



INSENTRA

RULES OF

ENGAGEMENT

**We believe a successful Partnership is established in trust, honesty and clear communication. Our rules of engagement provide clarity around our promise to you, what happens when another Partner approaches us when we are already engaged with you and how we respond when projects don't go to plan. We are committed to ensuring a profitable relationship and put the capital P in Partnership.**

## OUR PROMISE TO YOU

**As a Partner with Insentra, we provide you with resources so you can deliver outstanding results to your clients. We commit to:**

- Providing you with pre-sales at no cost in qualified opportunities
- Not transact directly with end user organisations
- Not sell competing tier one vendor products
- Bringing you any additional opportunities we uncover during a project
- Provide professional services to augment your capabilities
- Offer managed services to enable monthly recurring revenue
- Perform strategic account planning with you
- Provide access to the highest qualified Solution Architects and Consultants
- Provide a complete end to end service delivery and project management experience
- Communicate openly and transparently
- Providing sales strategy support to simplify the process for your sales teams
- Removing risk with projects by partnering with you and your clients to guarantee the job is complete for all scoped

# WHAT HAPPENS WHEN WE ARE **ENGAGED WITH YOU** AND ANOTHER PARTNER APPROACHES US ON THE SAME OPPORTUNITY

Occasionally we have multiple Partners approach us on the same opportunity (note: we do not register accounts, we register specific opportunities). Our intention in this situation is to protect the Partner that engages us first on the opportunity once it is qualified.

## **When approached by another Partner for the same opportunity, Insentra will:**

1. Inform Partner B that we are already engaged with Partner A on the same opportunity
2. Not share the name of Partner A
3. Encourage Partner B to have a discussion with the end user client to inform them of the intent to engage Insentra. As Insentra are seldom white labelled, this process is designed to understand why the customer is engaging another partner company and to confirm if the customer would still like to entertain a bid from Partner B
4. Advise Partner B that Insentra will be informing Partner A of an approach by another Partner
5. Inform Partner A that Insentra has been approached by Partner B (not sharing Partner B's name). Encourage Partner A to have a discussion with the end user client to understand why the customer is engaging another partner company.
6. If the customer would still like to have a bid from Partner B, Insentra will provide Partner B with a price that is 10% higher than that provided to Partner A.

With respect to RFQ/RFP and tender scenarios, unless Insentra and partner have co-invested to influence the requirements prior to the release of the tender, Insentra will provide price parity to those partners who engage Insentra.

