



Surf Easy Certified Partner Program

Join one of the fastest growing industries
with support and training from the industry leaders
and profit from the experience

arinda.com.au

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Program Overview

Arinda is looking for suitably qualified individuals and businesses to join our international network of certified partners for our Surf Easy internet cafe and internet access billing systems. We offer upfront training, ongoing support, and handsome margins, allowing you to expand your current business, or to develop and build a new business in the internet cafe and internet billing marketplace.

The Certified Partner Program is designed for IT businesses and professionals who want to build their own business both on-selling Surf Easy products, and also providing technical advice, training and support services to their customers. Arinda will also refer work to Partners for any customers of Arinda that require on-site installation work in the Partner's local area.

The Certified Partner deals directly with their clients and customers, and Arinda does not have any direct contact with your customers – instead we supply you, and you supply your customer. The Certified Partner receives a higher profit margin on the Surf Easy products, and is able to charge their own installation and support fees. All Certified Partners must complete our Certified Technician Training Course.

There is incredibly high demand for Internet access in locations outside the home or office, creating a huge demand for businesses and products which can deliver reliable, high-speed internet billing solutions.

Target Audience

The Surf Easy Certified Partner Program is open to technically minded professionals and businesses within the IT and telecommunications industry, who have a high level of computer knowledge and expertise.

The Partner Program is a perfect match for existing IT consultants, computer retailers, on-call support technicians, ISPs, network engineers, data cabling businesses, and even telephone linesmen. Alternatively you may be in a compatible business that is servicing the hospitality and tourism market segment. In that case you will have many existing client relationships that can be used to start and grow your new reseller business.

Ideally you will be an existing business that is looking to expand into the internet cafe marketplace. You must be willing and able to actively market and promote the Surf Easy solutions, and have the technical knowhow and capacity to sell, deploy, maintain and support installations.



Eligible Products

The Certified Partner program covers the Surf Easy product line, specifically:

- ✓ Surf Easy Internet Cafe Software – Desktop Edition, Self-Serve Edition, and Serve Easy POS
- ✓ Surf Easy Wireless Hotspots
- ✓ Surf Easy CAS subscriptions
- ✓ Surf Easy SMS Alert Service subscriptions
- ✓ Surf Easy Credit Card Service subscriptions (excludes transaction fees)
- ✓ Surf Easy Backup Service subscriptions
- ✓ Surf Easy Support Plans – Business Hours Support and Extended Hours Support

The Partner Program does not provide any wholesale pricing on other products such as PC hardware, internet kiosk hardware or enclosures, training programs, internet plans, coin or note acceptors or safes, merchant service transaction fees, anti-virus software, installation services, or any other product manufactured by a third party.

How does it work?

As a Surf Easy Certified Partner, you get access to the wholesale pricing on our Surf Easy product line. The current margin is 20% off the recommended retail price.

You are responsible to market and promote the products to your clients, determine client requirements, and quote accordingly. You can set your own pricing for the Surf Easy products, in accordance with the pricing guidelines in the Certified Partner Agreement.

Most Certified Partners will provide their own installation and support services to their clients under their own pricing, but you can also on-sell Arinda's installation services and technical support plans.

You simply order the necessary Surf Easy products and services from Arinda, and we will then supply them to you for you to configure and for you to supply to your client.

The client is your client, and thus you are responsible for finding and maintaining your own client base and building your own business. In all cases the Partner does all the direct contact with the client, and Arinda does not have any direct contact with the client unless they have purchased an Arinda installation service or support plan.



Benefits & Entitlements

By joining the Certified Partner Program you will benefit from all of the following...

