

# **Loway**



## **QueueMetrics** call center suite

### **The Official Loway Reseller Manual**

2016/06/16

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**Welcome to the official Loway Reseller Manual.**

This manual gives to new and possible resellers all the information needed to exploit any advantage of joining the official Loway partner network.

Please follow the indications below or write to *sales @ loway.ch* if you have any questions.

Before purchasing, we always suggest and encourage you and your clients to test-drive QueueMetrics and WombatDialer by requesting a free demo key that will allow a complete test of the product functionality. You may also attend to one of our free weekly webinars.

**How to use this manual.**

- *Do you want to understand the benefits of becoming an official reseller? See chapters 1 and 2.*
- *Do you want to appear on our website as an official reseller? See chapter 4.*
- *Do you need to buy or upgrade Loway licenses and you are unsure which ones you need? See chapters 3 and 5.*
- *Do you plan to run a number of QueueMetrics instances in a hosted environment? see chapter 5.1.4.*

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# Chapter 1. How to become a Reseller

## Joining the Reseller Network is simple.

Send an e-mail to [sales @ loway.ch](mailto:sales@loway.ch) or call one of our Sales Managers at +4191.6309765 (from Monday to Friday, 9am - 5pm CET). We will be pleased to talk to you and will be at your disposal for any question or support issue.

After you contact our Sales team you will receive:

- The reseller agreement to sign and return.
- The updated reseller price-list.
- The press-media kit with all co-marketing materials (logos, banners, boiler plates).

After we receive the signed agreement, we will send you:

- Your unique *Reseller Discount Code* in order to buy any product with the proper discount through our online shop.
- The Loway media kit.
- Access instructions for your priority support queue.

Loway offers you a variable trade discount off the recommended retail price. We calculate the discount relying on the total value of units sold during the last four quarters. The discount includes a fixed marketing contribution of 7% for the development of advertising activities (up to 40% total discount).

In return our partners have to actively support our communication strategy and promote our products.

It's required for a Loway Reseller to:

- Promote Loway products to end users, using their corporate website, social media channels, forums and direct sales as appropriate.
- Contribute a translation of products in their local language for free.
- Buy at least two licenses per year.
- Connect with the Loway Social Network ring and forums.

## *The Reseller Status Update*

At the beginning of each quarter you will receive an e-mail from the Sales team that details your current reseller status. For example:

LOWAY RESELLER STATUS

=====

```
Valid from           : 2014-07-01
Reseller name        : RESELLER, USA (R)
Reseller email       :
Reseller code        : XXX1234XXXX
Discount rate applied : 25%
Sales last 12 months : chf 5929
```



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Detail of sales during last 12 months:

-----

#1	2014-01-08	CHF	1680	Client A
#2	2014-01-07	CHF	1912	Client B
#3	2014-02-26	CHF	1530	Client C
#4	2014-05-29	CHF	1912	Client D
#5	2014-06-03	CHF	807	Client E

Licenses to be renewed in the next 6 months:

-----

- 2014-07-22 - QM Client X
- 2014-08-24 - QM Client Y

The e-mail shows:

- The current data we have on record for you.
- Your current discount rate and how it was calculated.
- Any license that is coming up for renewal in the next six months.

*Please notify us immediately if you find errors or omissions.*

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# Chapter 2. Benefits of being a Reseller

Being a Loway partner grants different trade discounts and extended marketing support. Loway calculates your trade discount at the beginning of each quarter. The calculation is based on the total value of units sold.

The discount is a combination of a **fixed marketing contribution (7%)** and a **variable trade discount (from 8% up to 33%)**.

## Trade Discount

*The variable trade discount goes from 8% up to 33% based on the total value of units sold during the last four quarters.*

- From 0 up to 4.999 chf the discount will be 8%
- From 5000 chf up to 9.999 chf the discount will be 18%
- From 10.000 chf up to 19.999 chf the discount will be 23%
- From 20.000 chf up to 39.999 chf the discount will be 28%
- Over 40.000 chf the discount will be 33%

## Marketing Contribution Discount

Official Reseller will get an extra fixed 7% discount for advertising and promotional activities.

This discount will be effective only after you give exposure to QueueMetrics, QueueMetrics-Live and WombatDialer on your company website. You must add Loway product logos, descriptions and products links to your company website product section.

