



# PARTNER PROGRAM PLAYBOOK

## *For Channel Partners*

The UScellular® Business Partner Program pays industry-leading upfront payouts and lifetime residuals on any device or equipment activated on the UScellular network. UScellular offers nationwide custom and low data plans, unlimited handset and connected device plans, as well as fast, reliable wireless internet service ideal for businesses ready for an affordable alternative.

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## WHAT'S NEW WITH UScellular's BUSINESS PARTNER PROGRAM?

If you haven't seen our interview from CVx Expo, feel free to watch the short clip below. CV TV sits down with Nick Gibbs, the Head of Channel Sales for UScellular to discuss the company's business partner program, risk-free failover, future prospects and more. This interview was recorded from the showroom floor of the CVxEXPO23 at the Talking Stick Resort in Scottsdale, A.Z.



### *Marketing Collaboration Guidelines*

TLDR: Please collaborate with marketing for co-sell solution launches and co-branded marketing materials.

Your ongoing support is invaluable, and we anticipate achieving even greater success in 2024. As we gear up for this year, we've outlined a concise guide on how to engage with our marketing team effectively.

#### **Marketing Review for Partner-Developed Materials:**

We aim to support your marketing initiatives to the fullest extent. If you've created co-branded materials, please send them to us before distribution. We like to review each piece to ensure brand guidelines, and will get back to you within 2 business days.

#### **Partner Requested Marketing Materials:**

In circumstances where you'd like our marketing support, please know that we love to collaborate with all of our partners! However, we are a small and mighty marketing team. Development of materials may take a few weeks, but we are committed to prioritizing each request efficiently. Your understanding is appreciated.

#### **Introducing New Co-Sell Solutions:**

Launching new co-sell solutions with the UScellular direct sales team is as easy as 1-2-3! To optimize the success of each launch, we kindly request your cooperation in the following steps:

1. If you have a new solution ready for launch, let us know, and we'll navigate it through our key stakeholders steering committee.
2. Once the launch is approved, collaborate with our marketing team to develop co-branded sales enablement and marketing materials. We have a specific set of items that are crucial for ensuring that a successful launch.
3. After the materials are developed and integrated into our internal tools, we will work with you to create a launch plan. While we don't share sales org charts, we have various launch tools that we can use to make sure the word gets out to our internal teams. You're encouraged to supplement our internal launch with approved materials on social media channels.

Please send requests and materials needing review to [bizindirectsupport@uscellular.com](mailto:bizindirectsupport@uscellular.com).

# UScellular® MAKES WINNING EASY

## *Choose Friction-Free Deals and Game-Changing Incentives*

Founded 40 years ago, UScellular® has grown to be the fourth-largest wireless carrier in the U.S. by keeping our focus on the communities where we live and work.

## **WHEN UScellular?**

### **Is Your Customer Looking for a Custom Data Plan?**

Unlike the other carriers that take weeks to create custom plans, we can turn around customized data plans for your customer within two business days.

### **Do Your Customers Have Digital Signage, Point-of-Sale or ATMs?**

Consider the high cost of internet. Connect your low-data applications with a reliable and affordable 1GB plan for only \$6/month.

### **Do Your Customers Rely on Continuous Coverage?**

You may already work with another carrier to provide your customers with a primary connection for their digital kiosks, digital signage, point-of-sale and ATMs. But what happens when that network goes down? UScellular protects businesses with failover, keeping customers connected and operations running smoothly.

#### **Nationwide Low-Data Plans**

**\$6/MO**  
for 1GB

**\$3.50/MO**  
for 500MB

## **WHY UScellular?**



### **Lifetime Residual Payments**

Receive monthly payments on all sell-alone activations



### **Game-Changing Incentives**

SPIFs that propel your teams to new levels



### **Friction-Free Selling**

If you find it, you sell it, you get paid



### **Quick Deal Approvals and Price Bids**

Within one business day

Price protection applies to the monthly recurring charge (MRC) for service plans existing as of May 6, 2022. MRC's are price protected through at least December 31, 2024.

UScellular offers you an unparalleled selling opportunity. Let's grow together. Contact [bizindirectsupport@uscellular.com](mailto:bizindirectsupport@uscellular.com) today.



