LiveSwitch

PARTNER PROGRAM

Introduction

The LiveSwitch Partner Program allows both of us to bring the best in Real-Time Communications to our customers. As a partner, you also receive a commission for each LiveSwitch product you sell to one of your customers. This guide describes the benefits of being a member of our Partner Program and how we support our partners with marketing materials and resources.

ABOUT LIVESWITCH

Having been in business since 2008 and with over 300 customers in over 47 countries, LiveSwitch is a world leader in selling WebRTC-based, API-driven RTC products and SDKs. We are proud of the many customers we have and the solutions they have developed using our products. We are also very proud of our support team and the consistently high rating they receive from our customers. We have built a strong company of over 30 employees that customers know they can rely on, without debt or reliance on third party venture capital.

PROGRAM BENEFITS

The world of Real-Time Communications (RTC) is complicated. Each customer has their own unique needs when looking at using video chat, screensharing, broadcasting, VoIP interaction, text chat and other aspects of RTC for a custom application.

At LiveSwitch, we specialize in API-driven products. That means we provide products and SDKs that provide the "plumbing" necessary to drive RTC projects, but this is not enough for an application on its own. Users of our software need to incorporate our RTC "plumbing" into their applications and this is where you come in, as a partner.

You can provide the additional services needed in order to take our products and incorporate them into a customer's solution. And since LiveSwitch solutions are "on-premise," you can partner with your customer's favorite hosting provider (or provide hosting yourself) in order to provide the infrastructure as well.

In addition, we provide cash incentives for any Frozen Mountain products sold to prospects you register with us: **20% of all product/subscription revenue in the first year and 10% in the second year from the date of any sale** that is part of a solution you provide to a new LiveSwitch customer.

PARTNER COMPENSATION PLAN	NEW PRODUCT SALES PER CUSTOMER	SUPPORT/HOSTING SUBSCRIPTION
FIRST YEAR	20% one-time	20% recurring each month
SECOND YEAR	N/A	10% recurring each month

LiveSwitch Products

LiveSwitch markets three products summarized on the following pages. For more information on each of them, you can visit us at **liveswitch.io**

LiveSwitch Products

LiveSwitch

LiveSwitch encompasses both IceLink and WebSync and extends the IceLink-based peer-to-peer audio/video transmission and WebSync signaling with server-based audio/video capabilities for applications that require selective forwarding (SFU), mixing (MCU), recording, and SIP/VoIP/PSTN integration.

From three participants to three thousand, LiveSwitch makes WebRTC and SIP-compatible audio/video conferencing scalable, efficient and truly cross-platform. LiveSwitch provides unparalleled flexibility to combine P2P, SFU, and MCU-based media flows in a single session and switch dynamically while the session is live.

icelink
WebRTC Anywhere

The IceLink SDK allows you to quickly and easily add WebRTC-compatible peer-to-peer audio, video and data streaming into applications. You provide the user interface and signaling mechanism (either WebSync, SIP or something else) while IceLink provides the media handling and peer-to-peer network communications.

IceLink gives you an unprecedented level of control over the peer connections as well as a programmatic look into the connection quality and feedback reports, allowing you to fine-tune the user experience to be exactly what you want it to be. Client SDKs are provided for JavaScript, .NET, Java, iOS, Android, macOS and Xamarin.

websync
Chat, Signaling, Pub/Sub

WebSync is a high-performance, high-volume pub/sub .NET server that makes it easy to add non-streaming real-time functionality such as text chat, signaling/connection management (as required for pure WebRTC), diagnostic data transfer and server-side content pushing to your applications.

WebSync operates using a bidirectional WebSocket/HTTP-based communication link. Client SDKs are provided for JavaScript, .NET, Java, iOS, Android, macOS and Xamarin.

LiveSwitch

Marketing Materials for Partners

We value your participation in our partner program. In addition to the revenue you can derive and the product incentives you receive, we provide special support to our partners. These include:

1. AN INITIAL PRIVATE WEBINAR WITH YOUR COMPANY TO GO OVER LIVESWITCH'S PRODUCTS AND THEIR CAPABILITIES.

We will also point out where information you require is located, including marketing collateral and what sales process has worked for LiveSwitch in the past for each product.

2. QUARTERLY ALL-PARTNER WEBINARS WITH LIVESWITCH'S CTO.

LiveSwitch releases a new build of each product once per month. Each of these builds contains bug fixes, minor enhancements and occasionally major enhancements.

Anton Venema, LiveSwitch's CTO, will host a quarterly partner-specific webinar outlining each release to inform you of what is new in each build. This will also be an opportunity to ask any general questions you may have, about either our products or Real-Time Communications in general, for Anton to answer. Anton is recognized as a worldwide expert in WebRTC and RTC.

3. ACCESS TO LIVESWITCH MARKETING MATERIALS.

You can make use of LiveSwitch marketing collateral such as product datasheets, sales sheets, whitepapers, logos, graphics and other promotional material.

4. ACCESS TO PREMIUM-LEVEL SUPPORT.

Our support staff are always ready to handle customer requests. As a partner, you will be treated the same as our Premium-level customers when it comes to support requests, including max 24 hour response time, phone and email support, web meeting escalation, and emergency bug fixes.
Just email **support@liveswitch.io**

5. EXCLUSIVE USE OF **LIVESWITCH.IO**

Reach out directly to LiveSwitch personnel in order to get partner-related questions answered quickly.

