



Tragging Fixed Assets

Your IOT Assets tracking & maintenance software

Partnership Framework



Agenda

- 01 What is Tragging FAM?
- 02 Tragging FAM Success
- 03 Partner Business Model
- 04 Your Tragging FAM Onboarding

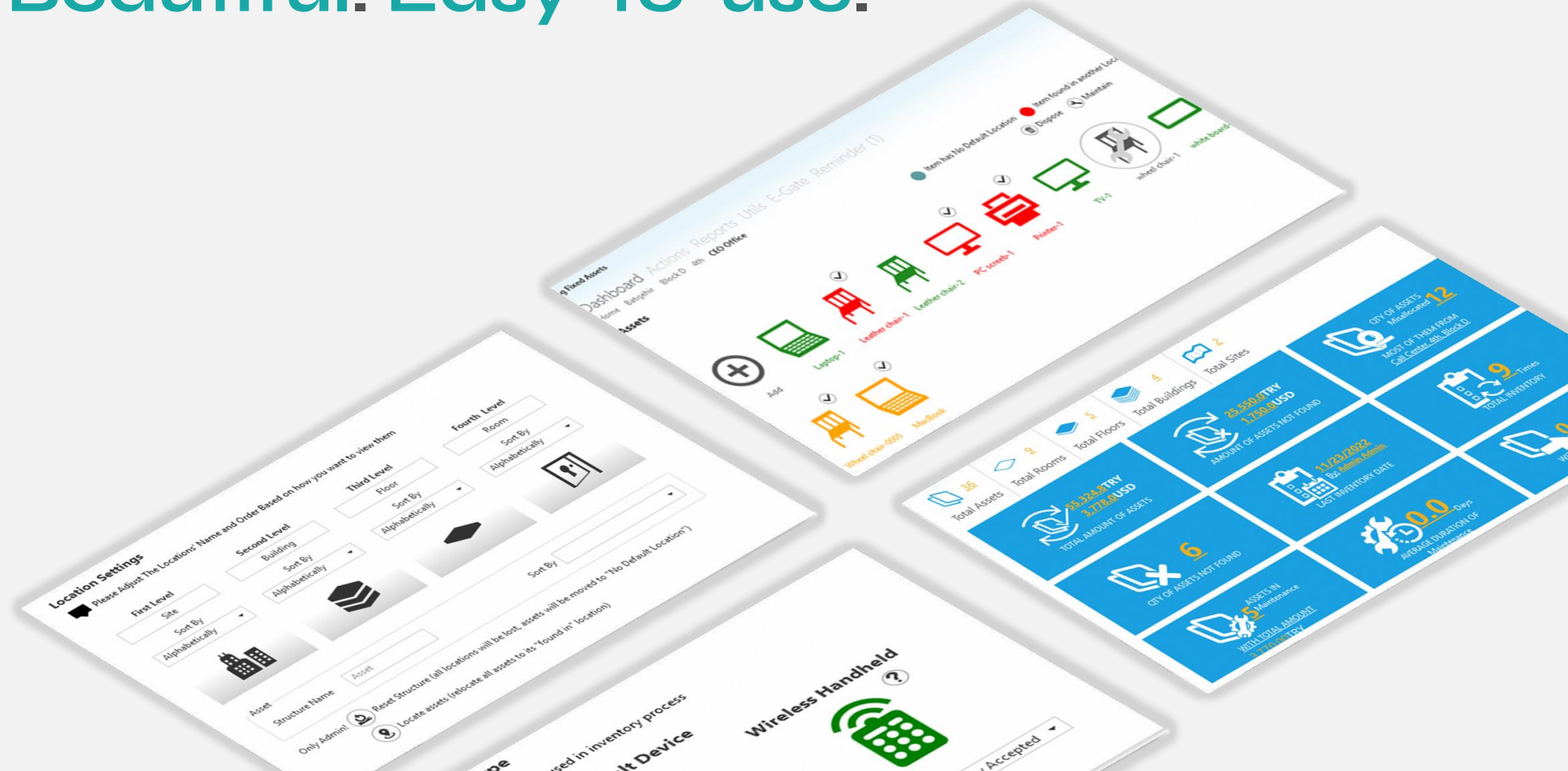
What is Tragging FAM?



