



winner

“Covad is a great partner that has really helped us expand our business.”

Partner with the Leader in Broadband Communications

When we work together, everyone wins. The Covad Alliance Network is a unique program of dealers and sales agents designed with one purpose in mind: To help you grow your business.

It all starts with Covad services. As a leader in integrated business-class voice and data broadband services, a partnership with Covad means you can sell one of the industry's most desirable broadband services. But beyond our innovative services is a commitment to service... both to the end user and to our partners.

As a member of this powerful network, you'll discover a range of offerings and resources that can provide tangible benefits to your business. We're constantly improving our program with a goal of providing industry-leading compensation, world-class support, and a variety of innovative resources and training options that will help you stay ahead of your competition and thrive in the dynamic world of broadband communications.

\$13,500

The average residual income from a VoIP customer over the life of the service.*

OPPORTUNITY ABOUNDS FOR YOUR BUSINESS. As a member of the Covad Alliance Network, you'll discover opportunities around more street corners across the nation than with any other provider.

Fact is, we are the only business-class broadband provider to own and manage a broadband DSL network reaching nearly 50 million homes and businesses in over 900 cities and 125 major metropolitan areas. By itself, that is unique, but as you partner with Covad, it can mean so much more to you and your customers.

Covad offers best-in-class solutions in both access and the new generation of business-class voice over IP (VoIP) network services. We offer flexible connections in a variety of speeds and formats, such as ADSL, SDSL, frame-relay, and T1. Our Covad VoIP products can be offered as either fully-hosted or in combination with on-premises equipment. In so many ways, Covad VoIP services are proof of our leadership in the category.

As innovators in broadband communications, we not only created the first business-class DSL network, we are the first to optimize our network for voice traffic, so you can offer customers next-generation voice communications. Our partners can sell with confidence, knowing their offerings are reliable and backed by service-level agreements. Because Covad is a company focused on providing a stellar customer experience in every way, you'll know that your customers are getting a service that fits their particular needs at a very competitive price.

For partners, the opportunities go even further. As a member of the Covad Alliance Network, you'll have access to industry-leading compensation packages that include residual commissions and accelerators for business growth. Add to that our numerous quarterly promotions, partner support and resources, co-marketing programs, and more, and you'll see that as a Covad Alliance Network member, we're committed to your success.

MORE WAYS TO SUCCEED

• High residual commissions

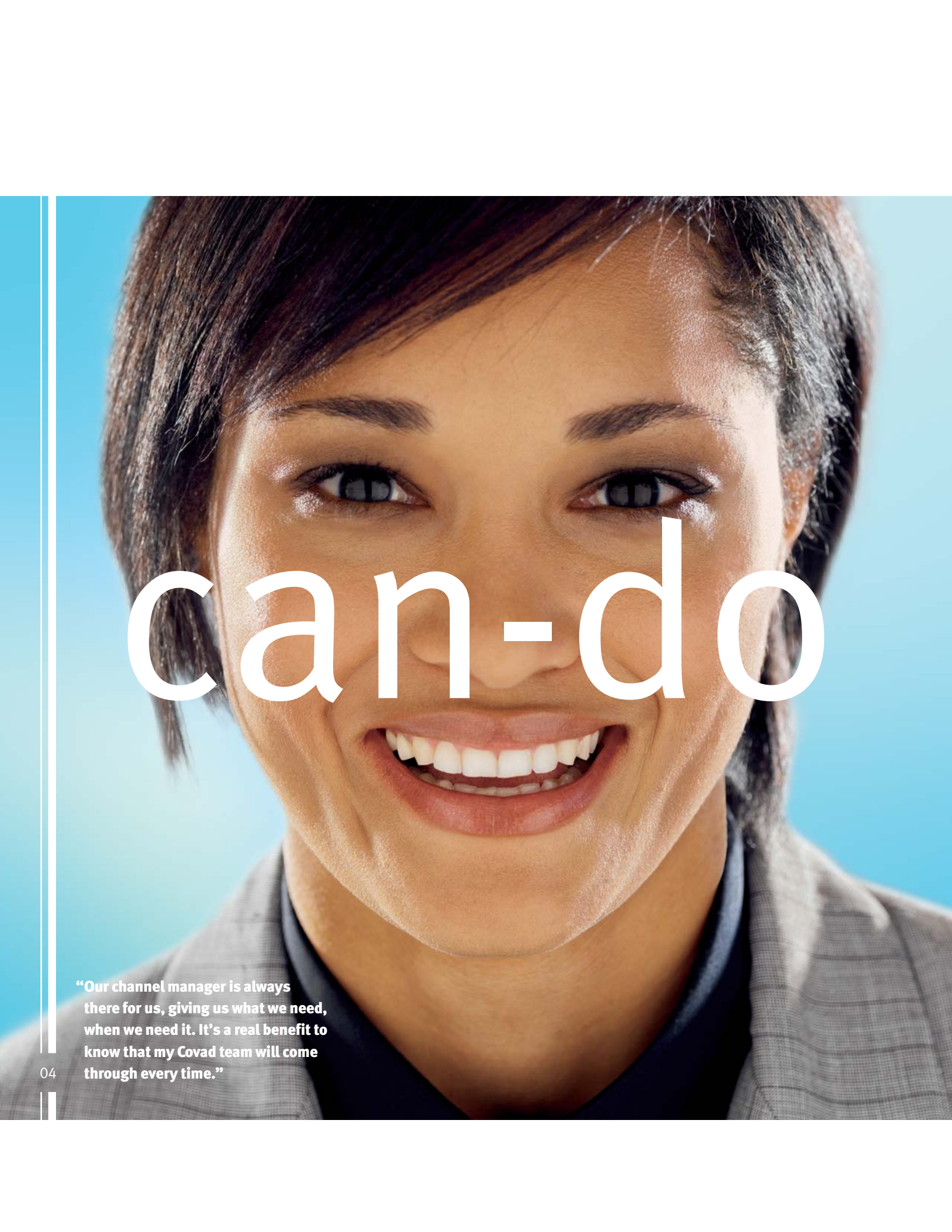
- Rise as your customer base grows
- Paid as long as customer is a Covad customer