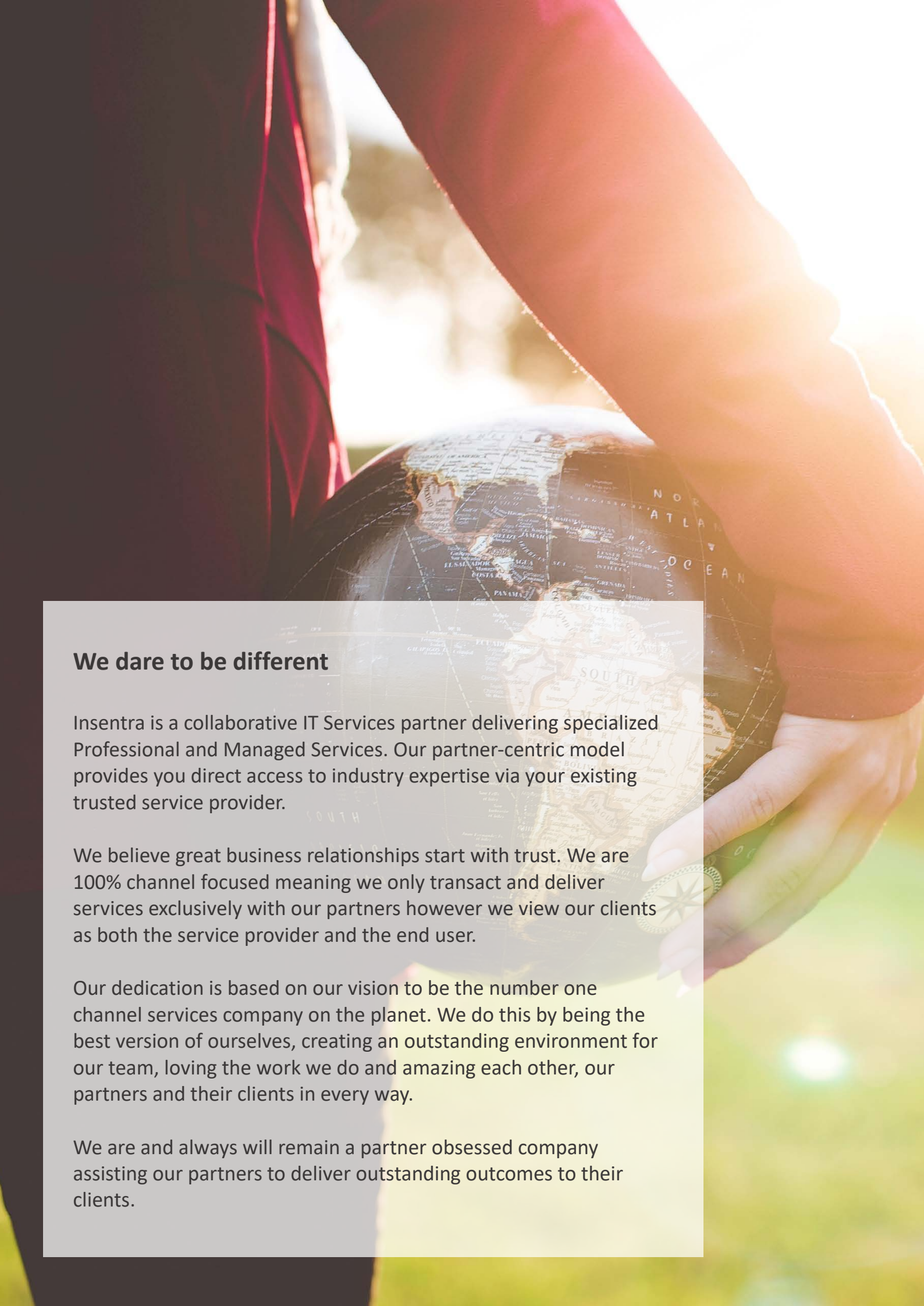
# WE KNOW THINGS DON'T ALWAYS GO TO PLAN

Your clients are important to us. We know not all projects go to plan and while we have measures in place to prevent issues arising we also ensure that when issues do occur we are positioned to deal with them effectively and efficiently, with the intent of resolving the issue to yours and the clients' satisfaction.

How do we ensure issues are resolved quickly?

- **Service Excellence Manager Appointed:** Insentra has a dedicated Service Excellence Manager (SEM) as part of the executive team. Our SEM will work with you, your client and our team to ensure any issues are resolved. All issues are escalated to our SEM
- **Director Involvement:** Our Directors are informed about any issues and have input. In the case of Severity One issues our CEO is notified
- **You are always kept informed:** We keep our Partners informed and agree a plan with you and your client
- **Follow Up:** We conduct regular follow up to ensure the issue is being addressed to the partner and client satisfaction
- **Always Improving:** We are constantly setting new standards in our business to prevent incident recurrence. We take all incidents seriously and use them to better provide a high-quality service to you and your clients.
- **Feedback sessions:** We conduct regular feedback sessions with our partners to look for new ways we can improve the way we do things and celebrate what is already being done well.

Our dedication to you is based on our vision to be the number one channel services company on the planet. We do this by being the best version of ourselves, creating an outstanding environment for our team, loving the work we do and amazing each other, our Partners and their clients in every way. We are and always will remain a Partner obsessed company

A person wearing a red dress is holding a globe of the Earth. The background is a bright, sunlit outdoor scene with a blurred green field and a bright sun in the upper right corner, creating a warm, golden glow. The globe is the central focus, showing various continents and oceans. The text is overlaid on a semi-transparent white box in the lower-left quadrant of the image.

## **We dare to be different**

Insentra is a collaborative IT Services partner delivering specialized Professional and Managed Services. Our partner-centric model provides you direct access to industry expertise via your existing trusted service provider.

We believe great business relationships start with trust. We are 100% channel focused meaning we only transact and deliver services exclusively with our partners however we view our clients as both the service provider and the end user.

Our dedication is based on our vision to be the number one channel services company on the planet. We do this by being the best version of ourselves, creating an outstanding environment for our team, loving the work we do and amazing each other, our partners and their clients in every way.

We are and always will remain a partner obsessed company assisting our partners to deliver outstanding outcomes to their clients.