Channel Partner Program

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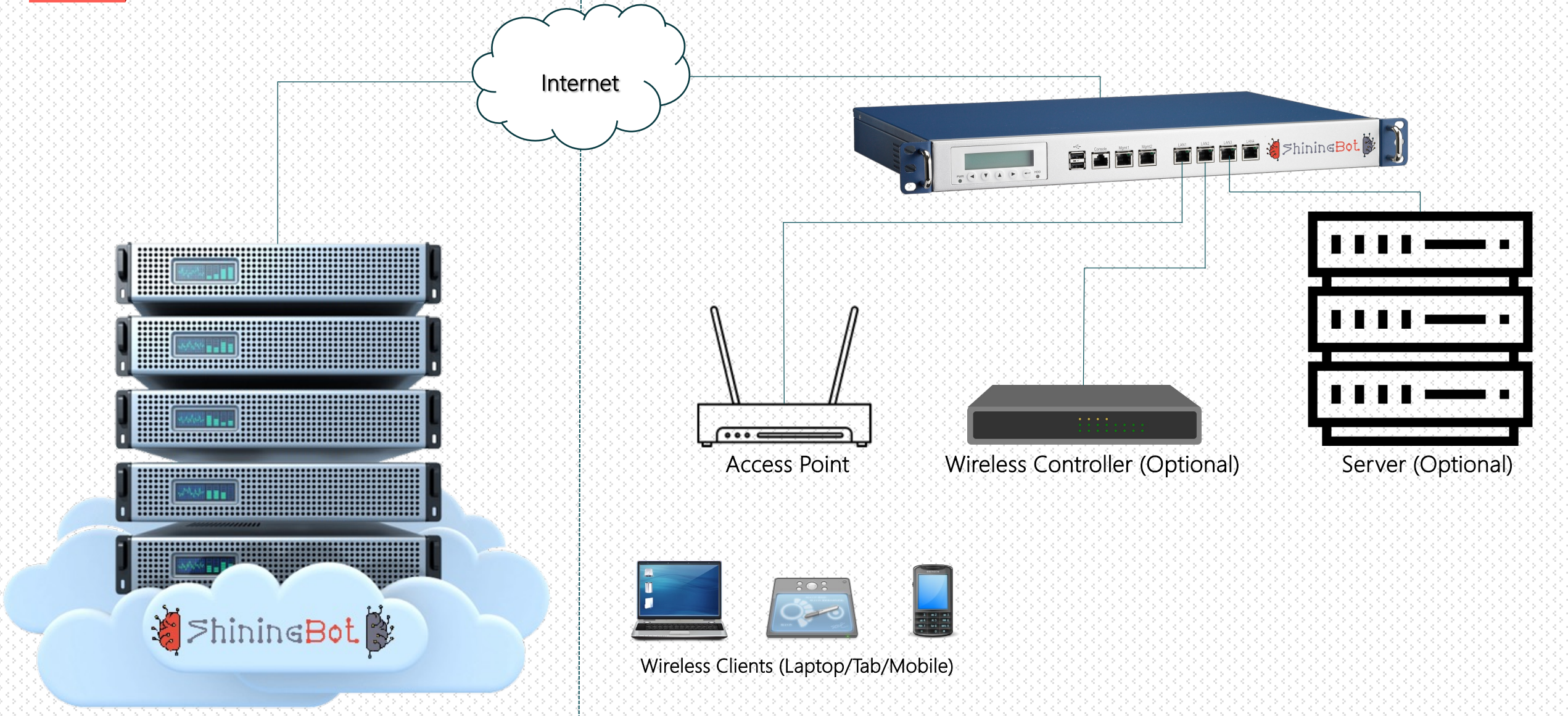
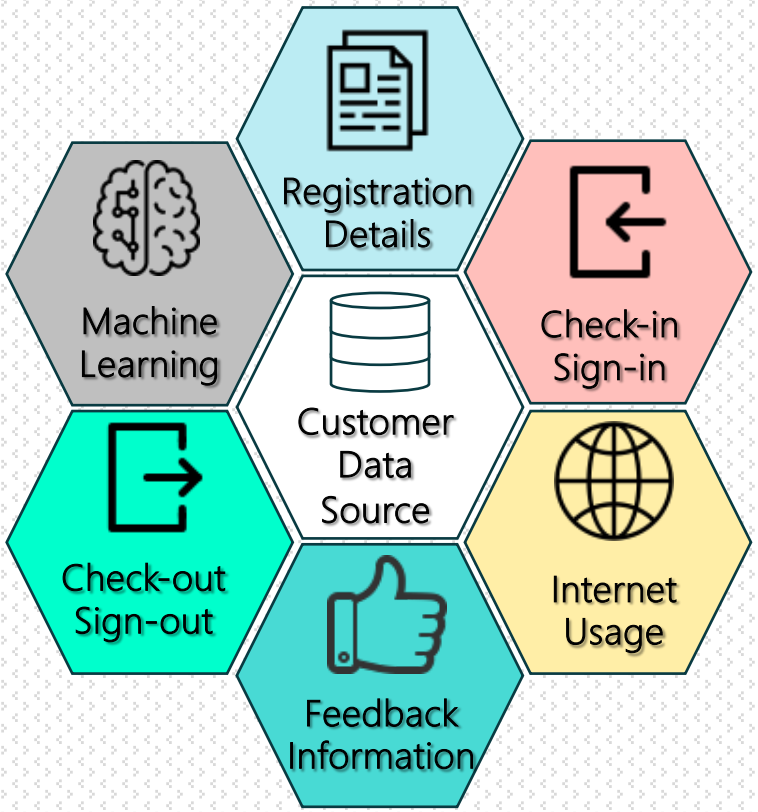
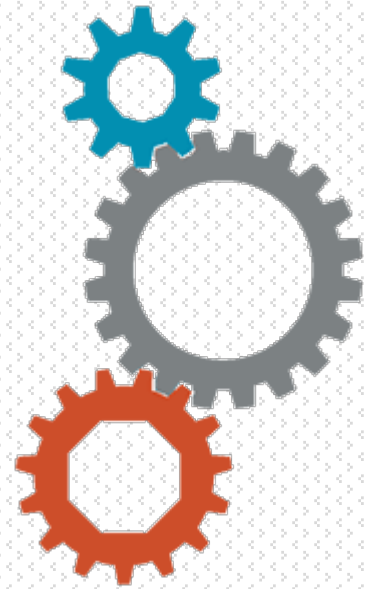
ShiningBot Solution Architecture