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# START SAYING YES TO iPhones AND iPads

## *Grow Your Revenue with UScellular's Business Partner Program*

Frustrated by always saying “no” to Apple opportunities? You’re not alone. Becoming an Apple Authorized Reseller can be a tangled web of hoops, leaving even established VARs like you locked out. But what if you could sell iPads and iPhones without the authorization headache?

### *By Partnering with UScellular®:*

#### **Ditch the Authorization Abyss**

Skip the complex authorization process and start selling iPhones and iPads today. Our extensive inventory means the devices your customers crave are available immediately.

#### **Turn “No” into “Now”**

Don’t turn away another Apple inquiry. With UScellular, you can finally say “Yes!” to every iPhone and iPad request, expanding your portfolio and satisfying your customers.

#### **Make it Rain**

Every Apple device you activate on the UScellular network earns you both activation commission and lifetime residual payments.

#### **Lightning-Fast Deals**

Forget waiting weeks for quotes. UScellular delivers deal approvals within one business day. Close deals faster, keep customers happy and watch your sales soar.



**Expand your portfolio, close more deals, and earn more on every iPhone and iPad activation on UScellular's reliable network.**

Contact [bizindirectsupport@uscellular.com](mailto:bizindirectsupport@uscellular.com) today.



# SWITCH TO UScellular® AND PAY AS LITTLE AS \$20/MO

New line and eligible Unlimited Data handset plan required. Paid via monthly bill credits over 36 months. Credit approval required. Taxes, fees and additional terms apply.

UScellular® is making one of the best values in the market even better. With our improved unlimited mobility plans, you get more of what you need, all for a new lower price.

**For more information, contact:**



Every Plan, No Price Increase, Guaranteed.  
Whatever plan you have or choose, rest assured  
all UScellular® rate plans are price protected.

**Things we want you to know:** Business and Government customers on Standard, Premium or Ultimate Unlimited rate plans and new line with port-in required. Credit approval required. Device must be compatible with the UScellular network. Receive credit over 36 months based on plan: \$10.00 per month on Unlimited Data Standard, Premium or Ultimate Smartphone Plan. Credit starts within 2 bill cycles. Not available on subsidy plans. Changing plan may cause credits to cease. Limited time offer. Additional terms apply. See [UScellular.com/terms](https://www.uscellular.com/terms) for details including obligations to serve Kansas customers. Price protection applies to the monthly recurring charge (MRC) for service plans existing as of May 6, 2022. MRC's are price protected through at least December 31, 2024. ©2024 UScellular LBH-0369-1223





# SWITCH TO UScellular® AND PAY AS LITTLE AS \$15/MO

New line and eligible Unlimited Data tablet plan required. Paid via monthly bill credits over 36 months. Credit approval required. Taxes, fees and additional terms apply.

At UScellular® we've built a network that goes where others don't, because we know that's what matters to you. From business tablet plans to business internet, we have you covered.

**For more information, contact:**



Every Plan, No Price Increase, Guaranteed. Whatever plan you have or choose, rest assured all UScellular® rate plans are price protected.

**Things we want you to know:** Business and Government customers on Standard Unlimited rate plans and new line with port-in required. Credit approval required. Device must be compatible with the UScellular network. Receive credit over 36 months based on plan: \$5.00 per month on Unlimited Data Standard or Premium Tablet Plan. Credit starts within 2 bill cycles. Not available on subsidy plans. Changing plan may cause credits to cease. Limited time offer. Additional terms apply. See [UScellular.com/terms](https://www.uscellular.com/terms) for details including obligations to serve Kansas customers. Price protection applies to the monthly recurring charge (MRC) for service plans existing as of May 6, 2022. MRC's are price protected through at least December 31, 2024. ©2024 UScellular LBH-0369-1223



## IDENTIFYING AN OPPORTUNITY

*Listen for These Keywords to Identify an Opportunity*

### CONNECTIVITY

- UScellular
- 4G
- 5G
- 2nd SIM
- Cellular
- Connectivity
- Failover
- Fixed Wireless Access
- FWA
- Internet
- LTE
- Mobile
- Mobility
- VoLTE
- Wireless

