



KENCLOUD

Reap Rich Rewards



BE THE PART OF THE IT REVOLUTION

SWASH CONVERGENCE TECHNOLOGIES LIMITED

A pioneer, a trendsetter and an innovator in the field of software solutions and cloud computing, Swash Convergence Technologies Limited (A SWASH Group Company) began its successful foray into the IT world in the year 2001 and as on today it runs parallel with the rapidly accelerating stream of technology ensuring that it stays at par with the continuous global 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. This is attained chiefly due to the years of software development exposure leveraged by the management expertise and commitment to adhere to global standards. Vision, Innovation, Quality, Growth and continuous Improvement - these words has been describing the company since its inception and till today when it has already spread its wings across the National and International markets.

AWARDS

Due to the quality of work that Swash Convergence has been delivering over the decade, their work has earned them several recognitions and memberships over such a short period of time. It is Swash's ability to deliver quality, trust, security, and updated technology to and from its customers which has powered it to be the best in the business. The recognitions and memberships it is adorned with speaks about it worth in the field of IT:

MICROSOFT WINDOWS AZURE FEATURED PARTNERSHIP
MICROSOFT CENTER OF EXCELLENCE
MICROSOFT SMALL BUSINESS SPECIALIST
NASSCOM PARTNERSHIP
ISO CERTIFICATIONS

OFFERINGS

Swash's enticing combination of products and solutions are focused completely on meeting the end needs of the enterprise based requirements and so is outlined to gracefully lead its clientele into the world of its Product bouquet KENCLOUD™. KENCLOUD™ explore 21 series of products and services has been uniquely strategized to provide 100% satisfaction in customer experience from procurement - implementation - ongoing support - 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.

INTRODUCING KENCLOUD PARTNER PROGRAM

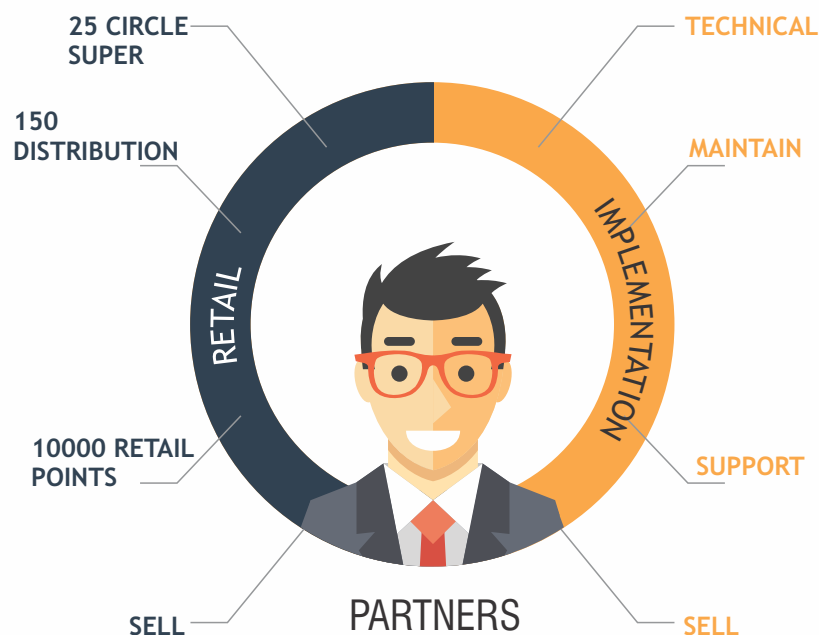
The KENCLOUD™ partnership program has been designed keeping in mind the key elements of entrepreneurial success carefully crafted to suit the demographics of various business types and segments across the globe. The relationship of this partnership program is purely built on the base of trust, reliability, transparency and greater profit share. Team KENCLOUD™ strives for quality and ethics at all times and also ensures the same through every association in its environment.

THE PROGRAM IS BUILT UPON CERTAIN GUIDING PRINCIPLES

- The Implementation partners are to be treated as strategic and marketing partners.
- KENCLOUD™ range of explore 21 solutions is distributed exclusively via its Implementation and channel Partner networks
- We provide to our implementation Partners a key to gain success in every element that KENCLOUD™ offers
- Appropriate share of market is provided to every individual Implementation Partner ensuring appropriate mapping of demographics

