

## **Requirements For Selling Cetis VoIP Telephone Products**

### **IP-PBX Channel Partners-**

All Cetis SIP and DECT SIP telephone IP-PBX channel partners are required to have completed Cetis Applications SIP certification. Cetis Applications certification training are available through the new Cetis SIP training website portal. This portal provides access to 1) Cetis online SIP training and certification, and 2) Cetis Knowledge Server SIP product documentation. This is an annual subscription that expires 1 year from the day of completion. *Mandatory certification Cetis Applications \$250.00.*

### **Non-PBX Channel Partners-**

All Cetis non-PBX (non-VAR) channel partners must complete both SSCA™ core SIP certification and Cetis Applications SIP certification. SSCA™ stands for “SIP School Certified Associate”, which qualifies you as a SIP expert by global companies such as Mitel, Panasonic, Ingate, Bicsi, and TIA. Major companies and organizations recognize the SIP School globally as the de-facto certification on SIP. The SSCA is a semi annual certification. Access to training materials is for the first year only. *Mandatory certification SIP Training/SSCA™/Cetis Applications \$667.50.*

### **Channel Partner Broker Program-**

However, as an option, should a non-PBX Channel Partner chose to not complete both the SSCA™ core SIP certification and Cetis Applications SIP certification, they may elect to broker a potential IP telephone opportunity, by aligning themselves with a Cetis certified partner or an installer who has experience with VoIP phone deployment and administration, who has successfully passed the Cetis training and certification tests. Arrangements of financial consideration with regard to sharing in the margins provided by Cetis on its IP telephone products, i.e, the difference between distributor cost and end user pricing, is solely between the Non-PBX Channel Partner (who chooses not to seek Cetis SIP Certification) and the Cetis SIP Certified Channel Partner. It can be fairly assumed that a Cetis SIP Certified Partner would welcome a new opportunity that would include installation charges, maintenance and support charges, and adds, moves, and changes that would occur within the opportunity. Installation and support are the key factors in any IP opportunity, and thus, a Cetis SIP Certified Partner is essential and required when it will involved Cetis IP telephone products. In some cases, Cetis may be able to align a Channel Partner Broker with a Cetis SIP Certified Partner, for the purposes of creating a win-win-win deal for all concerned.

### **Cetis Applications-**

The Cetis Applications SIP certification program ensures that anyone working with Cetis SIP telephones has been trained on the applications that are provided by Cetis, and are also aware of the technical issues they may face and how to overcome them. Once a student has completed the online training course they will be asked to pass the certification test.



Scitec • Teledex • TeleMatrix

Course contents include, but are not limited to the following:

- Installation overview
- Getting a 'working/tested' configuration file to use
- Defining the layout
- Patterns
- Phone boot process
- How the phone gets its configuration
- Cables and power
- DHCP
- DHCP options
- TFTP
- TFTP software
- SNTP time server
- Switches and Vlans
- Booting across multiple Vlans
- Getting the 'correct' configuration file
- Connecting a laptop
- The Mass configuration utility
- From templates, through to files on the TFTP server
- Other phone locations and types i.e. Lobby, Kitchen
- Mass administration utility
- Discovering phones
- Managing firmware
- Symptoms, corrections and FAQs
- All about the Knowledge Server
- Information about the Cetis certification test

### **Cetis Knowledge Server-**

Passing the Cetis Applications test enables access to the following Cetis Knowledge Server features and services:

- Documentation for all Cetis IP telephones in PDF format for download, including user guides, and brochures
- Access to download of MCU/MAU programs
- IP Mass Configuration tool for download
- IP Mass Admin tool for download
- Sample configuration files
- Phone firmware
- Product images for use on promotional material
- A bulletin board to show known problems and severity
- FAQ page
- User forum where partners can engage in conversation about Cetis products/configurations



Scitec • Teledex • TeleMatrix

- Bug reporter
- Phone/PBX Matrix search for documents, issues, and bugs on any PBX and Cetis phone combination

Course Pricing: Cetis Applications (for IP-PBX Channel Partners)	\$250.00
Cetis Applications, SIP Training and SSCA® exam (for non-IP PBX Channel Partners)	\$667.50
SSCA® SIP training + on-line access to the SSCA® Certification test (TIA endorsed)	\$451.25
Networking 4 VoIP + access to the SSVP™ Certification exam	\$384.00
Cetis, SIP, SSCA® + Networking 4 VoIP (buy a 'Bundle' to save a 'Bundle')	\$976.72

### **Sign Up-**

To initiate training for your organization, click on the link below, select the required course(s) from the Course Catalog, pay the course fee(s) online with a credit card, and begin your training and certification processes.

<http://CetisGroup.thesipschool.com>

### **Questions-**

If you have questions regarding Cetis Applications or SSCA™ SIP certification, please contact Cetis customer support, or your Cetis Regional Sales Director:

### **Support**

[customerservice@cetisgroup.com](mailto:customerservice@cetisgroup.com)

[SIPSupport@cetisgroup.com](mailto:SIPSupport@cetisgroup.com)

### **Regional Sales Directors**

<http://www.cetisgroup.com-contact/>