Partnership Framework

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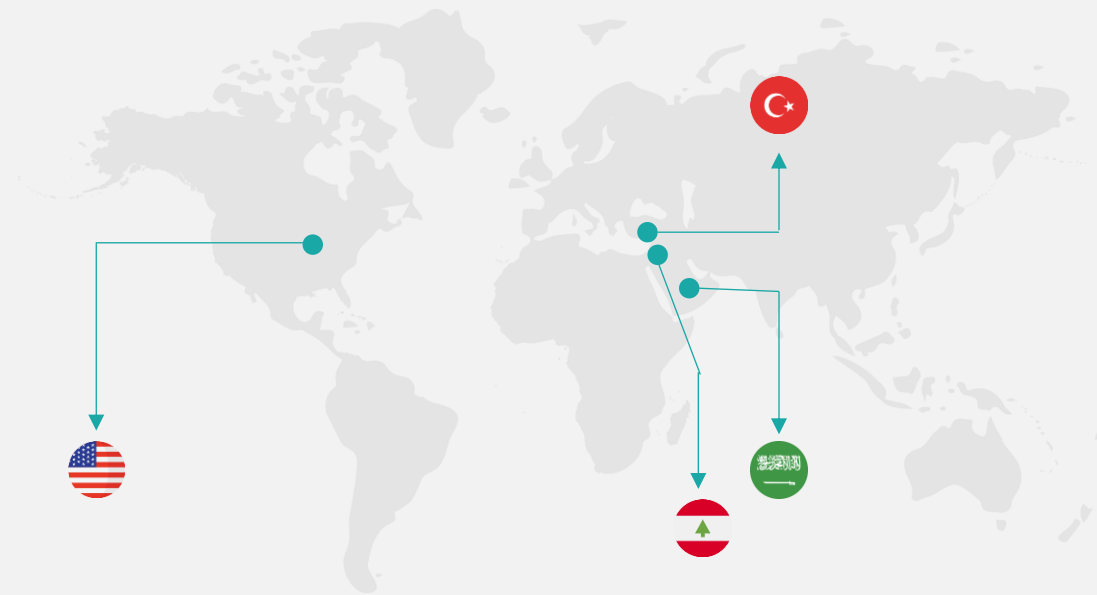
All-in-one Fixed Assets Management Solution. Beautiful. Easy-to-use.