Use the following link and anchor text to perform the requested co-marketing:

- <https://www.queuemetrics.com> - use *QueueMetrics Call Center* as anchor text
- <https://www.queuemetrics-live.com> - use *QueueMetrics-Live Hosted Call Center* as anchor text
- <https://www.wombatdialer.com> - use *Wombat Dialer* as anchor text

You must then connect your accounts and social media profiles with the Loway Social Media ring and forums. Connect to:

- Facebook Page: <https://www.facebook.com/queuemetrics> and <https://www.facebook.com/WombatDialer>
- Twitter Profile: <https://twitter.com/queuemetrics>
- LinkedIn Page: <https://www.linkedin.com/company/loway>
- Slideshare Profile: <http://www.slideshare.net/QueueMetrics>
- Pinterest Profile: <http://www.pinterest.com/QueueMetrics>
- Google+ Page: <https://plus.google.com/+QueuemetricsCallCenter>



- Reddit Profile: <https://www.reddit.com/QueueMetrics>
- Youtube Channel: <http://www.youtube.com/QueueMetrics>
- Tumblr Blogs: <http://queuemetrics.tumblr.com> , <http://blog.wombatdialer.com>
- Official Forum: <http://forum.queuemetrics.com>

After you accept the agreement you receive a dedicated media kit with all boiler plates, banners and official logos. Contact the marketing team via mail at *marketing @ loway.ch* should you not receive it.

## Non-Profit Discounts

In case your customers are *non profit, non governmental organizations*, you have an additional *50% discount* on the suggested retail price. You must provide Loway with all the company details and a copy of the charter document or IRS letter (or equivalent for your country) that certifies their status.

## License Renewal Discount

Three months before your customers license expires you will receive an e-mail warning from Loway. You will also receive it monthly until the license expires. If you buy a renewal for that license you get a *10% discount* . This is in addition to all your standard reseller discounts.

## End of Year Rewards

Loway has several rewards-loyalty programs for their resellers. Each new year Loway creates new promotions and rewards to incentive and support sales.

**The Yearly Free License.** At the beginning of the year, eligible resellers receive an yearly demo license that expires on December 31 of the current year.

- Up to 5000 chf of sales, a 10-agent license.
- Up to 10000 chf of sales, a 50-agent license.
- Over 10000 chf of sales, will be 100-agent 2-server clustered license.

Such licenses are meant for running a permanent demo or using it in your own organizations and are not to be resold.

## Marketing Support

Loway designed extensive marketing and communication support resources for its reseller network.

Each partner benefits from:

- Multiple-press releases on blogs, news sections, forums and social media.
- Permanent visibility of its logo and profile on Loway reseller page.
- Referral linking of its company website on corporate websites.
- A complete media kit with logos, boiler plates and sales presentations.





- Free use of Loway products logos in its marketing materials and collateral.
- A dedicated high priority support line.
- Official newsletter subscription.
- Weekly free webinars.
- Free marketing support.
- Free products updates.

Contact *marketing @ loway.ch* in order to access each different opportunity, the marketing team will be glad to support you.

## Customer Support

Customers support and updates are free of charge within the duration period of each licensed product. Our resellers must act as a first-line for customers to contact. We will in turn support your engineers.

Our support does not include configuration of Asterisk PBX or other non Loway systems, the writing of custom software or extensions of Loway systems.

We also offer customization services, and remote-support tickets if you need someone to connect directly to your systems.

## Online Resources for Sales and Marketing

Loway provides a wide range of online marketing and technical resources for customers and resellers. The reseller may use all of them to present and show the products to your customers.

The first call center satisfaction survey in the call-center industry - <https://www.queuemetrics.com/callcenter-survey.jsp>

A smart collection of e-books about Loway products and call-center industry - <https://www.loway.ch/ebooks.jsp>

The comprehensive QueueMetrics product sheet - [http://downloads.loway.ch/marketing/QueueMetrics\\_product\\_sheet.pdf](http://downloads.loway.ch/marketing/QueueMetrics_product_sheet.pdf)

The WombatDialer product sheet - [http://downloads.loway.ch/marketing/Wombat\\_product\\_sheet.pdf](http://downloads.loway.ch/marketing/Wombat_product_sheet.pdf)

The press kit for building articles and referrals to the Loway products - <https://www.loway.ch/presskit.jsp>

The source page for all the support material and services about QueueMetrics - <https://www.queuemetrics.com/support.jsp>

The QueueMetrics official forum - <http://forum.queuemetrics.com>

The complete QueueMetrics and QueueMetrics-Live manuals - [https://www.queuemetrics.com/manual\\_list.jsp](https://www.queuemetrics.com/manual_list.jsp)

