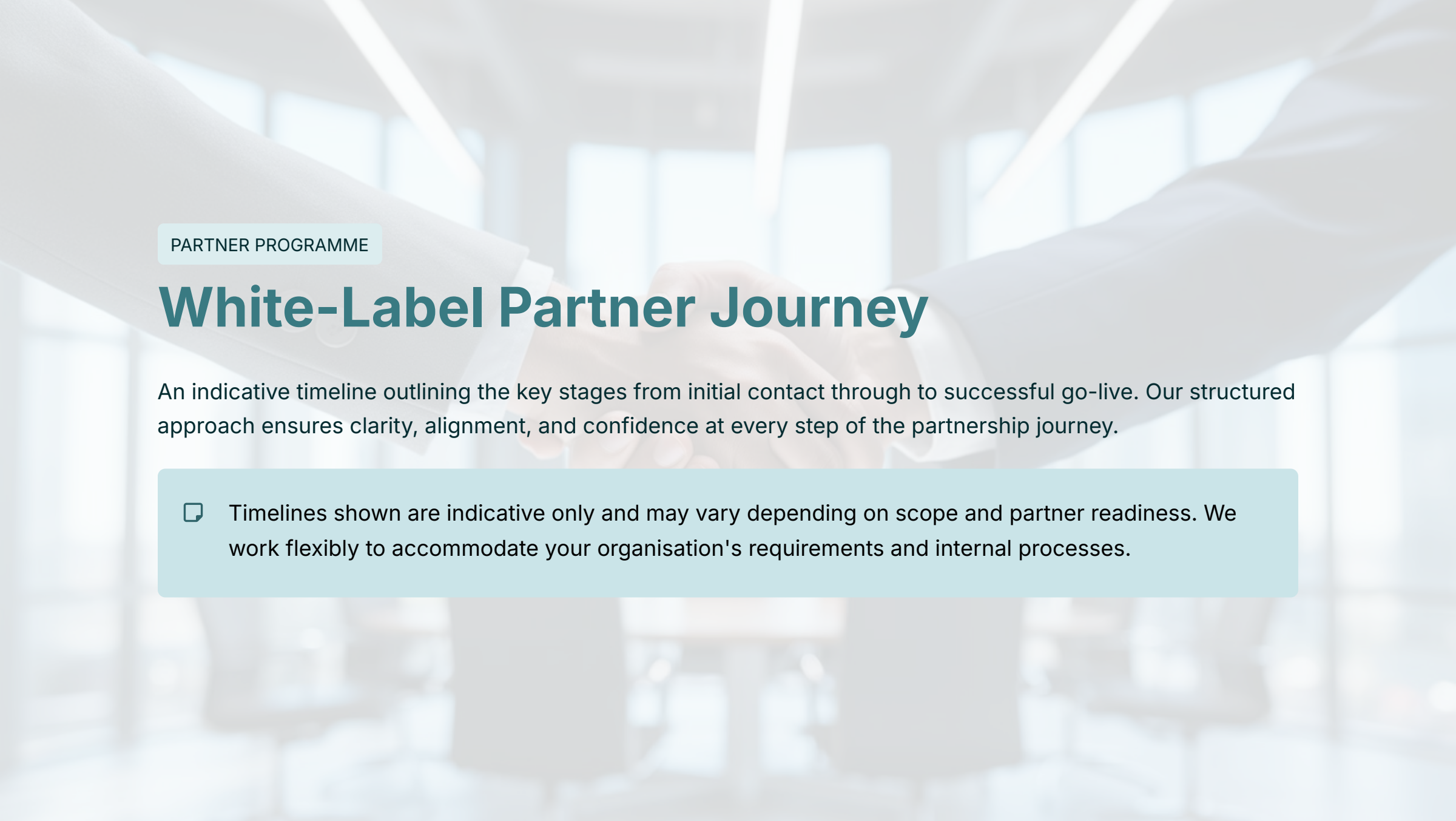




PARTNER PROGRAMME

# White-Label Partner Journey

An indicative timeline outlining the key stages from initial contact through to successful go-live. Our structured approach ensures clarity, alignment, and confidence at every step of the partnership journey.

- Timelines shown are indicative only and may vary depending on scope and partner readiness. We work flexibly to accommodate your organisation's requirements and internal processes.

# Week 1 – Discovery & Alignment



The partnership journey begins with a comprehensive discovery phase designed to establish mutual understanding and alignment. This initial week focuses on building the foundation for a successful long-term relationship.

