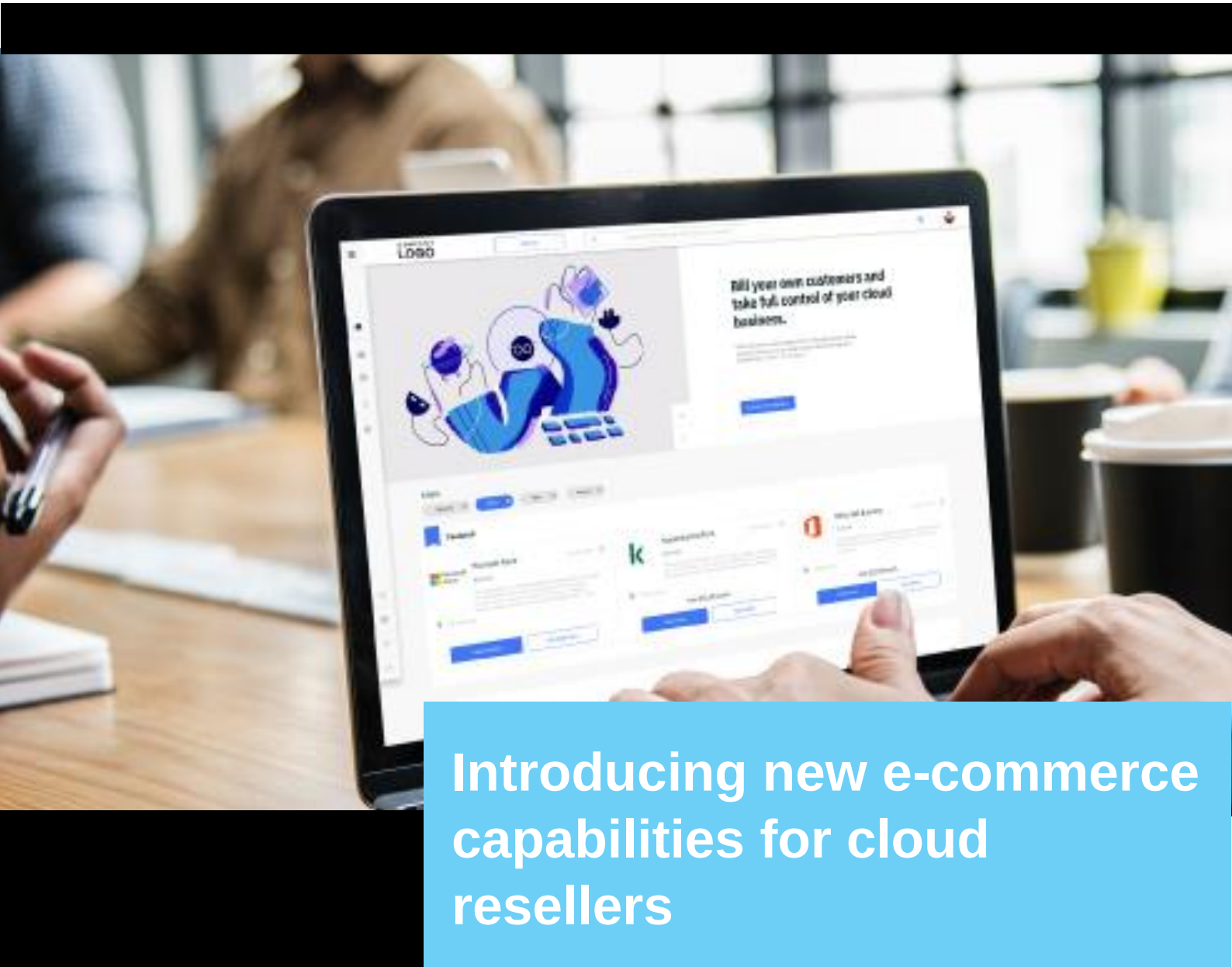




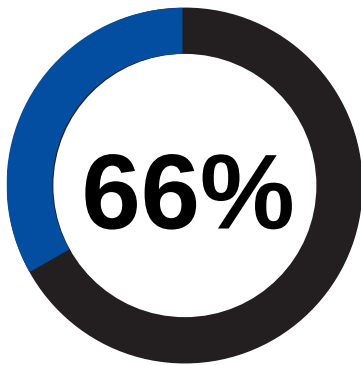
Introducing new e-commerce capabilities for cloud resellers

Empower your business – Grow your network – Come to the self-service management portal

The Challenge: going digital

As with the B2C environment, lately, the importance of digital channels for B2B companies has grown significantly, marking a radical increase in the last 3 years. Omnichannel in B2B sales is the new normal and has become imperative for moving forward sustainably and permanently. For this reason, we need the right tools to stay connected, resilient, and quick!

