

AGENT OR RESELLER

Two Paths to Success



The distinction between a reseller and an agent is significant. Resellers bill their customers directly for the services provided by ClearlyIP and have greater compliance responsibilities, while agents receive commission as sellers of ClearlyIP's services and are not responsible for billing.

New Managed Service Providers (MSPs) and other entities looking to implement business voice solutions for their customers need to understand the responsibilities that come with either role and choose the right path for them. In either case, ClearlyIP is the right choice, and we're poised to provide the support you need to succeed.

The Agent Relationship

An agent relationship can be very straightforward for the MSP. The MSP bills its customers for the time it takes to design and implement the ClearlyIP cloud or trunking service. Of course, ClearlyIP is there to help with configuration as needed. Everything else, including billing the customer for telecommunication services, complying with federal regulations, and paying telecom taxes, is handled by ClearlyIP. On top of that, the agent receives evergreen commission payments from ClearlyIP for the customer's monthly recurring services and additional call usage.

The Reseller Relationship

Resellers, on the other hand, are telecommunications service providers by federal law and have more responsibility. A reseller receives discounted services from ClearlyIP and then bills their customer for those services at whatever rate they choose. As a telecommunications service provider, a reseller is also responsible for meeting federal USF and tax requirements, state USF and tax requirements, local tax requirements, Robocall Mitigation Fillings and **complying with Stir/Shaken as defined by the TRACED Act.**

Several services can help with telecommunications taxes, and ClearlyIP can help with Traced Act compliance.

Which option is best for you depends on your goals as an MSP. ClearlyIP is here to support your choice while providing best-in-class communication services to your customers.

Minimum Requirements for Resellers

1. Work with the National Exchange Carrier Association (NECA) to get an Operating Company Number (OCN.)
2. Collect USF charges and file a USF Form 499. There are minimums for carrier pay-ins for USF funds, but there are no minimums for a carrier reporting of USF funds.
3. Rate and collect all State, County and Local Taxes and Fees and 911 surcharges.
4. Have a Robocall Mitigation Plan and filed with the FCC
5. Work with iConnectiv to secure a Service Provider Code token. This token represents your validated credentials as a service provider.
6. Work with an approved Certificate Authority (CA) to get a digital certificate based on your token. This certificate is used to sign/attest calls originated by your customers.

ClearlyIP has built reseller signing support directly into our trunking and ClearlyCloud UCaaS platforms. We will sign calls originating from a reseller's customers using the reseller's certificate.