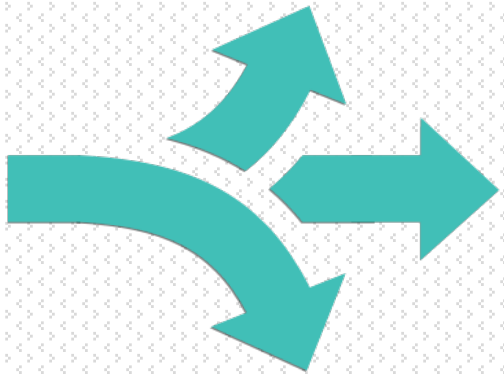


How ShiningBot works





Shining Bot
Omicron Engine



Customer Profiling & Classification

Business Intelligence & KPI Reports

Automated Marketing by SMS & Email

Product Features

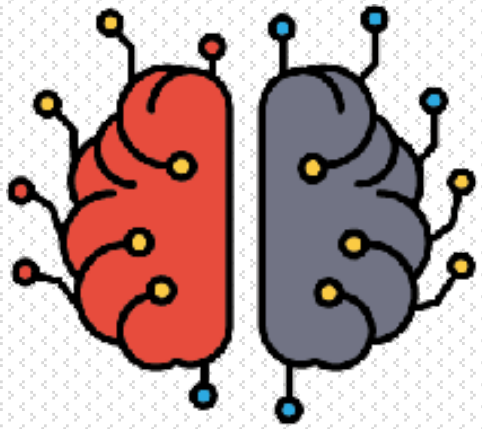
Customer Profiling & Classification
Shining Bot Machine Learning Engine profiles customers based on economic status for marketing

Digital Signage
Display full-hd Signages on Android TV using ShiningBot DS television APP and control via web

