



# 2022/2023 Partner Program

**HES FinTech**

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# Program Goals

Being among the leaders in Loan Management and Loan Origination Software development, HES FinTech values partnerships at a high level.

We at HES understand that our existing and potential partners play a very important role in spreading awareness about hi-tech solutions in the FinTech branch and increasing the digitalization level of lending businesses.

Thus, we developed HES Partner Program to explain the partnership terms and conditions and navigate our partners through how they can impact the FinTech field and increase revenue simultaneously.

These program terms are valid from 1st January 2022 to 31st January 2023.



# Basic conditions

HES FinTech develops partner networks in both mature and growing markets, and the partnership conditions depend on the region.

HES FinTech products: **HES LoanBox**, **HES Core**, and **GiniMachine** – should be promoted in the markets under the HES FinTech brand. However, we can consider co-branding with partners who work on growing markets.

HES FinTech has proved itself as a reliable software supplier, and to keep this status.

**We are looking for partners that also have good reputations as trustworthy companies/brands in their markets.**

It is necessary to comply with the agreed terms of cooperation to maintain the status of a partner. Otherwise, HES has the right to change the terms of collaboration or deprive the status of a partner.

The terms and conditions are specified in the Partner's Agreement between HES FinTech and the partner.

HES partners undertake to sell HES products according to the agreed price list unless it is agreed personally for a specific region.

# Marketing & Sales support

HES partners can have access to our marketing materials and original designs of the HES brand identity.

We also encourage mutual PR activities. For each market, we'll discuss them separately.

To spread the word about the partner's brand, we can mention it on the HES FinTech website on the [Partners Network](#) page.

Onboarding of HES partners includes sharing information on HES products, sales scripts, pricing, supervision at the first partner's demos, and participation in negotiations at controversial deals.

Depending on the partner type, we will share marketing analytics on the market covered by the partner to increase sales.

For 2022 – 2023, [HES does not require minimal sales volume](#) for joining our partnership program and does not apply a lower commission for renewals, up-sales, and cross-sales.

# Collaboration options

We offer two main options to HES partners:

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01

HES FinTech Referral Partnership

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02

HES FinTech Sales & Implementation Partnership

Partners can choose any category that suits their business specialization. Likewise, partners can combine those types depending on a particular deal they want to complete and the level of involvement in each deal.

# HES FinTech Referral Partnership

Referral partners are businesses and individuals that build awareness of products and services provided by HES FinTech with the main focus on lead generation. This option normally requires less involvement in sales activities.

This collaboration option suits the best companies and people that:

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**01** Have a wide network of businesses or individuals working in the financial sector who can be interested in HES products.

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**02** Sell or develop software that complements solutions.

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**03** Offer digital platforms for the financial sector.

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**04** Provide consulting services in the digitalization of financial institutions and software implementation.

# HES FinTech Sales and Implementation Partnership

Sales and Implementation partners are businesses and individuals that actively assist in the distribution of HES products and services, acting as official representatives.

The Sales status requires deep involvement in sales activities: from attracting a lead to closing a deal, but such collaboration is rewarded with a higher commission rate.

This partnership option suits the best companies that:

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- 01

Sell or develop FinTech products or solutions that are similar to the HES FinTech target audience.
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- 02

Work as a system integrator.
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- 03

Manage a full cycle of reselling FinTech software from different vendors.
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- 04

Provide consulting services in the digitalization of financial institutions and software implementation.
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- 05

Develop software that complements and can be integrated with HES solutions.
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- 06

Offer software maintenance services.
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# Partner commissions

	HES Referral	HES Sales & Implementation
Lead Generation	✓	✓
Lead Registration with HES	✓	✓
Demos, Workshops	✗	✓
Proof of concept orchestrations	✗	✓
Sales cycle management	✗	✓
Execute a proposal	✗	✓
Deal closing	✗	✓
Communication with a client at the development stage	✗	✗
Technical support	✗	✗
Upsales and cross-sales	✗	✓
Subscription renewal reminder	✗	✓

**The best time**  
**to start growing with**  
**HES is now!**



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**HES FinTech**

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