An updated list of the most common QueueMetrics frequently asked questions - <https://www.queuemetrics.com/faq.jsp>



The complete WombatDialer manual - <https://www.wombatdialer.com/manuals.jsp>

An updated list of the most common WombatDialer frequently asked questions - <https://www.wombatdialer.com/faq.jsp>

The updated description list of all the QueueMetrics new releases contents, bugs solutions and features - [http://manuals.loway.ch/QM\\_WhatsNew-chunked/index.html](http://manuals.loway.ch/QM_WhatsNew-chunked/index.html)

The updated calendar of QueueMetrics weekly free webinar - <https://v1.bookwhen.com/loway>

# Chapter 3. How to buy with Reseller discount

The purchase process for a Reseller is extremely easy and quick.

The screenshot shows the 'the Loway shop' interface. At the top right, there is contact information: 'support@loway.ch' and '+4191.6309765'. Below the header, there are tabs for different product categories: CallCenterSuite, QueueMetrics, QueueMetrics-Live, WombatDialer, Support, and PPK. The main content area features a table with three columns: Regular, Pro, and Unlimited. Each column lists specifications for Duration (4 YEARS), QueueMetrics (AGAW Included), WombatDialer, E-mail support, Remote support, and Price. The Price row shows CHF 5000, CHF 7000, and CHF 8000, with corresponding 'SAVE 50%', 'SAVE 55%', and 'SAVE 75%' buttons. Below the table, there are 'Select' buttons for each option. To the right of the table, there is a 'Loway AUTHORIZED RESELLER' section with a text input field for 'Enter your Reseller or Promo Code:' and a red arrow pointing to it. Below this is a 'Need help? Contact us' section with icons for phone, email, and chat. At the bottom of the screenshot, there is a message: 'Please select a valid purchasing option. CHF --'.

	Regular	Pro	Unlimited
Duration	4 YEARS	4 YEARS	4 YEARS
QueueMetrics <sup>3</sup> AGAW Included	50 AGENTS	100 AGENTS	UNLIMITED AGENTS
WombatDialer	50 CHANNELS	100 CHANNELS	200 CHANNELS
E-mail support	✓	✓	✓
Remote support	1 HOUR INCLUDED	1 HOUR INCLUDED	1 HOUR INCLUDED
Price	CHF 5000 SAVE 50%	CHF 7000 SAVE 55%	CHF 8000 SAVE 75%
Choose	Select	Select	Select

Please select a valid purchasing option. CHF --

Please follow the steps below:

- Go to <https://shop.loway.ch/shop/#CCS>
- Select the right tab: CallCenterSuite, QueueMetrics, QueueMetrics-Live, WombatDialer, Support, PPK
- Select Purchase/Upgrade/Renew a License from the menu
- Select the size of your license
- Add support packs and training if you need it
- Insert your Reseller Code in the upper right box (follow on-screen indications). Your cart, positioned below the Shop menu, will display the total amount to pay including your current discount
- Click the Buy Now button to start the payment
- At the end of your payment you will be redirected to a form to input the names that will be used for license generation and your contact details.

We process on-line payments through PayPal, so you can use either a PayPal account or a credit card. Contact our customer support (support @ loway.ch) in case you need to pay via international wire transfer.

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# Chapter 4. How to be listed on our Resellers page

In order to be listed on our reseller page you should promote Loway products on your company website with logos, screens, banners and link insertion.

Use the link below and the Media Kit contents to create product pages on your website.

- QueueMetrics: <https://www.queuemetrics.com> Please use “QueueMetrics Asterisk Call Center” as anchor Text
- WombatDialer: <https://www.wombatdialer.com> Please use “Wombat Dialer” as anchor Text
- QueueMetrics-Live: <https://www.queuemetrics-live.com> Please use “QueueMetrics-Live Asterisk Hosted Call Center” as anchor Text

Additionally, it is very important to connect your social media accounts and channels with the Loway social media ring.

For the listing, provide our Marketing Team with the following information:

- Your company profile summary (max 120 words/700 letters)
- Your company website link
- Your company logo in GIF/PNG format (150 pixel wide, transparent background)
- A small quote about why you choose our products
- Your relevant social networks
- Latitude and longitude of your base office for Google Maps.

The contact e-mail for this activity is *marketing @ loway.ch* - do not hesitate to write and ask for details. The Marketing Team will contact you immediately to set up communication plans and sales support actions.

