





Partner Revenue Opportunity

Description	Partner Category		
	Service	Reseller	Solution
Starter License Fee	FREE	FREE	FREE
Software License Fee	Referral Bonus	Reseller Margin	Partner Margin
Data Migration Services	GFT	GFT	GFT
Installation & Training Fee	Partner	Partner	Partner
Data Entry Fee	Partner	Partner	Partner
Print Design Fee	Partner	Partner	Partner
Implementation Fee	Partner	Partner	Partner
Customization Fee, if any	GFT	GFT	GFT

Note

-  GoFrugal delivers service
-  Partner delivers service

Market Overview

The unique characteristics of retail, retail distribution and supply chain management solution markets are high volume of transactions, the large number of low skilled jobs and high turnover of the work force. Automation is mandatory. The solution must be fast and accurate due to the high volume of transactions. It must also be robust, secure, easy to learn and easy to use to accommodate the high employee turn over of the industry

As each customer needs are unique, the software solutions are provided by local players. These local players are not able to invest on the R&D required to build more than one generation of solution. Due to this, the solution is never upgraded and is obsolete. While the businessmen are quick to upgrade the hardware infrastructure to the latest in the market, they are unable to upgrade the software due to lack of availability of quality solution at affordable price point. Also most of the businesses are run with native intelligence. The business processes and practices are not benchmarked against standard industry practices. This leads to fear in the businessmen about the suitability of standard packaged solutions for their operations

GoFrugal solutions are designed to address these local needs with open standards based global products and local services.

Partner Benefits

“GoFrugal solutions and the partner programs are designed for a win-win-win for the customer, partner and GoFrugal”

"RayMedi solutions offer the ideal mix of global products requiring local delivery. Face time to understand customer needs and delivering the solution at low total cost of ownership are critical success factors. GoFrugal helps you achieve them in a profitable and sustainable manner"

- Address IT needs of the fastest growing industry segment of economy
- Profitable engagement by selling IT products, services and consumables
- Access to proven products for local retailers need
- Sales collateral material & pre-sales support
- Well defined sales training and end user training program
- Cross sell and Up sell – due to depth and breadth of solutions
- Volume discounts
- Proven implementation process to suit business & operational needs of customer
- 24x7 Response center, Remote support & On site support
- Access to comprehensive GoFrugal partner portal

Opportunity

"Sign-up to avail the opportunity to sell solutions for higher income and increased repeat business"

There is a huge opportunity because of the modernization and technology adoption waves that are sweeping the country. The drivers for the acceleration in the adoption or replacement of software solutions are:

1. Increased awareness because of the exposure to standard industry practices. Businessmen can combine them with their native intelligence to adopt better systems
2. Rapid penetration and adoption of Internet and mobile technology results in innovative and cost effective solutions for old, well-known problems and needs
3. Increased consumer expectation on products and services. Too many variants on each product and the consumer is specific about the brand and variant they need. Further consumer expectation on home delivery, reservations etc. have increased
4. Willingness to collaborate and face competition using the availability of cost effective collaboration tools. As most businessmen have their own network of family and friends, they collaborate with each other while remaining independently in their business
5. Need to implement an integrated business management solution due to introduction of VAT and other laws

The Market is ripe for consolidation as there are significant drivers for change and the inability of the local vendor to scale up to meet the demands of the changing market needs and business expectations. The market lacks quality, comprehensive solutions in terms of technology, solution capability and the delivery model

GoFrugal is in the right environment to utilize this lack of universal solution as an opportunity to partner with you and grow

Responsibility of Partner

Role Description	Partner Category		
	Service	Reseller	Solution
Market Development	GFT	GFT	
Lead Generation			
Product Demonstration			
Solution Proposal			
Commercials			
Collection			
Implementation Management	GFT	GFT	
Implementation Services			
Installation			
End User Training			
Maintenance Releases	GFT	GFT	GFT
Support and Patch Update			
24x7 Response Center	GFT	GFT	GFT
Upgrade	GFT	GFT	GFT
Pre-purchase RayMedi licenses	✗		
Customer is billed by	GFT		
Dedicated Partner Staff for Sales			
Dedicated Partner Staff for Support			

Legend

- Responsibility of party in column heading
- Optional. Party can take responsibility for the task and earn higher income from a deal
- GoFrugal is responsible for the role
- ✗ Not Applicable for the particular type of partner

"GoFrugal believes in success through partnership and collaboration. We understand that for us to succeed, our customers and partners must succeed first"

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