



NASSTAR
CHANNEL

NASSTAR CHANNEL HANDBOOK.

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**WELCOME TO NASSTAR CHANNEL.
CHANNEL SUCCESS MADE SIMPLE.**

Our goal at Nasstar Channel is to help you and your customers succeed. We remove the complexity and keep it simple, providing you with the tools to maximise your potential and add value for your customers.

We pride ourselves on the relationships we have built with our partners, and those relationships are as important to us as ever.

For us it's more than a partnership, it's a collaboration. We understand the needs of the channel and we're dedicated to one thing, partner success.

This guide should provide everything you need to get up and running as soon as possible, but our team are always here to answer any questions you may have.

Dave Hawkins
Head of Channel Sales

**WE KEEP THINGS BLACK AND WHITE
SO YOU CAN ADD THE COLOUR.**

WHO WE ARE.

**WE BUILD PARTNERSHIPS. WE CREATE CONNECTIONS.
WE DRIVE INNOVATION.**

WE KEEP IT SIMPLE TO HELP YOU SUCCEED.



More than a partnership

When you partner with us you have access to our team of experts and innovators



Our success is your success

We only succeed if you succeed. It's that simple



Solutions that work

Tried and tested, innovative products that deliver when you need them to



Support at every step

We provide you with what you need to get the job done

We engage and empower our partners, giving you the tools to maximise your potential and achieve business-driven results for your customers.

We have a diverse channel of over 600 partners, and our experience and expertise sets us apart. We are one of the largest independent providers of transformative technologies in the UK, with over 1,200 employees. Our size is our advantage. We can provide services that our competitors can't and we're working hard to bring you even more in the future. Our commitment and dedication to the channel is demonstrated through our first-class service, unwavering support and expert guidance, all working towards delivering you the best ROI.

With the right blend of experience, innovation, and investment, we have made it simple to do business with us. Keeping things black and white at every step.

We're investing heavily in technology, boosting automation and enhancing our partner resources.

We're going paper free with easy onboarding online and enhancements to our portals, making it 50-60% quicker to buy services and deliver them to customers.

WHY PARTNER WITH US.

It's more than a partnership

By increasing your knowledge base, access to resources and product portfolio, we extend your reach, and your potential. As an established provider with years of experience, we understand the channel and work hard to meet your needs.

We recognise that our partners add the value, whether that be industry knowledge or specific support packages. It's the partners that add the colour. It's our job to provide you with the strong foundations from which to do this via simple solutions, expert training and comprehensive resources.



Innovative, configurable and marketable products



Access to the best expertise and resources



Zero commitment and flexible options



Comprehensive marketing collateral and support



Competitive pricing



Highly trained UK-based service and support team



Total visibility and control



Extensive experience

We have a diverse channel of over 600 Partners who look to us to provide outstanding technology solutions to solve their customers' business challenges. And we can help you too.

Our vendor partners

We select the very best so you get the very best. When it comes to market leading technologies, we do the hard work for you. We work closely with our vendor partners, combining our skills with their technology to create innovative solutions. Meaning you always have access to the best-in-class features, functionality, and expertise.

Unrivalled expertise

We take an innovative approach, pulling in experience from across the Nasstar family to continually evolve dedicated channel products. As one of the largest independent providers of transformative technology in the UK, we can provide unmatched expertise and the very best solutions.

OUR VALUES.

We put you first, and spell it out in black and white.



Channel-centric

We're market leaders, developing our portfolio with the channel in mind



Exceptional experience

We share our knowledge and expertise through training and education whenever you need it



Passionate people

Our partnership with you is built on trust, dedication and communication



Straightforward solutions

Quick quotes, seamless delivery and easy product management. We keep it simple



Innovative technology

We have a long legacy of innovating to enable your success, and we're not stopping now

SUPPORT.