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# Chapter 5. Understanding licenses

## QueueMetrics licenses

### Standard license

Our QueueMetrics licenses are bound to the number of unique agents your customers have in their call centers. QueueMetrics license is available in two different versions:

- QueueMetrics Regular: lasts 1 year and includes free e-mail support and updates
- QueueMetrics PRO: lasts 4 years, is 50% cheaper than Regular and includes Agent Awareness (AGAW) Extension, free e-mail support and updates

*Each license has to be installed on a single server and can monitor one or more Asterisk PBX servers.*

Any QueueMetrics license purchased, even when it can monitor multiple Asterisk servers, is valid only for one single server installation.

If you need to run QueueMetrics in an *Active-Passive High-Availability mode* (two or more servers running QueueMetrics in parallel) you need a separate license for each server. Additional licenses acquired for the HA cluster come at half the price of the main license if purchased together. The purchase is done by selecting the Hot Backup option from the Loway Online Shop and following the standard procedure for each purchase.

For a High-Availability cluster made up of two QueueMetrics servers in active-passive stand-by, you need:

One *1-server 50-agents* QueueMetrics license plus one *Hot-Backup* license. The price will be chf 2500 chf for the main license (standard price) plus 1250 chf for the second license (50% off). The total will be chf 3750 for 4 years.

All prices and transactions are in *Swiss Francs (CHF)* only.

We process on-line payments through PayPal, so you can use either a PayPal account or a credit card. Contact the customer support if you need to pay via international wire transfer. We provide you a Pro Forma invoice for the amount due and a temporary license to begin your installation immediately.

Each license limits the number of agents but not the number of possible log-ins and users.

You can have 20 supervisors and 10 agents with one *10-agent 1-server* license.

You cannot add different QueueMetrics licenses together. Each system will have only one license. If you need more agents you should expand it.

If you want more QueueMetrics installed on different servers you need to buy distinct licenses for each server.

### Special Discounts:

- 10% discount is available for any renewal license purchased before the expiry date.

- 50% discount is available for registered non-profit institutions.

Please note that all the discounts are cumulative with your reseller discount.

## Cluster license

A cluster license is necessary when a customer needs to monitor more than one Asterisk server. The price of this license is related to the number of servers to monitor.

The basic cluster license is a *2-server 50-agent* license and can be upgraded up to unlimited agents and servers if needed. All licenses have a standard duration of 4 years.

## Shorter-lasting licenses

If you need a license for a shorter period than the standard 4 years PRO or 1 year Regular, resellers can buy it using the PPK monthly price as a reference. You can purchase it for any period of time that is at least 12 months long. Contact us for further assistance.

## The QueueMetrics Pre-Purchased Keys - PPK

If you run hosted call-center solutions where you lease QueueMetrics access on a monthly or weekly subscription, you can use pre-purchased license keys instead of normal license keys. In this case you can pre-purchase a set of blank short-lived activation keys and convert them into regular activation keys whenever you need to.

The advantage of this model is that you can generate a key as soon as your client asks for it (no delays due to bank payments, different time zones, etc.). Additionally, when your business model is hosting remote call-centers with QueueMetrics instances, you can buy QueueMetrics licenses that last as long as your client has paid you for; if they pay you monthly, you do not have to commit to a four-year license. Also, when each key expires, you can install a different one - you can then invoice your client for actual usage.

Purchasing of PPK is allowed only to official QueueMetrics resellers.

Go to the Online Shop page ( <https://shop.loway.ch/shop/#PPK> ) and enter your reseller code before filling in the form of the PPK shop tab.

The minimum order is 250 chf.

The PPK works using the *Loway KeyRing* software. This is a simple dashboard application that allows you to administer multiple instances of QueueMetrics that are deployed on a private cloud.

These can be provisioned, scaled up and down and even closed using a web GUI that keeps track of which licenses are installed on each system and that lets you change them as needed.

With the KeyRing application you can:

- Generate a key as soon as your clients ask for it.
- Purchase QueueMetrics licenses that last as long as your client has paid you for; if they pay you monthly, you do not have to commit to a four-year license in advance.
- Invoice your client for actual usage only. When each key short-lived expires, the KeyRing will silently install a different one.

The KeyRing is available for free and can be installed following the online install manual indications: <http://manuals.loway.ch/LowayKeyring-chunked/>.

## QueueMetrics Agent Awareness (AGAW) Extension

High-performance set up, with large and distributed agent groups, must have a high awareness by the agents. It is also important to have "off band" live communication lines going from the supervisor to the agent and vice versa.