Make The Most of Your Assets & Equipment



Each Stage of Your **Assets Lifecycle** Has its **Own Module.**



4
Offices
Worldwide

Solid Track Record

+40
Clients

2014
Established

+11.2B \$
Market size
with +11% annual
growth rate

+400%
Revenue
Growth YoY

Tragging FAM Success



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MENA Key figures



+1.6B \$
Market
Size



+37%
Annual Market
growth



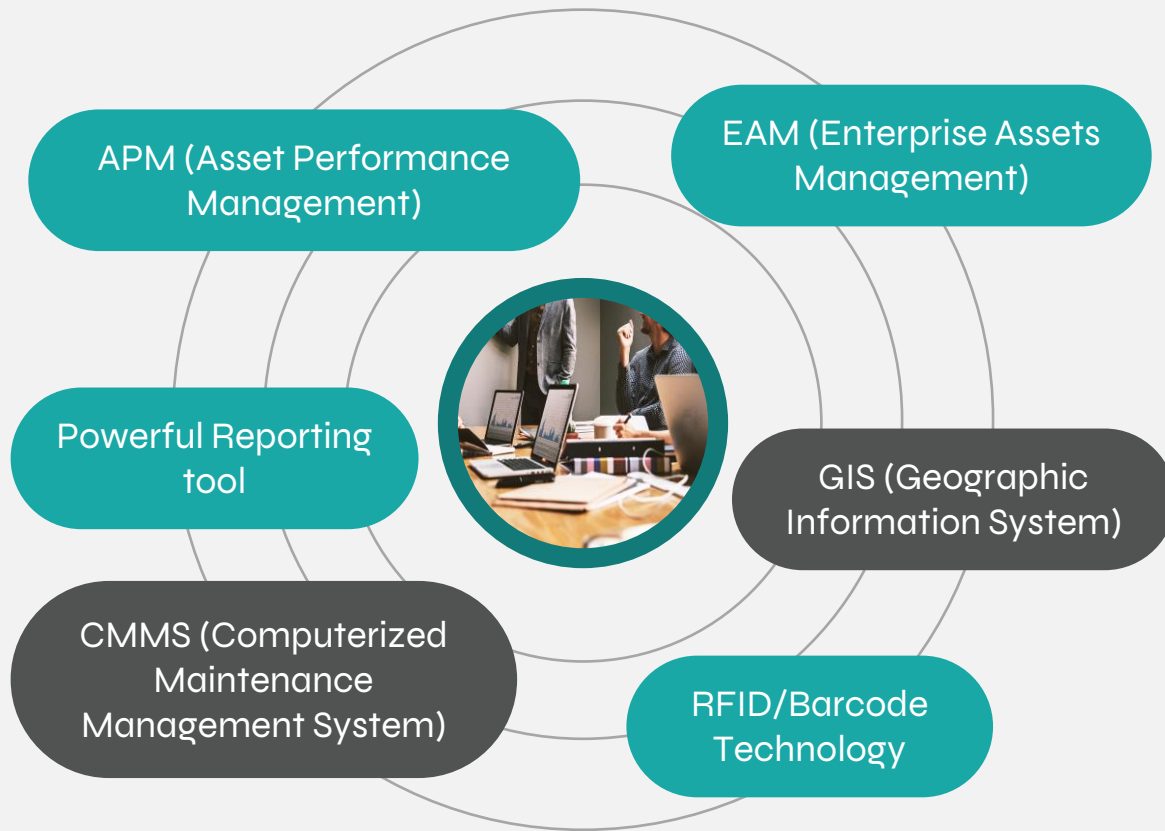
