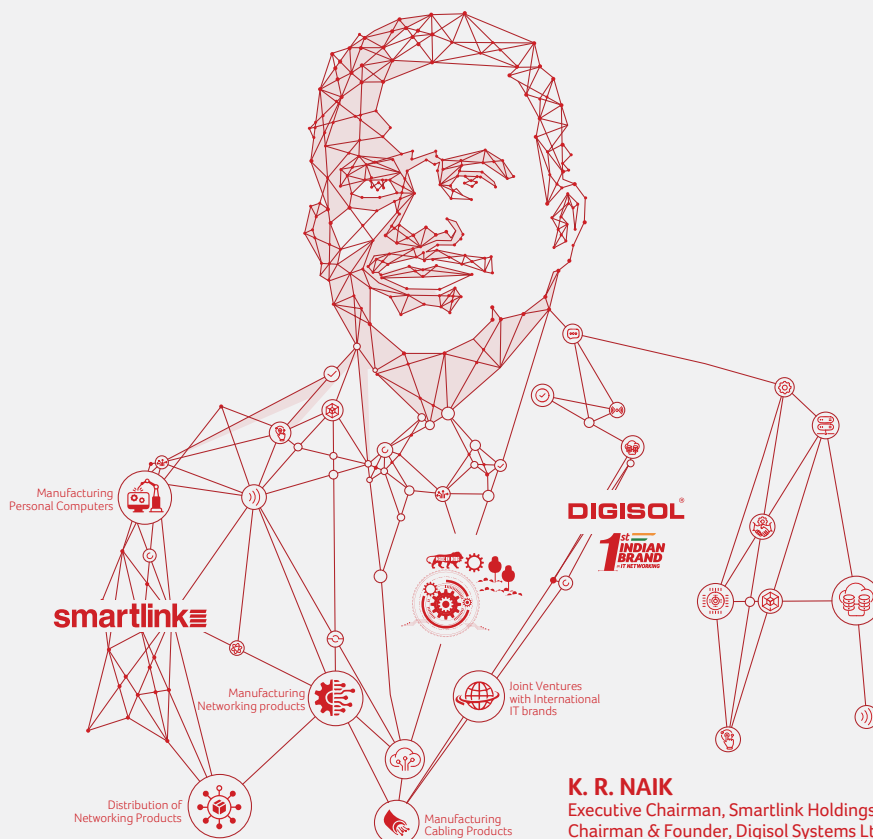


**INDIA'S OWN**   
**IT NETWORKING CHOICE**

**DIGISOL<sup>®</sup>**



**DIGISOL ALLIANCE  
PARTNER PROGRAM**



**K. R. NAIK**  
Executive Chairman, Smartlink Holdings Ltd.  
Chairman & Founder, Digisol Systems Ltd.

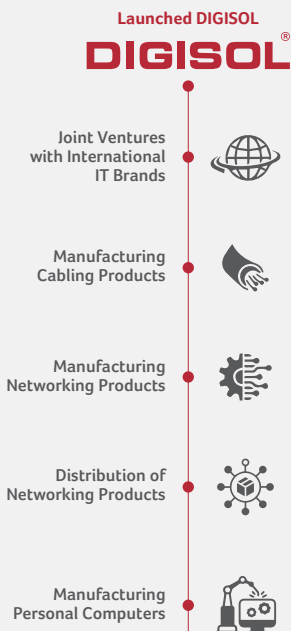
## THE FATHER OF INDIAN IT NETWORKING INDUSTRY

**Kamalaksha Rama Naik, widely recognized as K. R. Naik, is regarded as the pioneer of India's IT Networking Industry, credited with introducing IT networking products to the country, establishing the channel distribution ecosystem, and spearheading the local manufacturing of these products.**

Born in 1947, the year of India's independence, Mr. Naik's remarkable career has been instrumental in shaping the country's IT sector. Beginning as a Mainframe Peripheral Assembly Engineer at IBM in 1969, he went on to innovate new business models and distribution strategies in the early 1990s when the IT industry was still in its infancy.

Mr. Naik played a pivotal role in establishing channel distribution for global brands like Cisco and Foundry, while also forging joint ventures with renowned companies such as D-Link, Gigabyte, LANNER, and SAPPHIRE UK. **In 1993, he founded Smartlink, a BSE | NSE listed company, and India's first indigenous manufacturer of IT networking products.** DIGILINK, a homegrown brand specializing in passive networking with patented contact designs was launched by Smartlink.

