



Surf Easy Reseller Program

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

arinda.com.au

1300 882 780

Program Overview

Arinda is looking for suitably experienced retailers and wholesalers to join our international network of resellers 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 product line and revenue stream.

The Reseller Program is designed for existing retailers and wholesalers who simply want to on-sell our Surf Easy products as an off-the-shelf solution. The Reseller does not handle any installation, technical advice, or technical support. The Reseller simply promotes the products, invoices the customers and collects payments, and then places corresponding orders with Arinda. Arinda invoices the reseller at the wholesale price and then supplies the customers directly.

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.

Eligible Products

The Reseller 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 Reseller 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 Reseller, you get access to the wholesale pricing on our Surf Easy product line. The current reseller margin is 15% off the recommended retail price.

You are responsible to market and promote the products to your clients, and to invoice and collect their payment. You then order the necessary products and services from Arinda. Arinda will then invoice you at the wholesale rate, and Arinda will then supply the products and services directly to the client.

The reseller does not provide technical advice, installation services or technical support to the client. Instead, the reseller can on-sell Arinda installation services and support plans.

Benefits & Entitlements

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

- ❖ **15% profit margin on Surf Easy products and services**
- ❖ **Certificate and logo confirming you as a Surf Easy Reseller**
- ❖ **Free listing and promotion on our website**
- ❖ **Access to product manuals and case studies to help you build sales**
- ❖ **Free sales support**

Eligibility Requirements

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

- ✔ **Operate as an IT product/service retailer or wholesaler**
- ✔ **On-sell at least \$1000 of Surf Easy products and services each year**



Application Process

The process for becoming a Reseller is as follows:

1. Complete and submit a Reseller 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 Reseller Agreement.
4. Sign and return the Reseller Agreement.
5. Arinda will then send you the Reseller Pack and activate your account.

Interested?

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

