

# Partner programme

Powered by initiative.  
Fuelled by innovation.



IoT



Voice



Energy



Mobile



Hosted



Cloud



Data

# The journey.



Fidelity Group was founded and built on the success of our two previous telecoms companies, in which our channel partners achieved exponential growth for their businesses.

When we founded Fidelity Group we wanted to keep the same goals, to drive quick revenue growth whilst having fun at the same time.

Our Partner programme is more than a simple supplier relationship. With over 30 years of experience in the channel telecoms space, our teams are focused on achieving high levels of partner and customer services; and the delivery of rapid growth of new revenue streams into your business.



**Alan Shraga**  
Managing Director.

# Backed by networks.

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"Worked with fidelity for well over six years and its all about partnership. When they are successful, we're successful. We're completely aligned in our objectives, and we have a true peer-to-peer relationship right up from the CEO Alan and myself all the way down to the service and assurance folks."

**Tom O'Hagan. CEO of Virtual 1.**



"Worked with Fidelity for over ten years, we've got a great relationship, and we share some really similar values.

We are massively positive about the future of TalkTalk, hugely positive about the future of Fidelity, combined I think we can go out there and win. "

**Richard Thompson. Managing Director at TalkTalk Business.**



"Gamma and Fidelity have enjoyed a 10-year long relationship. We've had a lot of fun, and we've joined a lot of success. Our relationship spans from CEO to directors to provisioning teams right across the piece.

They deliver the right solution for you. They bill accurately, and they service you properly. It's a model that's worked for them building 50 million pounds of shareholder value, and they are not about to change now."

**Daryl Pile. Managing director at Gamma.**



"My Phones are proud to have partners with Fidelity for over eight years now. From our experience, Fidelity group provide best of breed products to their customers, and those customers have been with them for many many years because of exactly that fact."

**Paul Gibbs. Sales director at My Phones.**

# Timeline.



Fidelity Group is a trusted service provider; designing, delivering and implementing unified, reliable and agile telecoms and other business solutions.



# Built for you.



## Vendor management.

Relationships with our vendors are second to none. Using a network of 20+ carefully selected vendors, we can package products and services to create a bespoke solution for your customers.



## Competitive advantage.

Stay one step ahead of the competition with exclusive access to products and the latest technologies, services and solutions that will best support the needs of your customers now and in the future.



## Improved revenue opportunities.

Our extended product suite and vendor network will give you access to a whole range of new solutions that will appeal to both new and existing customers.



## **ANVIL. It's far more than a billing engine.**

The beauty of owning Anvil is that we can personalise the software for you, create bespoke reports, and provide you with access to extensive and, in many cases, up to the minute customer information.

You can interrogate the data and get a deeper understanding of usage patterns - enabling you to identify new opportunities and for your customers to make better, more informed decisions about their communications.

As our partner, we will provide you with ongoing training and support to ensure that Anvil delivers all the information you need and that you're getting the most out of our software platform.

# Partnership options

	Referral	Wholesale	White label	Dealer	White label dealer
Incentive and growth programmes.	✓	✓	✓	✓	✓
Sales and product training.	✓	✓	✓	✓	✓
Full product suite access.	✓	✓	✓	✓	✓
Anvil access and training.	✗	✗	✓	✓	✓
Fidelity branded customer billing.	✓	✗	✗	✗	✗
Dual branded customer billing.	✓	✗	✗	✓	✗
White label customer billing.	✗	✗	✓	✗	✓
24/7/365 customer support service.	✓	✓	✓	✓	✓
Inside track market updates.	✓	✓	✓	✓	✓
Fidelity branded marketing collateral.	✓	✗	✗	✓	✓
Dual or sole branded marketing collateral.	✗	✓	✓	✓	✓
Dedicated account management.	✗	✓	✓	✓	✓
Dedicated customer account management.	✓	✗	✗	✓	✓
Provisioning and fault management.	✗	✓	✓	✓	✓
Ongoing margin revenue share.	✗	✗	✗	✓	✓
New lead generation.	✗	✗	✗	✓	✓

# Products with purpose



## IoT solutions.

Bespoke designed solutions from unsteered multi-network 4G cellular solutions to LPWAN. Our expertise and network reach will enable you with leading technology and expertise to take on the trillion-dollar industry.



## Hosted telephony.

Gain access to leading hosted telephony platforms and in-house PBX systems run via SIP solutions. Utilise our team's wealth of knowledge in developing and deploying hosted systems with competitive commercials.



## Calls & access.

Benefit from fixed rental rates through Openreach direct with competitive CPS rates to bundle in as well. Also, enjoy access to premium rate NGN numbers to give your customers the national presence they want.



## Mobile.

Give your customers to access mobile networks such as O2 Vodafone and EE through competitive wholesale rates. Our management tools making tracking and monitoring usage more effortless than ever before!



## Energy.

Accessible through our partner network, gain access to over 15 different utility suppliers with the ability to forward procure up to 5 years in advance, giving your customers competitive rates and industry insights for the best deals out there.



## Cloud hosting.

Our IT Partner-centric channel enables our partners to help support new and existing customers with their IT requirements on Microsoft and azure services with bespoke and tailored solutions on cloud hosting products.



## Data & connectivity.

Through a consistent drive to cloud services, customers require more speed and stability with their broadband. Our data portfolio covers services from ADSL to Ethernet circuits and most recently SoGEA, FTTP and G-fast. We also carry knowledge in MPLS and SD-WAN deployments.



# Fidelity

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