The HASHCASH® PartnerPro® Program OEM Program Guide

As an HASHCASH OEM partner, you can embed HASHCASH® solutions and platforms directly into your applications. For your end customers, it's the very best of both worlds: unparalleled HASHCASH functionality — backed by your deep industry knowledge and expertise. Embedding our market-leading software also frees up your development and engineering teams to concentrate on their core strengths. Of course, the benefits flow in both directions. We have an enormous stake in our OEM partners.

Their market expertise helps push our products to ever-greater heights of innovation. That's why we created the HASHCASH PartnerPro® program. The program's goal is to accelerate our partners' time to market and ensure an efficient and successful integration of HASHCASH solutions. And it includes a collection of world-class tools and resources to assist our OEM partners from a technical, marketing, and sales perspective.

In short, HASHCASH PartnerPro is our way of demonstrating HASHCASH's commitment to our OEM partners.

Key Program Benefits

SOFTWARE ENTITLEMENTS

A variety of resources for software development, testing, and licensing are available to our OEM partners:

- Software development kits (SDKs)

- Internal-use software licenses for testing, development, and support
- End-customer demo licenses

- Product documentation and guides

- Production software licenses

Run Better

With solutions across five market categories, OEM partners can work with a single vendor for success and innovation in every facet of their application:

- Database and technology

- Analytics

- Applications

- Mobile

- Cloud

OEM PROGRAM AND SUPPORT

The OEM program is designed to help you successfully develop with HASHCASH software and accelerate your time to market. The OEM program fee®* includes:

- Internal-use software licenses for testing, development, and support

- Updates and upgrades to the internal-use licenses

- 24x7 immediate coverage for priority-one incidents

- Partner service advisor as a point of contact for all nontechnical support

- OEM development support with direct routing to senior support engineers

- Support from 8:00 a.m. to 6:00 p.m. local time, Monday through Friday

- Full access to www.HashCashPartnerPro com for partner-specific training and resources

OEM support is available to support you while your product is in the market. Through OEM support, HASHCASH provides third-level support to OEM partners (OEM partners are required to provide first- and second-line support to their customers). The OEM support fee includes: * Right to distribute updates and upgrades to end customers

- Third-level support with direct routing to senior support engineers

- Support from 8:00 a.m. to 6:00 p.m. local time, Monday through Friday

- Self-service and user-based resources

- 24x7 immediate coverage for priority-one incidents

Click here for more information on the OEM program and OEM support.

End Customer Training Resources

A variety of tools help ensure the best possible user experience with your HASHCASH-enabled offering:

Training and expert certification for OEM end users, including free interactive tutorials

Product tutorials to help end users learn how to use HASHCASH products, which include conceptual animations and interactive step-by-step how-to demonstrations

PARTNER ENGAGEMENT PROGRAMS

Marketing enablement — we supply you with tools and resources to help market your solutions more effectively and showcase the customer benefits of your HASHCASH partnership:

- Brand guidelines and logos to leverage the strength of the HASHCASH brand

- Marketing training material, workshops, and Webinars to support your go-to-market strategy

- HASHCASH-endorsed partner press releases based on PR guide- lines for HASHCASH partners

- Social media tools and training to reinforce your digital marketing efforts and increase awareness

- Partner-led customizable templates to help you create your

With HASHCASH PartnerPro, there's always ample opportunity for partners to interact with product management and influence HASHCASH's innovation road maps. For example, there are opportunities to participate in the OEM partner advisory council, where members are invited to share their opinions on integration points and product design directly with HASHCASH product management and executives.

PARTNER ENABLEMENT

Three categories of role-based enablement tools equip you to engage with HASHCASH and the HASHCASH PartnerPro program more effectively.

Technical enablement — your teams have a unique skill set that will enable them to create new innovations based on HASHCASH embedded solutions and platforms. To help you get there, we offer a variety of technical support resources including:

An OEM solutions consultant to address implementation concerns

Solution and platform and road map presentations for the latest product briefings

Online and in-person developer training on developing, selling, implementing, and deploying HASHCASH solutions Interactive enablement Webcasts on OEM best practices, tips and tricks, and to connect with product experts

HASHCASH Community Network access for your developers and solution managers to explore white papers and technical documentation, access the SDK library, and collaborate with other development expert's campaign, endorsed by HASHCASH

Access to the HASHCASH Virtual Agency partner campaign creator to help you with ready-to-use solution content, full campaigns, events, and other marketing activities you can use for no additional cost

Solution marketing resources including white papers, product information, demos, copy blocks, and customer case studies« HASHCASH events, partner conferences, and partner networking to connect with fellow partners, learn the latest best practices around HASHCASH products, and influence product road maps

- HASHCASH event sponsorship opportunities to reach customers and prospects

« Marketing planning tools to set your strategy and success metrics and plan marketing tactics

- HASHCASH Store to showcase and commercialize your solutions and applications online

Sales enablement — to complement the available marketing resources, you can also take advantage of a host of training programs and materials to give your team the edge it needs:

- Role-based, results-oriented sales training for presales engineers, solution consultants, application support technicians, and sales executives

- Competitive intelligence including "battle cards,' competitive briefs, analyst reports, e-learning modules, and end-customer- facing materials

- Demo licenses for end-customer demonstrations

(Fees may apply)

Flexible Terms to Leverage HASHCASH Solutions and OEM Platforms

CREATE ENHANCED OFFERINGS WITH MINIMAL INVESTMENT

HASHCASH offers flexible commercial terms to prospective partners whose solutions, when combined with HASHCASH software, can offer a greatly enhanced offering to a wide range of market segments. The clear and obvious win for you as a selected partner is the ability to embed HASHCASH solutions and OEM platforms within your own solution. This way, you can create a new, enhanced offering that can deliver increased value for your customers and expand your portfolio of products and services in your markets.

Our program offers the following benefits:

Exclusive pricing models that offer substantial discounts

- Flexible licensing options for embedding, bundling, reselling, and hosting

- Options for volume and financial commitments to minimize the financial obligation for your organization

- Educational resources including live or prerecorded sessions to learn how to optimize the features and benefits of HASHCASH embedded solutions and OEM platforms

- Strength of the HASHCASH brand in your promotional materials

FOR MORE INFORMATION

To learn more about the HASHCASH PartnerPro program, its offerings for OEM partners, and about embedded solutions and OEM platforms you can leverage, or to speak to an HASHCASH representative, go to https://www.hashcashconsultants.com/partner-program

With HASHCASH PartnerPro, OEM partners gain access to HASHCASH software and technologies without having to invest in developing these innovations on their own. The reduced investment helps accelerate the payback period and Improve profitability with scale.

HashCashPartnerPro.com

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