



KENCLOUDTM
CONTROL YOUR WORLD

CHANNEL PARTNER
PROGRAM



Be ready to be a
Game Changer



COMPANY WE KEEP?

'Innovation is a continuous process' and SWASH Group of Companies lives by that belief. A Pioneer, a Trendsetter and an Innovator in the field of software solutions and cloud computing, SWASH began its foray into the IT world more than a decade back and even today runs parallel with the rapidly accelerating stream of technology ensuring to stay at par with the continuous changes that affects the business world. With a rich experience in developing and delivering 360° business consulting services & enterprise based solutions for diverse enterprises globally, its expertise has not just satisfied its esteemed clients, but also has met with prevalent international IT standards earning several worldwide recognitions like ISO certifications, NASSCOM membership, Azure partnership and lot more over such a short period of time. It is Swash's ability to deliver quality, trust, security and updated technology to its customers which have helped it to generate overwhelming demands from them.

With an increasingly faster adoption rate for cloud in the global retail sector, Swash Convergence Technologies Limited offers business people to come and partner with the world's biggest and finest Partnership network and reap the benefits of the GEN-NEXT cloud ecosystem.

ABOVE **540000** MAN HOURS

INVESTED

MORE THAN **358** MODULES

DEVELOPED

MORE THAN **33000** TASKS

EXECUTED

MORE THAN **5370** TESTS

CASES WRITTEN

OUR PRODUCTS?

Swash's enticing combination of products and solutions are completely focused on meeting the end needs of the enterprise based requirements. KENCloud™ **Explore 21** range of products and services has been uniquely strategized and designed to provide 100% satisfaction from procurement to customization. The uniqueness of the offerings comes from factors like multi-platform, multi-device and environment independence coupled with Faster and more efficient operations for any Business.

KENCloud™ is Redefining a New, Successful & Futuristic Business World . Recognized as a leading IT solution provider with millions of life-long customers renowned brand recognition, KENCloud™ has the group of most enticing, new age and advance cloud based software solutions that helps its clients achieving better, bigger and most profitable business operations. The IT solutions that KENCloud™ provides, are designed to carter almost every end-to-end need of an organization by simplifying the complexity of the crucial work processes. KENCloud™'s software solutions enable its customers to streamline their internal operations while facilitating productive communication among the team members and helps innovating and improvising their products. We divide our 21 most demanded and largest range of custom cloud based IT products, services and solutions to three different groups to ease up the selection process for our clients. Our product group divides strategically for Department Specific | Service as a Product | ERP Products.

Improve Productivity & Reduce Cost with Our Department Specific Solutions

KENCloud™'s department specific product is specifically designed to cater the requirements of particular departments existing across the different organizations and different vertical industries. With our department specific solution, organizations can choose the departments that need to be automated instead of buying the entire ERP package. They can continue to add on departments as per their requirement which can be again be integrated into one and can be converted into single ERP. Our cloud based departmental products consists of:

KENPoint - A scalable web-deployed Omni-channel Point of Sale software.

KENResource - The complete solution to manage and retain entire human resources management cycle.

KENAssets - Provides an insight to all the enterprise assets, their conditions and work processes for effective planning and control.

KENRelation - An all-in-one CRM solution that efficiently automates the sales & marketing sector and client management.

KENPlanner - Designed to help plan, organize, and develop resource estimates, manage resource pools and implement plans of a project.

KENRegister - An effective document management software, built to store, manage and track documents.

Catering to Every End-To-End Solution | Service as a Product

KENCloud™'s Service as a Product (SAAP) is a certain panel of services framed and organized according to business's mode of usage and needs which caters to every end-to-end solution for all the virtual requirements of an organization of any vertical, including small and medium size enterprises (SMEs). This section of KENCloud™ services includes the best of the lot business friendly mobile apps, digital marketing optimization solutions, optimal responsive web designs etc. at a budget suited price. The major cloud based Service as a Product that we provide includes:

KENPresence - Offers digital marketing strategy, planning & creativity thus resulting in fully managed & highly successful online marketing campaigns.

