



Interswitch
**Solution
Developer
Partner**

www.interswitchgroup.com/partner

The value of the Interswitch Solution Developer Partnership

An Interswitch Solution Developer Partner refers to companies who develop, sell and possibly support bespoke solutions containing Interswitch products. Segmented tiers* apply.

Our Solution Developer Partners have access to a large portfolio of vendors and products in order to offer a range of bespoke services to customers. With a basic understanding of technology, the Solution Developer can enjoy advanced technical support from the channel partner ecosystem and start earning commissions quickly. This type of partner creates a comprehensive offering for customers and so benefit from the support and knowledge from Interswitch in order to provide optimal service based on customer requirements.

We offer other strategic business support to help them better serve the market where they design, customize or integrate multiple solutions. These include business applications, hardware, middleware and communications into a cohesive working line-of-business applications in service of their clients.

This program helps Solution Developers monetize their expertise by offering multiple options to earn additional revenue by integrating or embedding Interswitch payment solutions into their bespoke solutions.

Solution Developers have long enjoyed a special position with Interswitch due to the value they bring to the table and the support they gain by working with Interswitch.

The best Solution Developers in the field looking for the best ways to enable their clients business with digital payment solutions turn to Interswitch and leverage our simplified integration tools, support, and secure test platforms to make their work easy.



Interswitch Solution Developer Partners enjoy a great deal of marketing and sales support with dedicated Partner Account Managers (PAM) who help them setup, onboard and continue to execute plans jointly created to make them successful. This is made possible by each partner's footprints in a targeted industry, market or geography. Solution Developer Partners usually bring some technical knowledge, a wealth of business relationships and access to decision makers into the partnership.

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



“Your partnership with Interswitch does not only help us focus on creating technologies that solve practical problems, but you also make money from these technologies.”

- Babafemi Ogungbamila
Chief Information Officer

Our Footprint Across Africa



...enabling our partners play big.

HEADQUARTERS

PHYSICAL PRESENCE

PRODUCT SALES

Benefits To The Partner

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*



Unique Benefits

Solution Developer Partners have access to:

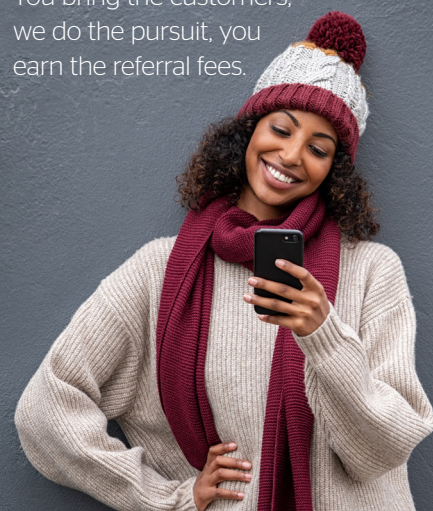
- Multiple revenue from several earning options: we provide fees and commissions
- An avenue to attract more customers, gain wider business opportunities and coverage
- A network of viable Channel Partners
- A rich portfolio of industry leading solutions and products that are in high demand
- A well-known 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

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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 Solution Developer 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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