• Accelerators for new sales growth

- Boost residual commissions with quarterly sales activity

• Additional income streams

- Service design and installation fees
- Customer premises equipment resale margins
- Discounts (through equipment vendors)
- Other professional services fees



can-do

“Our channel manager is always there for us, giving us what we need, when we need it. It’s a real benefit to know that my Covad team will come through every time.”

\$10,000

Average incremental service and equipment fees partners can earn from a VoIP customer installation.*

Covad Alliance Network partners receive the best training, the best support, and the best resources to ensure success. As a member, we'll work with you to help drive business and close deals.

QUALIFYING LEADS. Your channel manager can attend appointments and bring sales engineers along when you need help closing deals. They can even provide co-marketing materials that help you get noticed and gain credibility.

SALES SUPPORT. Covad's commitment to its partners begins at the highest levels of our company. As a member, you'll have the support of an account team that includes a channel manager, sales engineer, and a sales support representative who can assist with everything, including multi-site project proposals and management.

TRAINING. Covad's training resources are some of the best in the industry. Covad Alliance Network members get access to service training curricula and proven best-practices sales methodologies which can be a major advantage in your sales efforts.

COMMUNICATIONS. As you work with Covad, you'll receive regular communications and updates via email bulletins and newsletters, as well as live forums and events exclusively for Covad Alliance Network partners.