- ❖ **20% profit margin on Surf Easy products and services**
- ❖ **Partner level access to our online Web Portal for managing your clients and their installations**
- ❖ **Inclusion in our register of Certified Partners for possible future on-site referral work**
- ❖ **Certificate and logo confirming you as a Surf Easy Certified Partner**
- ❖ **Free listing and promotion on our website**
- ❖ **Access to product manuals and case studies to help you build sales**
- ❖ **Access to the latest products and updates prior to public release**
- ❖ **Free email technical support 7 days a week, 8am to 8pm**

When you complete the Certification Training course you will also receive:

- ❖ **Surf Easy Imaging & Cloning Pack, including an Acronis True Image licence (total value of \$399)**
- ❖ **Gift certificate for a further 5% discount off your first Surf Easy purchase**
- ❖ **Surf Easy work shirt**

You also have the option of purchasing a Surf Easy Demo Pack with over \$1600 worth of equipment and licences for the heavily discounted price of just \$425 (limit one per reseller). The Demo Pack is ideal for demonstrating the products and solutions to your clients. The pack includes:

- ❖ **A Surf Easy Demo Licence Pack with a fully operational evaluation licence for each edition of our Surf Easy Internet cafe software so that you can demonstrate systems to your clients (total value of \$855)**
- ❖ **A Surf Easy Wireless HotSpot (value of \$699)**
- ❖ **A batch of 100 pre-printed access tickets and a small quantity of tent cards for demonstration purposes (value of \$25)**
- ❖ **Surf Easy Installation Pack (\$39 value)**



Eligibility Requirements

To be eligible for the Surf Easy Certified Partner Program you must meet the following requirements:

- ✓ Operate an IT business or a compatible business, with good IT knowledge and expertise
- ✓ Employ at least one staff member who has completed the Surf Easy Certification Training course
- ✓ Purchase at least \$1000 of Surf Easy products and services each year
- ✓ You must not at any time sell, promote or use any of Arinda's competitors' products

Application Process

The process for becoming a Certified Partner Program is as follows:

1. Complete and submit a Certified Partner Application Form.
2. Arinda will then review your application and determine if you are suitable for the program.
3. If you are accepted then Arinda will send you the Partner Agreement.
4. Sign and return the Partner Agreement. Now is also the time you can choose to purchase the optional Surf Easy Demo Pack.
5. If you have not already completed the Surf Easy Certification Training then you must enrol in the next available course and pay the course fee.
6. Arinda will then send you the Partner Pack and activate your account.

Certification and Training

To be eligible for the Surf Easy Certified Partner Program you must first complete the Surf Easy Certification Training course. This is an advanced technical course with product specific information that will give you and your staff the technical knowledge to sell, configure, deploy and support the various types of Surf Easy internet cafe systems.

After you successfully complete this course you will become a Surf Easy Certified Partner. You will be provided with a certificate and electronic logo that you can use in your own marketing materials. The certification and associated logo are a sign to the market place that you are an experienced and qualified supplier of high-quality internet cafe solutions.

Please refer to the separate brochure for more information about this Certification Training Course.



Client technical support

For end-user and client support, you can either choose to operate your own support service, and charge your clients and users directly yourself, or you can on-sell a Surf Easy Support Plan to the client and have Arinda take care of the client support for you.

All resellers must have completed the Surf Easy Certified Training course, and thus you should have a very high level of product knowledge, and be able to support your own clients and end-users should you choose to do so.

Obviously the real value of the Certified Partner Program lies in providing your own technical support and installation services, as this allows you to build your own business with higher profit margins.

Support from Arinda

You will always get free sales assistance via our 1300 number, and free technical support from the Arinda team via email. You also have the option to purchase an on-call support plan so that you have access to our technicians on the phone. This is particularly useful where you have your own terminals or installations and would like the backup on-call support provided by Arinda.

Your responsibilities

The Certified Partner Program is an exclusive group of businesses that we allow to represent our brand and promote our products. You are therefore held to a very high level of standards.

As a Surf Easy Certified Partner you must always act professionally and ethically. You must always adhere to our pricing policies, and always adhere to the quality control requirements as specified within the Partner Agreement.

Any Partner who does not adhere to the Partner Agreement will be removed from the Partner program.

Interested?

Think this is a perfect match for you? Contact Arinda for your partner application form by emailing reseller@arinda.com.au or by calling 1300 882 780.

