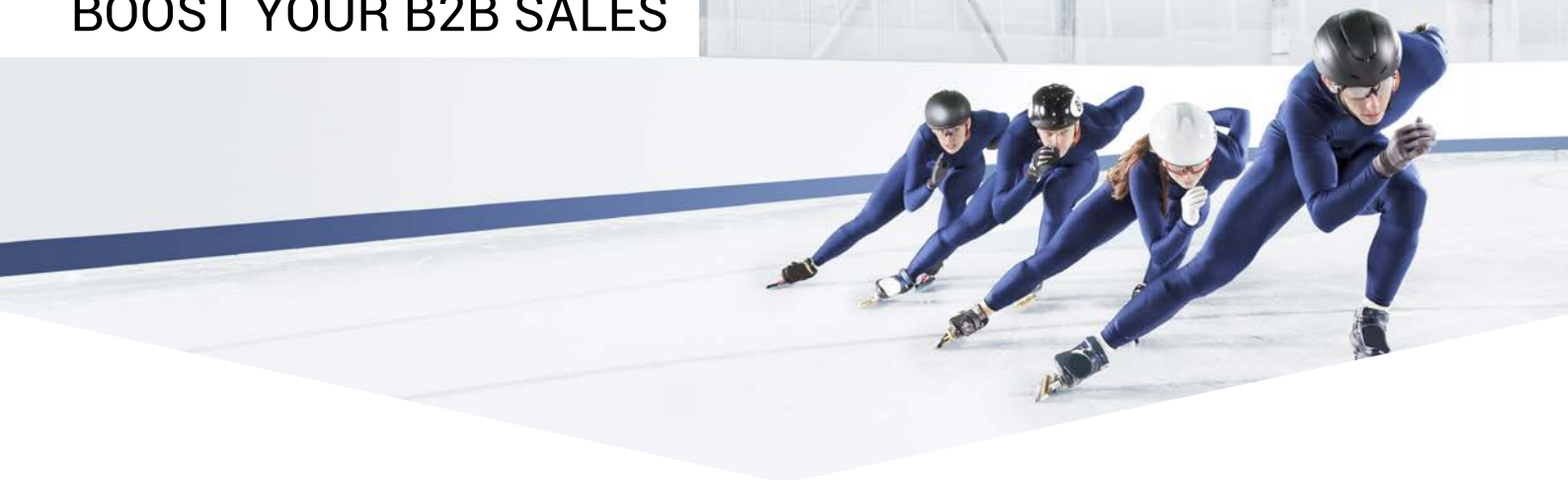


NEXWAY

Reseller Portal.

BOOST YOUR B2B SALES



Engage, manage and energize your reseller network.

The Nexway Reseller Portal helps you manage your resellers and turn your distribution channels into revenue engines.

Today, resellers are a critical area in a publisher's B2B strategy, but many companies struggle to build and manage a successful module because it requires time and experience.

Using resellers helps you reach new distribution channels and achieve your sales goals:

 **Reach new markets** and sell into a region where you are not present

 **Offer and extend a local support** option/structure



Build awareness of your product



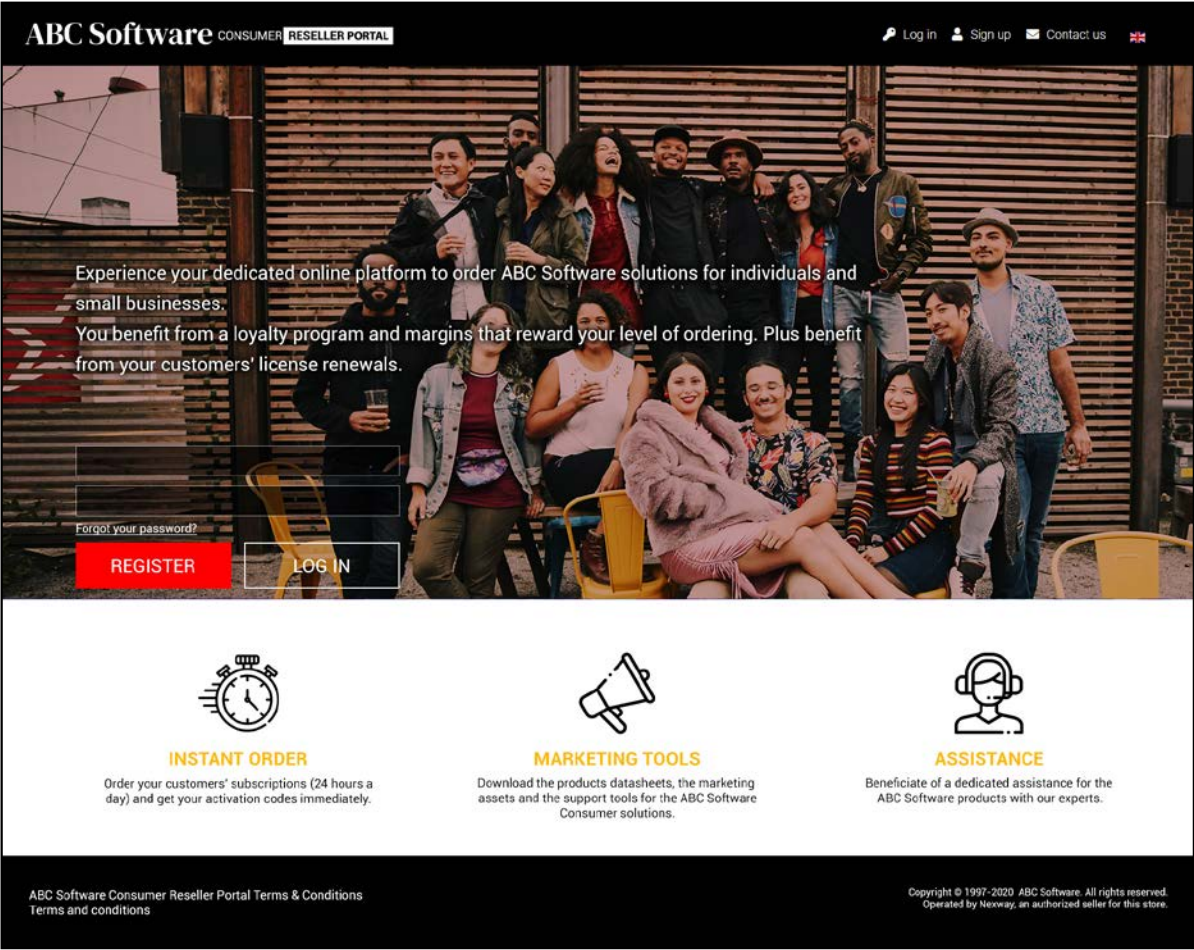
Treat smaller volume deals that you don't want your internal sales team devoting their time to