### IoT SOLUTIONS

- Asset Tracking
- ATM
- Digital Kiosk
- Digital Signage
- Electronic logging device (ELD)
- Fleet
- Geofencing
- GPS Tracking
- IoT
- M2M
- Point-of-Sale
- Remote Monitoring
- SD-WAN/WAN
- Telematics

### DEVICE OEMS

- Apple
- Arlo
- Cradlepoint
- Dell
- Digi
- Geotab
- Google
- InHand
- Inseego
- Kyocera
- Lenova
- Microsoft
- Motorola
- MultiTech
- PepLink
- Samsung
- Sierra

### DEVICES & EQUIPMENT

- Cell Phone/ Smartphone
- Chromebook
- Connected Device
- Feature Phone
- Handset
- Hardware
- Hotspot
- IoT
- Laptop
- M2M
- Modem
- Notebook
- Router
- Rugged Phone
- Security Camera
- Tablet



## SIM CARDS

When entering an order for equipment, it may be helpful to know which SIM card to order. Feel free to contact us with any questions



Used for 5G Handsets and  
TOPS certified 5G Tablets



Used for LTE Handsets and  
TOPS certified LTE Tablets



Used for IOT devices and  
CHQ certified LTE Tablets

### Additional Selling Resources:

- [Partner Portal](#)
- [Coverage Map](#)
- [Deal Registration](#)
- [BYOD Device Compatibility](#)
- [List of Certified Devices](#)
- Zip Code List of our Footprint Available Upon Request

Have additional questions? Let us help. Contact Nick Gibbs ([nicholas.gibbs@uscellular.com](mailto:nicholas.gibbs@uscellular.com)) or Carla Liberty ([carla.liberty@uscellular.com](mailto:carla.liberty@uscellular.com)).





## LOW-DATA PLANS

*Empowering Businesses with Budget-Friendly Plans*

Small business owners like you understand the importance of keeping operations running smoothly. Low-data plans serve as a crucial asset, allowing you to seamlessly incorporate digital signage, kiosks, point-of-sale, and ATMs into your operations without hefty data expenses. It's a pragmatic approach that also enhances your customers' experience and streamlines transactions, all while adhering to budget constraints.

### *How Will You Use Low-Data Plans?*



Point-of-Sale



Digital Signage



Digital Kiosk



ATM

### *With Cellular Failover from UScellular®:*

- Stay reliably connected with backup when the primary connection fails
- Prevent drawn-out downtimes that can impact your sales and revenue
- Have peace of mind that crucial business operations won't be interrupted

**NATIONWIDE PLANS ON  
UScellular's RELIABLE NETWORK**

**\$6/MO**

for 1GB

**\$3.50/MO**

for 500MB

This plan includes 500 MB/mo/line of data. There is a second plan of \$6/month for 1GB/mo/line of data available. If usage exceeds that allowance, blocks of 1 MB will be automatically added to your account for an additional charge at the prorated rate of \$6/GB mo per block.



# RISK-FREE FAILOVER INTERNET

*The Reliable Choice to Protect Your Business from Outages*

Business owners know that slow internet and outages can result in lost sales and productivity—and annoyed customers. That’s why UScellular® delivers the ability to seamlessly switch to our wireless internet when your wired connections fail, with flexible plan options that won’t break your budget.

## Why UScellular® Business Internet

### FAST AND RELIABLE

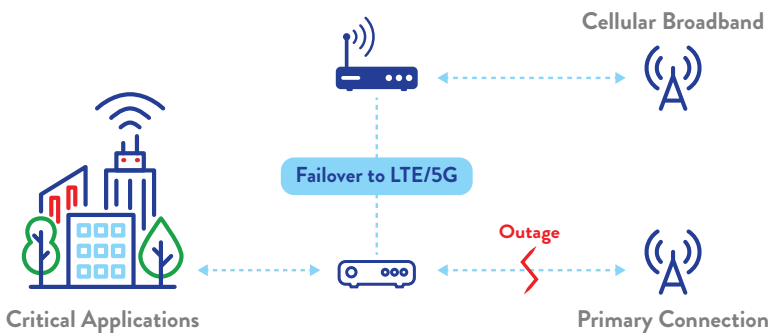
Keep your business moving forward with reliable failover internet, backed by our fast 5G network

### AFFORDABLE

Stretch your budget with prices starting at just \$15/mo for 1GB of reliable failover internet.