Exceptional experience at every step

We work with you to ensure you have what you need to get up and running as soon as possible. Need to call us everyday? No problem. Need extra training for your team? We'll sort it. Specific needs? Just ask us. We're here to help.



Simple
on-boarding
process



1-2-1 training



White labelled
marketing
collateral



Technical support



Dedicated partner
resources

We are a people business. Whilst we'll automate the mundane, we're looking to boost support for partners in areas such as 1-2-1 training and first-class technical guidance.

We pride ourselves on providing the best partner support in the industry, so you can rest assured that we'll answer your calls quickly and that you'll get straight through to an expert, un-scripted member of our UK based support team.

You are our top priority; we are proud of our high customer satisfaction levels and do everything in our power to keep improving the service we provide to our Partners.

Customer support

Our UK-based customer support team is always on hand to advise you on any aspect of the service you receive from us. Whatever question you may have, from billing through to account detail changes, we provide friendly, hassle-free assistance whenever you need it.

Marketing resources

Access a wealth of marketing collateral on our dedicated partner portal, including white labeled assets that you can fully customise for your needs. We make it simple for you to sell our products to your customers.

Account management

We will provide a dedicated account manager to support you with upgrades, commercial changes and advice on having those conversations with your customers. Just give us a call and we will work with you to quickly understand your needs and provide cost-effective and scalable solutions that help you provide the best technology infrastructures to your client base.

Partner Portal

Our powerful portal has been built specifically with our Partners in mind and continues to evolve and develop; making it easier for you to manage your accounts and services with us, place orders and view your connections. All in one place.



<http://partner.nasstarchannel.com>

MEET THE TEAM.

Here to help create success for you and your customers.

Keen collaborators, creative thinkers, strategic advisors, technical wizards and passionate providers. We're all these things and more. And we're here to help create success for you and your customers.



Wayne Churchill
CEO



Mike Ayres
MD



Dave Hawkins
Head of Channel Sales



Rebecca Hopwood-Keay
Marketing Manager



Carly Bolton
Sales Manager



Team of Account Managers

“We’ve been working with them for so long for several reasons. One of the most compelling is that our Account Manager is always on hand to help us if we need anything and he’s only too happy to help.

“The service, support and the quality of solutions on offer were perfect for both our own needs and those of our customers. We highly recommend Nasstar Channel - and their partner programme.”

IP Office Group

You'll be assigned a dedicated Account Manager when you join. They'll be there to ensure you have everything you need.

OUR SOLUTIONS.

Simple solutions with remarkable results.

Our products are fit for purpose, easy to deliver and simple to manage so you can maximise your investment.

We are committed to developing our engagement and enablement strategies. This will make a real difference to your top line, giving you the right knowledge and resources to access new customers, extending your reach and potential.

EVERYTHING YOU NEED FOR YOU AND YOUR CUSTOMER, IN BLACK AND WHITE.



Connect

Connections matter, and our Connect portfolio provides a reliable and seamless customer experience. From simple broadband to next generation connectivity, we keep your customers connected.



Communicate

Staying in touch has never been so important and our Communicate products ensure that's never a problem. Our secure, flexible services provide reliable, high-quality solutions for your customers.

To discover more about our portfolio of solutions, visit the website www.nasstarchannel.com or login to the partnerportal.

GET IN TOUCH.

Got a question? Need some help? Or want to become a partner? Let's talk



General Enquiries
Email: enquiries@nasstarchannel.com
Phone: 0345 122 4777



Want to become a partner?
Email: partnersales@nasstarchannel.com



Customer service
Email: partner.support@nasstarchannel.com



Tech support
Email: help@nasstarchannel.com



Partner Portal
<http://partner.nasstarchannel.com>

WE BUILD PARTNERSHIPS.
WE CREATE CONNECTIONS.
WE DRIVE INNOVATION.

WE KEEP IT SIMPLE
TO HELP YOU SUCCEED.



[nasstarchannel.com](https://www.nasstarchannel.com)

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