

HOW TO BECOME A **SYNAQ RESELLER**



INTRODUCTION

Businesses love SYNAQ's email communication and collaboration services for a good reason – our products are simply world-class.

Our partner programme allows you to leverage those innovative and robust cloud-based products to complement your existing IT offerings and share in the story of our success.



WHY PARTNER WITH SYNAQ?

We make it as easy as possible to augment your revenue stream as a reseller of our products. The infrastructure requirements, hardware, software and disaster recovery strategies are all handled by SYNAQ, leaving you to deliver superior services and products to your customers.

We have faith in our products because we design and build them with painstaking care and continuously improve them based on feedback from our customers. Reliable products that offer genuine business value are always easier to sell, but we can't have a presence everywhere – and that's where you come in.



HOW IT WORKS

SYNAQ's partner programme has a referral programme as well as a reseller program with three levels to suit companies with varying needs and preferences.

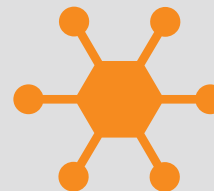
In the SYNAQ Referral programme, potential resellers are referred directly to us to sign up for our programme with no support or billing commitments made on behalf of the referral company. Upon successful sign-up, the referral company is entitled to a once-off or ongoing monthly commission of 10%, depending on the total annual contract value.

SYNAQ's Reseller programme includes 3 levels:

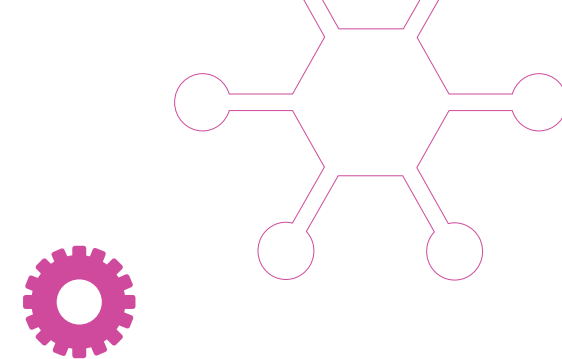
Bronze: For businesses looking to expand their revenue streams, but whom can only offer a limited commitment to the programme.

Silver: For sales-focused businesses looking to rapidly increase revenue without worrying about the technical or implementation details while retaining relationships with their customers.

Gold: For businesses that implement and support an existing product set and want to expand their offering with additional products to open up new revenue streams. SYNAQ's products can be white labelled and integrated into a gold partner's existing product set to offer their customers a seamless solution.

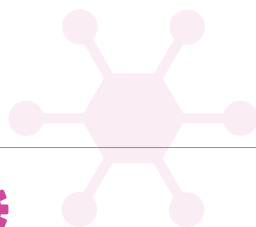


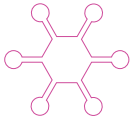
PROGRAMME BENEFITS



	REFERRAL PROGRAMME	BRONZE	SILVER	GOLD
Commission	10% discount once-off (if contract < R20 000) If > R20 000, then 10% of contract value ongoing for first 12 months	15% discount per month	20% discount per month	25% discount per month
Partner provides first-level support to end customer	No	Yes	Yes	Yes
Partner bills end customer	No	Yes	Yes	Yes

Ability to white-label user interface	No	No	No	Yes (with “powered by...”)
Joint marketing	No	No	Yes (on case-by- case basis)	Yes (on case-by- case basis)
Discount on services	No	15%	20%	25%
Training provided	No	No	One salesperson per annum and as new products are released	Two sales and two support people per annum and as new products are released
Marketing collateral provided	No	Web banners, Electronic brochures	Electronic brochures, Brochure copy (can be modified to suit partner CI), Sales material (cost calculators, case studies, presentations)	Web banners, Electronic brochures, Brochure copy (can be modified to suit partner CI), Sales material (cost calculators, case studies, presentations), Can white-label brochures with “powered by”





Lead generation	No	No	No	Yes
Account management	No	No	Yes	Yes
Website listing	No	No	No	Yes
Qualifying criteria	None	One salesperson trained First-level support service Manage Client billing	One salesperson trained First-level support service Manage Client billing	Two salespeople trained Two support people trained First-level support services Annual sales target met
Free Test Services	None	None	Yes	Yes



SIGNING UP

The process to get on board couldn't be simpler.

First, choose your partner programme level, then read and sign the SYNAQ Partner Agreement and return it to us. You can begin to reap the benefits after that.

Talk to us to get started or to find out more about how SYNAQ can help you.

CONTACT US

