

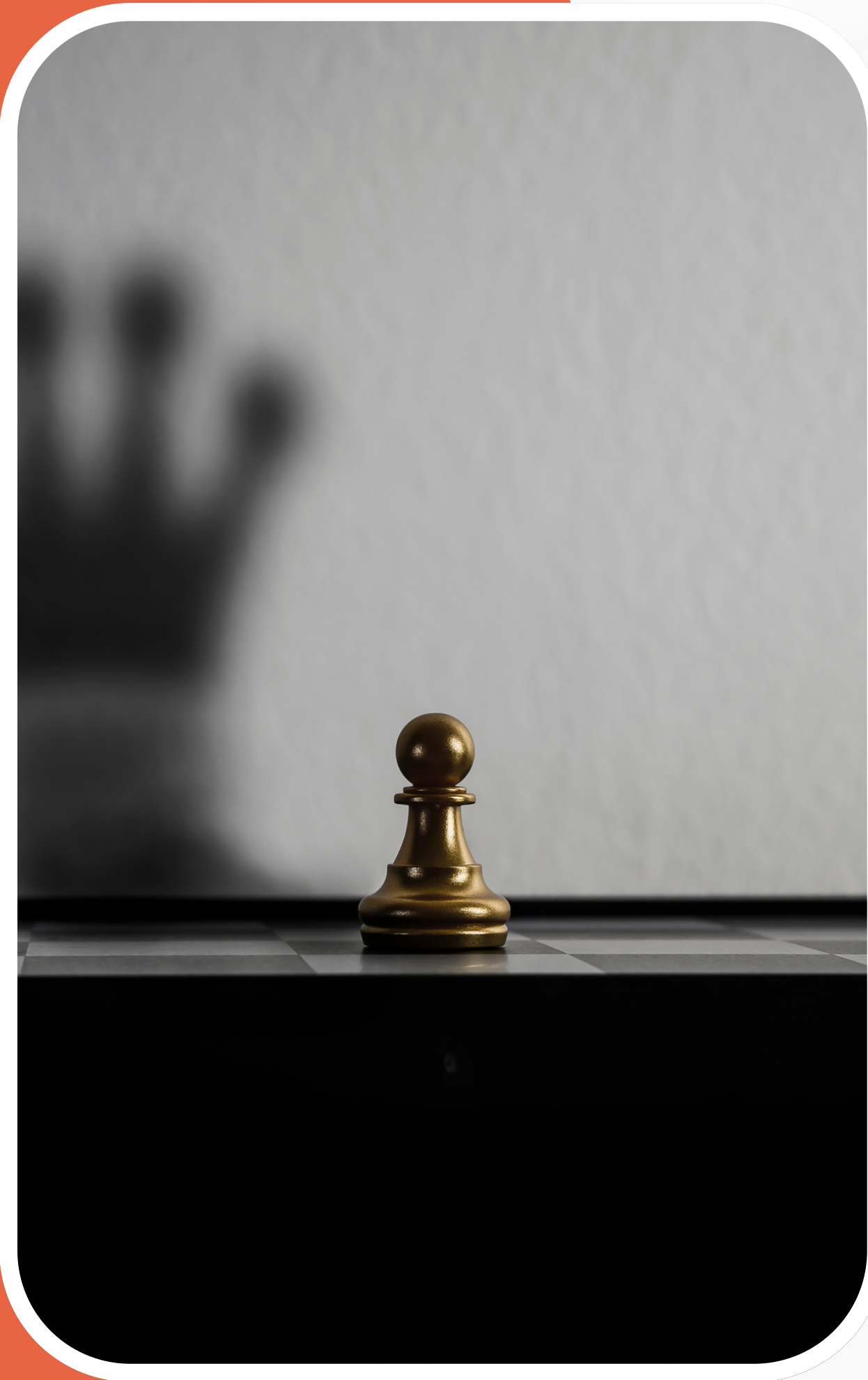
MSP PARTNER GUIDE

VoIP Services for MSPs



The Opportunity for MSPs

- Cloud adoption is accelerating: SMBs and enterprises are demanding reliable, cloud-based telecom.
- National telcos are expensive, rigid, and slow to respond, leaving a gap for agile MSPs.
- Free2Call empowers MSPs to capture this opportunity by providing your customers with VoIP telecom services, strengthening your relationships, and keeping added revenue in-house.





Ideal MSP Partner Profile

- Designed for small to mid-sized MSPs with fewer than 20 employees.
- Best suited for those serving SMBs with fewer than 100 handsets.
- Great for MSPs seeking to add services/revenue without hiring more staff or building telecom expertise.
- Ideal for MSPs that value predictable pricing, fast provisioning, and branded enablement.



Why Partner with Free2Call

- PBX, VoIP, Internet, and Wi-Fi services; allow MSPs to offer full telecom without any upfront investment.
- Flexible pricing gives MSPs margin control, differentiating them from national providers.
- No need for infrastructure or capital outlay. MSPs can scale instantly without risk.
- Concierge onboarding, training and demo deployments make adoption seamless.
- Dedicated onboarding and partner check-ins ensure MSPs are supported from day one.
- Canadian-based support ensures faster response times and a better partner experience.



What MSPs Gain

- Strengthen your client's loyalty by becoming their single point of contact: providing a unified service for IT and telecom.
- Generate predictable, growing Monthly Recurring Revenue (MRR).
- Free2Call handles provisioning backend infrastructure and tier 2-3 support
- MSPs stay client-facing with any tier 1 response.
- Differentiate from competitors with bundled services that add real value for your clients.



Competitive Advantage vs. Telcos

- National telcos charge high rates, provide NO margins, frustrating business services, and remove client control from MSPs.
- Free2Call offers flexible, transparent pricing designed to **Maximize Margins** for MSPs. Simplifying and streamlining client services.
- No onboarding fees, no hidden costs, partners start generating revenue immediately.
- Bundled services (VoIP, PBX, Wi-Fi, Internet) provide MSPs with a competitive differentiation.



Common Concerns

- **'I don't have time.'**
Free2Call manages provisioning and backend, allowing MSPs to focus just on client needs.
- **'Is Partnering with Free2Call profitable?'**
Immediate ROI, recurring revenue with no capital investment by MSP required.
- **'Will this hurt client relationships?'**
No - offering VoIP Enhances client stickiness, positioning the MSP as the trusted hero.

Next Steps for MSPs