KENReach - A cloud based and fully customizable mobile application development service.

KENDisc - A cloud based data storage service, especially designed to store all the important records of an organization.

KENStats - Designed to provide errorless and accurate business analytics on cloud.

KENResponse - The responsive web design service with which one can craft websites to provide an optimal viewing experience across a wide range of devices.

KENTexpert - This service consists every required support system that is mostly needed to within any organization.

KENonCloud - An all in one cloud service that fulfills almost every single IT demands of an organization.

Addressing the Unique Business Needs of Every Specific Industry | ERP Solutions

KENCloud™'s ERP solution is a cauldron to a wide range of innovative services aims at providing simplified and inventive cloud based enterprise solutions to industries of every vertical. The dynamic portfolio of our ERP business solutions addresses the unique business requirements of every specific industry segment i.e. Education, Retail, BFSI, Healthcare, Manufacturing, Logistics and much more. The major cloud based ERP solutions that we provide are:

KENLogistics - Strengthens, resolves and simplifies the entire process of supply chain management.

KENCampus - Helps educational establishments to resolve all their tedious tasks starting from admission, academics, library to examination.

KENMedics - Provides simplified and end-to-end healthcare management solutions.

KENMerchant - Enables retailers deliver an Omni-channel strategy and thereby accelerate sales, improve operations.

KENCommerce - Integrates the operations associated with e-commerce industry right from shopping cart management to billing.

KENRelation - An all-in-one CRM solution that efficiently automates the sales & marketing sector and client



SERVICE AS A PRODUCT



ERP SOLUTIONS



DEPARTMENT SPECIFIC



Opening the DOOR to business SUCCESS and PROWESS!

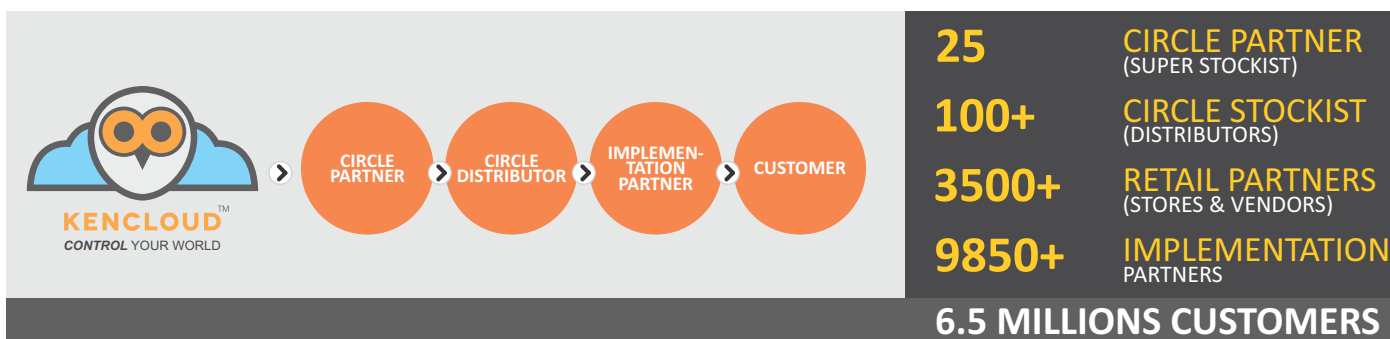
**WITH THE INCREASING DEMAND AND HEIGHTENED MIGRATION RATES FOR CLOUD IN THE GLOBAL RETAIL SECTOR,
BE THE ONE TO GRAB THE BEST OPPORTUNITY TO BE A PART OF THE GROWING INDUSTRY!**

Do not miss your chance to run your own CLOUD RETAIL business and establish a unique
brand in your own market!

INTRODUCING KENCloud™ RETAIL NETWORK

Enhancing Business Prowess...Enhancing Success Rate!

The KENcloud™ ecosystem is a matrix of focused and driven people who are the best in their own field of interests. This partnership network is applauded worldwide because of its value-added chain like structure which works in a perfect tandem to ensure high success rate. KENCloud™ prides itself on providing strong global branding, collaboration, benefits and supports to ensure that our partners are on the road to success in no time – wherever they are operating from.