**In 2009, Mr. Naik introduced DIGISOL, India's inaugural active networking brand, which later became a subsidiary of Smartlink.** Today, SMARTLINK is a BSE/NSE listed company, with over three decades of expertise in IT networking solutions, including ONU's, switches, structured cabling systems, motherboards, and more. With a state-of-the-art R&D center in Bengaluru, Smartlink continues to drive innovation and excellence in the industry.



***Journey so far***

## ABOUT DIGISOL

DIGISOL is one of the leading IT Networking brands of India. Digisol innovates and offers top-notch end-to-end IT networking products, solutions and design assistance that cater to Enterprise, Mid-market as well as SOHO segments. DIGISOL has been spearheading government's "Make In India" initiative through its made in India products and solutions.



### FTTH SOLUTIONS

XPON ONUs | GPON OLTs | GEAPON OLTs | PON Transceivers



### WIRELESS (Wi-Fi) SOLUTIONS

Indoor Access Points | Outdoor Access Points | Controllers | USB Adapters



### SWITCHING SOLUTIONS

Fully Managed | Smart Managed | Multigig Managed | Unmanaged | Chassis | Media Converters



### STRUCTURED CABLING SOLUTIONS

Copper Cabling | Fiber Cabling

## INDUSTRIES BENEFITTING FROM DIGISOL SOLUTIONS

Required for cutting edge IT infrastructure technologies at various industry verticals.



