



Interswitch  
**Independent  
Software  
Vendor**

# The value of the Interswitch Independent Software Vendor Partnership

An Independent Software Vendor identifies those who sell and repeatedly support their own products, with Interswitch products embedded via add-ons and extensions. Segmented into tiers\*.

An Independent Software Vendor (ISV) Partner earns fees and commissions for their efforts. This type of partner requires a good understanding of markets and technology trends in order to successfully leverage Interswitch's innovations and technology to position and sell their solutions. ISV Partners are part of a network of global solution providers and have the opportunity to be aligned with well-known brands through Interswitch.

Our Independent Software Vendor Partner program is designed to help build a strong portfolio of business-friendly software solutions and applications, while giving the ability to offer a complementary suite of services to support the products you develop. This way, a selection of quality Intellectual Properties is available for access to markets through which the product portfolio will be monetized.

Being an Interswitch Independent Software

Vendor Partner opens new doors to a vast marketplace of complementary solutions within a carefully managed developer-ecosystem.

We understand the needs of Independent Software Vendors and we work with them to make it happen, whether operating as a small team of developers or an established firm with many years of business operations, we have room for you.

Our partners enjoy access to new markets and customers, as well as our marketing support and brand associations.



“ The ability to offer Interswitch Digital Payments related services which you can adopt, adapt & integrate into your existing products while retaining client control and making good money, is what differentiates the ISV Partner program from all others ”

- Francis Chukwunyem  
Chief Software Architect, Interswitch Group

\*Tier 1: Premium, Tier 2: Classic+ and Tier 3: Classic.

# Our Footprint Across Africa



...enabling our partners play big.

HEADQUARTERS

PHYSICAL PRESENCE

PRODUCT SALES

## DEVELOPMENT SUPPORT

Partners get extensive support for Toolkits like SDKs, APIs, Extensive documentation, Technical liaison teams, Sandbox environment and self-provisioning tools to successfully integrate Interswitch's innovations and technology to their solutions and applications.

## EARNING OPTIONS

From simple to exciting finder's fees, from bigger to juicier slices like commissions and term earning options like recurrent transaction fees, we have an array of options to make deploying Intellectual Property (IP) with Interswitch a very profitable proposition.

## SOLUTIONS THAT ATTRACT THE RIGHT TYPE OF CUSTOMERS

We understand that as Independent Software Vendors, building stacks and debugging codes can be tedious, we therefore provide partners with an array of products to pull the right type of customers.

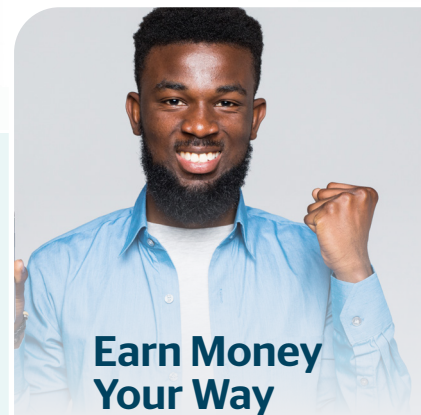
***You have a right to profit from your Intellectual Property (IP)***

## Benefits Enjoyed By The Independent Software Vendor

Independent Software Vendors have access to:

- Multiple revenue from several earning options: we provide fees and commissions
- An avenue to attract more customers, gain wider business opportunities and coverage
- A network of viable Channel Partners
- A rich portfolio of industry leading-solutions and products that are in high demand
- A well-known and trusted brand, recognizable by merchants, businesses and customers alike
- Marketing engagement and support with lead generation\*
- Extensive training
- World-class customer support set up to resolve issues while you concentrate on your business
- Partner locator feature

*\* Terms and conditions apply*



## Earn Money Your Way

As an Interswitch Channel Partner you can earn money through:

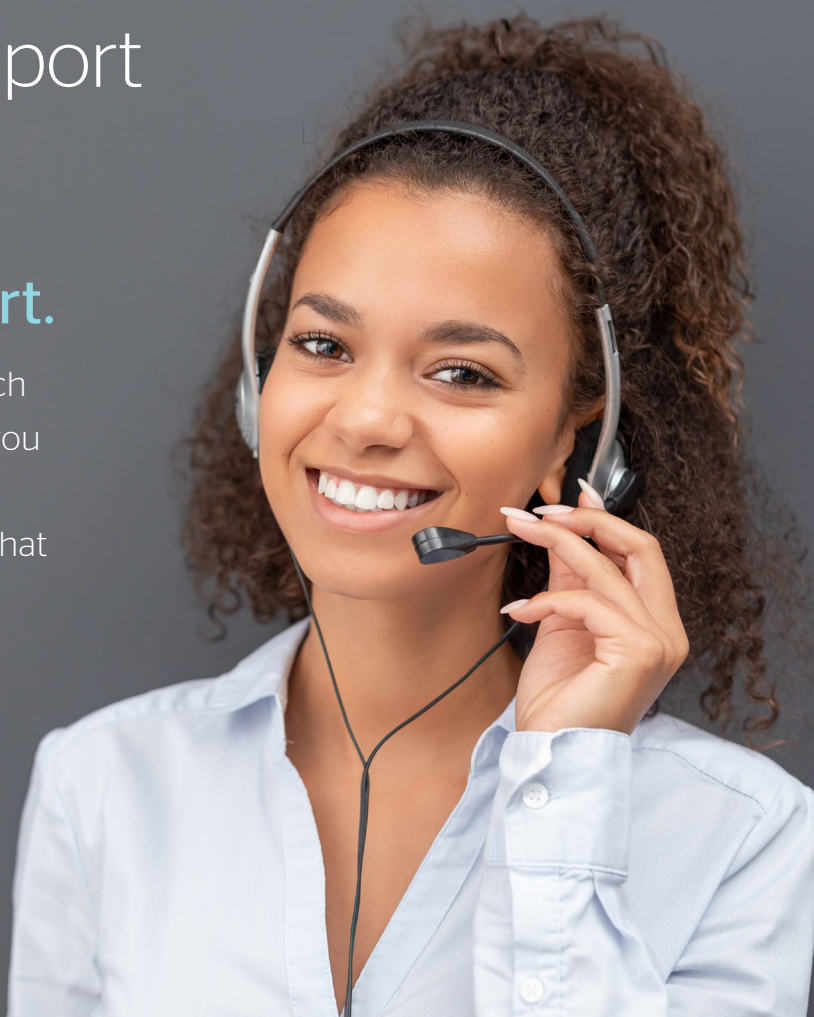
- **Commissions:**  
Earned on sale of Interswitch Solutions
- **Recurring Fees:**  
Transaction revenue on an ongoing basis subject to applicable terms and conditions.
- **Referral Fees:**  
You bring the customers, we do the pursuit, you earn the referral fees.

# World-class Customer Service & Support

**It's simple.**

**You sell, we support.**

When you become an Interswitch Independent Software Vendor, you are backed with a highly trained technical support organisation that takes on the hassle of providing support to your customers, allowing you to focus on what you do best - sell solutions!



## Sales & Marketing Support

### Sales:

- Access to sales tools
- Pre-designed sales collateral
- Pre-sales support
- Special projects pursuit
- Partner portal

### Marketing:

- Support with lead generation campaigns
- Marketing content & collateral
- Co-branding and joint marketing
- Bespoke guidance on content and collateral creation
- Market Development Fund (MDF)\*

*\* Terms and conditions apply*

## Partner Development

# Key Differentiation

Interswitch commits significant investment to the development of our Channel Partners. Extensive training resources are available as virtual or face-to-face workshops and certifications that equip partners with the skills required to succeed in the electronic payments and the digital transformation space in general.

The following types of training opportunities are available to Interswitch Channel Partners:

- Business Skills.
- Sales & Customer Engagement.
- Technical Skills.
- Coaching & Handholding.
- Customer Support.

### Training and Learning Pathways

#### Product Training

- Technical
- Sales
- Pre-sales

#### Certifications

- Product
- Sales
- Technical



# Steps To Partnership



## Succeeding Together

STEP  
7

We activate the plan. Your success is our success. Our Partner Account Managers carry out periodic check-ins and deploy resources to help you achieve the plans you have for your business and our partnership.

## Onboarding

STEP  
6

Work with our expert dedicated team to bring you into the Interswitch Channel Partner Program. This will include training, business plan development and other resources to get you up and running quickly to achieve the desired business aspirations.

## Legal Agreement

STEP  
5

Once step 4 is completed satisfactorily, we sign an agreement to cement our partnership.

## Profiling & Due Diligence

STEP  
4

Both parties conduct due diligence based on the information provided. This process includes the mandatory Know-Your-Customer (KYC) checks necessary for companies operating in the digital/electronics payments fields.

## Solution Requirement Validation

STEP  
3

The formal application step starts when you fill out and submit an application form indicating your intention to join our global network of successful entrepreneurs and organisations doing business with Interswitch. This will provide us with the primary set of information to start performing due diligence.

## Required Solution

STEP  
2

This is where the prospective partner chooses which solution works best for their business.

## Expression of interest

STEP  
1

Establishing a business partnership begins with a show of interest from either party. This can come from the prospective partner or Interswitch. The partner would identify which of the partnership types would be the best fit for their business structure and objectives.

## We Value the Human Touch

■ Dedicated Relationship Managers ■ Partner Account Managers ■ Executives that are accessible

# Contact Us Today



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