OUR BUSINESS MODEL

Built on the basis of a FOCO (Franchise Owned, Company Operated) model, the channel is segmented into 3 different levels strategically to enhance the profitability of the ECO SYSTEM and ensure zero risk exposure to our Retail Channel Partners.

Once you apply to become a part of the network, our specialized KENCloud™ channel team will be mapped to you to understand your needs, your requirements and your operational strategies based on your location. A complete hand holding is done for establishing the criteria to onboard you as a part of our partnership ecosystem. After the team has ascertained that you are appropriately equipped for becoming a part of the system, they would be signing off through execution of necessary contract with your esteemed organization. Once enrolled, complete 360° support will be mapped from our team through your very own account manager, who would then establish the office with necessary branding and manpower for operation and GO-TO-MARKET drive



WHY KENCloud™

PARTNER ECOSYSTEM?

Our partners are a key to our global success, and it is our top priority to support them and drive profitable growth in new and existing markets.

- 10+ YEARS OF EXPERIENCE IN IT AND SOFTWARE
- LOW INVESTMENT WITH HIGH RETURNS
- BASED ON A SUCCESS - PROVEN FOCO MODEL
- SIMPLICITY IN OPERATION
- INNOVATIVE RANGE OF PRODUCTS
- REGIONAL, NATIONAL AND INTERNATIONAL BUSINESS DEVELOPMENT PLANS
- CONTINUOUS REGIONAL & NATIONAL MARKETING AND CAMPAIGNING
- STRONG NATIONAL PRESENCE WITH 100+ ESTEEMED CLIENTS
- EXTRAORDINARY TRAINING PROGRAMS
- LOGISTICS AND SUPPLY CHAIN SUPPORT
- BREAK DOWN OF RISK FOR THE PARTNERS
- AT PAR WITH THE FAST ADOPTION RATES FOR CLOUD IN THE GLOBAL RETAIL SECTOR.

Known to provide a platform to dynamic entrepreneurs to reap the wealth of benefits put forward by the partnership network, KENCloud™ channel partnership program is designed to further enhance the existing business of an entrepreneur making it a golden opportunity for business people to achieve their most desirable business positions, client base and success they ever dreamt of. Joining hands with this esteemed partnership ecosystem will open gates to a joint platform to achieve success in today's challenging market and to address new market opportunities. We are now responding to increasing demand from the global market by opening up to international franchising.

WHO CAN JOIN US ?

Are you the one who can take the business to great heights?

To grow with KENCloud™ partnership ecosystem, we have certain eligibility criteria. The portfolio is built for mapping individual's ability, focus and natural as well as attained skills to respective profit areas. A brief of these areas are as provisioned below:

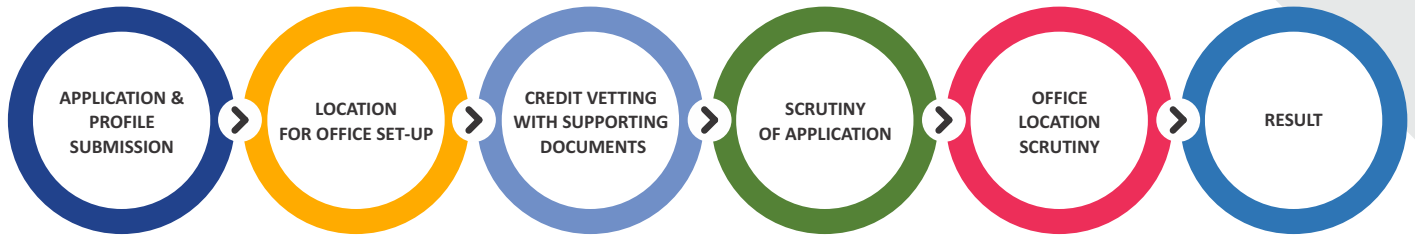
- FINANCIAL CREDIBILITY TO DEVELOP AND MANAGE THE BUSINESS ON AN ON-GOING BASIS.
- AN ORGANIZATIONAL SPACE (PREFERABLY 200-300 SQ FT) WHICH CAN SUPPORT MINIMUM 5 MANPOWER AND MINIMAL OPERATIONAL REQUIREMENTS
- SHOW EVIDENCE OF SUCCESS, AMBITION AND LONG-TERM VISION TO GROW WITH KENCloud™ PARTNERSHIP
- FINANCIAL CAPABILITY AND SUFFICIENT CAPITALIZATION
- HAVE ACCESS TO RELEVANT BANKING, TAXATION AND LEGAL MATTERS
- A PROVEN TRACK RECORD OF RUNNING A SUCCESSFUL BUSINESS, IDEALLY WITHIN THE RETAIL SECTOR.
- SHARE A PASSION FOR OUR PRODUCTS AND UNDERSTAND THE MARKET WELL.