+260%
Growth in
Demands
YoY



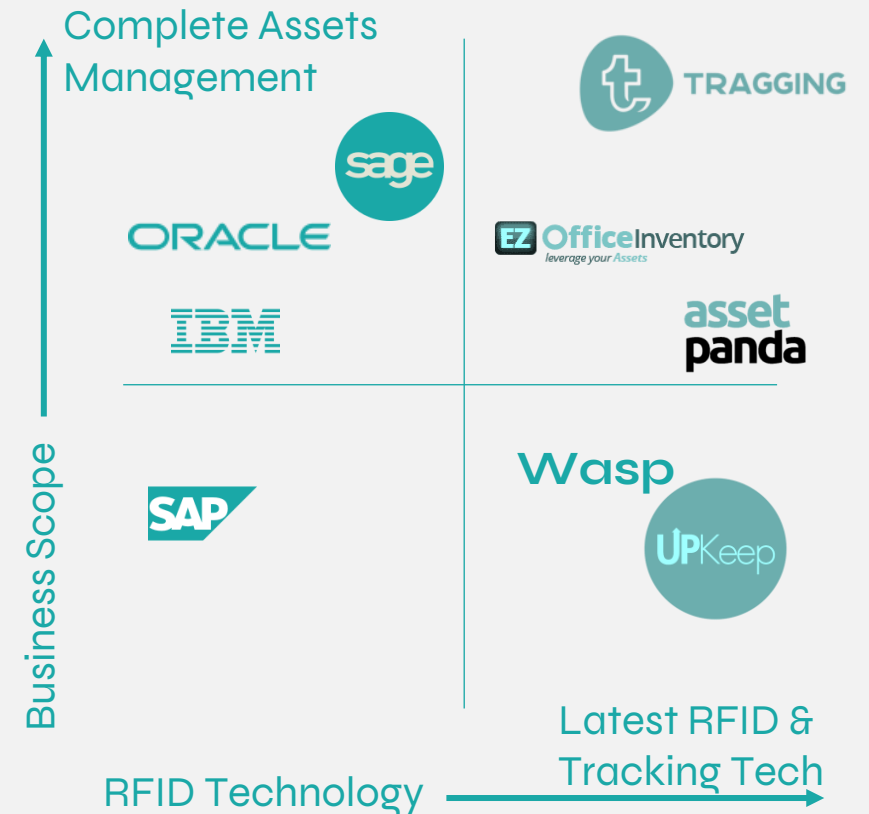
< 25
Direct
Competitors



Reason for Tragging FAM's success



Customer Focused



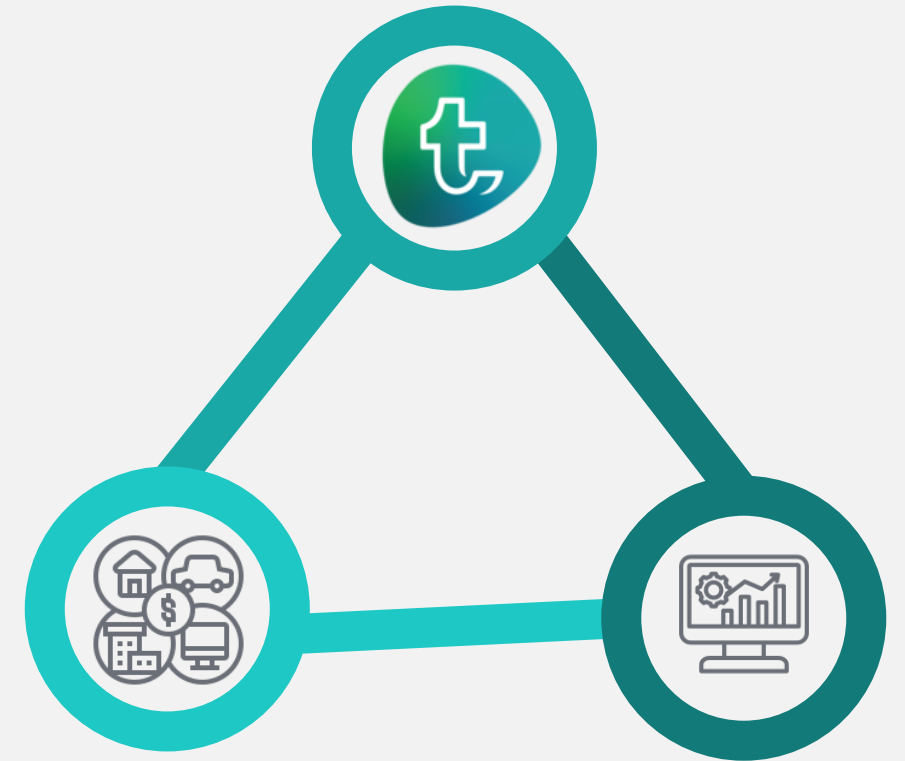
Positioning

Asset Management Software Designed for Simplicity

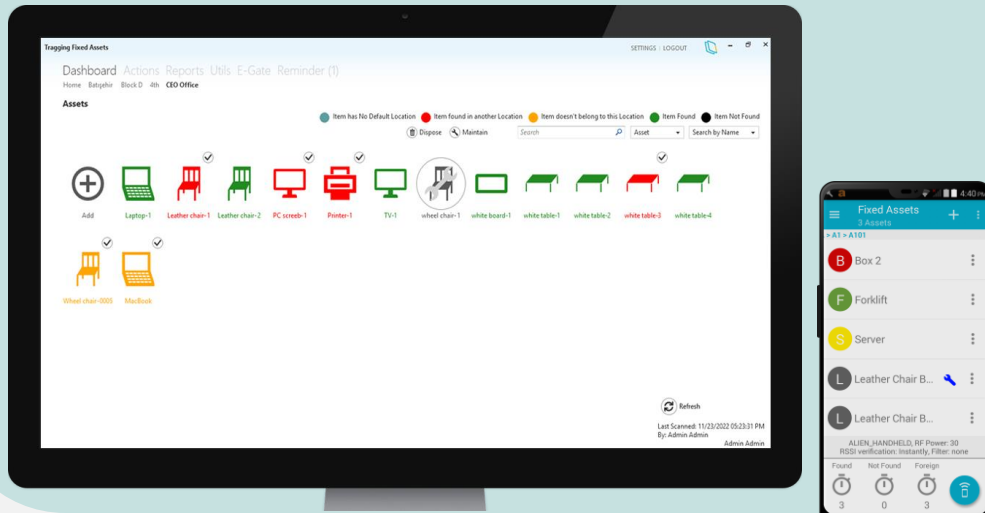
From a **Single Purpose** Software



- Each line represents a time-consuming and potentially error-prone task.



