



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

Reseller 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, wholesalers and IT professionals who want to on-sell our Surf Easy products, either as an off-the-shelf solution or as part of a broader solution being provided to a client. The Reseller does not necessarily have to handle any installation, technical advice, or technical support as they can choose to also on-sell Arinda's installation and support services.

Please note that the Reseller Program is only available where you on-sell the goods to another third-party, and the goods must not be used or licensed to you directly. This means that all Surf Easy licenses and products purchased will be owned by your client, not by you as the reseller. As such, the products cannot be used by you to provide a profit-share arrangement with your client.

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. Please refer to the current price list available on our website for the list of the items that receive the special reseller margins. But generally, the reseller program offers reseller pricing on the following items:

- ✓ **Surf Easy Internet Cafe Software**
Desktop Edition, IRES Edition, Freedom Edition, Self-Serve Edition, and Serve Easy POS
- ✓ **Surf Easy Wireless Hotspots**
- ✓ **Surf Easy Internet Access Controllers (IACs)**
- ✓ **Surf Easy Central Access Service (CAS) subscriptions**
- ✓ **Surf Easy Fax & SMS Service, and VoIP Service subscriptions**
- ✓ **Surf Easy Backup Service subscriptions**
- ✓ **Training courses**



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 or labour 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 for marketing and promoting the products to your clients, and for invoicing and collecting payments from your clients. 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 to you, so that you can then on-supply the client.

For each order you place as a reseller, Arinda will need your client's details so that we can provision the order in their name. In particular, we will need the client's business name, address, ABN and contact details.

Some resellers 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.

The client is very much your client, and thus you are responsible for finding and maintaining your own client base and building your own business. In all cases the reseller 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.

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Benefits & Entitlements

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

- ❖ **15% profit margin on Surf Easy products and services**
- ❖ **Free listing and promotion on our website**
- ❖ **Access to product brochures and case studies to help you build sales**
- ❖ **Free sales support (non technical support)**



Eligibility Requirements

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

- ✔ Operate an ISP or IT product/service retailer or wholesaler business,
- ✔ Your business must have a sound working knowledge and expertise in information technology, computers, networking and the internet,
- ✔ You must always act professionally and ethically; you must always adhere to our pricing policies, and always adhere to any quality control requirements we set,
- ✔ You must on-sell at least \$1000 of Surf Easy products and services each year,
- ✔ You must on-sell the Surf Easy products – they cannot be used for your own personal or internal business use,
- ✔ You must not at any time sell, promote or use any of Arinda's competitors' products.

Application Process

To apply to become a Surf Easy Reseller simply contact Arinda by email sales@arinda.com.au or by calling 1300 882 780.