HOW TO BECOME KENCloud™ PARTNER

The selection process to the biggest Partnership Ecosystem

Due to its high-end reputation of being the best partnership network Nationwide, the on-boarding process of KENCloud™ partnership program is broken into some stages to find the entrepreneur truly befitting the program. Following are the stages of selection:

STAGE 1 (pre-selection)



STAGE 2 (on-boarding)

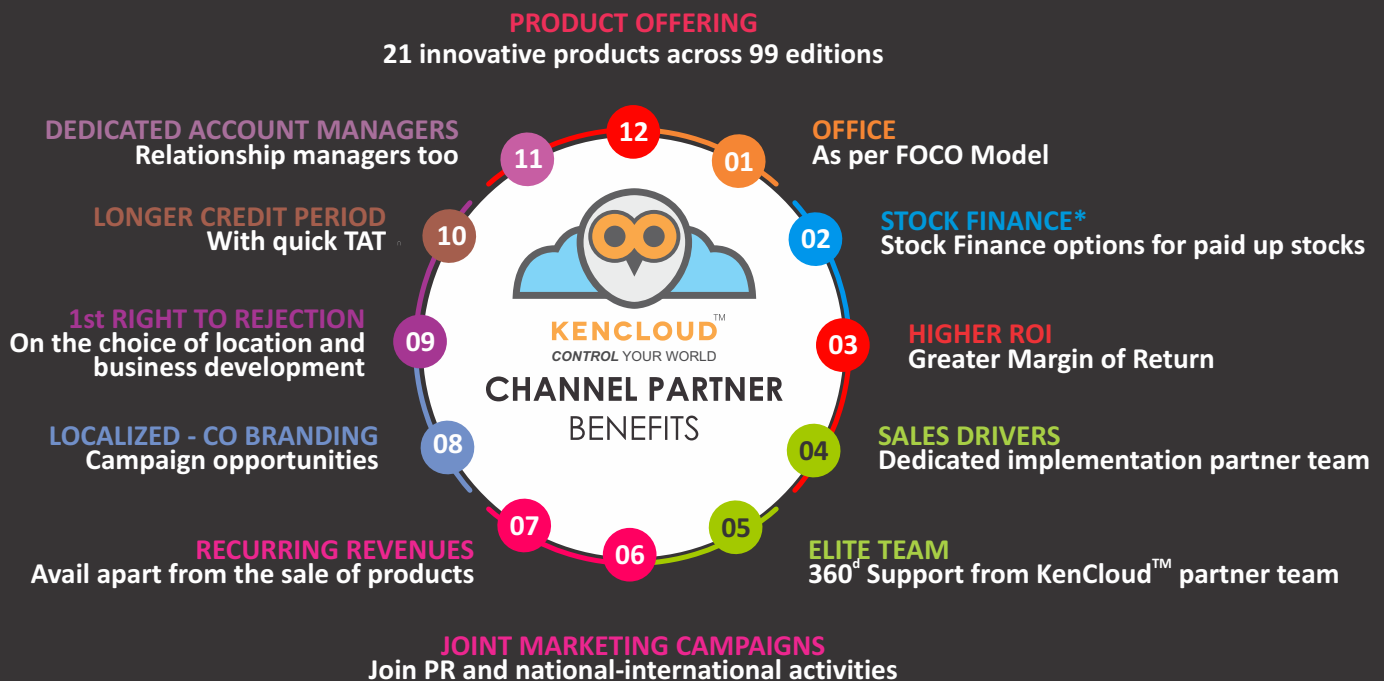


It is as easy as that! Once you have submitted your application and we have finished our scrutiny and approved you to become a KENCloud™ Partner, the world of opportunity awaiting you opens! As a channel partner, you will receive assistance with your office design and branding.

PERKS YOU EARN ALL YOUR WAY

Benefits of the Partnership Program

We have created all kinds of amazing opportunities possible to enable our channel partners to be



INVESTMENT

Looking at the aspect that KENCloud™ partnership network is one of the few initiators to adopt and provide a platform to the entrepreneurs for the new concept of Cloud Retail Network in the country, there are certain investments which are associated with this partnership program. The total amount of investment will also depend on the location and size of the office and the stock valuation. The estimated costs outlined might vary in relation to the physical size of the store.