Our team conducts a detailed introductory call to understand your business objectives, current service offerings, and strategic priorities. This conversation allows us to tailor our approach and identify the most relevant solutions for your organisation.

During this phase, we provide a thorough product demonstration of applicable services, showcasing platform capabilities and discussing potential use cases specific to your market and client base. All discussions are protected under a Non-Disclosure Agreement, ensuring confidentiality throughout the evaluation process.

01

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## Introductory Call

Initial consultation to understand business objectives and requirements

02

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## Product Demonstration

Comprehensive walkthrough of applicable services and platform capabilities

03

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## NDA Issued

Confidentiality agreement to protect sensitive commercial information

04

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## Partner Questionnaire

Detailed questionnaire to capture technical and commercial requirements

# Week 2 – Platform Access & Evaluation

Following successful completion of the discovery phase, we transition into hands-on evaluation. Week 2 provides your team with direct access to our platform through demo licences, enabling thorough internal assessment and technical review.

This evaluation period is critical for building confidence in the solution. Your technical teams can explore platform functionality, assess integration requirements, and validate that the service meets your specific business needs. We provide comprehensive platform access, ensuring you can conduct a realistic assessment of how the solution will perform in your operational environment.

During this week, partners typically involve key stakeholders from commercial, technical, and operational teams to conduct a thorough review. This collaborative approach ensures all perspectives are considered before moving forward with formal scoping discussions.

1

## **Demo Licences Issued**

Temporary access credentials provided for evaluation purposes

2

## **Platform Access Provided**

Full access to relevant platform modules and features

3

## **Internal Review & Evaluation**

Partner conducts comprehensive technical and commercial assessment

# Week 3 – Scoping & Clarification

With platform evaluation complete, Week 3 focuses on detailed scoping and clarification of partnership requirements. This phase ensures absolute clarity on deliverables, timelines, and expectations before proceeding to formal contracting.

A further scoping call brings together stakeholders from both organisations to discuss findings from the evaluation period, address any outstanding questions, and refine the partnership scope. This collaborative session allows us to clarify technical details, discuss customisation requirements, and align on service parameters.

By the end of this week, both parties have a comprehensive understanding of the partnership structure, including service scope, commercial terms, support arrangements, and go-live expectations. This clarity forms the foundation for smooth contracting and implementation.



## Further Scoping Call

Detailed discussion to refine partnership requirements



## Questions Clarified

Technical and commercial queries addressed comprehensively



## Scope Confirmed

Final agreement on deliverables and next steps

# Week 4 – Contracting

Week 4 marks the formalisation of the partnership through comprehensive white-label contracts. Our contracting process is designed to be transparent, professional, and efficient, ensuring both parties are protected and aligned on all commercial and operational terms.

White-label contracts are issued following final scope confirmation. These agreements cover all critical aspects of the partnership, including intellectual property rights, service level commitments, pricing structures, liability provisions, and termination conditions. Our contracts are drafted with clarity and fairness in mind, reflecting standard UK professional services practice.

We allocate time for thorough contract review and discussion, recognising that partners may need to involve legal counsel, procurement teams, or senior leadership in the approval process. Our commercial team remains available throughout this period to address queries, discuss specific clauses, and work collaboratively towards mutually acceptable terms.

Upon successful negotiation and agreement, contracts are formally signed by authorised representatives from both organisations. This milestone represents a significant commitment and the beginning of the formal implementation phase.

