AUTOMATED TRANSCRIPTS

Send and receive complete transcripts of recordings to ensure follow-through and accountability.



ROBUST SEARCHABILITY

Reelay Meeting Assets feature fully searchable videos and transcripts for ease of access to key action items.



CROSS DEVICE COMPATIBILITY

Team members can now digest meetings wherever they are and on the digital devices of their choice.



TEAM MEMBER ENGAGEMENT

Meeting conversations can update Slack channels in real-time to drive remote decision making.



PERSONALIZED DISTRIBUTION

Don't just recap your meeting, Reelay it! Send highlights called out by name to all participants.



MEETING METRICS

Auto-generated insights and recommendations improve meeting skills and efficiency.

■ PARTNERSHIP LEVELS

GOLD PARTNER

Gold Partners are proven experts in delivering Reelay solutions to their customers and have demonstrated consistently high revenue and the ability to deliver the full range of Reelay technologies. They have certified experts on staff to suit any complex deployment requirements and deliver exceptional levels of service. They provide the highest quality of customer service and support.

SILVER PARTNER

Silver Partners have achieved proven success with Reelay solutions and are committed to the continued adoption of Reelay technologies in the marketplace. They deliver the full spectrum of Reelay's solution set and they have certified staff to assist with any variety of implementation needs. They are recognized for their superior customer service and support capabilities.

AUTHORIZED PARTNER

Authorized Partners are the starting point for all new Reelay partners. This level is for companies who are interested in starting their relationship with Reelay. While there are limited requirements, there are limited benefits available to authorized level members.

■ PARTNERSHIP RESOURCES

WEBSITE

<https://www.reelay.com>

PARTNER PORTAL

<https://partners.reelay.com>

SUPPORT & TRAINING INFORMATION

<https://partners.reelay.com/resource-center>

PRODUCT INFORMATION

<https://www.reelay.com/product-overview>

NORTH AMERICA CHANNEL TEAM

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■ PROGRAM OVERVIEW

BENEFITS

	AUTHORIZED PARTNER	SILVER PARTNER	GOLD PARTNER
SALES BENEFITS			
Dedicated Partner Manager	✓	✓	✓
Competitive Recommended Discounts	Discount Increases with Partner Level		
Partner Advisory Council			✓
Promotions and Rewards		✓	✓
Technical Support Portal	✓	✓	✓
Priority 24 x 7 Technical Support		✓	✓
MARKETING BENEFITS			
Featured on Partner Locator	✓	✓	✓
Access to Joint Marketing Programs	✓	✓	✓
Provided Qualified Leads		✓	✓
Access to Marketing Campaigns	✓	✓	✓
Channel Marketing Manager			✓
COMMUNICATION			
Newsletters	✓	✓	✓
Webinars	✓	✓	✓

■ PROGRAM OVERVIEW

REQUIREMENTS

	AUTHORIZED PARTNER	SILVER PARTNER	GOLD PARTNER
SALES, MARKETING AND OPERATIONS			
Valid Partner Agreement	✓	✓	✓
Primary Business Face-to-face Selling Model	✓	✓	✓
Sales Volume Requirement	Sales Requirements Increase with Partner Level		
Sales Forecasting		✓	✓
Lead Follow Up and Reporting		✓	✓
Quarterly Business Plan and Review		✓	✓
Hold Co-Marketing End User Event			✓
Reelay Sales Training (Meeting Productivity Learning Institute Certification) ¹	✓	✓	✓
Partner status is a yearly term. In order to remain a Reelay Partner, you must reapply every year.	✓	✓	✓
Have the Reelay logo on your website	✓	✓	✓
Use Reelay as your company's smart meeting attendant	✓	✓	✓

1. The required number of certified sales people increase with each partner level.



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