

PARTNER UP

Collaboration is *Key*



With the strength of teamwork —our technology combined with your expertise can be a match made in heaven, we can join forces and create a truly powerful duo. Let's collaborate.

OEM Partnership (Native Integration Partner)

Industries we partner with:

- > CRM Providers
- > CDP Providers
- > ERP Providers
- > Contact Data Lakes
- > Customer Data Warehouses
- > Lead Gen Data Providers
- > Business Intelligence/Analytics
- > Sales Enablement Technologies
- > Behavioral Data Analytics
- > Other AI Companies

How does it work?

- > OEM Partners integrate White Rabbit Intel's AI with its software.
- > OEM integration partners receive an API key from White Rabbit Intel (WRI) and integrate WRI's AI technology into their software.
 - > The partner must integrate WRI's software themselves or choose a WRI In-Network Developer Partner as a contractor to build-out the integration for them.
 - > WRI provides access to an integration dev environment to build out the integration without incurring any cost.
 - > After the integration has been built-out successfully, a new API key is given to the OEM partner to swap for the integration environment key to activate the integration.

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OEM Partnership (Native Integration Partner)



- › OEM Partners are credited based on a data-usage model—meaning that they pay for all the projected data usage ahead of time, so the cost incurred is much lower overall.
 - › The cost of data follows logarithmic pricing, so more data = lower price per unit.
 - › A base cost per user (projected) is due before the integration. A “good faith” payment ensures that the partner is committed since integration does not cost anything otherwise.
 - › Any/all utilized data credit rolls over to the next month and never expires.
 - › OEM Partners may adjust the amount of data credited to their account at any given time throughout the month.

The perks of becoming an OEM Partner.

- › Add value for your software by offering additional insights into your clients’ ideal customer personas, target demographics, buyer to seller matchmaking, as well as the ability to predict risks and opportunities accurately.
 - Example A:**
 - › A sales manager on your platform has immediate access to their sales team’s ideal customer personas. The distribution of prospects to the proper salesperson for the job is assigned to ensure a successful engagement; based on their success-history, interests, communication style, and unique selling style.
 - Example B:**
 - › An OEM partner’s client receives business intelligence and analytics to help define pain points, customer profiling, state of business, and sales effectiveness by channel or industry.
- › Opportunity to joint-market with WRI and both WRI and partners may use each others’ logo(s) with permission, respectfully.