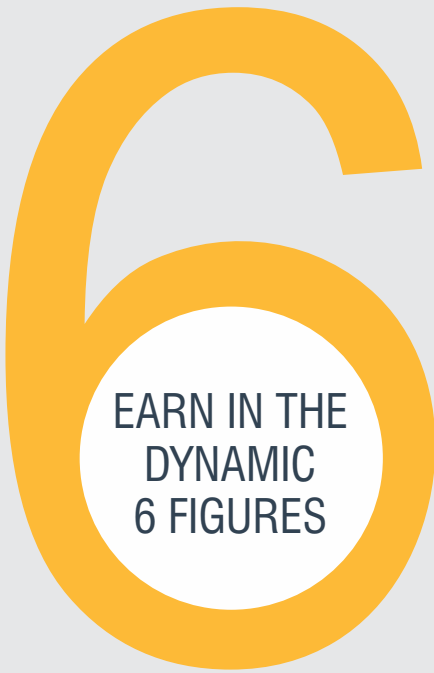
INTEGRATED KENCLOUD™ NETWORK

At KENCLOUD™, the entire KENCLOUD™ team work hands down with our partner network to offer the best, the world-class and most satisfactory IT services to our dotting global audience. All our partners are handpicked from a group of millions and thus are proficient in every level. The overwhelming success of KENCLOUD™ Partnership Network is the evidence to the kind of special bond that we share with our partners and we aim to continue this bond by offering them with an equal portion in everything we do!



UNCOVER MORE OPPORTUNITIES
Leverage the power of the brand KENCLOUD™

100 PARTNERS WORLDWIDE 10000+ CONNECTIONS 3000+ CUSTOMERS 21+ POWER PRODUCTS



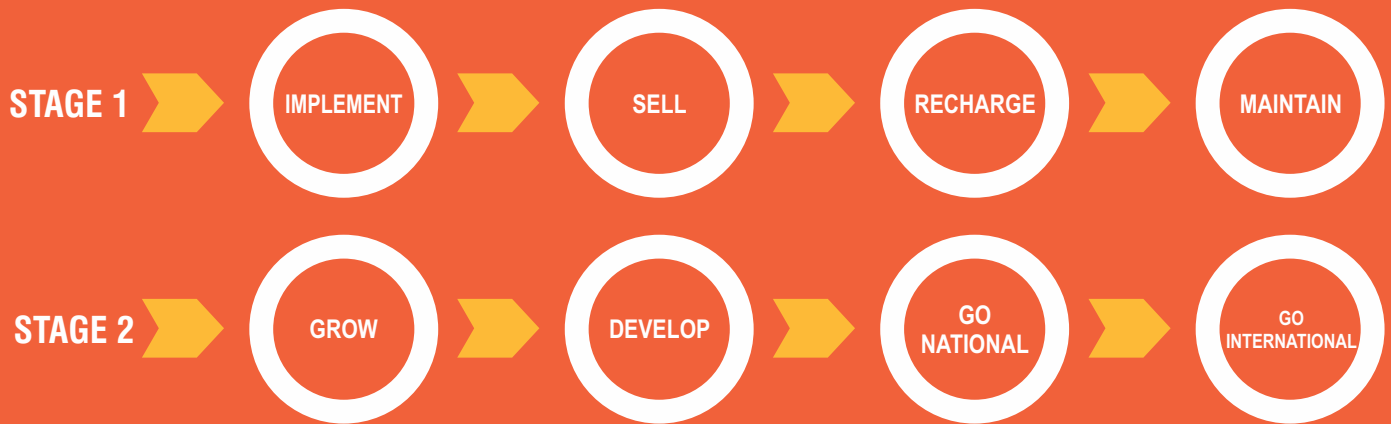
WHEN AVERAGE EMPLOYEES ARE UNABLE TO REACH BEYOND A CERTAIN FIGURE IN INCOME PER MONTH.

YOU GET THE CHANCE TO EARN 5 TIMES OF IT WITH KENCLOUD PARTNERSHIP PROGRAM!

As one of world's leading partnership network with an array of certified partners worldwide, KENCloud™ Partner Network is a renowned and most trusted platform for opportunity-seekers to achieve what they crave for. We have the best strategies and support systems to direct our network partners to a secure and most beneficial business route.

With KENCloud™ Partnership Network, people now access to the industry's largest ecosystem of companies, partner incentives and special offers like never before. Our partner network program gives that platform to interact and collaborate with the business fraternity which changes the total game for the Small and Medium Enterprises, start-ups, aspiring professionals, job seekers and our go-getter women entrepreneurs.