To an **All-in-one** Solution



Accessible on Devices

- Intuitive and elegant user interface
- Compatible with various Android RFID Readers



Easily Integrate

- Tragging FAM is integrated with a variety of ERP and BI Reporting tools
- You can integrate other solution seamlessly

Partner Business Model



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Business Model



Tragging

- Professional Services
- Value Proposition
- Training resources
- Implement Tragging FAM (optional)



Partner

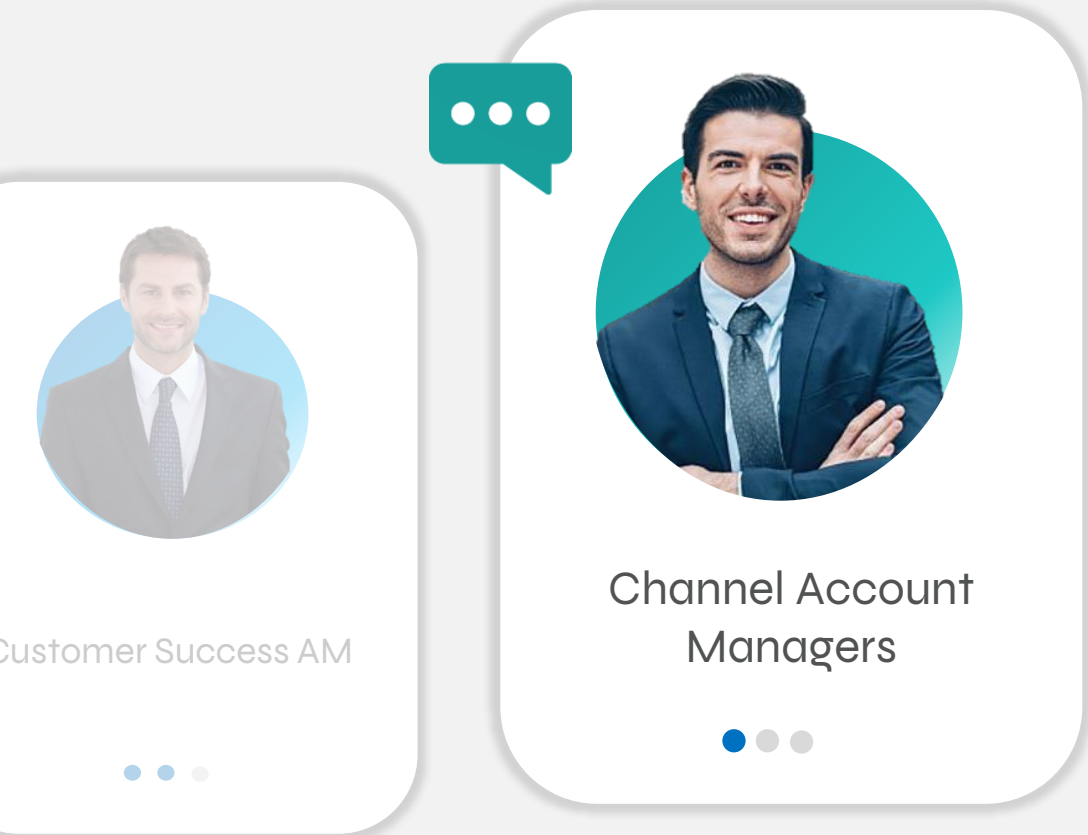
- Sell Tragging FA licenses
- Business services
- Implement Tragging FAM (optional)