6. ATTENDANCE TO OUR ANNUAL PARTNER GET-TOGETHER.

Attend our annual Partner Meetup at our offices in beautiful Vancouver, British Columbia held in March of each year. Meet other partners, hear presentations from LiveSwitch personnel on general WebRTC and RTC topics, and meet the developers directly to discuss product development and provide input for new features. And if you are a skier, be sure to take a couple of extra days to visit the world class Whistler Ski Resort located only a few hours away!

LiveSwitch's Key Markets

LiveSwitch products are horizontal in nature.
There is nothing specific in the products that favors
one market over another. That said, there are certain
markets that are looking for capabilities that are best
addressed by our products versus the competition.
Your ability to develop custom solutions for
customers is what makes our products so powerful in
specific markets.

LiveSwitch's Key Markets

HEALTHCARE/TELEHEALTH

LiveSwitch allows healthcare providers to interact and share voice, video, chat and real-time diagnostic data in a HIPPAA-compliant fashion among patients and healthcare providers anywhere in the world. LiveSwitch can use modern audio/video communications in combination with medical devices that collect real-time diagnostic information such as heartbeat, blood pressure and more.

Visit **liveswitch.io** for more information.

EDUCATION

Using LiveSwitch's server-based mixing, combining audio and video from a number of students into one stream is possible. This provides a low bandwidth solution that can be used when networks are poor, or when devices such as iPads and iPhones are used, which cannot handle more than three or four connections at once. This is ideal for the typical online or remote education environment.
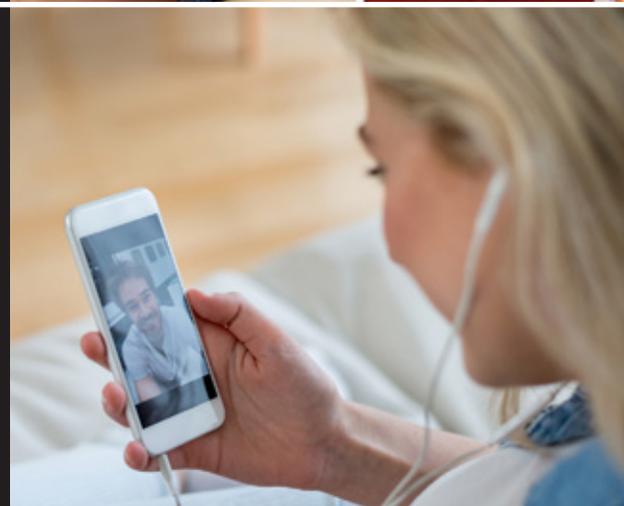
Visit **liveswitch.io** for more information.

TELE-COMMUNICATIONS

LiveSwitch provides the key SIP integration components required for telephony companies to provide integrated voice, video, chat and streaming data to their customers.

Visit **liveswitch.io** for more information.

LiveSwitch's Key Markets

CUSTOMER SERVICE

Consumers can access customer service easily on the go and video conference with staff no matter where they are or what device they're on. Contextual information, such as browser version and much more, can also be passed to the service rep without them having to ask the consumer.

Visit **liveswitch.io** for more information.

SPECIAL HARDWARE DEVICES

Many real-time applications such as door entry systems, virtual reality headsets, smartglasses and monitors require the use of special hardware running operating systems that do not necessarily fit the standard iOS, Android, .NET or Mac environments. LiveSwitch products – with their incredible flexibility – are particularly good at addressing RTC problems that involve these devices.

AUDIO/VIDEO ANALYSIS

LiveSwitch provides a unique environment for addressing speech analysis, language translation and video sentiment analysis using industry-standard AI analysis tools such as those provided by Google and others.

But, Isn't LiveSwitch a Competitor to Me?

Absolutely not. LiveSwitch does offer professional services in addition to products, but this is actually more of a help to you than a hindrance.

LiveSwitch Inc. is located in Vancouver, British Columbia, Canada and our professional services are limited to what we can do remotely. We do not go on-site to clients and our services are typically only part of an overall project.

We have no plans to open offices anywhere else in the world, so many geographic locations are under-serviced by just our professional services. If you are in a different time zone or area than we are, we would welcome the opportunity to bring you into situations where customers come to us with requests we cannot handle due to geography or time zone differences.

Also, until you are comfortable with our products (and even afterward), our professional services team is available to do the heavy lifting part of your projects as well. This means you can start offering services based on our products right after you sign up for the partner program, even if you don't have an in-house support team!

Apply to Be a Partner

Through our products, LiveSwitch provides highly flexible, on-premise solutions that solve a myriad of RTC problems. As a partner, you will have an insider's edge with customers that need help incorporating our API-driven, RTC products into their applications.

We've made joining the LiveSwitch Partner Program and registering your referrals simple. Go to **www.liveswitch.io/get-started** and complete a short application form to get started. After this, we'll monitor all referrals you notify us of via email, as well as referrals we detect coming from your website via links to our website. This provides you with continuous referral compensation for each new customer you refer who purchases LiveSwitch products or services.

Ready to get started? Reach out to **info@liveswitch.io** to apply, or visit **www.liveswitch.io** to learn more. We look forward to having you as part of the LiveSwitch partner family!

CONNECT WITH US TODAY

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