



The value of an
**Interswitch
Partnership**

www.interswitchgroup.com/partner

TABLE OF CONTENTS

Payments: The New Gold	03
About The Interswitch Channel Partner Program	04
Opportunities For Partners	05
Opportunities By Key Industries	05
What You Gain With An Interswitch Partnership	06
Partner Types	08
Which Partnership Is Best For Me	10
Partner Types & Benefits Summary Table	11
Partner Development: A Key Differentiation	12
Steps To Signing Up To The Channel Partner Program	13
About Interswitch	14
Interswitch & The Community.	15

A black payment terminal with a screen and a numeric keypad is shown next to a black Verve credit card. The card has the number 5061 0011 2345 678902 and the name WU/NO/AB/BAKAR. The background is a dark, textured surface.

Payments The New Gold

Africa is evolving; her development and potential are evidenced by recent economic and demographic data which demonstrate the rapid growth in the vibrant continent.

Further accelerating this growth are recent innovations in electronic payments as well as the adoption of digital payments. These have further broken down the barriers to business expansion, with e-commerce being a major beneficiary of this trend.



About the **Interswitch** Channel Partner Program

Working with partners has been part of our DNA at Interswitch since inception.

Over a decade ago, we started partnership programs in the Financial Services Industry (FSI), helping banks and corporate organizations establish electronic business and alternative payment channels.

Today, the portfolio of an average partner within the industry involves more than 5 mainstream products and the solutions we have created for them continues to help them compete and win market share with huge top-line and bottom-line growth to show for it.



Opportunities For Partners

Multiple streams of revenue and profit

- Earnings from e-payment transactions serve as a secondary source of revenue.
- Corporate customers are comfortable with Interswitch Partners.

Opportunities By Key Industries

These are some of the industries where Interswitch Partners are most successful:

- Financial Services
- Education
- Telcos
- Hospitality
- Entertainment
- Retail & Ecommerce
- Public Sector

“Interswitch deploys advanced marketing infrastructure and strategic brand assets to support partners’ business growth. From co – branding initiatives to market development funds and access to profitable segments and target audiences. We ensure our partners get the best support to successfully bring their products and services to a wider market. ”

- Cherry Eromosele
Chief Marketing Officer





What you gain with an Interswitch Partnership

Partnering with Interswitch, you are not only joining a company; you are joining an innovative and forward looking team. You also become a member of our Partner Platform Community.

A partnership with Interswitch enables tremendous value-creation, positively impacting the entire industry, with a ripple effect on financial inclusion and transparency. Interswitch's broad network and robust payment platforms enable digital payment expansion across Africa, given our pivotal role in the development of an enduring payment ecosystem.

Interswitch Partners have access to:

- Multiple Revenue Streams
- Wider Markets
- Improved Profitability
- Industry Intelligence
- Assistance From Technical Experts
- Brand Association
- Interswitch's Market Development Fund (MDF)*
- Partner Portal
- Interswitch Events
- Co-branding And Joint Marketing
- Training
- Support
- Partner Locator Feature



The Financial Inclusion Story.

Interswitch Financial Inclusion Services Limited (IFIS) is the division of the Interswitch group, which has the responsibility of making financial services more inclusive especially to the unbanked population of Nigeria.

In response to the concern that the majority of Nigerians are either under banked or unbanked, the division was set up to drive inclusion through nationwide deployment of agent networks known as Paypoint Agents. The Paypoint agents carry out financial services in their neighbourhood on behalf of Interswitch.

Partner Types

RESELLER PARTNER

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.



TECHNICAL SERVICE PARTNER

Interswitch Technical Service Partners provide technical services to customers and Channel Partners in the Interswitch ecosystem. Segmented tiers* apply.

The Technical Service Partners collaborate with Interswitch by providing their technical skills and expertise through the Interswitch's Channel Partner network. Technical Service Partners enjoy access to trainings, certifications and increased earning potential, serving a wide range of clients in multiple industries.



STRATEGIC PARTNER

Interswitch Strategic Partners are new market facilitators.

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.



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

INDEPENDENT SOFTWARE VENDOR PARTNER

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

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.



SOLUTION DEVELOPER PARTNER

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



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

Which Partnership Is Best For Me?