1

## Contracts Issued

White-label agreements provided for review

2

## Review & Discussion

Commercial and legal review with negotiation as required

3

## Contracts Signed

Formal execution by authorised representatives

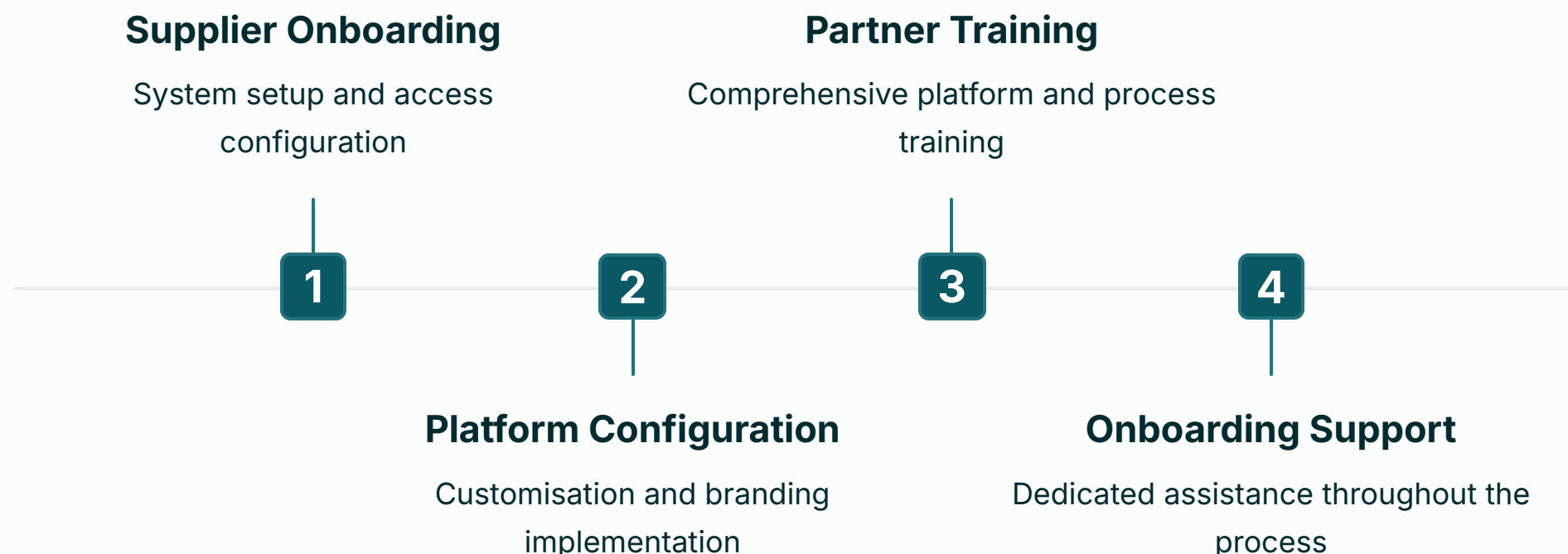
# Weeks 5–7 (Estimated) – Partner Onboarding & Training

The onboarding phase represents the most intensive period of the partnership journey, typically spanning three weeks. This phase transforms contractual agreement into operational readiness through comprehensive training, configuration, and support.

Supplier onboarding initiates the process, establishing your organisation within our systems, configuring access credentials, and setting up billing arrangements. Platform configuration follows, tailoring the solution to your specific requirements, including branding, workflow customisation, and integration with existing systems where applicable.

Partner training sessions form the cornerstone of successful onboarding. Our structured training programme covers platform administration, customer onboarding processes, troubleshooting procedures, and best practices for service delivery. Training is delivered through a combination of live sessions, documentation, and hands-on practice.

Throughout the onboarding period, dedicated onboarding support ensures any questions or challenges are addressed promptly. This support accelerates time-to-competence and builds confidence in service delivery capabilities.



# Go Live – Customer Ready

Go-live represents the culmination of the partnership journey and the beginning of active service delivery. At this milestone, all systems, processes, and training are complete, positioning your organisation to confidently onboard customers and deliver white-label services.

Platform readiness is confirmed through final testing and validation, ensuring all configurations function correctly and performance meets agreed service levels. Your team has completed training and demonstrated competence in platform administration, customer onboarding, and issue resolution.

Sales and marketing alignment ensures your commercial teams are equipped with appropriate materials, messaging, and support to effectively promote and sell the white-label service. This includes access to marketing collateral, pricing guidelines, and sales enablement resources tailored to your market positioning.

With all elements in place, you are ready to onboard customers and begin generating revenue from the white-label partnership. Our ongoing support remains available to assist with customer onboarding, technical queries, and service optimisation as your business grows.

## Platform Live

All systems operational and fully configured for customer delivery

## Sales & Marketing Aligned

Commercial teams equipped with materials and messaging

## Customer Ready

Prepared to onboard customers and commence service delivery

# Partnership Journey Complete



Following completion of partner onboarding, partners are ready to go live with customers. This marks the transition from implementation to active partnership, where the focus shifts to customer acquisition, service delivery excellence, and business growth.

The structured journey from initial discovery through to go-live typically spans seven to nine weeks, though timelines may vary based on organisational complexity, scope, and partner readiness. Our flexible approach accommodates your business requirements whilst maintaining quality and rigour throughout the process.

Ongoing partnership support continues beyond go-live, including regular account reviews, platform updates, technical assistance, and strategic guidance to help maximise the value of the white-label partnership.

"Our partnership approach combines structure with flexibility, ensuring clarity at every stage whilst adapting to your organisation's unique requirements and timeline constraints."