

The Official Loway Reseller Manual

Version 2019

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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 understand the benefits of QueueMetrics Live for Telephony Providers?*
See chapters 3.
- *Do you want to appear on our website as an official reseller?*
See chapter 5.
- *Do you need to buy or upgrade Loway licenses and you are unsure which ones you need?*
See chapters 4 and 6.

Chapter 1. How to become a Reseller

How to become a Reseller

Joining the Loway Reseller Network is simple.

Send an e-mail to sales@loway.ch or call one of our sales representatives 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 and you complete your mandatory certification course (<https://www.queuemetrics.com/training.jsp> , <https://www.wombatdialer.com/training.jsp>), 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:

- Achieve official QueueMetrics or WombatDialer payed certification course
- 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 new 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

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.

Chapter 2. Benefits of being a Reseller

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>
- **Google+ Page:** <https://plus.google.com/+QueuemetricsCallCenter>

- Youtube Channel: <http://www.youtube.com/QueueMetrics>
- 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 if you should have 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.

The Yearly Free License

At the beginning of the year, eligible resellers receive a 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 (www.queuemetrics.com/resellers.jsp).
- 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.
- 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 directly 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

The QueueMetrics data sheet - http://downloads.loway.ch/marketing/QM_Data-sheet-2018.pdf

The WombatDialer product sheet - 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

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

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

Chapter 3. Benefits of QueueMetrics Live for Telephony Providers

What can QueueMetrics Live do for you?

In addition to its rich features, QueueMetrics Live offers telephony providers a set of features that are meant to make it easy to run it on some or all of your existing customers:

Automated provisioning: we have APIs for customer management and monitoring; creating and reconfiguring customers, or monitoring their actual usage, all happens with no human intervention. Deploy new customers in minutes.

APIs for configuration: define which queues and agents are available to each customer, and keep them in sync easily with your customer portal.

Co-branded service: your customers will access QueueMetrics Live from your own domain name, e.g. <https://stats.yourcompany.com>, and your customers will be pre-configured with your logos and your preferred settings.

Local data centers: we have multiple data centres to run QueueMetrics Live close to your customers

Customer try-before-you-buy: if you want, your customers can run a free trial for up to one month before they adopt the service.

Monthly billing: you will get a single bill for all your customers, with no long term commitments. Each customer only pays for what they use.

Simple integration: whether you deploy multiple cloud-based PBXs for each customer or you have a large centralized infrastructure, we have experience and ways for easy integration. All main features are op-in, so if they do not apply to your case, they can be hidden.

Fully managed service: backups and upgrades are applied automatically with no effort on your end. No need to learn how to run a new system.

Unique on/off-premise switch: you can easily move a QueueMetrics Live instance to a traditional on-premise system if the need arises.

Do you provide your customers hosted PBX systems?

As a hosted PBX provider, You could easily add QueueMetrics Live to the VMs that customers run, and activate the service for customers who want it for the period they want it. It runs on your own domain name and shows your logo for a seamless integration with your web services.

You have a billing model that matches your own billing cycle, and can offer an additional service to customers who will benefit from it.

Do you install PBXs for your customers at their premises?

As a managed telephony provider, you can provide QueueMetrics Live served from a local data center, so you get quick response times with no need to install a local server for reporting. We support GDPR for your European customers.

If your customers' needs grow with time, you can move them to a local QueueMetrics server.

Do you develop appliances that customer install at their premises?

For appliance developers, our service is fully autonomous - even if your appliance has very little computing power, all reporting and monitoring runs on the cloud. Data upload is very safe and takes negligible resources, so there is no data loss even if local internet connectivity at the customer' site is very bad. We support all major Linux architectures.

You can set up a self-service trial mode, and enjoy a significant recurring revenue stream on top of your one-off PBX sales.

Do you run a large scale telephony service?

We are able to integrate even custom-built large-scale telephony systems based on different PBX engines, and have integration blueprints for most common solutions. Custom storage recordings? Configuration data in your customer portal? No problem.

You will appreciate fully automated provisioning and monitoring, as well as a billing model that fits naturally with your existing billing.

Chapter 4. How to buy with Reseller discount

How to buy with Reseller discount

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

The screenshot shows the Lowway shop interface. At the top, there's a navigation bar with the Lowway logo and contact information: support@loway.ch and +4191.6309765. Below the navigation bar, there are tabs for different services: CallCenterSuite, QueueMetrics, QueueMetrics-Live, WombatDialer, Support, and PPK. The main content area features a table comparing three license options: Regular, Pro, and Unlimited. Each option is for a 4-year duration and includes 1 hour of remote support. The Regular license costs CHF 5000 (50% off), the Pro license costs CHF 7000 (55% off), and the Unlimited license costs CHF 8000 (75% off). To the right of the table, there's a section for entering a Reseller or Promo Code, with a red arrow pointing to the input field. Below this, there's a 'Need help? Contact us' button and a 'Shop Presentation' video player.

	Regular	Pro	Unlimited
Duration	4 YEARS	4 YEARS	4 YEARS
QueueMetrics <small>AGAW included</small>	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 <small>SAVE 50%</small>	CHF 7000 <small>SAVE 55%</small>	CHF 8000 <small>SAVE 75%</small>
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
- 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.

Chapter 5. How to be listed on our Resellers page

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.

Chapter 6. Understanding licenses

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 and customer.

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. Price of the second HB license will be half the main one (50% discounted).

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:

- 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 1 or 4 years.

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 CHF ($1800 - 1000$) * ($3 / 4$) + ($1800 * 10\%$) = 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 CHF ($1800 - 1000$) * ($3 / 4$) + ($1800 * 10\%$) = 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 before purchase.

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 4 years.

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 billed per agent per month and as many supervisors they need. Set up and first month is 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 for more information.