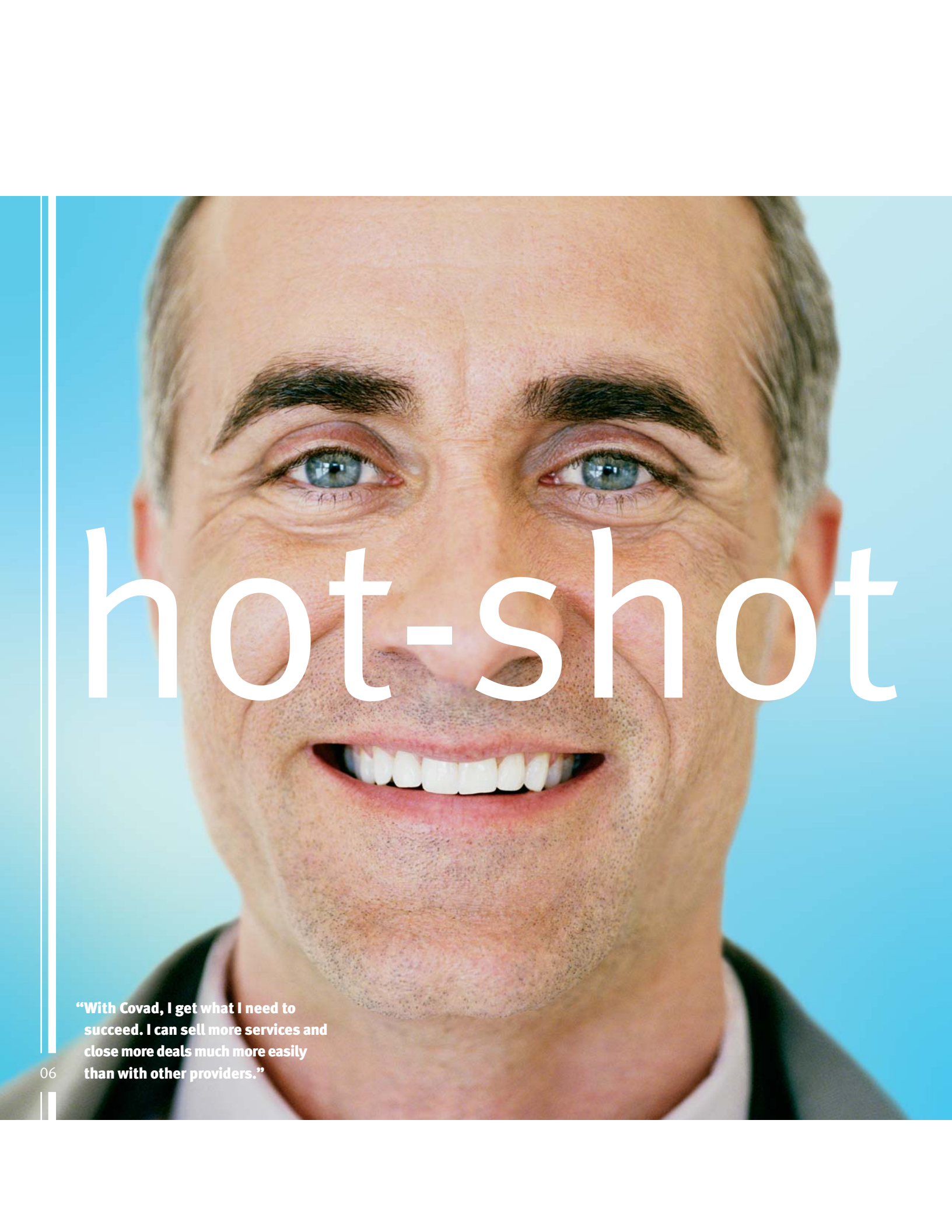
Covad Partner Portal

- One-click access to sales tools, collateral, service guides, price sheets, and more
- Link directly to our broadband self-service ordering and provisioning system



VoIP ROI Calculator

Use Covad's proprietary VoIP ROI calculator to show customers real-world value.



hot-shot

“With Covad, I get what I need to succeed. I can sell more services and close more deals much more easily than with other providers.”

Dealer vs. Sales Agent

The main difference between the programs is that Dealers handle provisioning, provide equipment, installation, and onsite tech support. Sales Agents are supported by Covad.

Take Your Business to the Next Level

The Covad Alliance Network is open to energetic and motivated telecommunications agents and vendors, VARs, network and systems integrators, IP telephony experts, and solutions providers who meet the requirements below and commit to maintain a certain level of sales.

We offer two programs to suit your business and your needs: The Dealer program, for companies with existing installation and support staff, and the Sales Agent program, for sales organizations. No matter which program you select, we're committed to make joining and maintaining membership as easy as possible. We look forward to partnering with you.

PARTNER PROGRAM REQUIREMENTS		SALES AGENT	DEALER
Enrollment	Complete program application	Required	Required
Qualification	<p>Profile</p> <ul style="list-style-type: none"> Focused on product category sales to business Strength and experience in providing business broadband, telecommunications systems or service Established company Large base of existing customers Reputation for integrity and excellent customer service Financial stability VoIP strategy is part of revenue plan <p>Sales</p> <ul style="list-style-type: none"> Demonstrated ability to prospect, qualify and sell solutions Full-time sales representatives dedicated to product category sales <p>Technical and Post-Sales Support</p> <ul style="list-style-type: none"> Qualified support staff Relevant PC and networking/LAN/WAN skills across all install/support personnel Proficiency in troubleshooting layers 1-3 of the OSI model and firewall, switch and router problems. CPE installation and support must be core to business Minimum CCNA (Cisco Certified Network Associate) Install and use product in own business Provide hands-on customer training Field techs available Call back On-site response 	<p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>8X5</p> <p>Recommended</p>	<p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>Required</p> <p>24x7</p> <p>2 years</p> <p>Required</p> <p>2 staff</p> <p>Required</p> <p>2 years prior experience</p> <p>24x7</p> <p>1 hour</p> <p>4 hours</p>
Training/ Certifications	<ul style="list-style-type: none"> Technical Sales Training 	<p>2 staff</p> <p>1 staff</p>	<p>2 staff</p> <p>2 staff</p> <p>1 staff</p>

The Leader in Broadband Communications

Since 1997, Covad has been developing and implementing innovative broadband access and voice solutions that enhance the way people live, work, and communicate.

EXPERIENCE. As the nation's largest facilities-based provider of DSL and broadband solutions, Covad reaches over 50% of U.S. homes and businesses. In fact, our fully-owned and managed network can be found in over 900 cities and 125 major metropolitan markets.

INNOVATION. Our reputation for providing best-in-class broadband services is built on a drive to innovate. We were the first to offer business-class DSL and the first to deliver line-sharing and a user self-install kit. Once again, we're raising the bar by being the first to offer voice-optimized access.

CUSTOMER COMMITMENT. Along with providing best-in-class services, Covad is committed to providing a superior customer experience. From installation and set up to support and service, everything we do is focused on meeting the needs of our customers.

Simply put, our mission is to deliver more than just business-class broadband communication services. Our goal is to help businesses like yours stay ahead of the competition.

To learn more about the value the Covad Alliance Network can deliver to your business, contact us today.

Apply online at www.covadalliance.com
or call 1-866-888-2965



COVAD[®]
ALLIANCE NETWORK

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* Calculations are based on 40 Covad VoIP vPBX stations, installed for a price of \$300 per station (including installation service and equipment), a monthly recurring charge of \$60 per station, a 3-year life and an 18% monthly commission.


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