Smart Cities



Manufacturing



Healthcare



Telecom



Real Estate



Hospitality



Banking



Surveillance



Data Centers



IT/ITES



Retail



Education



2500+  
System Integrators



500+  
Stockist Partners



63+  
Service Support Centres



50+ cities  
Sales Representatives



45+  
Regional Distributors



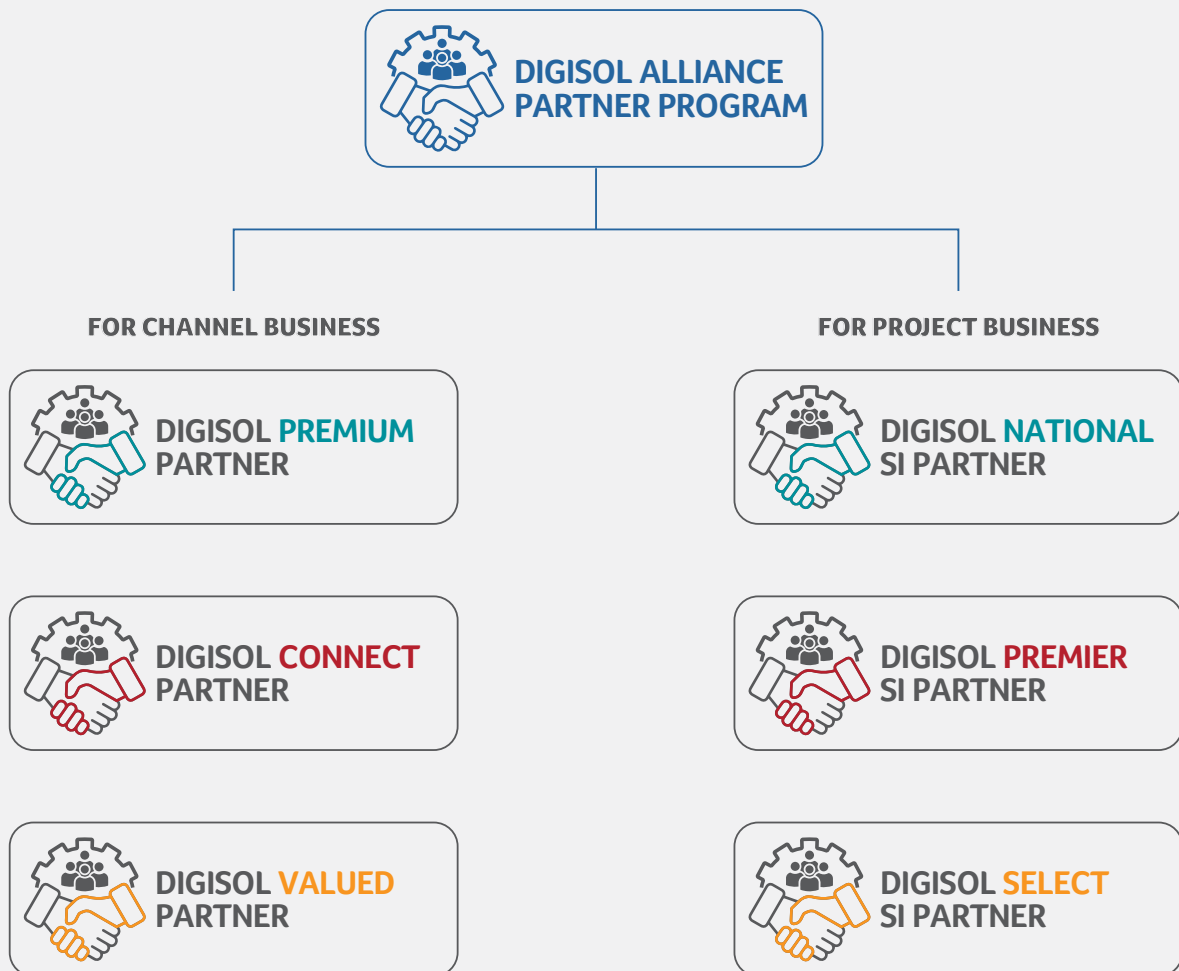
10+  
Branch Offices



## ABOUT DAPP

Through **DAPP (Digisol Alliance Partner Program)**, partners gain access to exclusive benefits such as post-sales technical support, priority assistance, advance product replacement, technical and sales training, go-to-market resources, product roadmaps, marketing collaterals, and co-marketing initiatives. Under this program, DIGISOL collaborates with a diverse network of partners to drive mutual growth and success.

## DAPP PARTNER STRUCTURE



## DAPP 'SIX – TIERED' PARTNERS CATEGORIES

PARTNER CATEGORY	PARTNER FOCUS				
	PRESENCE	MARKET SEGMENT	VALUE ADD ADDRESS	SKILL AVAILABILITY	GTM MODEL
Digisol National SI Partner	National Footprint	Enterprise & Mid Market	Service Oriented Projects	Multiple products Solution designing skills for Enterprise & Mid-Market	Service oriented vertical focused technology integration business model
			Application Integration	Integration & SLA delivery skills	
			Vertical Solution Design & Implementation	Network Operation Center	
			End to End Network Integration	Multiple Technology specialization	
			Data Center Implementation	Multiple Technology certification	
			Multi-location service Offering		
			In-House spare inventory for SLA delivery		
Digisol Premier SI Partner	Regional / Multi Location Presence	Mid Market & SMB	Mid-Size Service oriented project	Multiple Technology awareness	End to End IT infrastructure integration business model
			End to End Mid Size Network Integration	Solution designing skill for Mid-Market solution	
			Structured Cabling Project Implementation	Multiple Technology Specialization	
			Multi location Service offering	Multiple Technology Certification	
			In House Sparee Maintenance for SLA delivery		

PARTNER CATEGORY	PARTNER FOCUS				
	PRESENCE	MARKET SEGMENT	VALUE ADD ADDRESS	SKILL AVAILABILITY	GTM MODEL
Digisol Select SI Partner	Regional / Multi Location Presence	SMB & SOHO	Mid-Size Service oriented project	Multiple Technology awareness	End to End IT infrastructure integration business model
			End to End Mid Size Network Integration	Solution designing skill for Mid-Market solution	
			Structured Cabling Project Implementation	Multiple Technology Specialization	
			Multi location Service offering	Multiple Technology Certification	
			In House Spare Maintenance for SLA delivery		
Digisol Premium Partner	Regional / City based Presence	SMB & SMEs	Network Integration for SMB	Basic Product solution specific Skills	SMB focused Technology integration business model
			Structured Cabling Project Implementation	In-house Presales & Post Sales skills	
			Networking pie address along with PC / Server Laptop sale		
Digisol Connect Partner	Location specific / City based Presence	SMB & SOHO	Market address through multiple partners for SMB projects & SOHO requirement	Basic Product specific skills	Multi product, multi partner reselling business model
Digisol Valued Partner	Location specific / City based Presence	SOHO	Market address for SOHO requirement	Basic Product specific skills	Multi product, multi partner reselling business model