It requires dedicated effort to find, filter, train and cultivate a list of hundreds of potential resellers. Once these high-quality resellers have been identified and brought into the fold, there is ongoing maintenance and management to keep a reseller network committed and effective.

Whether you are starting to build your reseller network, or you want to manage your existing one more effectively, the Nexway Reseller Portal helps your resellers to:

- Buy in bulk.
 - Quickly start promoting your brand.
 - Place orders for custom-priced products, with previously negotiated discounts.
 - Access your marketing assets and information.
 - Review their order history.
 - Update their contact information..
 - Save time by ordering on their schedule or in their time zone.
 - Benefit from an incentive module.
- By providing better support to resellers and distributors, you:

 - Manage newly-applying resellers.
 - Use automation to manage them in bulk rather than on a one-on-one basis.
 - Delegate the complex task of managing different financial flows between thousands of resellers and their end-users.
 - Build loyalty by mobilizing them with specific incentive modules.

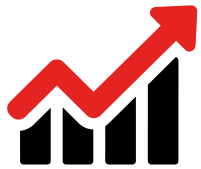


Our solution gives you the freedom to focus on large resellers while automating smaller-volume ones. Incentivize your network by creating reduction campaigns and offering additional turnkey services for license renewals.



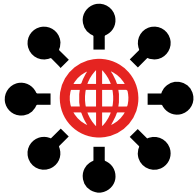
Nexway simplifies your reseller relationships

Performance



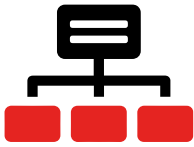
Increase your conversion rate and your customer lifetime value thanks to your resellers. Incentivize them with **loyalty modules** for renewals.

Speed to market



Grow and expand new global **distribution channels online**. Scale quickly via your own reseller portal, leveraging Nexway expertise.

Save time and money



Free up your team to do more than just take orders. Our **channel management solution** helps you manage multiple third-party players.

Key benefits of the Nexway Reseller Portal

- SIMPLIFY RESELLER ENGAGEMENT
 - MORE RAPID RESPONSE TO RESELLER ORDERS AND REQUESTS
 - USE FEWER RESOURCES
 - ENABLE RESELLER ATTRIBUTION FOR RECURRING REVENUE
- CUSTOMIZE EVERY RESELLER RELATIONSHIP (BRONZE | SILVER | GOLD)
 - MONITOR AND OPTIMIZE RESELLER PERFORMANCE
 - OFFER YOUR RESELLERS LOYALTY MODULES FOR RENEWALS
 - FORGET COMPLEX MULTI-TIERS SETTLEMENTS

Build and deliver the best reseller experience

Engage

- ▶ Look and feel of your website
- ▶ Seamless experience
- ▶ Real time notification for every reseller applying
- ▶ Real-time check of the reseller's VAT number
- ▶ Automated register requests

Manage

- ▶ Simple reseller set-up
- ▶ Bulk ordering
- ▶ License fulfillment
- ▶ Give resellers access to marketing materials
- ▶ Dashboard to monitor your resellers' performance

Incentivize

- ▶ Monitor and optimize reseller performance
- ▶ Customized reseller relationship:
 - status depending on purchase volume: Gold, Silver, Bronze
 - discount level
 - margins
- ▶ Loyalty modules for renewals
- ▶ Reporting and analytics

Relax

- ▶ Global payment processing and invoicing
- ▶ Fraud & chargeback mitigation
- ▶ Local laws and tax compliance
- ▶ Complex, multi-tier payment remittance

Why choose Nexway?

Worldwide purchase solutions that help companies to monetize and accelerate time-to-market for their products and services.

Microservices platform architecture making agile digital commerce and simple integration possible.

Merchant of Record-responsibilities of sales Compliance with local laws, collection and remittance of taxes, fraud and chargeback mitigation.

Secured payment transaction processing in over 140 countries. Suitable payment methods and range of currencies available. PCI DSS compliance, intelligent routing.

Expert services and data intelligence to customize, implement, manage, take care of and optimize online business.

Support for one-off/continual payments, subscriptions and consumption-based models.

e-Distribution network that enables an ecosystem of over 700 Merchant and Publisher references to achieve maximum revenue.





Get started



www.nexway.com