



Partnership Program

Agents, direct partners
and systems integrators (SIs)

A high-angle, blue-tinted photograph of a rowing team in a long, narrow boat on a body of water. The rowers are seen from behind, each with their oars dipping into the water. The water shows ripples and reflections. A semi-transparent blue circle is overlaid on the right side of the image, containing the text "DO MORE".

DO
MORE

Partnerships



- Channel support
- Sales and marketing
- Press and analytics
- Professional services
- Brand awareness
- Lead generation

Agents

External sales specialists & scouts
Performance-based payment

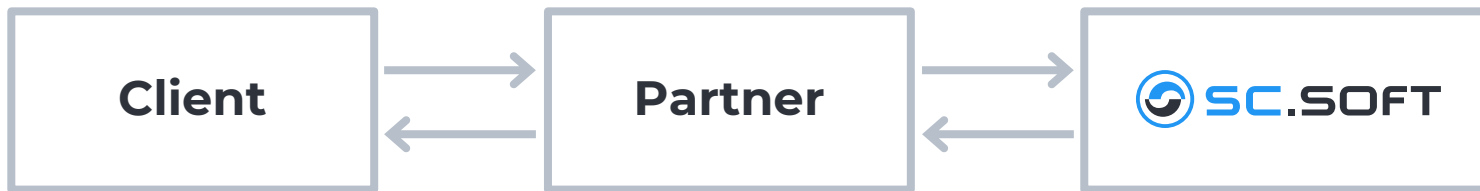
Direct partners / SIs

Regional experts with a locally registered legal entity and a working team, ready to take financial risks, perform L1 support for customers

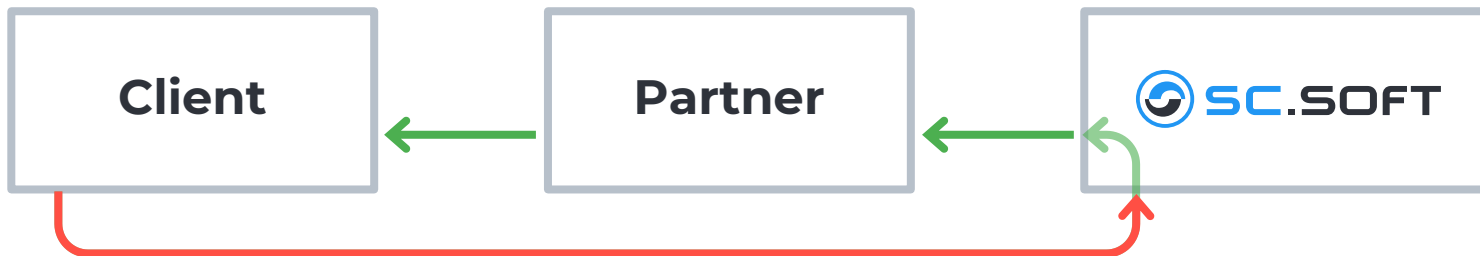
Clients

Partner protection

Standart flow



Protective flow



We keep the partner in the deal at all stages

All the deal communication is performed through the partner

Benefits of working together

	Agents	Direct partners
Market expansion through new products in the portfolio	●	●
Opportunities for extra sales and for extra profit	●	●
Early access to products	●	●
Education & training	●	●
Marketing support	●	●
Protection	●	●
Customization	—	●
White label	—	●
Documentation	—	●
Support 24/7 (ENG), advanced technical support when it comes to consultations	—	●
Technology, know-how	—	●

Benefits of working together

Partner protection

- Exclusivity in projects
- in market segment
- in geographic area

Flexible financial approach

- CAPEX
- OPEX
- Revenue sharing
- Consortium

Long term cooperation

- We invest in the partner's competence development
- We support the partner at all stages of the project

Partnership works best when



**Longstanding
business**



Transparency



Reliability

- You know your client well
- You have a permanent local presence (a legal entity)
- You know “who to speak to”, “when to speak”, “what to say”
- You need to stand out / bring a new product to the local market
- You are ready to share project responsibilities
- You are ready to invest in a joint business

Successful case: Agent

Agent

- Made an introduction to the client
- Received the Commercial Offer and transferred it to the client
- Guided and assisted during the negotiations
- Received the agreed commission after the contract had been signed and paid

