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CHAMPIONING DIGITAL

Agency Partner Programme





PARTNER PROGRAMME

Contents

- Programme Principles
- Programme Benefits
- Programme Mechanics



PROGRAMME PRINCIPLES

True Partnership



PARTNER PROGRAMME

Ethos

The Wirehive Partner Programme has been built to:

- Deliver long term mutual value for agencies and Wirehive
- Drive new business growth for agencies and Wirehive
- Be much more fun and engaging than traditional B2B technology partner programmes
- Support agencies in making strategic investments in their business
- Encourage technical collaboration between agencies and Wirehive



WIRESHIVE PARTNERSHIP

More than Commission

- Designed specifically for digital agencies
- Tiering structure with associated benefits – the more you put in, the more you get out
- More than just cash rewards
- Boost the value of your earnings if you choose to invest in selected agency rewards, vendor training* or joint marketing
- Exclusive partner events
- Self-service partner portal
- Dedicated account manager
- Ability to transfer your balance from the old scheme to the new programme
- Refer or resell hosting – choose whatever is right for you and your customer

* Vendor training coming soon



It's all about
delivering mutual
value.



PARTNERSHIP PROGRAMME

Programme Benefits



PARTNERSHIP PROGRAMME

Programme Overview

Earning Points

HOSTING SALES

Referrals

£1 contracted hosting revenue* = 1 Wirehive Point

Reselling

£1 contracted hosting revenue* = ½ Wirehive Point
*Contract term > 3 mth

PROGRAMME ENGAGEMENT

Wirehive Achievements

Earn bonus points for anything from putting our logo on your website to referring a new agency to the programme



10 Wirehive Points
£1 base value



Enjoy Programme Benefits

Partner Benefits

A range of benefits from pitch support to a dedicated technical point of contact to help agencies succeed in selling hosting and recognise those most committed to the programme

Partner Tiering

4 tiers of partner based on the number of Wirehive Points earned in a 12 month period. Benefits increase as you move up the tiers



Boost your Points value by converting them to Rewards



Cash
X1



Agency
Rewards
X1.1



Wirehive
Rewards
X1.1



Vendor
Training
X1.5



Joint Marketing
X2



WIREDHIVE POINTS

Need to Know

- Wirehive Points are the central currency of the Partner Programme.
 - They are primarily earned via hosting sales, either referred or resold.
 - They dictate the tier of the programme you're on [and therefore the benefits you're eligible to receive]
 - They are the mechanism for retrieving your rewards
- In material value they convert at a base value of 10 Wirehive Points = £1.
- Like other loyalty schemes you can boost the value of your points by spending them on selected rewards – in this case it's strategic investment items.

Contract type	Referred value	Resold value	Awarded
30 day rolling	15 % one month fee	7.5% one month fee	One off award of points
3 - 12 month	10% TCV	5% TCV	One off award of points
13 – 36 month	10% TCV	5% TCV	Anniversary award of points