INVESTMENT BREAKDOWN

PHASE-1 INITIAL INVESTMENT

In the first phase of enrollment, a onetime refundable security deposit of INR 5, 50, 000/- (Five Lakh Fifty Thousand) is to be made as an initial investment. This payment can be done via DD/Cheque/NEFT/RTGS in favor of Swash Convergence Technologies Limited.

PHASE-2 INFRASTRUCTURE INVESTMENT

As the KENCloud™ Partnership Network operates through the partner network beneficial FOCO (Franchise Owned Company Operated) model, our Circle partners need to have an office in whichever location they select for their operations purpose. If they already have a space for office (preferably of area 200-300 SQ.FT as per company norms), then the only investment they will have to make is for office set up, operations and manpower (upto 3) along with some recurring miscellaneous costs (if any). There should also be some space for internal and external branding of SWASH CONVERGENCE TECHNOLOGIES LIMITED which makes the partner office's look and feel at par with the company's brand name.

PHASE-3 STOCK VALUE INVESTMENT

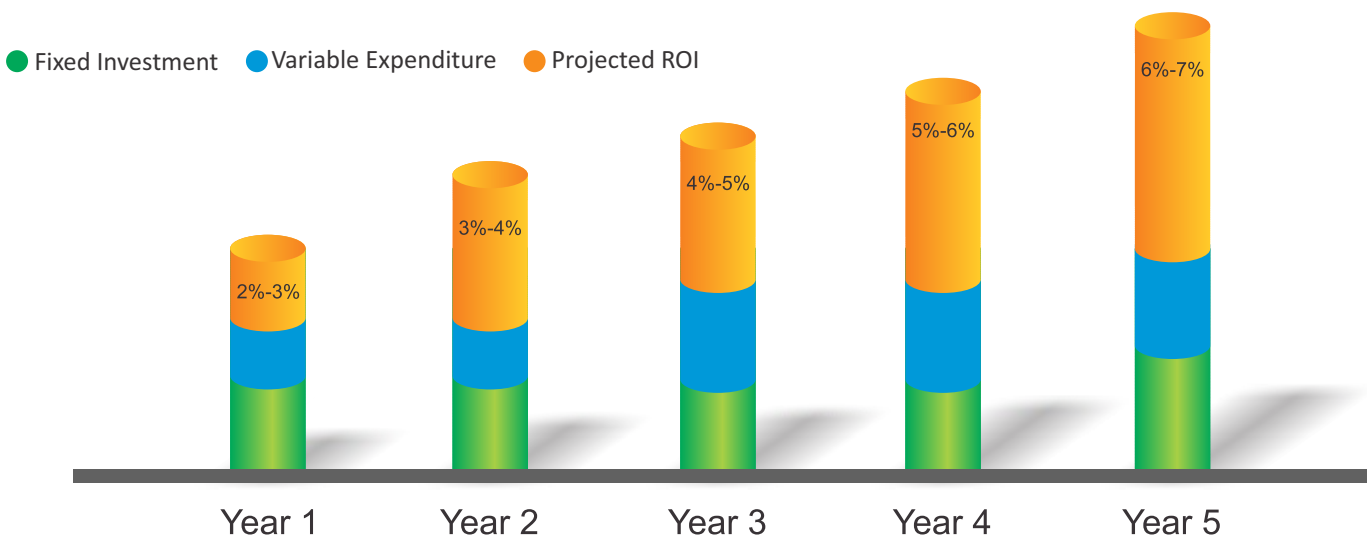
Once the office set up is complete, partners need to make a stock investment amounting to INR 55, 00, 000. From this total stock value, 30% will be paid up stock amounting to INR 16,50,000 and the remaining 70% will go into stock finance*.