### FLEXIBLE

Switch to the unlimited data option only on the months you need it and avoid the overage fees you get from using other vendors’ failover.



RISK-FREE FAILOVER WITH FLEXIBILITY

**\$15/MO**

Optional Price Protection

**UNLIMITED**

Need more than 1 GB of failover in a month? Pay just \$6/GB and no more than \$90/mo. When that bill cycle ends, automatically revert to \$15/mo.<sup>1</sup>

**For more information, contact:**

### How Will You Use Risk-Free Failover?



Voice Over IP



Credit Card Verification



eMail



File Transfer



Video Conference



Cloud Time Tracking

### Critical Use Cases by Industry

#### Construction

- Workforce Training/eLearning
- Remote Video Surveillance
- Cloud Project Management/Estimating

#### Transportation

- Cloud Logistics/Fleet Management
- Software

#### Retail

- eCommerce
- Cloud Digital Signage

#### Healthcare

- Video Consultations
- Patient Monitoring
- Electronic Medical/Health Records
- Practice Management/Billing

#### Manufacturing

- Cloud ERP
- Cloud MES
- Cloud Supply Chain Management

#### Hospitality

- Cloud Booking/Reservation (CRS)
- Online Ordering
- Back of House (kitchen/inventory)

#### Professional Services

- Cloud Practice Management
- Cloud Client Implementations

### Business Internet

Get fast, secure internet your business can rely on for only \$50 per month. UScellular delivers internet over a wireless 5G network to keep you connected virtually everywhere you do business.

Learn More about **UScellular Business internet** solutions with built-in price protection.

Things we want you to know: \*For optional Unlimited Data plan, pay just \$6/GB and no more than \$90/mo. When that bill cycle ends, automatically revert to original monthly charge. Subscribers using over 100GB data in a bill cycle may have speeds reduced to 3mbps. Additional terms apply. See [UScellular.com/terms](https://www.uscellular.com/terms) for details including obligations to serve Kansas customers. ©2024 UScellular LBH-0369-1223

For more information, contact:





# UScellular® BUSINESS INTERNET

*Secure, Affordable Internet Your Business Can Rely On*

UScellular® is your fast, reliable choice for business connectivity, and now it's also your best choice for affordable business internet. We deliver internet over a wireless 5G network to keep you connected virtually everywhere you do business.

## *Why UScellular Business Internet*

### **FAST AND RELIABLE**

Keep your business moving forward with internet you can depend on, backed by our fast 5G network.

### **AFFORDABLE**

Stretch your budget with prices starting at just \$50/mo for unlimited data<sup>1</sup> with no price increases, guaranteed.<sup>3</sup>

### **FLEXIBLE**

Choose from a range of devices, including enterprise-class Cradlepoint routers and adapters, or bring your own certified device.

### **EASY**

Quickly connect with an out-of-the-box setup that's easy to self-install.

### **A BUSINESS PLAN SUITED FOR YOU, WITH NO ANNUAL SERVICE CONTRACT**

Priced from

**\$50/MO**

*UScellular Business Internet plan provides you:*

- Unlimited data
- Speeds of up to 50Mbps



### **COVERAGE**

From the office to the backwoods, connect wherever business takes you.

## How Will You Use UScellular Business Internet?



### BRANCH OFFICE

Stay connected to corporate resources and work productively from branch locations.



### HOME OFFICE

Give employees the flexibility they want and the reliable internet they need to get work done from home.



### POINT-OF-SALE

Never lose a sale when you use dependable internet that you and your customers can rely on.



### JOB SITES

Access your cloud-based project management software, images and plans on construction job sites.



### POP-UP LOCATIONS

Easily set up digital signage, point-of-sale systems and more so you can focus on building buzz for your business.

## Need an Affordable Alternative Where You Do Business?

**Rural:** Connect locations where other internet options are limited

**Day One:** Quickly connect new locations without waiting for expensive fiber

## Backup Your Business with Failover Internet for \$15/mo

Enjoy peace of mind knowing that if your primary internet fails or is overwhelmed, your businesses won't be disrupted, and backup internet costs won't break your budget.