Requirements	Reseller Partner	Independent Software Vendor Partner	Solution Developer Partner	Technical Service Partner	Strategic Partner
Integration Capabilities	Not Required	Required	Required	Required	Not Required
Sales Team	1 Trained Resource	2 Trained Resources	2 Trained Resources	2 Trained Resources	Not Required
Marketing*	1 Trained Resource	1 Trained Resource	1 Trained Resource	1 Trained Resource	Not Required
1st Level Technical Support	First Level	2 Trained Resources	2 Trained Resources	2 Trained Resources	Not Required
Customer Service Desk	Not Required	Required	Required	Required	Not Required

**Subject to Terms and Conditions*

Partner Types & Benefits Summary Table

Partnership Type		Reseller Partner	Independent Software Vendor Partner	Solution Developer Partner	Technical Service Partner	Strategic Partner (International only)
Financial	Fees	✓	✓	✓	✓	✓
	Commissions	✓	✓	✓	✓	✓
	Recurrent	✓	✓	✓	✓	✓
Sales	Tools	✓	✓	✓	✓	✓
	Dedicated AMs (Premier Category Only)	✓	✓	✓	✓	✓
	Sales Support	✓	✓	✓	✓	✓
Marketing Support	Collateral	✓	✓	✓	✓	✓
	Co-branding & Marketing (select tiers only)	✓	✓	✓	✓	
	Leads	✓	✓	✓	✓	✓
Technical Support And Dedicated PAM	Customer Service Desk	✓	✓	✓	✓	
	Implementation Support	✓	✓	✓	✓	
Training And Certification		✓	✓	✓	✓	
Developer Support			✓	✓	✓	

**Terms and conditions apply*

Definition of Partner Benefits

- Fees
- Commissions
- Developer Support
- Training
- Marketing Support
- Partner Portal Access
- Co-Marketing
- Sales Support
- Sales Collateral

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.



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.





About Interswitch

Interswitch is Nigeria's leading technology-driven payment innovation company, helping to shape the payments ecosystem across the growing e-commerce sector in Africa.

An Africa-focused integrated electronic payments and commerce company that facilitates the electronic circulation of money and the exchange of value between individuals and organizations on a timely and consistent basis, Interswitch provides technology integration, payment infrastructure and transaction processing, as well as advisory services across multiple channels to organizations across various sectors.

With active presence in over five countries across the continent, we have continued to connect East and West Africa with an unequalled network of more than 100 financial institutions. Our strong competence in providing secure and continuously available financial technology/ infrastructure solutions and services positions Interswitch to help customers and partners reduce costs, increase revenues, tighten transaction security, expand product offerings, and improve service levels on technology.



Interswitch And The Community

For Interswitch, the concept of Corporate Social Responsibility (CSR) has greater significance than merely giving back or doing good, it is a strategy for driving impact, both business and social. We have therefore gone beyond Corporate Philanthropy to Value Creation.

Our goal is aptly summarized in our CSR statement- we will work to expand the boundaries of technology in Africa, by enabling indigenous development and facilitating innovative economic and social solutions which create sustainable value. This is firmly in line with our broader organizational strategy that aims to create sustainable, long-term value for all stakeholders, leading to widespread economic, social, and environmental growth.

Our CSR strategy aims to promote and enable talent and innovation that advances Africa's growth. To achieve this, Interswitch has committed its social investments to building stronger and sustainable African communities, by enabling and providing pathways for talent and innovation to thrive.

To Achieve This, Our CSR Strategic Pillars Focuses On 3 Broad Areas:



Entrepreneurship

Leveraging our Fintech leadership, expertise and resources, we will commit investments to growing the fintech industry in Africa. We will do this by powering unique talents and innovative ideas.



STEM

Interswitch will support and improve the quality, interest, and adoption of STEM education in Africa. With STEM application powering and transforming societies/economies,



Leadership

One of the most powerful ways for the younger generation to understand and experience the type of leadership and commitment required to grow their communities is by volunteering.



Our Footprint Across Africa



...enabling our partners play big.

HEADQUARTERS

PHYSICAL PRESENCE

PRODUCT SALES

Contact Us Today



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