RETURN ON INVESTMENT

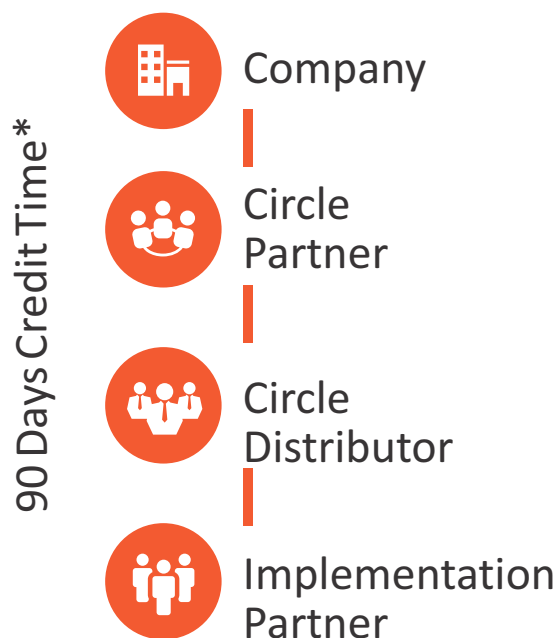
Two questions always crop up before becoming a Circle Partner 'What is the Return on Investment?' and 'What is The Growth Path?' Fortunately, KENCloud™ partner network has connected the dots between the Investment of Circle Partners and their sales ROI. We go by the belief that when partner goals and company goals align only then the increase in ROI happens. That is why we support our Circle Partners in every way ensuring that they enjoy a decent return on their Investment with the company and also we keep innovating new ways to further maximize it.

As this network is built on the basis of the unique converged FOCO (Franchise Owned, Company Operated) model, the partners has the lowest exposure to risk in their operations and growth. A unique model voted par excellence.

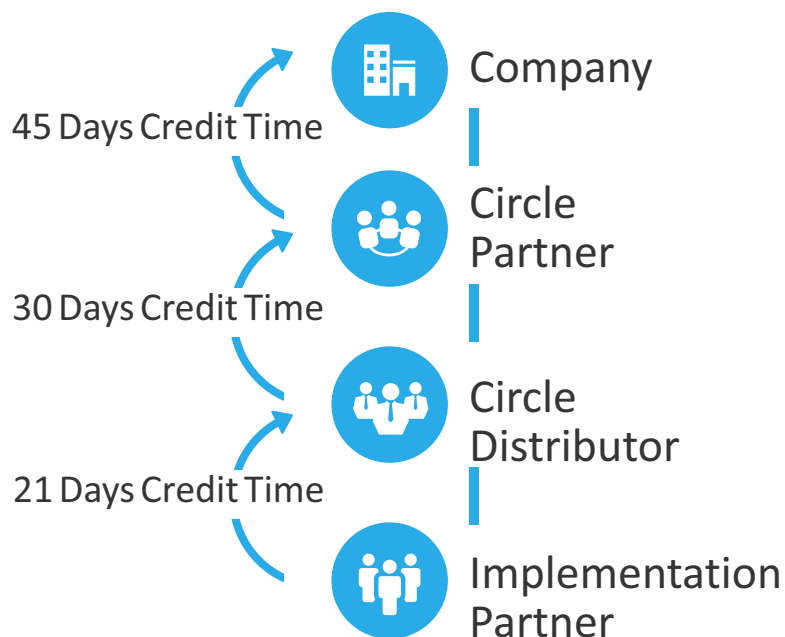
Your projected monthly ROI year on year basis is as below:



CREDIT TIME FOR STOCK FINANCE *



CREDIT TIME FOR PAID UP STOCK*



Regular Fixed Commission for STOCK SALE*

There will be fixed-commission percentage associated (per product) with every sale the Circle Partners makes. We also encourage the Circle Partners by offering them with fixed commissions during a short time window to encourage the sale of excess inventory or festive sales. The commission paying cycle will be once in every month.

HOW WE RECOGNIZE YOUR EFFORTS?

We constantly strive to make our channel partners feel valued and appreciated for all their hard work and contributions towards the success and net performance of the organization. We have come up with very innovative ways to keep our partners ever engaged and motivated:

- REFERRAL BONUS
- MONTHLY, QUARTERLY AND ANNUAL SCHEMES
- CLUB MEMBERSHIPS
- CONTESTS
- PUBLIC RECOGNITION
- TRIPS
- EARLY BIRD



WE ARE ALWAYS BY YOUR SIDE

ALL THE WAY

How do we support you?

In the KENCloud™ channel partner ECO SYSTEM, you will be required to possess some of the necessary skill sets- professional attitude, business and market understanding, enthusiasm and dedication to grow. KENCloud™ team in return will provide the following support to help you grow your business successfully:

- MARKETING SUPPORT & VISUAL IDENTITY
- UNIVERSALIZED BRANDING SUPPORT
- OPERATIONAL SUPPORT
- 360^D TECH SUPPORT
- TRAINING SUPPORT (LIVE & ONSITE)
- LOGISTICS SUPPORT
- ACCESS TO CRM
- NATIONAL AND INTERNATIONAL BUSINESS DEVELOPMENT OPPORTUNITY
- LOGO USAGE GUIDELINES
- MANPOWER
- ACCESS TO THE KENCLOUD CUSTOMER SERVICE CENTRE
- CONVENIENCE RETAIL OFFERS
- PRE AND POST SALES SUPPORT
- CROSS BRANDING PROMOTIONAL OPPORTUNITY*

Our channel partners are given special privileges when marketing support comes in picture. If any of our partners want to further expand their horizon nationally or globally, we encourage them on the journey to cover the untapped global market with complete strategy, marketing and technical related supports including financial assistance and partnership.

