

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.

Channel Partnership (Opt-In-Dependent Integration Partnership)

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

How does it work?

- > Channel Partner sells and makes available WRI's integration and receives a revenue share whenever a user pays for a WRI subscription or data processing services via the integration. The user has the option to opt-in to use WRI's technology.
- > You're adding an integrated offering to your existing platform. Users can access White Rabbit Intel technology directly from inside your platform.
- > Channel 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 Channel partner to swap for the integration environment key to activate the integration.

Channel Partnership

(Opt-In-Dependent Integration Partnership)



The perks of becoming a Channel Partner.

- The Channel Partner receives a standard 10% (ten percent) of the net revenue generated from the partnership.
- A Channel Partner integration adds an incredible layer of increased value to their customers and more robust actionable insights into their offering.
- Opportunity to joint-market with WRI and both WRI and partners may use each others' logo(s) with permission, respectfully.

Pricing

- A Channel Partnership integration does not cost the partner anything. We simply ask the partner to integrate our solution into their product as they see fit. Cost is incurred to the users who opt-in to the integrated solution and is paid directly to WRI.
- The cost to each user when using the integration follows WRI's standard pricing model.