

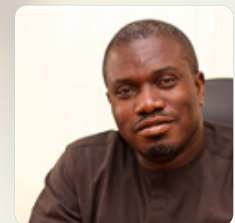


Interswitch
**Reseller
Partner**

www.interswitchgroup.com/partner



The value of the Interswitch Reseller Partnership



“The Interswitch Reseller Partnership is a partnership that is easy to join and pays quickly.”

***- Jonah Adams
DCEO, Industry Vertical Solutions,
Interswitch Group***

Interswitch Reseller Partners are mostly merchants who sell and may provide first level customer support. Segmented tiers* apply.

A Reseller partnership has the lowest barrier to entry. To start, you make low investments, primarily in Sales & Marketing Capability, and start earning commissions very quickly. Interswitch Reseller Partners join a network of Digital Payments Service providers serving clients in multiple industries.

Interswitch Reseller Partners enjoy a great deal of marketing and sales support to help them set up, onboard and execute plans jointly created to make them successful. This is made possible by each partner's existing or potential footprints in a targeted industry, market or geography. Our Reseller Partners harness a high volume of business relationships and enjoy access to decision makers in Interswitch.

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

Our Footprint Across Africa



...enabling our partners play big.

HEADQUARTERS

PHYSICAL PRESENCE

PRODUCT SALES

Reseller Partners:

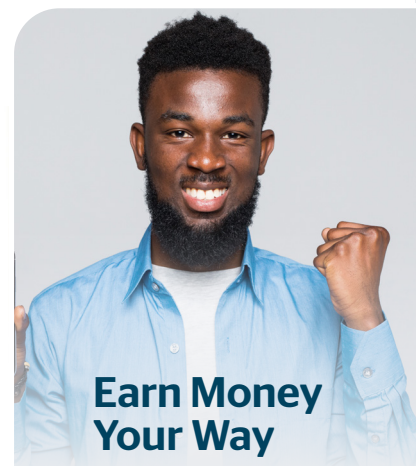
- are already successful at selling complimentary solutions or may just be starting off and wish to make an initial investment in the digital payments space.
- are active in at least one major geographic area or industry segment, or both.
- are registered businesses and authorized to trade legally in their country or region.
- have demonstrable direct relationships with customers and decision makers.

Benefits Enjoyed By The Reseller Partner

Reseller Partners 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, recognisable 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.



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*

World-class Customer Service & Support

It's simple. You sell, we support.

When you become an Interswitch Reseller Partner, 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!



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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