

●●● Overview



The “Alliance Program” portal is a key component of the Ecosystem Enabling Platform (E²P).

This specifically designed and crafted e-Commerce portal is meant to help develop and grow the network of distributors and dealers selling m2m and B2B applications and services in a given market.

The program and the portal are designed to create strong ties and an open easy channel of communication between all commercial members of the ecosystem, and help growing market share for the members of the Alliance Program.

The “Alliance Program” portal is also a reservoir of useful resources for vertical industries that the members of the program are attending to. The provided resources help the strategic partners of the program to sell and support innovative m2m and B2B solutions and services.

The program and hence the associated portal help building a long-lasting business relationships between the members. It also provides fast and effective means of sharing valuable information about products, markets and customers within a specific targeted industry.

●●● Key Features

- A holistic framework
- Focus on strategic partnerships
- Sales & marketing resources
- Sales leads management
- Deals registration
- Sales & technical training programs
- Certification & qualification programs
- Technical support & Help Desk
- Sales promotions
- Solutions configuration tools
- Scoring & Rebate programs
- Multilingual support
- Market Development Funds (MDF) mgmt
- Online sales order processing forms



● ● ● Key Benefits

The “Alliance Partner” program provides an integrated set of technical, marketing, sales, and collaboration services to distribution partners to help them develop market-leading m2m/B2B solutions running on the E²P platform.

Partners of the program receive benefits that allow them gain new competencies, optimize their business potential, and achieve greater growth and profit— while meeting customers’ needs.

● ● ● **Meeting customer needs while boosting distribution partners’ profits:** Using the growing portfolio of the “Alliance Program” resources and support will help boost partner’s success as they pursue opportunities in today’s most attractive m2m/B2B business markets.

● ● ● **New ways to build on partner’s expertise and capabilities:** Partners can extend their sales and marketing reach by leveraging the “Alliance Program” programs and resources to supplement their own capabilities and use the provided tools for successful sales and marketing execution.

● ● ● **Benefit from the m2m/B2B partner events:** The program facilitates the organization of annual regional or local m2m/B2B Partner events to support the exchange of ideas and knowledge among members of the program at an affordable cost.

● ● ● **Differentiate through certifications:** The “Alliance Program” has three distinctive partnership levels (Authorized, Gold & Platinum) that members can submit to based on their scope and performance. Partners can escalate to the higher levels by attending training programs and being certified using one of the many certification programs offered on an on-going basis.

● ● ● **Three levels grading system:** The program provides for grading the members based on their commitment to the ecosystem the program is supporting:

- **Authorized partners** are those who have stated their desire to provide customers with quality m2m/B2B solutions and technologies provided through the program.

- **Gold partners** are committed to working together with the owners of the program to meet customers’ ongoing m2m/B2B needs and wants; through commitments to investments in skills, competencies, and revenue growth.

- **Platinum partners**, who are at the highest level attainable, are usually those who have demonstrated, firm commitment to customer satisfaction, competency, and revenue growth.

● ● ● **A loyalty program that offers earning and redeeming performance points.** Partners of the program can earn loyalty points against their performance measured using a set of criteria managed by the program owner. The earned points can also be redeemed against many benefits offered under the program.


● ● ● Contacts


 33 Ibrahim Abo El Naga Street, Nasr City, Cairo, Egypt.

 08000 693 693

 info@mw3.com.eg

 Facebook.com/MobileWave3

 Twitter.com/MobileWave3

 Youtube.com/MobileWave3