



SwiffyLabs Partner Program (SPP)

Empowering Partnerships, to build tomorrow's Finance.

Routes To Becoming A Partner

We offer four distinct routes to market, each with a tailored onboarding process:

The Reseller Route To Market

01

Start your own sales and service business using SwiffyLabs capabilities, from discovering the opportunity and implementing it, right through to the operations. Improve engagement with your existing customers and develop relationships with new ones to grow your market share. Enable growth by widening your portfolio – add more value and drive new revenue streams.

Your Step-By-Step Journey

01

Discover

We'll mutually choose your route to market based on our shared goals.



02

Qualify

Develop and identify your market focus and value proposition.



03

Commit

Formalize the partnership and commit to our joint business plan.



04

Onboard

Build your business and capability with cross-functional enablement.



05

Scale

Grow your market reach and revenues



How we empower you to succeed as a Reseller Partner

A dedicated team, led by a Key Account Manager will support you continuously through your partnership journey.

Access to a marketing professional, and the tools and collateral to deliver campaigns.






Support to help you keep opportunities on track and get the most from the partnership.

The Referral Partner Route To Market

02

Increased outreach to help maximize lead engagement.
Enables channel sales teams to efficiently scale and increase visibility in the partner generated pipeline.

Your Step-By-Step Journey

- 01 Develop**
An easy referral sharing program which is a win-win for all stakeholders. 
- 02 Scout**
Look for potential referrals in the market who would be keen to explore SwiffyLabs functionalities. 
- 03 Propose**
Reach out with an offer to join the SwiffyLabs journey detailing possible commercials. 
- 04 Sign**
Enter into a structured arrangement and agree on the way forward approach. 
- 05 Communicate**
Maintain continuous communication channels and keep referral partners duly informed on the progress. 

How we empower you to succeed as a Referral Partner

We develop an ideal go-to-market strategy for both of us to succeed in our efforts.

Make you get an end to end understanding of our products and solutions.







Provide you with necessary marketing support to succeed by being aligned with SwiffyLabs vision statement.

The MSP (Managed Services Provider) Route To Market

03

Enhance your customers operations with the introduction of fully integrated SwiffyLabs solutions and capabilities.

Your Step-By-Step Journey

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|---|---|
| <p>01</p> <hr/> <p>Discover</p> <p>We'll mutually choose your route to market based on our shared goals.</p>  | <p>02</p> <hr/> <p>Qualify</p> <p>Develop a business case and jointly identify the value proposition.</p>  |
| <p>03</p> <hr/> <p>Commit</p> <p>Formalize the partnership and commit to our joint business plan.</p>  | <p>04</p> <hr/> <p>Onboard</p> <p>Build your business and capability with cross-functional enablement.</p>  |
| <p>05</p> <hr/> <p>Opportunity</p> <p>Enabling a continuous, long-term revenue stream and improved customer engagement.</p>  | <p>05</p> <hr/> <p>Grow</p> <p>Scale your proposition at speed with competitive price points and meet customer demand for an end-to-end service that meets their needs.</p>  |

How we empower you to succeed as an MSP Engagement

A dedicated team, led by a Partner Success Manager, will support you continuously through your partnership journey.

Access to a marketing professional, and the tools and collateral to deliver campaigns.

Unrivalled support to help you keep opportunities on track and get the most from the partnership.

The Affiliate Route To Market

04

Expand your business as a SwiffyLabs partner, with an entry-level partnership that can be up levelled at any point.

Your Step-By-Step Journey

01

Opportunity

Become a brand representative in the SwiffyLabs network and enter new markets. We'll provide you with specific solutions to suit your customer's portfolio.



02

Trust

Acquire the support of a trusted partner and access specialist resources to help close customer deals. Use the SwiffyLabs brand in your communications to sell products and services.



03

Grow

Enable business growth by shaping your services with our products, to meet your customers' needs. We provide mutually beneficial contracts and value exchange.



04

Enable

Leverage sales enablement, training and marketing tools, and access critical customer insights. You'll also get cross-functional certification to implement solutions.



05

Commit

Formalize the partnership and commit to our joint business plan.



05

Activate

Enter the market with SwiffyLabs' support and sign your first customer. Scale- Grow your market reach through multiple deals annually



How we empower you to succeed as an Affiliate Engagement

The power to optimize your customer relationships and sell SwiffyLabs products and services.

Marketing Access to specialist resources and use of the SwiffyLabs brand and logo in your communications.

Implementation Cross-functional certification to certify your implementation capability

Sales Guidance on shaping your services to meet customers specific needs.

Support Validation of our relationship with you to your customers and support throughout your journey to close deals and gain value from the same.