QueueMetrics addresses this issue using a module called Agent Awareness (AGAW).

The AGAW is a Firefox/Chrome plug-in that each agent can use to see relevant informations and get in touch with her supervisor, via "off-band" channel chat. They can keep on working with no downtime when speaking to their supervisors. Supervisors can see how the agent and/or the queue is performing or send targeted broadcast messages to his own agents. This makes possible to monitor dispersed agents.

The AGAW Extension module is included in the QueueMetrics PRO license purchase.

## Expanding an existing QueueMetrics license

When you need to expand an old license we deduct the sum you already paid from the cost of the new license. The new license will be further discounted by the remaining period in it. We then add a small license upgrade fee. All your reseller discounts apply as usually.

*The price is the difference between the old and new prices, multiplied by the license expiration ratio expressed in number of years left, plus 10% of the new base price.*

If you need to expand a 4 year, 10 agent license, expiring in 2 years and 6 months to 20 agents, will cost  $\text{CHF } (1800 - 1000) * (3 / 4) + (1800 * 10\%) = \text{CHF } 780$ .

If you need to expand a Hot-Backup licenses you must first calculate the price of the main license expansion. The Hot-Backup cost will come at half the price of the main license.

Expanding a Hot-Backup 4 year, 10 agent license that will expire in 2 years and 6 months to 20 agents, will cost  $\text{CHF } (1800 - 1000) * (3 / 4) + (1800 * 10\%) = \text{CHF } 780$  with 50% reduction it's CHF 390.

To simplify your calculation, we suggest that you use the page on the Loway Shop at: <https://shop.loway.ch/shop/#QM:UPG> - do not forget to enter your reseller code.

## WombatDialer licenses

WombatDialer has a per-channel license model. You can buy license keys that match the maximum number of parallel outgoing calls allowed for your customer system. There is no limit on the number of calls made or on the number of campaigns you are running or on the number of Asterisk servers you are using.

You can have several licenses active at the same time, and you can add licenses as needed.

You can have 2 x 10-channel and 1 x 50-channel keys to have a total of 70 licensed channels.

The WombatDialer license goes from 10 channels (basic) up to 100 channels and you can add channel purchases as needed. Licenses have a duration of 1 year or more.

You can buy the license at <https://shop.loway.ch/shop/#WBT> . Please remember to insert your reseller code in the upper right box of the shop.

## QueueMetrics-Live licenses

The best call center suite for Asterisk is now in the cloud. Your customers will experience the speed and simplicity of setting up a fully functional Asterisk contact-center monitor, tailored for their needs with only 6 Swiss Francs for each agent per month and as many supervisors they need. Set up and first month completely free.

The service includes: nightly backups, 1 year data retention, automatic updates and e-mail support.

QueueMetrics-Live is delivered via the cloud as software as a service, it just needs the installation of a little script on your customer PBX.

## Support services

Your customers can buy from you a wide range of different miscellaneous services provided by Loway.

### Priority Support Service

With the Priority E-mail Support your customers requests will be handled on top of the list in any case, leading to a response time of a few hours. Priority Support is handled directly by Loway and not by official resellers as it usually happens.

*The price is 20% of current yearly customer license.*

### Remote Installation Service

If required we can install QueueMetrics for your customers. Our engineers install QueueMetrics and will guide your customers step-by-step through any changes to be made to the underlying PBX. After purchase, we will contact them in order to set up a suitable time for intervention.

### Remote Support Service

With Remote Support packs a support engineer will assist you or your customers via website/e-mail, remote access and phone conversation in order to solve technical incidents. Each Remote Support pack is valid for one year from the date of purchase and cannot be broken down into separate issues. If a problem contains multiple issues, each will be charged as a new, separate Remote Support pack.

Remote Support does NOT include configuration of Asterisk PBX or other non-Loway systems and the writing of custom software, patches or extension of Loway systems.

### QueueMetrics Training Course

If one of your customers or their team of engineers need a technical training course for QueueMetrics you can purchase this service from us.

QueueMetrics Training online course is designed to rapidly guide you or your customers through installation and basic configuration. Key reporting concepts are introduced and explained. The course is



example-based, with a focus on the practical knowledge required to successfully monitor your Asterisk PBX based call-center, create accurate real time and generate historical reports. Though some time is given to metrics explanation and theory, we've also included a lot of helpful information and examples.

Contact sales @ [loway.ch](mailto:sales@loway.ch) for more information.