Customer

- Owns Tragging FAM license
- Partner Support
- Tragging Support

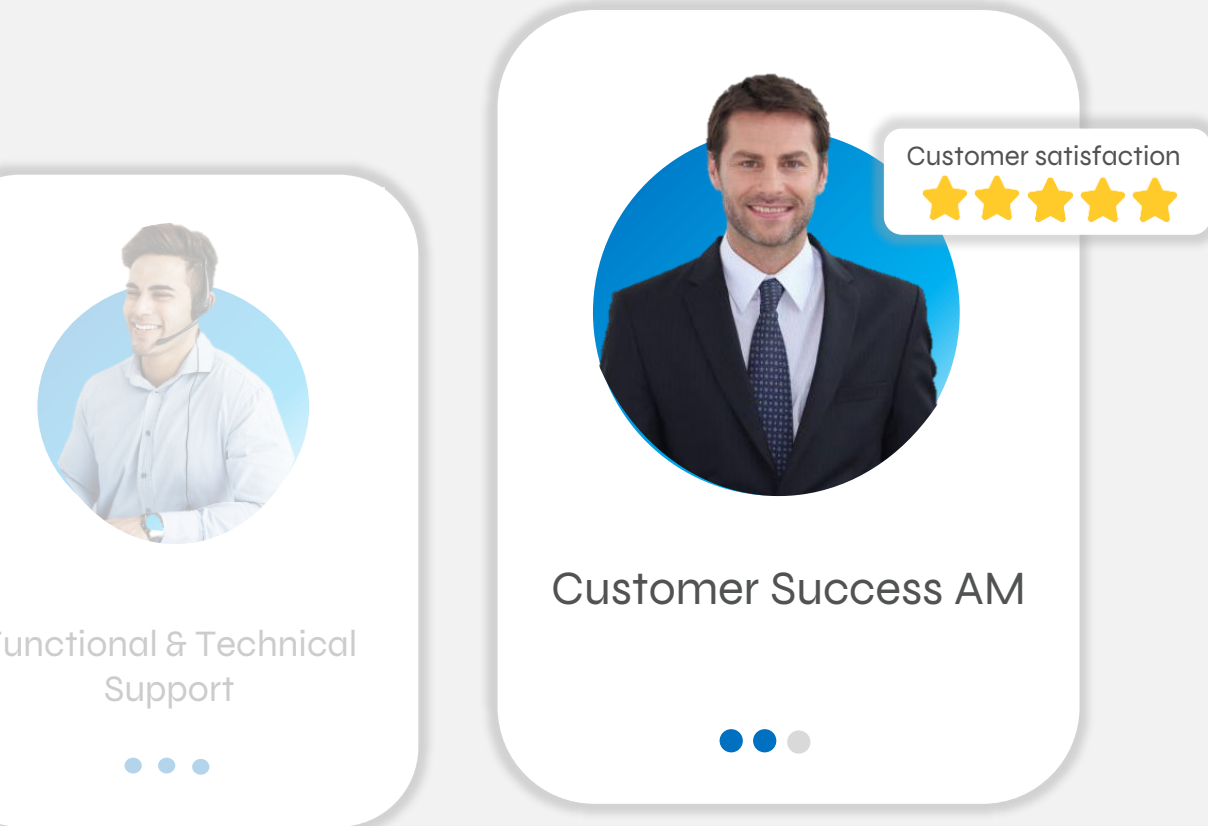
Partnership Support



Channel Account Manager

- Main Point of Contact (PoC)
- Update you on Tragging FAM
- Assist you with new sales
- Assign leads (when available)
- Collaborate on business strategies

Partnership Support



Customer Success AM

- PoC for your existing customers
- Assist you with upsells & crossells
- Ensure your customer are happy
- Collaborate with you & customers