[Income source: commission on the whole amount of the contract signed]

*Final commercial terms are negotiated on the individual basis



- Delivered presentations (sales & presales)
- Made the commercial offer
- Found the local partner who imported and installed the hardware
- Found and signed a contract with the local partner who provided Level1 support
- Signed a non-exclusive license agreement and a support contract
- Received contract payment
- Paid the agreed commission to the agent

Successful case: Regional partner

Regional partner

- Made an introduction
- Guided and assisted during discussions
- Made the Commercial Offer, including required hardware, 3rd parties' software, and Level1 support
- Imported and installed the hardware (required fleet of servers)
- Provided Level1 support
- Received contract payment in the local currency
- Paid the agreed contract amount to SC.Soft



- Delivered presentations (sales & presales)
- Made the commercial offer for the Software License
- Signed a non-exclusive license agreement and a support contract with the Regional Partner
- Provided Software Installation, training, and documentation
- Provided warranty and Level2/Level3 technical support.

*Final commercial terms are negotiated on the individual basis

Technological Alliance

The partnership can grow into a technological alliance with the benefit of both technology and competence development for each partner and increased profit

**Complementing
each other**

1+1 = 3

Alliance possible options:

A2P Solution (SC.Soft)
+
A2P Channels
=
A2P Aggregator

eSIM (Partner)
+
eSIM Management Platform (SC.Soft)
=
Full eSIM Solution

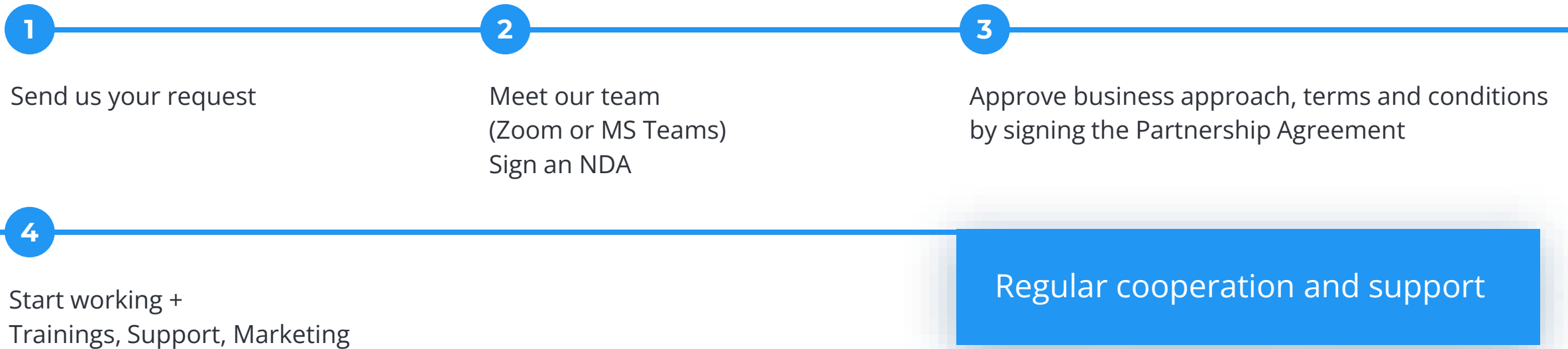
SMS Firewall (SC.Soft)
+
Analytics/Management (Partner)
=
Monetization of A2P

Matrix of responsibilities

		Agent	SC.Soft	Partner	SC.Soft	
Presale	Delivering a presentation	●	○	●	○	
	Marketing support	—	●	○	●	
	TCO formation	○	●	●	○	
	Offer preparation	○	●	●	○	
Contracting	Contract body preparation	○	●	○	●	
	Delivery financial model	●	○	●	○	
	Tax risks evaluation	●	○	●	○	
Project operations	Technical specifications preparation	○	●	○	●	
	Test program preparation	—	●	○	●	
	Project management	—	●	●	○	
	Third-party software installation	—	●	●	○	
	SC software installation	—	●	○	●	
	Integration work	—	●	○	●	
	Acceptance tests	—	●	○	●	
	Signing the act	●	○	●	○	
	Financial	Receiving payment	—	●	●	○
		Conversion	—	●	●	○
Payment transfer		—	●	●	○	

- — responsibility
- — participation

Partner landing process





**Happy to
start working
with you**

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