PARTNERSHIP PROGRAMME

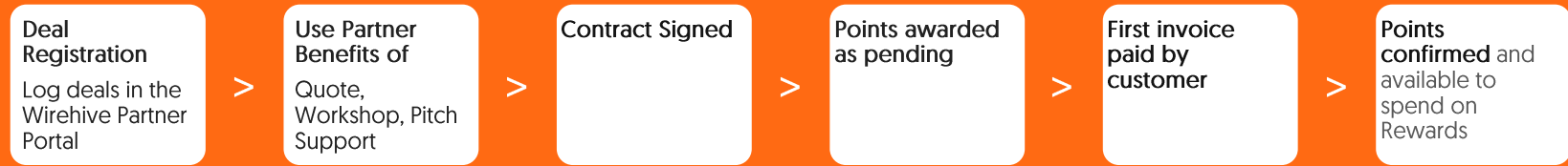
Programme Mechanics



PARTNERSHIP PROGRAMME

Earning Points

Sales Route



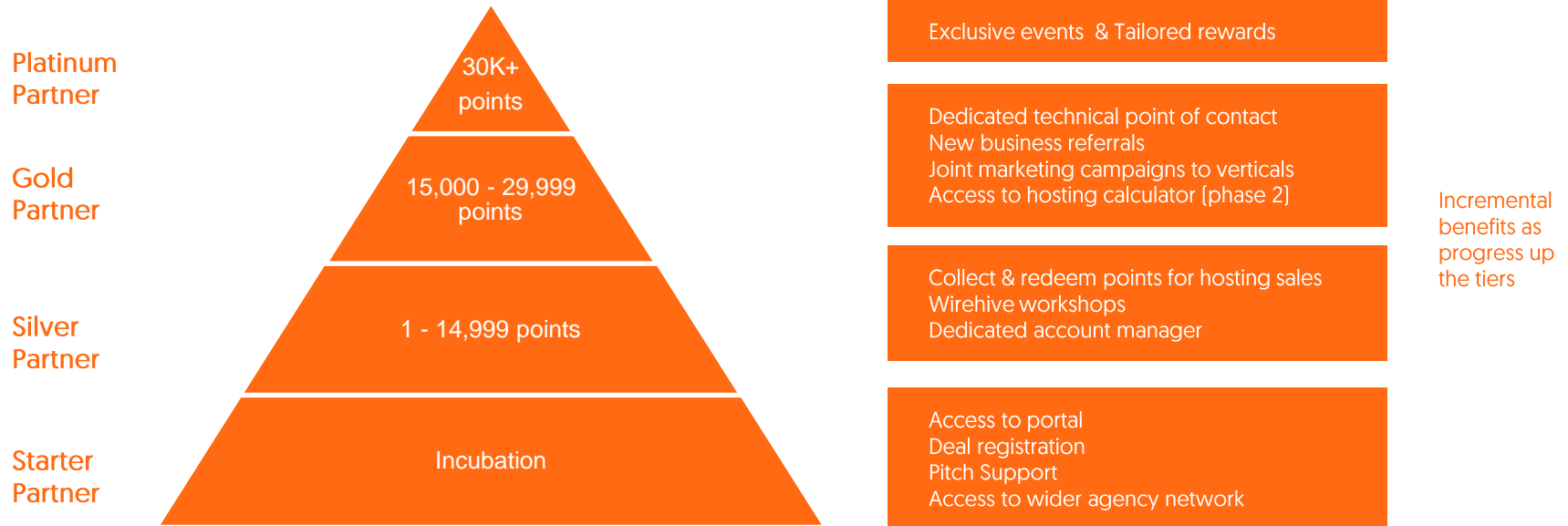
Marketing Route





PROGRAMME BENEFITS

Points make prizes!





WIREDHIVE REWARDS

Convert your points



Cash

Quarterly Cash

Credit

Single Cash
Payment

X1



Agency Rewards

Food & Drink

Entertainment

Just for Fun

Gifts

Shopping

X1.1



Wirehive Rewards

Food & Drink

Entertainment

Just for Fun

Gifts

Shopping

X1.1



Vendor Training

Creative

Digital

Soft Skills

Technical

X1.5



Joint Marketing

Written Content

Video Content

Email Campaign

Search

Events

Bespoke

X2



WIREDHIVE PARTNERSHIP

Partner Portal

Your one-stop shop

Track, manage and claim all your Wirehive Partner Points, Benefits and Rewards in one place with the Wirehive Partner Portal:

- Track Points earned and transactions
- Log deals and request quotes
- Manager user rights and privileges
- Approve / Reject user requests
- Track and claim achievements
- Monitor and request benefits
- Select and claim rewards

Access the portal with the same login details as the Wirehive Customer Portal

<https://wirehive.partners>



OUR COMMITMENT TO YOU

Always Personal Service

Our partner programme means you have everything you need online. However it is not an account management or relationship replacement.

Your account manager and the rest of our friendly supporting team are always available at the end of the phone or for a face to face conversation.