## PRE-REQUISITE FOR DAPP

PREREQUISITE	DNSI	DPSI	DSSI	DPP	DCP	DVP
Investment in skill development	Yes	Yes	Yes	Yes	Yes	
Enhance the selling skills of sales personnel	Yes (1 per region)	Yes (Minimum 2)		Yes (Minimum 1)		
Provide total solutions through in-house Specialization	Yes (1 per region)	Yes (Minimum 2)		Yes (Minimum 1)		
Maintain an in-house Product Certified Engineer - 1 per region	Yes	Yes	Yes	Yes		
Proactive Positioning of DIGISOL solutions	Yes	Yes	Yes	Yes	Yes	Yes
Highlight advantages and enforce DIGISOL's product & services differentiation	Yes	Yes	Yes	Yes	Yes	Yes
Adopt and use designs as per DIGISOL's standards	Yes	Yes	Yes	Yes	Yes	Yes
Counter competition with respect to technology superiority	Yes	Yes	Yes	Yes	Yes	Yes
<b>Business plan sign-off</b>						
Total agreement on business/ revenue potential + be target specific	Yes	Yes	Yes	Yes	Yes	
<b>Periodical Process driven review</b>						
Quarterly review of targets Vs Achievements and re-align strategy to meet shortfall	Yes	Yes	Yes	Yes	Yes	
<b>Permission to DIGISOL distributor to produce sales report</b>						
A tracking system to evaluate Performance At regular intervals / check and regulate deviations in achievements	Yes	Yes	Yes	Yes	Yes	
<b>Revenue Target Achievement</b>						
Evaluating volume Vs value - use as Guideline	Yes	Yes	Yes	Yes	Yes	
Minimum DIGISOL business value Annually	1 crore	20 lakhs	5 lakhs	2 crores	20 lakhs	5 lakhs
Partner end customer Network	Yes	Yes	Yes	Yes		
Channel customer network				Yes	Yes	Yes

## DAPP DELIVERABLES

PRE-REQUISITE	DNSI	DSSI	DPP	DPP	DCP	DVP
Use of Partner Logo	Yes	Yes	Yes	Yes	Yes	Yes
Monthly " DIGISOL Partner Pulse" Newsletter	Yes	Yes	Yes	Yes	Yes	Yes
Product Launch Kit Launch	Yes	Yes	Yes	Yes		
Access to DIGISOL Specialist Speaker	Yes	Yes	Yes	Yes		
Access to DIGISOL Merchandising Material	Yes	Yes	Yes	Yes	Yes	Yes
Assigned DIGISOL Account Manager	Yes	Yes	Yes	Yes	Yes	
Staff Incentive Programs and Special Promotions	Yes	Yes	Yes	Yes		
Access to Internal DIGISOL Sales Support Representative	Yes	Yes	Yes	Yes	Yes	Yes
Priority Invitations to DIGISOL Workshops and Trainings	Yes	Yes	Yes	Yes	Yes	Yes
Participation in DIGISOL End User Events*	Yes	Yes	Yes	Yes	Yes	Yes
Joint Marketing Funds				Yes	Yes	
Priority Technical Support	Yes	Yes	Yes	Yes	Yes	Yes
Leads referrals from DIGISOL	Yes	Yes	Yes	Yes	Yes	Yes
Listing on 'Where to Buy' website				Yes		

Notes: \*Based on event type

## DAPP PORTAL

### ABOUT DAPP PORTAL

- The DAPP program is now supported by a dedicated website to enhance the partner experience.
- The website is built on values of innovation and commitment.
- It serves as a tool to help partners grow their business, increase revenue, and build strong ties with DIGISOL.
- The existing DAPP program already rewards partners for their contribution with marketing and sales support.
- Now, it's being taken further via a dedicated DAPP website, aimed at better engagement.
- Partners can access resources, marketing tools, schemes, training, and much more through this platform.



## DAPP PORTAL BENEFITS

- Access marketing materials online: EDMs, social posts, brochures, videos, and press releases.
- Co-branded EDM support with the partner logo.
- Receive regular scheme updates and alerts.
- Mobile-optimized platform for easy, on-the-go access.
- Earn official DIGISOL Partner status and certificate.
- Acknowledgement of partners on website leader board on quarterly basis for schemes.

## Stepwise DAPP Partner Registration Process

- Visit DAPP Portal on [dapp.digisol.com](http://dapp.digisol.com) and click on 'Become a Partner'.
- Fill and submit the registration form with valid company details and PAN card copy.
- Receive an acknowledgement email upon form submission.
- Get approval and e-certificate after backend verification.
- Access exclusive partner resources, schemes, trainings, events, etc. post-approval.
- Registrations are subject to review and approval by DIGISOL.

