



Strategic Partner Program

4 Membership Tiers

In 2019 SambaSafety's goal is to provide our strategic reseller partners with continued sources of predictable and profitable revenue. Our suite of Driver Risk Management solutions increase overall value to your clients and provide additional products and services to increase your market presence. There has never been a better time to partner with SambaSafety to help clients reduce risk, mitigate liability, and increase safety across your customer base. With products ranging from MVR Monitoring, CSA Monitoring, and our first to market, IRT Scorecard, you can have confidence that you've partnered with the market leader. SambaSafety continues to shape the Driver Risk Management market and help clients decrease their Total Cost of Risk across their organization. Here are your new program details.

Based on your feedback, the SambaSafety Strategic Partner Program has been updated in 2019 to optimize the way we do business by providing sales, marketing, and technical resources to fit your business needs and goals. SambaSafety's Strategic Partner program ensures your ability to provide risk management services while incentivizing those partners achieving the highest level of success. Further, our straightforward model creates a path for all partners to reach the highest level of support both financially and through products and services.

The SambaSafety Strategic Partner Program consists of 4 membership tiers.

Your rewards grow as your business grows and include designated resources and financial incentives.

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REFERRAL PARTNER

This is the entry point and will allow your organization to strategically present SambaSafety's suite of risk management products to your client base. SambaSafety will handle sales, onboarding, support, and billing efforts while solidifying your relationship with your clients. Financial incentives include a monthly referral fee payable to the referring party over the first year of the client contract. Partners looking for additional support and financial benefits can aim to achieve reseller status.



BRONZE RESELLER

Bronze level partners have an executed standard reseller agreement, and have access to standard financial incentives and support. Bronze Resellers must make a minimum commitment of 2,500 drivers enrolled in monitoring and must utilize SambaSafety for sales, onboarding, training and support. To upgrade the financial, technical, and support services, bronze resellers must make increased annual financial commitments and move to Silver Partner.

Partner Program Highlights

- Access to marketing portal
- Wholesale Pricing
- Sales Resources to help qualify and close sales opportunities



SILVER PARTNER

At the silver level, benefits increase as your business increases and include an increased investment in billing, support, and sales support within the partner organization. Silver Partners require an executed re-seller agreement and annual financial commitments. In return, SambaSafety will work strategically in providing designated seller, customer success, marketing, and billing resources. Additional financial incentives also accrue as sales commitment levels are met.

Partner Program Highlights

- All Basic Benefits
- Co-Branded User Interface
- Library of marketing content available for co-branding
- Designated Customer Success Managers for customer escalations
- Analytics tools and support



GOLD PARTNER

As a Gold Partner you have fully committed to a Go-To Market sales strategy to position SambaSafety's Risk Management Products within your customer base. A history of exceeding joint sales targets and a commitment to new partner revenues in excess of 1 million dollars annually is required. SambaSafety will provide Gold Partners with dedicated enterprise and SMB sales resources to help your organization exceed partner revenue targets. Additional benefits include a designated customer success, billing, and marketing resource from SambaSafety.

Partner Program Highlights

- All Basic and Silver Benefits
- Dedicated seller to work with SMB accounts
- Sales training support
- Dedicated marketing resource for consultation and strategic planning
- Dedicated seller to work with enterprise accounts