



NEWS RELEASE

## Ooma Expands its Channel Partner Program With New White Label Offering for Ooma Enterprise

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SUNNYVALE, Calif., April 10, 2019 (GLOBE NEWSWIRE) -- **Ooma, Inc.**, a smart communications platform for businesses and consumers, today announced an expansion of its partner program for Ooma Enterprise, its Unified-Communications-as-a-Service (UCaaS) solution. The program now includes a white label offering that gives Ooma channel partners unprecedented control by allowing them to put their brand on the service, set pricing, own the customer lifecycle and leverage Ooma's tools to manage billing and tax collection.

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Ooma Enterprise (<https://www.ooma.com/enterprise-communications/>) is a highly customizable and **scalable UCaaS solution** for mid-size and larger businesses. Built on a distributed, highly reliable architecture with an API-first design, Ooma Enterprise provides custom app integrations, advanced call analytics, a contact center platform, and more.

The Ooma Enterprise white label program allows partners to:

- Deliver their own branded UCaaS offering
- Set customer pricing for the service
- Fully own customer relationships
- Bundle the white label offering with their other services to provide one quote and one bill to customers
- Deliver custom API-driven integrations
- Recognize full revenue instead of a residual commission stream
- Leave the back-end financial and regulatory complexity to Ooma, including billing, tax management and FCC compliance

As part of the expanded partner program, a new portal at <https://enterprise.ooma.com/> gives partners access to tools and assets to sell Ooma Enterprise. Highlights of the Ooma Business partner program include preferred value-added reseller (VAR) pricing; additional marketing opportunities specifically designed for the VAR channel; a dedicated sales training and partner support line; channel account managers to assist with larger deals and technical training; and an opportunity to sell the award-winning **Ooma Office** and **Ooma Enterprise** services.

“Ooma is giving me the flexibility I need to grow my business and build my brand,” said Glen Simon, president of Country Communications, an Ooma Enterprise partner in Toronto, Canada. “I can focus on providing the service my customers want instead of trying to force a ‘one-size-fits-all’ solution down their throats.”

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About Ooma, Inc.

Ooma (NYSE: OOMA) creates powerful connected experiences for businesses and consumers, delivered from its smart cloud-based SaaS platform. For businesses of all sizes, Ooma provides advanced voice and collaboration features that are flexible and scalable. For consumers, Ooma’s residential phone service provides PureVoice HD voice quality, advanced functionality and integration with mobile devices. Ooma’s groundbreaking smart security

solution delivers a full range of wireless security sensors and an intelligent video camera that make it easy for anyone to protect their home or business. Learn more at [www.ooma.com](http://www.ooma.com).

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A photo accompanying this announcement is available at

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Source: Ooma, Inc.