### Terms & Conditions

1. Eligibility for partners under DIGISOL Alliance Partner Program is subject to completion of prerequisite criteria.
2. DIGISOL Partner eligibility is valid for one year or for particular financial year - whichever is early.
3. DIGISOL Partnership is subject to quarterly business review with each partner.
4. NFR demo Kit is available against submission of NFR request form through DIGISOL Business Development / Account Manager. NFR Kit is not to be sold for 3 months from the date of purchase. Only one product / technology per quarter will be allowed under NFR Kit.
5. Any rebate / claims are subject to verification of necessary documents. (Documentation requirement will be as per DIGISOL policy / Schemes terms & conditions time to time).
6. Proof of purchase from DIGISOL Premium Partner (Authorized Distributors) or DIGISOL Connect Partner (Stockists) will be considered valid for any claims for Digisol National, Premier and Select SIs and DIGISOL Valued Reseller.
7. DIGISOL will process DIGISOL Partner Rebate Claims based on the schemes periodically. (as per terms and conditions mentioned in schemes).
8. DIGISOL reserves the right to verify Rebate Claims with any relevant Premium partner prior to the Rebate being paid.
9. DIGISOL reserves the right to terminate and/or make changes to the Programme at any time and will provide reasonable notice of changes or termination.
10. "WHERE to BUY" listing on the DIGISOL Is subject to meeting certain criteria which can be informed through the Account Manager.
11. Merchandising products may be provided based on availability. Partners can request these materials through the DAPP Portal. All merchandising requests will be subject to their respective terms and conditions.
12. Staff Incentives and Promotions are subject to their own terms and conditions which will be made available prior to the time of incentive / promotion launch and are dependent on the Partner's Company Policies.
13. DIGISOL Partners are eligible to avail Marketing Co-op Funds, offered to support their marketing initiatives for promoting DIGISOL products. Utilization of these funds is subject to DIGISOL's terms and conditions.

## DIGISOL VALUE ADDITIONS



### DIGISOL INSTITUTE OF TECHNICAL TRAINING

Upgrade your technical and product knowledge with DITT's specialized training programs. Access certifications, webinars, and resources directly through the DAPP portal to stay ahead in the industry.



### PARTNER SCHEMES

Stay updated and maximize your business potential with our latest partner schemes and incentive programmes. Access all scheme details, claim benefits, and track your participation via the DAPP partner portal.



### LET'S TRAVEL AROUND PARTNER SCHEMES



### DIGISOL CASH KARO LOYALTY PROGRAM

Earn exciting rewards and incentives on every transaction through our Cash Karo app. Track your earnings and redeem them easily via cash karo application - your one-stop rewards hub!



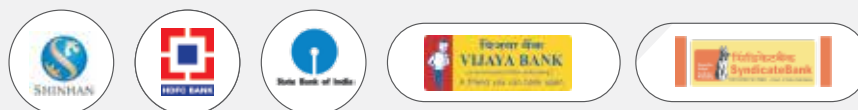
## DIGISOL'S ESTEEMED CLIENTELE

DIGISOL has gained widespread acceptance among customers, thanks to its innovative, high-quality IT networking solutions. Its growing client base across various industries reflects the brand's trust and reliability in meeting diverse business needs.

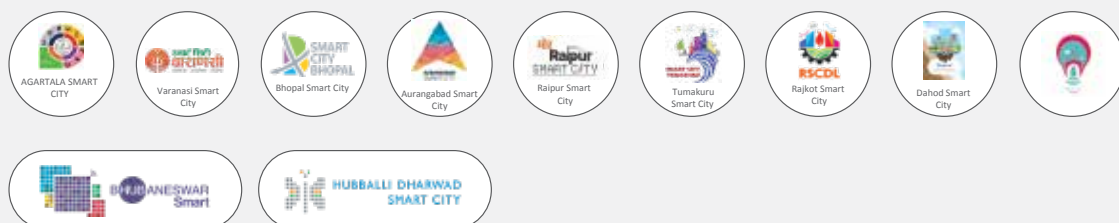
### Government/PSU



### BFSI



### Smart Cities



### Education



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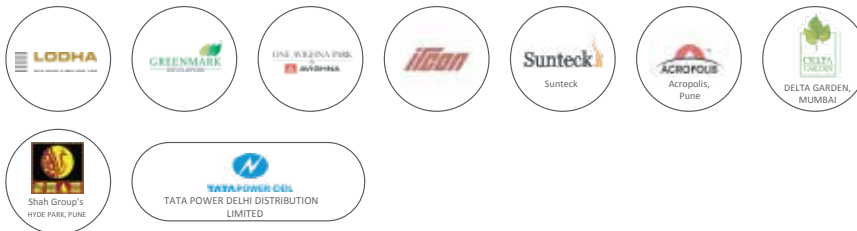
## Telecom



## Healthcare



## Construction & Power



## Data Center



## Infrastructure



# DIGISOL<sup>®</sup>

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### Corporate Office:

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