

THE SME MARKET

A PRIME TARGET FOR NIS REFERRALS



NIS® Referral program member companies earn substantial rewards for providing leads to NIS that convert into deals. Members have access to an intuitive, easy-to-use lead registration process for submitting referral opportunities. Business software expertise is not required; all you need to understand are the basic requirements of your customers or prospects.

Program Benefits and Highlights

The NIS Referral program offers the following benefits:

- Financial rewards for delivering business opportunities to NIS include:
 - 5% of the net software license value for an eligible lead that converts to a deal that is won, closed, and paid
 - 5% of the first year's net revenue from prospective Customer by serving services, when a lead converts to a deal that is won, closed, and paid
- Please refer to <http://www.nanoinfosoft.com> for an up-to-date list of the solutions that are eligible for payment of these closing rewards.*
- No software expertise required
 - Free membership

Who Should Participate

If you have a role working with, communicating to, or advising small businesses and midsize companies, the NIS Referral program can open new doors for your business. Almost anyone who knows about a potential opportunity for our industry-leading solutions can participate. Current NIS partners, solution providers, business or IT consultants, hardware resellers, accounting firms, and financial institutions are just a few of the many examples because of their strong roles as influencers and trusted advisors for clients in the market of small and midsize enterprises (SMEs). The referral program offers a great opportunity for these and many other types of organizations.

Whether you are new to NIS or a current NIS partner that wants to capitalize on leads unrelated to your focus areas, you should carefully consider participating in this program. NIS sees it as a dynamic means of building and expanding a highly successful ecosystem of partners and customers and of introducing new opportunities and contributing to driving economies worldwide. It's a compelling new way for current partners to grow with us and a means for other types of businesses to get to know NIS and establish a relationship with minimal effort and investment.

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According to IT industry analysts, today's SME market includes more than 78 million companies with diverse IT and business needs. As these small businesses and midsize companies expand and their needs evolve, they are growing beyond simple applications. They are investing in more sophisticated, integrated software to deliver a unified view of their business.

However, small businesses and midsize companies tend to be sensitive about IT investments. They want IT investments to deliver benefits that are reflected quickly in the bottom line, usually within a year of implementation. Fortunately, NIS has such affordable, fast-working solutions.

NIS Solutions for Small Businesses and Midsize Companies

More than 65% of NIS's customer base falls into the SME category. NIS solutions for small businesses and midsize companies cover the full spectrum of needs in this market segment. We encourage you to review the resources available to support your success, including NIS company and solution overviews. The greater your knowledge of NIS and its products – even at a high level – the more likely you are to identify highpotential leads.

While as a program participant you're not asked to specify the appropriate solution for a prospective NIS customer, it's helpful to be familiar with the portfolio of products that are eligible for closing rewards in the NIS Referral program. Please refer to <http://www.nanoinfosoft.com> for a detailed list.

Membership Requirements the Key Criterion: Doing Business with Smaller Companies

A member of the NIS Referral program can be any firm that supports small businesses and midsize companies. Existing NIS partners in any category, as well as those not currently in a partnership relationship with NIS, may become members. Your company simply needs to qualify as an independent entity. However, your primary occupation must not be a commercial agent. By signing the terms and conditions, you confirm that your company meets these prerequisites. Failure to comply with the terms and conditions for the NIS Referral program may lead to a member's termination from the program. Note the following requirements:

- A member/company may register only once as a legal entity in its home country.
- All e-mail addresses used for the program must be company e-mail addresses.
- A member company of the NIS Referral program must have a valid mailing address in the country in which it is registered.
- A member company must have an employee with authority to bind the member company to the terms and conditions of the NIS Referral program agreement and who is willing to serve as the main point of contact for NIS. This individual is known as the "authorized decision maker."
- A member/company must have a valid tax ID number.
- A member company may not be a government or public sector entity (including federal, state, and local government; health; and education).
- A member/company must be in good standing in the state of incorporation.

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Find Out More

Visit <http://www.nanoinfosoft.com> or contact info@nanoinfosoft.com

Enrollment

To become a member of the NIS Referral program and enjoy full program benefits, a company must designate an employee who is willing to take on the role of authorized decision maker. This individual must complete and submit the referral program registration form and accept the program terms and conditions. Please go to <http://www.nanoinfosoft.com> for details.

Role of the Authorized Decision Maker

The authorized decision maker is required to:

- Have authority to bind the member/company to the terms and conditions of the NIS Referral program agreement and execute the NIS Referral program agreement on behalf of the member/company
- Have authority to make all decisions necessary for participation in the NIS Referral program
- Be a nominated representative who will be a key referral program contact for NIS
- Identify contacts within the member/company who will submit referral opportunities on behalf of the company Review opportunities submitted by member/ company employees before submission to NIS and ensure their accuracy and conformance with the NIS Referral program
- Agree that NIS may inform company contacts of his or her role in the NIS Referral program

Once NIS receives and reviews a company application, the authorized decision maker will receive an e-mail communicating the status of the application and the next steps for executing an agreement. Referral leads may be registered only by NIS Referral program members using the lead registration process as specified by NIS. Leads are registered individually and must meet eligibility criteria for acceptance into the program as outlined in the NIS Referral Program Guide.