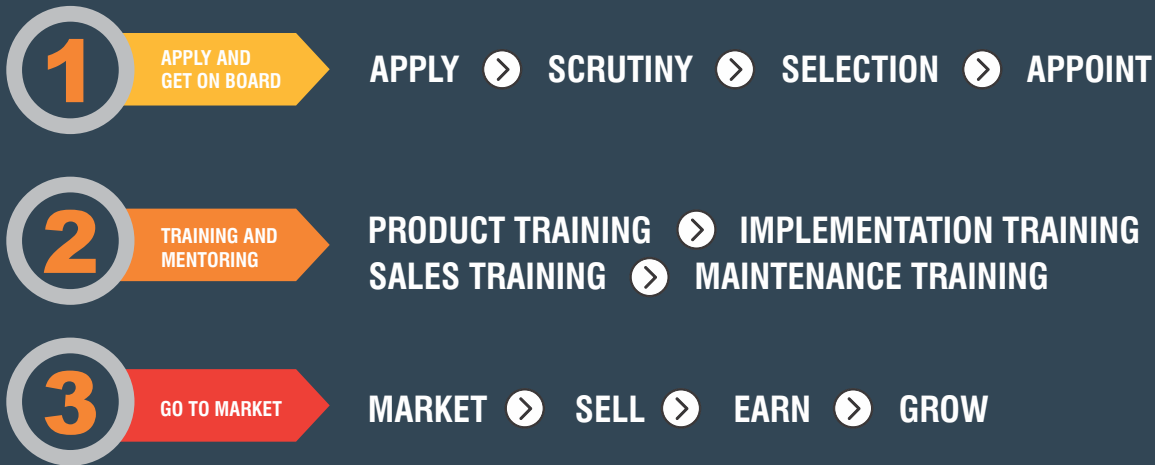
The 2 simple stages to reach the INCOME FIGURE of your dreams!



WE SOLVE INDUSTRY CHALLENGES AND MAKE THEM AN EASY DEAL!



THE STAGES OF IMPLEMENTATION



KENCLOUD™ AS YOUR SUPPORT SYSTEM DURING YOUR JOURNEY!

We have 24 x 7 support system with most experienced Cloud Professionals in this field to help our partners at every step forward with marketing, sales, technical support and other business related issues. All partners are mapped to a dedicated account manager and relationship manager to ensure a growth in the cloud ECO SYSTEM

MARKETING SUPPORT

- Marketing collaterals
- Campaigning
- Digital Marketing
- Newspaper and electronics ad
- Hoarding's and OOH ad

SALES SUPPORT

- Lead Management
- Lead Sharing
- 24x7 Sales Helpline
- Dedicated Relationship Manager

WORKSHOPS

- Quarterly (Regional & National)
- Annually (Regional & National)

TECHNICAL SUPPORT

- Dedicated Helpline
- Tech Experts
- On-Demand Tech Webinars
- Regular Web Support

TRAINING PROGRAMS

- Sales Skills Training
- Implementation Training
- Technology Training
- Cloud ECOSYSTEM Training



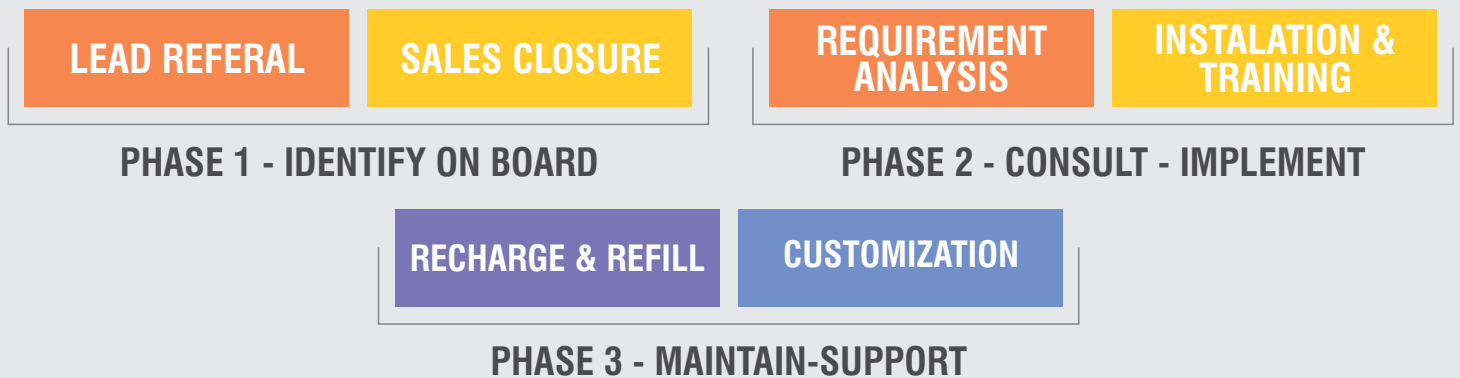
AREAS OF INCOME

Our partners recognize themselves as the key business innovators by selling, executing, servicing and maintaining products and services in their local marketplace. This unique convergence of integrated partner program in which the partner sell our products directly through the retail channel also allows the complete environment of the partner network to earn a share of the revenue generated.

