

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

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			02		
	Discover	Ø		Qualify	677
	We'll mutually choose your route to			Develop and identify your market	
	market based on our shared goals.			focus and value proposition.	
03			04		
	Commit	G		Onboard	Reg I
	Formalize the partnership and commit	44,5		Build your business and capability	
	to our joint business plan.			with cross-functional enablement.	
05					
	Scale	B			
	Grow your market reach and revenues				

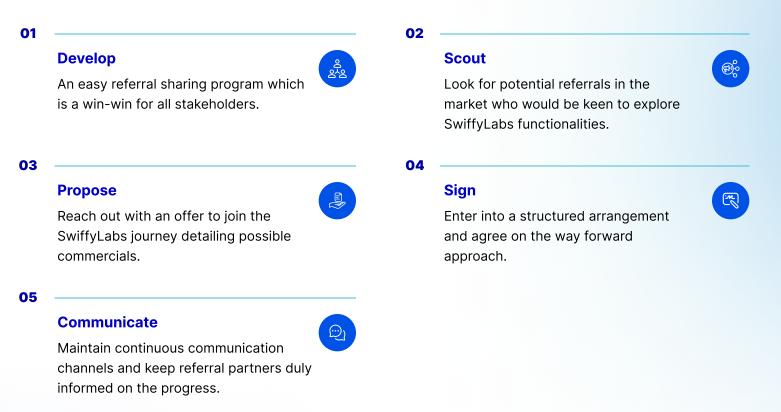
How we empower you to succeed as a Reseller Partner

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

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



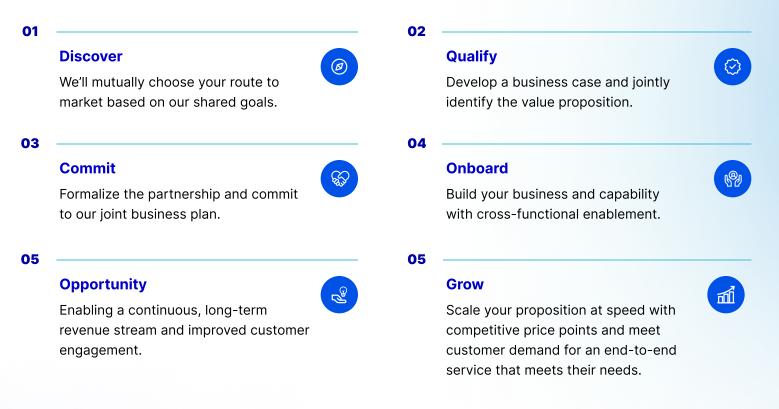
How we empower you to succeed as a Referral Partner

We develop an ideal go-tomarket 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

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

Your Step-By-Step Journey



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

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

Opportunity		Trus	Trust		
Become a brand representative in t SwiffyLabs network and enter new markets. We'll provide you with spe solutions to suit your customer's po	<i>ı</i> ecific	and close bran	uire the support of a trusted partner access specialist resources to help e customer deals. Use the SwiffyLabs d in your communications to sell ucts and services.		
		04 —			
Grow	M	Ena	Enable		
Enable business growth by shaping your services with our products, to meet your customers' needs. We provide mutually		Leverage sales enablement, training and			
		marketing tools, and access critical customer insights. You'll also get cross-functional			
beneficial contracts and value exchange.		-	certification to implement solutions.		
		05 —			
Commit		Acti	Activate		
Formalize the partnership and com	nmit 😵	Enter the market with SwiffyLabs' s			
to our joint business plan.		support and sign your first customer.			
		Scale- Grow your market reach through multiple deals annually			
			· · ·		
How we empower	you to succe	eed as an A	Affiliate Engagement		
The power to optimize your	Marketing Acce	es to	Implementation Cross-		
	Marketing Acce specialist resou		Implementation Cross- functional certification to		
customer relationships and sell SwiffyLabs products	specialist resou of the SwiffyLa	irces and use bs brand and	functional certification to certify your implementation		
The power to optimize your customer relationships and sell SwiffyLabs products and services.	specialist resou	irces and use bs brand and	functional certification to certify your implementation		
customer relationships and sell SwiffyLabs products	specialist resou of the SwiffyLa logo in your cor	irces and use bs brand and mmunications.	functional certification to certify your implementation		

from the same.

customers specific needs.