



Interswitch  
**Strategic  
Partner**

# The value of the Interswitch Strategic Partnership

Interswitch Strategic Partners are new market facilitators, who will be tasked to influence and help open new markets. Segmented tiers\* apply.

A Strategic Partner uses alliances and influence to drive expansion into foreign markets. This type of partner makes referrals and provides Interswitch with information needed to penetrate new markets easily.

As a Strategic Partner, you enjoy exclusive and often early access to Interswitch technologies and solutions at a level not commonly enjoyed by others. You will also have a vast portfolio of customers and solutions, ensuring that you earn revenue and make profit in a way that Interswitch becomes a substantial contributor to your growth and bottom line.

We bring our full capability to bear on this relationship and we ensure a win-win partnership for your organization and for ours. This partnership is only open to organisations who have presence in other countries and are able to provide access to in-country markets and relationships.

Interswitch Strategic Partners enjoy access to our senior management and the leadership of our Channel Partner network, while we open our product development infrastructure for collaborative development work. The partners provide access to their international network and markets to make the partnership successful.



*“Interswitch and her strategic partners enjoy extensive business alignment forged out of a strong sense of common purpose, demonstrated by our co-created business plans, and joint market investments that drive business success.”*

*- Romana Rajput  
Country General Manager, Interswitch Kenya*

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

# Our Footprint Across Africa



...enabling our partners play big.

HEADQUARTERS

PHYSICAL PRESENCE

PRODUCT SALES



## Benefits To The Partner

### Strategic 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*



## 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)\*

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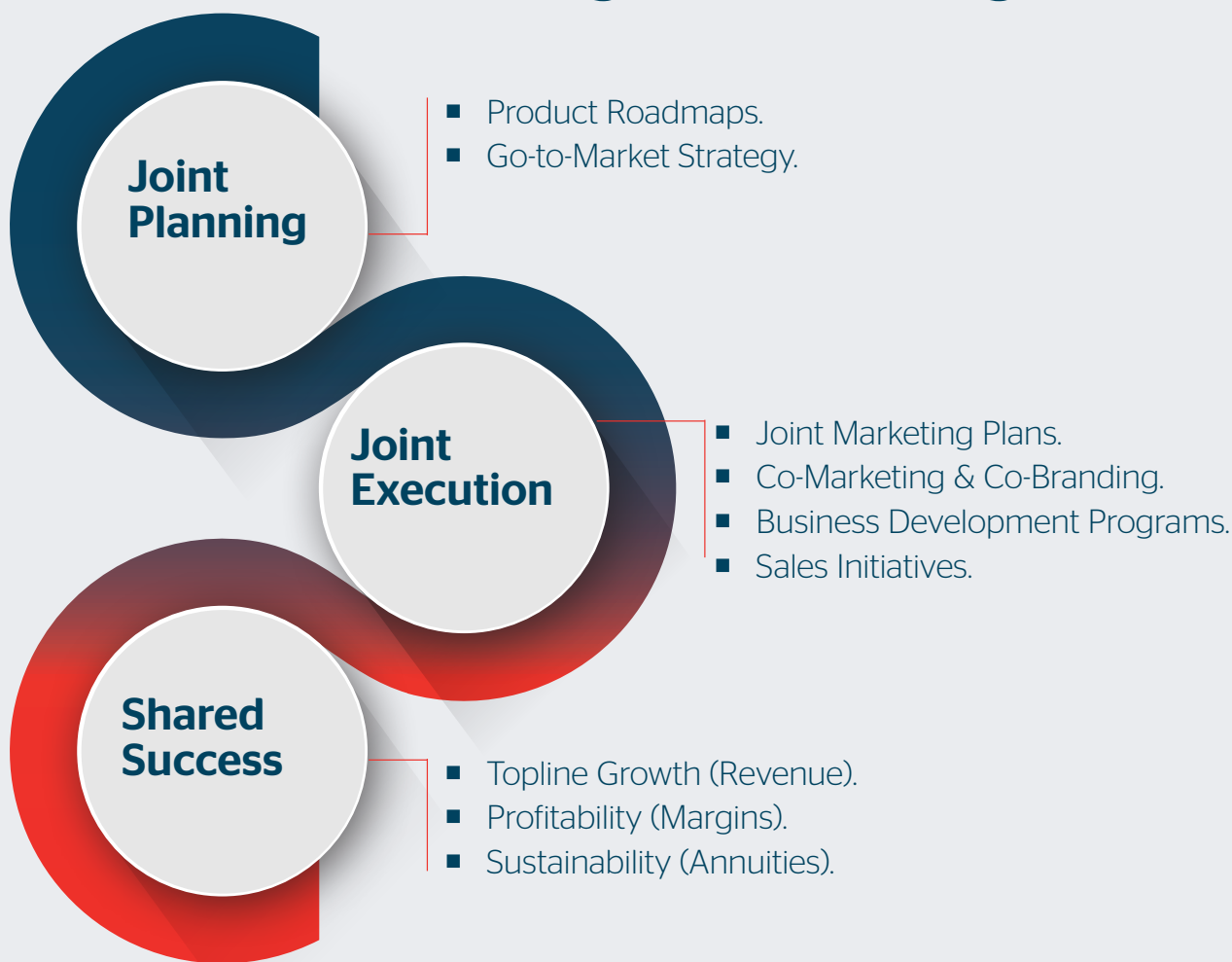
## Earn Money Your Way

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.



## Strategic Means Strategic



## World-class Customer Service & Support

**It's simple.** You influence the market, we support.

When you become an Interswitch Strategic 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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