OUR PARTNER NETWORK HAVE BASICALLY HAVE THREE INTERESTING AREAS OF INCOME:

The Partner's income avenues have been broken up on various stages of interaction of a prospective customer. Below is the segmented income groups of these stages as

PROVISIONED BELOW:



Phase I | With sales of the Explore 21 products to different clients the partner gets a incentive commission which ranges from **7.5% to 15%** based on the type, kind and level of the product that the customer is engaged with. For every phase of the customer life cycle initiated through the lead source to the continuance of association of the customer with KENCloud™ the flow of revenue is always shared at with our implementation partner.

Phase II | After the sales cycle is completed the **Implementation of the software** by the implementation partner - now our POR (Partner on Record), goes with the second phase of revenue generation. Other than the self generated customers whose implementation is automatically given for first right or rejection to the partner there are leads given from KENCloud™ team which are generated from direct sales mapped from Retail, online and other sources of procurement. The KENCloud™ Customer once routed to a partner will remain as the POR for all future maintenance and service. Every customer who purchases our products from our retail store or directly from the company online, KENCloud™ team informs the closest Partner to that particular area and expertise to have implementation executed for the customer. All information will be available in the partner portal and will be updated by your dedicated relationship manager from time to time.

Phase III | Maintain and Recharge- All our products needs to be maintained and recharged on monthly/ Quarterly basis just like mobile recharges. This maintenance and recharge will also be taken care of the by our partners but the reminders are generated by team KENCloud™. The implementation partner on POR is given the opportunity for selling the recharges to the clients on regular basis. Commission Range 7.5% - 12.5% for the value of recharge that is being done linked to the product type is routed as revenue to the Partner on Record creating a cumulative growth of the partner year on year.

ENROUTE TO GROWTH WITH KENCLOUD™

Our partners do not remain where they start from! and surely are not alone on the road to succeed

Grow from an individual to being an enterprise, from enterprise move to the higher grades which we call our CLUBS. KENCloud™ unique proposition is of reinvesting in technology, training and being a partner in building strong partners into Cloud entrepreneurs. Investment will range from 10 lakhs to 1 crore based on the club the partner is qualified for.



KENCLOUD™ Women Entrepreneur Scheme Motivating **WOMEN EMPOWERMENT!**

Research says that, the biggest improvements in the field of world business had been achieved with the overwhelming increase in the percentage of women entrepreneurs who are using new technology and introducing innovative products. The development of women's entrepreneurship is a concrete method to enhance the income-generating capacity of women by promoting economic empowerment over the long term.

Our special Women Entrepreneur Scheme tailor made to the empowerment of woman entrepreneurs in our ecosystem, a special platform to woman in all phase of life the woman of today who are **homemakers, students, professionals and individuals** help them to initiate a new dimension of enterprise in their stride to success.

KENCloud™ Student Entrepreneur Scheme Launching **YOUNG Careers to SUCCESS**

Young college pass-outs possess loads of energy and exhibit more interest in starting their own business firm, possessing their own set of clients, building their own office, having their own workforce and creating a handsome bank balance of their own. To channelize this energy and passion, KENCloud™ provides a platform of business opportunity to this set of young and dynamic students who want to earn more and grow more every day!

Our exciting **Student Entrepreneur Scheme** is designed to give graduates and post graduate students a chance to mobilize their potentials towards achieving their dream life! We support them in their take-off to success.

KENCloud™ Entrepreneur Scheme **LEVERAGING BUSINESS ACUMEN**

This scheme is specially built and designed for the corporate professionals to help them break free from the corporate drudgery, open new avenues of success and be the boss of their own life. The scheme contains 60% stock block financing for a period of 120 days revolving.

KENCLOUD™ PARTNERSHIP

The Implementation Partnership program of KenCloud™ is highly appreciated because of its detailed process and transparency in what they communicate. These are the major attributes which has made this program scale the demand in the market. The program has been designed keeping in mind the key elements of Entrepreneurial success carefully crafted to suit the demographics of various business types and segments of INDIA.

Innovation. Opporturtunity. Growth

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