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# The strongest network is made of people

A playbook for Vocus partners

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# The Vocus Channel Story

## The strongest network is made of people

At Vocus, your business comes first.

That's why we put our partners at the centre of everything we do, building relationships based on trust, collaboration and shared success.

We make it easy to do business with us, backed by experienced local teams who understand your customers and are there when you need support.

Together, we help businesses connect with the solutions they need, creating growth for your customers, your business and ours.



# What Vocus brings to the table



## Enterprise-grade Connectivity

- 51,000km of fibre across metro and intercapital networks
- 14,700km of submarine cable connecting Australia to Asia and the Pacific
- Approximately 20,000 connected buildings across Australia
- Ongoing network expansion, including Project Horizon's new WA fibre backbone



## Growth through Partnership

- Channel-only model that protects partner-led opportunities
- Competitive margins across core connectivity and network solutions
- Streamlined tools that accelerate quoting, provisioning and revenue
- Incentives that reward acquisition, retention and customer growth



## Trust & Support

- Dedicated Channel Managers invested in your success
- Direct access to Vocus Solution Consultants for complex opportunities
- Responsive local support teams when it matters most
- A partnership built on trust, collaboration and shared success



## Scale & Stability

- More than 20 years investing in Australian network infrastructure
- Australia's second-largest network infrastructure provider
- Local leadership and engineering expertise for the long term
- Future-ready fibre network supporting customer growth and innovation

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# Introducing Pure

## Our new partner program, built for partner-led growth, powered by network scale.

We're proud to introduce Pure, our new channel partner program designed to deliver a simpler, more valuable experience for partners.

Pure gives technology solution providers access to one of Australia's largest fibre footprints, delivering greater network reach, best-in-class connectivity solutions and an attractive commissions framework.

Built on a "pure channel" approach, the program is a partner-first operating model where Vocus focuses on digital infrastructure, while partners lead the customer relationship, solution design and service wrap.

Pure represents a step-change in how we work with partners, combining network scale, product capability and a partner-first model built into one unified program.

## Designed for growth

Built around partner feedback, Pure removes complexity and provides the support and tools partners need to grow with confidence.

### **Pure has been built to deliver:**

- Simpler commercial arrangements
- Greater visibility of partner benefits and growth opportunities
- Enhanced enablement, technical expertise and sales support
- New incentives and resources to accelerate growth
- Engage via trusted Distributors

## Built around partners

The program reflects a commitment to building Australia's most partner-focused telecommunications company.

### **It is designed to help partners:**

- Take Vocus network solutions to market at scale
- Build those solutions into your own offerings
- Extend what you can deliver to customers and the experiences those customers receive

# How the program is structured

The Pure partner program is designed to support partner-led growth through a clear two-level model: **Select** (direct or via Distribution) and **Elite**.

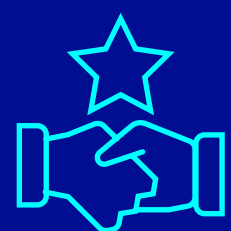
Both partner levels operate under the same core commission framework providing consistency and transparency. Partners are recognised and rewarded based on revenue performance, pipeline development, and completion of training and enablement programs.

As you grow your revenue, capability, and engagement with Vocus, you can progress from Select to Elite and unlock additional benefits and investment.

|                                         | Select<br>(direct or via Distribution) | Elite         |
|-----------------------------------------|----------------------------------------|---------------|
| Minimum MRR                             | \$5K                                   | \$10K         |
| Commission type                         | Upfront - TCV                          | Upfront - TCV |
| Dedicated CSM                           | ✓                                      | ✓             |
| L2 support access                       | ✓                                      | ✓             |
| Customer lifecycle support              | ✓                                      | ✓             |
| Partner portal                          | ✓                                      | ✓             |
| Online quote tools                      | ✓                                      | ✓             |
| Digital ordering                        | ✓                                      | ✓             |
| Performance bonuses                     | ✗                                      | ✓             |
| Advanced Certifications                 | ✗                                      | ✓             |
| Joint GTM & Marketing Development Funds | ✗                                      | ✓             |

# Program benefits

Pure is designed to help partners grow faster, deliver more value to customers and unlock the full potential of Vocus' leading digital infrastructure.



## Win more opportunities

Access enterprise-grade connectivity, technical expertise and sales support to help identify, shape and secure more customer opportunities.



## Grow revenue

Benefit from competitive incentives, simplified commercial arrangements and solutions that support customer acquisition, retention and expansion.



## Partner with Confidence

Work with dedicated Channel Managers, Solution Consultants and local support teams committed to your long-term success.



# Ready to get started?

7



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Join Pure, a program built for partner-led growth, backed by one of Australia's largest fibre networks and a team dedicated to helping you succeed.

Whether you're looking to expand your connectivity portfolio, unlock new revenue opportunities or deliver greater value to your customers, our Channel Management team is here to help.

Visit the Pure Partner Hub to access key product plans and pricing, special offers, collateral, and program updates.

[Pure Partner Hub | Vocus](#)