Partner Success Pack

Functional & Technical Support

Unlimited Pack

Dedicated business analyst



Help preparing demos



Training & coaching



Functional support



Help answer RFIs



ROI Analysis



On-site/ remote intervention



Technical service/ support



Development coaching



Performance review



Technical & BA/PM Expert



Technical Training

- Comprehensive technical training on Tragging FAM implementation

Project Leader Onboarding

- Learn and train on BA/PM best practices with an Tragging FAM expert



Pricing Model

Tragging FAM Licenses

Users & app licenses



Partner Service

Partner services & implementation cost

Total Cost

Direct Payment by End Customer to Partner



Invoicing Model

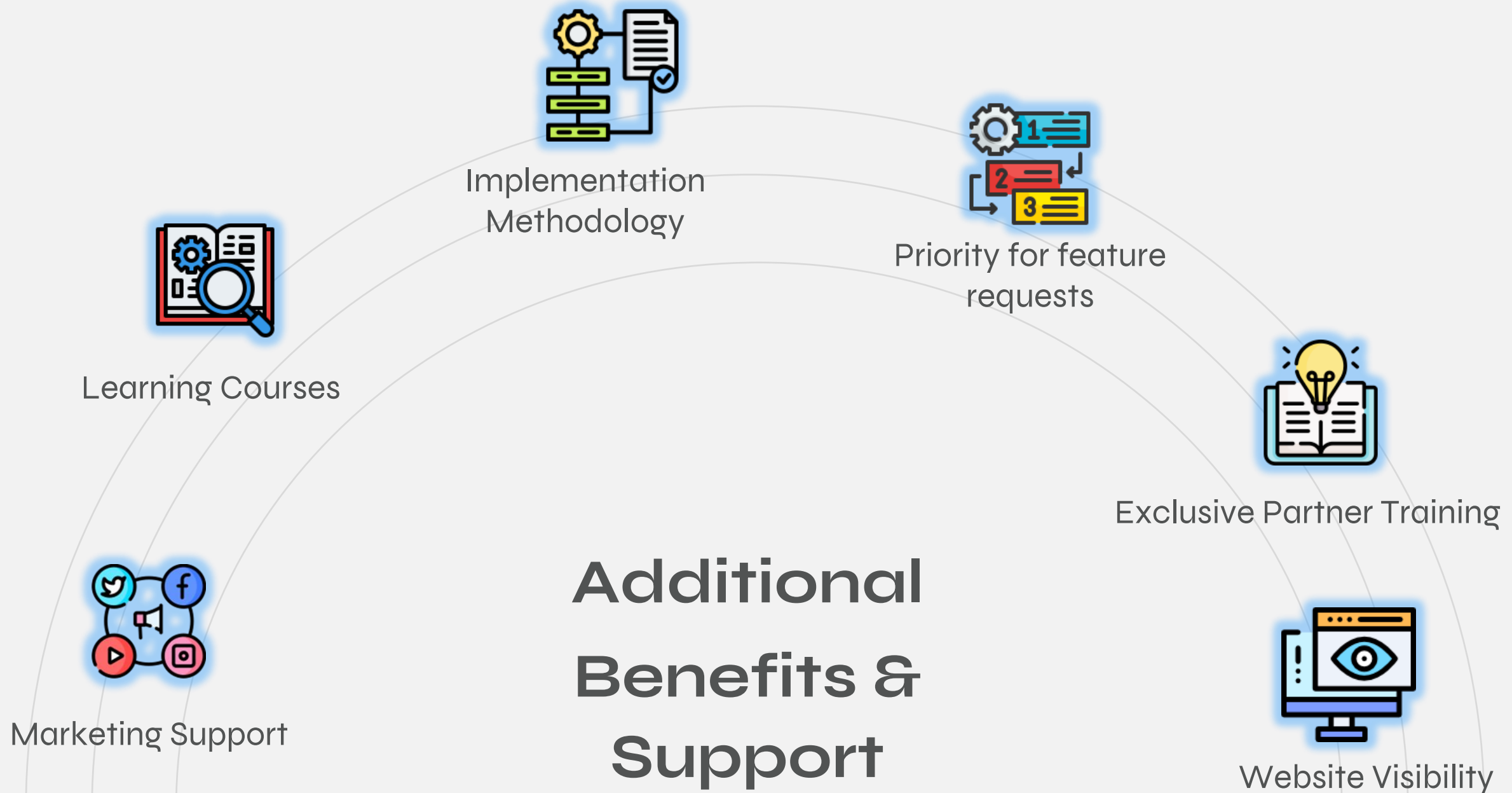
Direct Invoicing by Tragging to Partner

Tragging will invoice the partner directly



TRAGGING

-----> Partner



Onboarding



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Onboarding

Onboarding Call

With your Account Manager



Do
a SWOT Analysis

Schedule

Your Training, and Access to your partnership resources/ tools



Learn
From e-learning videos & your Tragger FAM demo version

Schedule

A regular meeting with your Account Manager at least once per week



Assigned to Your Tragging FA Support



Dedicated Channel AMs

Partnership PoC who will provide full sales support, help with new projects and keep you updated with all Tragging FAM news.



Customer Success Team

Working with you on existing projects to help maintain quality and increase customer satisfaction

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