



apinity
service partner
program

Become an apinity service partner

Let us help you deliver long-term value to your clients – at scale.

At apinity, we are focused on delivering the world's most powerful API Business Operations technology. To our partners, we are offering best-in-class software solutions to help them tap into the full potential of their clients' business. On that basis we aim to recognize, drive, and support strong and trusted partner relationships. We have designed the apinity partner program to reward our partners for their commitment and investment in apinity solutions, without the burden of heavy program requirements.

With the aim to drive mutual success into every partnership, we bring

- > resources,
- > knowledge,
- > transparency.

Our model is 100% co-selling and collaboration with our partners. We team up with you, for the success of you and your clients.

Why partner with apinity?

Profitable apinity partner program

- > Enter into a partnership at no cost
- > Leverage existing skills and experience
- > Receive rewards with strong margins and competitive industry-aligned incentives
- > Receive recurring revenue from our SaaS subscription model

Partner-first model

- > Work alongside us to close sales with our partner co-selling method
- > Obtain new leads
- > Strengthen channel processes
- > Receive recognition and rewards for your skills, experience, and any added value

Competitive differentiation

- > Grow your market reach by connecting with people & businesses that share the belief in the value of API-based services
- > Tap into a client base with awareness of API Business Operations and help them create value by integrating your digital services into their business processes
- > Offer your innovative service to new clients



Our partnership principles guide us on our mutual journey. Trust. Distinction. Efficiency. Acceleration.

Trust – We aim to earn and deepen the clients’ trust through an in-depth understanding of their API needs.

Distinction – We help you distinguish your own solution space from the competition’s, through focusing on what really matters: business outcome.

Efficiency – We deploy your expertise efficiently with your dedicated partner tool stack at hand.

Acceleration – Speed up client traction by teaming up with us for mutual success.

Overview of the apinity partner program

At apinity, we distinguish between four different partner tiers:

- 1 apinity technology partner**
provides technical enrichments of our apinity platform through the synergy of our respective technologies
- 2 apinity consulting partner**
offers supplementary consulting offerings, such as organizational development
- 3 apinity integration partner**
provides experienced developers and architects to help integrate apinity products
- 4 apinity service partner**
provides specific first-class API driven services through the apinity marketplace



apinity service partner

As we offer a marketplace where you can provide your API-based value adding services, we share your belief in the advantages of an API-based market. Instead of building every technological puzzle piece on its own, we help your clients to purchase, manage and integrate your latest technology.

The place to come together in this API-based economy is the apinity marketplace. Service offerings can be presented and clients can search and find the service solutions that best fits their needs.

Basic examples of services that can be shared on our platform:

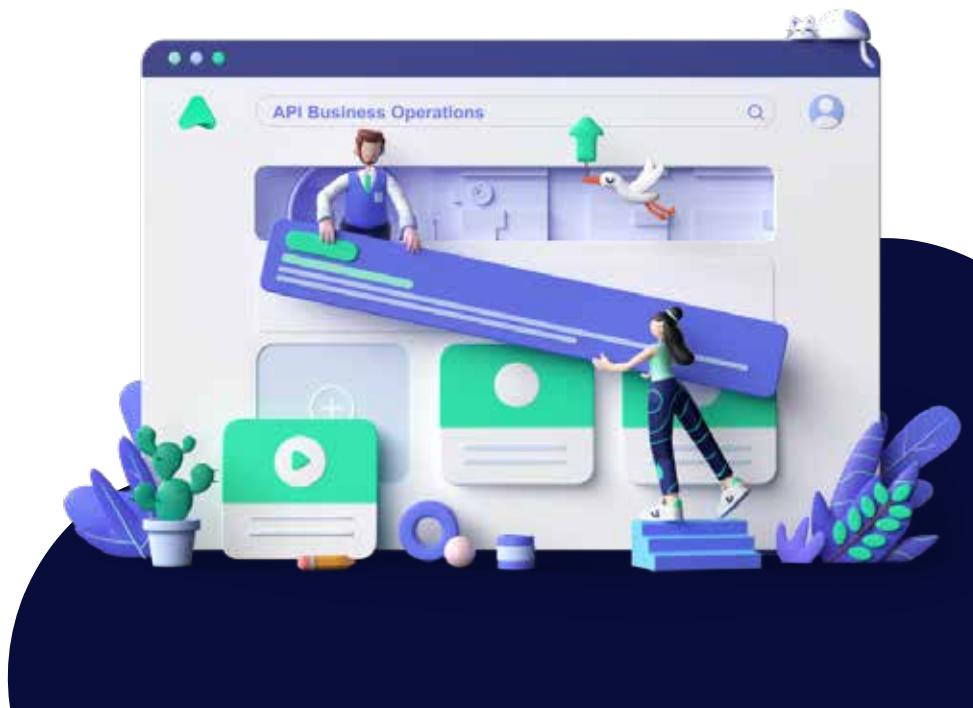
- > API-based services
- > Services that add value in any part of the value chain, e.g. in the onboarding/underwriting or claims handling processes for an insurer
- > Services that add value in customer journeys, like digital identification or fast and convenient payment
- > And many more

Benefits of being an service partner

As an apinity service partner, you gain instant visibility to potential clients in the relevant industries. These experts understand the benefits of API-based service integration and have specific needs for API services.

apinity promotes the apinity marketplace and takes the entire portfolio to customer meetings, solution workshops and much more. Here your product is implicitly taken along on this journey and presented as a potential solution fit. Furthermore, depending on our agreed-upon strategy, apinity will be a partner for joint marketing campaigns for your product and targeted customer acquisition initiatives.

All our apinity partner program features are created carefully to assure your and your clients' success. We strive with you for an open society where people and businesses are all connected by APIs.



Benefits Included

Relationship and Communication Support

Channel Manager



Technical Integration Support and Guidance



Joint Business/Marketing Plan Review



Ecosystem Alignment



Access to Partner Workspace



Financial Incentives

Deal Registration (Partner-sourced)



Activity-based Referral Remuneration Scheme



Activity-based Reseller Remuneration Scheme



Infinite Cross-selling and Up-selling Possibilities



Solution Development Funds



Benefits Included

Sales and Marketing Support

Account Mapping



Sales Materials and Tools



Partnership Logo



Demo Instance



Enablement

apinity Partner Sales Training



Start your journey as service partner!

Service partners provide an API-based service that can enrich apinity's marketplace offering (and vice versa).

To assess whether you would be a good fit as a service partner, we will work with you in a series of joint sessions to get to know each other, understand your service and build your service offering on the marketplace.

- 1 Get in touch with us and complete the apinity partner program application.
- 2 Once your application has been received, we will guide you through the mutual evaluation process, to determine if the three main criteria for partnership have been met:
 - > Technical alignment with apinity solution and strategy
 - > Business synergy and matching go-to-market model
 - > Mutual value and revenue potential of the relationship
- 3 When there is a mutual fit, we welcome you as our partner and sign the apinity partner agreement.

For additional information on the apinity partner program:

Web: apinity.io/partner

Mail: partner@apinity.io

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