**For \$15/mo, businesses get 1 GB of reliable failover service when you switch to UScellular.**

Learn more about [UScellular Failover internet solutions](#) with built-in price protection.

**Things we want you to know:** <sup>1</sup> Availability varies and speeds shown may not be available at all service addresses. During times of congestion, data may be temporarily slowed. Services available with stationary device on UScellular network only. Heavy users may see speed capped at 1.5Mbps after 300GB of monthly data use.

<sup>2</sup> Price protection applies to the monthly recurring charge (MRC) for service plans existing as of May 6, 2022. MRC's are price protected through at least December 31, 2023. Offer valid for a limited time.

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**For more information, contact:**







# UNLIMITED PLANS

## THAT COST LESS AND DO MORE

UScellular® offers unlimited plans designed to deliver what your business needs at prices you deserve. Choose the perfect combination of affordability and capability to match your goals.

Handsets	Business Ultimate	Business Premium	Business Standard
	\$40	\$35	\$30
	Get the fastest speeds and the most hotspot data when you need to do it all	Do more on the go with additional hotspot data and premium network access	Get connected with Unlimited Data, Talk and Text powered by 5G at no extra charge
<b>Premium Network Access<sup>1</sup></b> Keep fast data speeds when the network is busy	Unlimited <i>Do more than ever on the go</i>	100 GB	—
<b>Mobile Hotspot</b> Work from anywhere with a fast, reliable connection	Unlimited <i>Throttles at 1.5 mbps after 100GB</i>	Unlimited <i>Throttles at 1.5 mbps after 50GB</i>	5GB <i>Throttles at 300 kbps</i>
<b>Mobile Device Management (MDM)</b> Boost productivity and protect your mobile workforce	✓	✓	—
<b>AI-powered Managed Detection and Response</b> Identify and stop threats like phishing and more	✓	✓	—
<b>Call Filter</b> Screen and automatically block incoming spam calls	Advanced Call Filtering <i>Powered by Call Guardian Premium</i>	Advanced Call Filtering <i>Powered by Call Guardian Premium</i>	Automatic Call Network Blocking and Identification
<b>Video Streaming</b>	1080p	720p	480p



Connected Devices	Business Ultimate Hotspot	Business Premium Tablet	Business Standard Tablet
	\$45	\$30	\$20
<b>Premium Network Access</b> Keep fast data speeds when the network gets busy	25 GB	25 GB	
<b>Video Streaming</b> Stream clear video during web conferencing	4K available on 5G	1080p	480p
<b>Heavy User Policy</b> Subscribers with high data use are throttled	100GB <i>Throttles to 1 mbps</i>	100GB <i>Throttles to 1 mbps</i>	100GB <i>Throttles to 1 mbps</i>
<b>Mobile Hotspot</b> Work from anywhere with a fast, reliable connection	Unlimited	Unlimited <i>Throttles at 25GB to 1.5 mbps</i>	Unlimited <i>Throttles at 2GB to 1.5 mbps</i>
<b>Devices Supported</b>	Hotspots Chromebooks Laptops*	Tablets	Tablets only

\*Depends on device classification and certification

**For more information, contact:**

**Legal Disclaimer:**

<sup>1</sup> During times of congestion, data may be temporarily slowed. Once each subscriber reaches the plan's Premium Network Access limit in a bill cycle, data may be temporarily slowed further.

**Things we want you to know:** 5G capable device required to experience 5G. 5G coverage not available in all areas. See coverage map for details. During times of congestion, data may be temporarily slowed. Connected devices and Machine to Machine (M2M) devices are not included. Pricing is per line. Credit approval required. See [uscellular.com](https://uscellular.com) for additional terms. If you would like to learn more about UScellular's Mobile Broadband and Open Internet Practices, they can be found at [uscellular.com/legal](https://uscellular.com/legal). Prices, plans and terms are subject to change without notice. Limitations, exclusions and additional terms apply. Contact a Business Solutions Expert for additional details at [uscellular.com/business/contact](https://uscellular.com/business/contact). ©2024 UScellular LBH-0369-1223