Self Service Menu, Order & KOT Printing
Manage restaurant, room-service & amenities delivery via automatic self service system using QR Code & Mobile browser

VIP Recognition
Recognize your important customer customers across your outlets and give preferential treatment

Location based Service & Advertisement
Machine Learning Engine understands customer interests based on their location & advertises in login & status pages



Feedback Management
Collect feedback from your customer using Tablet based feedback management system & reports

AI based Automated Marketing
Automatically markets products & services based on the customer interests and preferences

Content Filter
Industry Standard Category based Content Filter with complete user control for URL filtering

Business Intelligence & KPI
Provides advanced reports and Key Performance Indicator data based on the various inputs

Authentication & Log Management
Authenticate users with complete control & Manages logs as per Industry Standard

Application Programming Interface
Extend the Shining Bot capabilities with our API to connect with your customized software

Partner's Business Model

System Integrators

- Registered Business
- Networking/WiFi Expertise
- Sales & Support team

Consultants & Influencers

- Individuals / Freelancers
- Consultants / Architects
- Other businesses

Partner's Business Focus

Hospitality

- Hotels
- Restaurants
- Café
- Convention Centres

Healthcare

- Clinics
- Hospitals

Retails

- Shopping Malls / Multiplexes
- Retail Outlets

Others

- Salons / Beauty parlours
- SPA services
- Gym

Membership Tiers

Silver

To become an authorised partner requires a formal agreement with ShiningBot through registration in partner portal. Provides free access to partner portal & marketing tools. No revenue requirements.

Gold

Gold Status can be achieved by completing 1 sales and 1 technical certifications and dedicated 1 sales resource. No revenue requirements.

Platinum

Platinum status can be achieved by completing 2 sales and 1 technical certifications and 2 dedicated sales resource. Plus revenue commitments*.

* - Revenue commitments varies by region. Contact ShiningBot representative for more details.

Membership Tiers Progression

	Consultants Influencers	Silver	Gold	Platinum
Requirements	Agreement	Agreement 1 Sales certification	Agreement 1 Sales certification 1 Technical certification 1 Dedicated Sales	Agreement 2 Sales certification 1 Technical certification 2 Dedicated Sales
Demo Stock	Optional	Optional	Minimum 1 Kit	Minimum 2 Kits
Revenue Commitments	No requirements	No requirements	Optional	Required*
Core Benefits	• Partner Discount • Deal registration • Portal Access • Marketing Tools	• Partner Discount • Deal registration • Portal Access • Marketing Tools	• Higher Discount • Deal Registration • Portal Access • Marketing Tool • Instructor led training • Marketing Support	• Highest Discount • Deal Registration • Portal Access • Marketing Tools • Instructor led training • Joint Marketing • Marketing Funds • Demo Stock

* - Revenue commitments varies by region. Contact ShiningBot representative for more details.

Enablement & Certifications

Partners have the same access to enablement as our direct sales force, providing you with the required knowledge and skills to present and demonstrate our solutions with confidence.

1. Get On Board

   If you are new to ShiningBot, signup for enablement on-boarding program (at https://partners.shiningbot.com) to get access to product information, datasheets and marketing tools. You can also register for upcoming events and training programs.

2. Get Certified

   Tailored Training and Certifications equips you with the skills you need to succeed and ensure you march ahead of the competitions.

3. Advanced Technical Training

   Certified partner has access to demo materials and implementation orders from ShiningBot in your region.

4. Continuous Learning

   Keep up to date with the technology changes, market trends, product releases, future roadmaps and competitor insights.

Market Development Funds

Extending a partner's market reach and accelerating growth.

Market Development Funds (MDF) are provided to eligible partners to subsidize their marketing and sales activities which generate awareness and business for ShiningBot solutions.

The MDF program provides financial assistance to support partner in planning and execution of sales and marketing activities that drive new business for ShiningBot. Partners are provided access to Campaigns and third-party resources to help generate leads and grow the business, including a network of Marketing Service Agencies to help you to deliver measurable, effective and integrated co-marketing campaigns.

MDF activity requires claiming process and invoice submission (if applicable). Discuss with your ShiningBot representative for more details and availability of MDF in your region.

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