OUR PARTNERS STAND OUT IN THE CROWD

The Unique Value- proposition

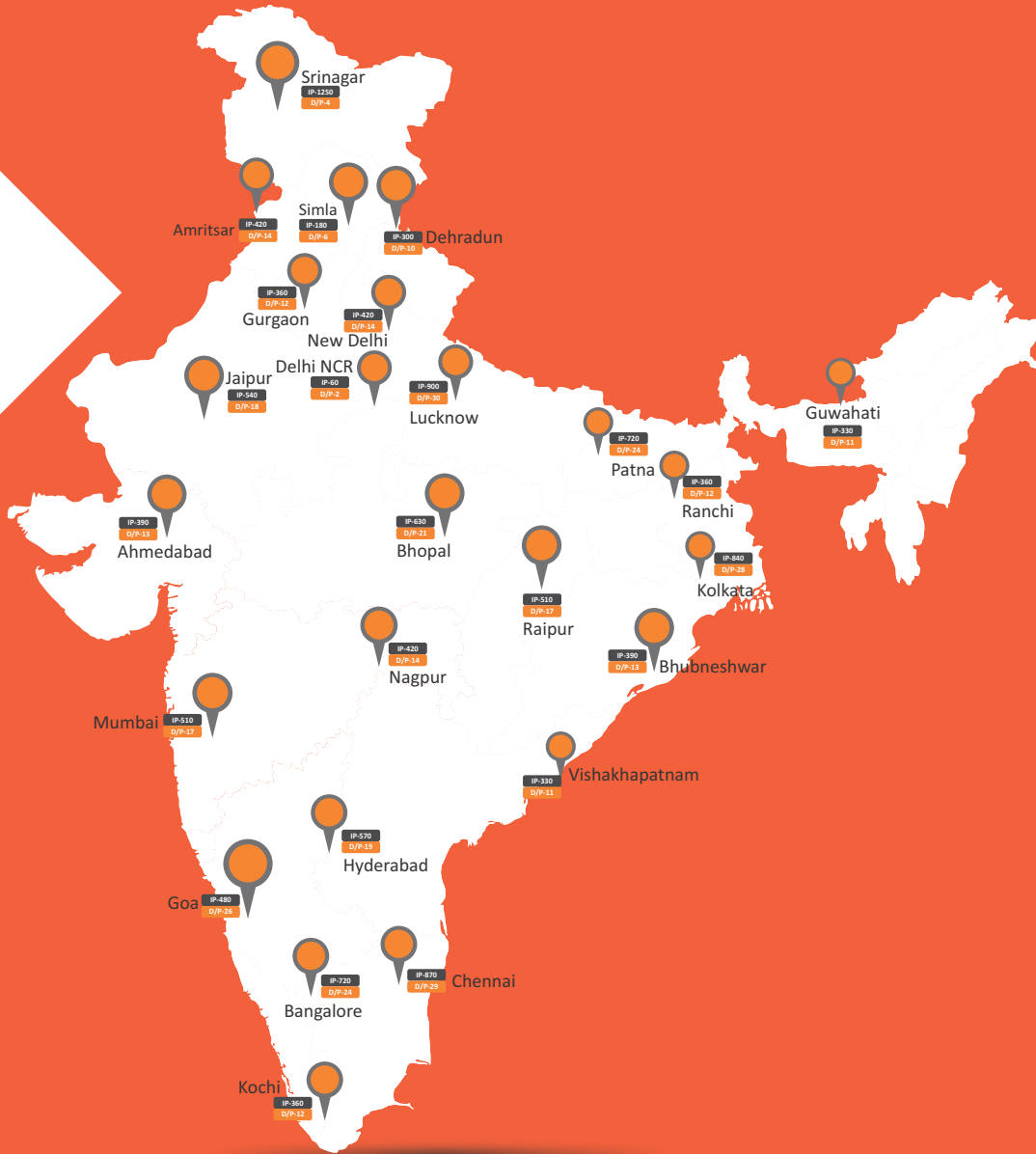
KENCloud™ partner program is much more than a just a Company- Distributor relationship. In addition to offering decent margins to our channel partners on KENCloud™ products and services, many of our partners have built their own successful businesses around our esteemed products and services.

Our commitment and transparency in delivering our channel partners with ready products, complete technical training and technical support, competitive price structure and innovative product set allows them to differentiate themselves from the others in the marketplace. We provide our channels partners with a much stronger **Value Proposition** and **Value Added Support** which results in them earning extra revenues and enables them to redefine success.

- PROPERLY TRAINED, COACHED AND GROOMED MANPOWER
- 21 INNOVATIVE AND COMPETITIVE PRODUCTS AND SERVICES
- ARMORED WITH COMPETITIVE PRICING
- A UNIFORM OFFICE IMAGE WITH UNIFORMITY IN THE INTERIOR LAYOUT
- GETS ACCESS TO NEW AND INNOVATIVE PRODUCT OFFERING AND BUSINESS PROPOSITIONS
- GET ADVANTAGE OF KENCLOUD'S BUSINESS EXPERTISE AND PROFIT GROWTH
- CHANCE TO BE A PART OF KENCLOUD'S CAMPAIGN DRIVES AND MARKETING PROCESS



OUR PRESENCE IN INDIA



Visit Us: www.swashconvergence.com | Contact Us: 1800-121-4357

Reach Us: info@swashconvergence.com