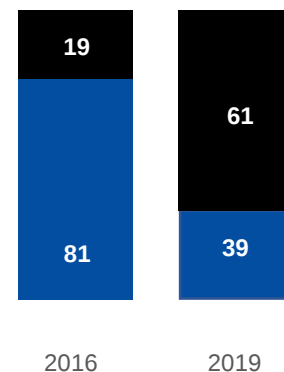
Did you know that...



Compared to traditional sales interactions, B2B digital interactions have become twice as important during the pandemic

B2B Customers opt strongly for digital self-service tools

— Self-serve
— Directed



#1

live chat rated as the top channel for researching suppliers

30%

increase in customer preference for placing orders on web/mobile apps

250%

increase in web/mobile app ordering

41%

of B2B sellers say e-commerce is their most effective sales route, beating out in-person (37%) and videoconference (31%)

2/3

of B2B buyers prefer remote human interactions or digital self-service rather than traditional interactions

How can you adapt?

#1

Focus on delivering your services faster in a more personalized manner

#2

Begin your e-commerce channel to give customers convenience and a pleasant buying experience

#3

Address your customer's biggest e-commerce issues: long ordering process, difficulty in finding the correct product technical glitches.

#4

Upgrade your face-to-face and digital selling channels with the use of technology

#5

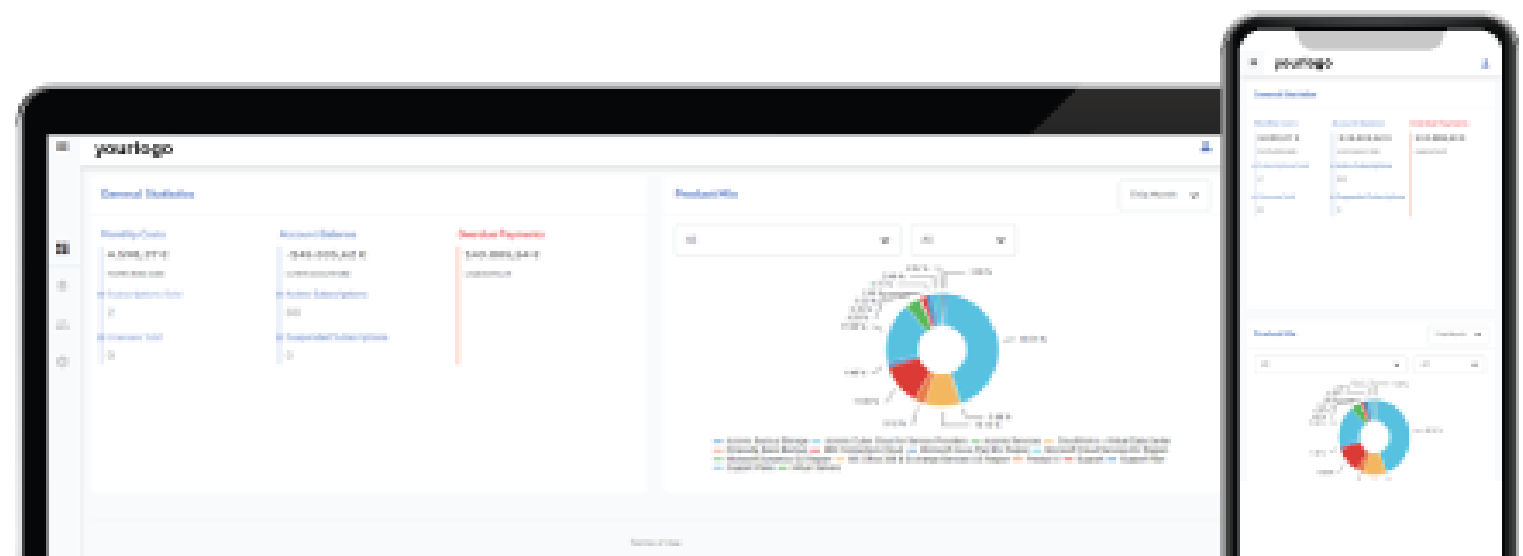
Reinvent your customer decision journey and adapt your GTM strategy today to tomorrow's needs

We are here for you!

interworks.cloud is right by your side! We value our partnership and want to empower you to thrive in the business run! For this reason, interworks.cloud introduces a new functionality developed specifically to meet the needs of resellers and their customers.

As a reseller, you can now be upgraded to the Self-service management portal, available via your trusted distributor, and obtain your own-labeled e-commerce platform. Through your brand-new custom Marketplace, you will be able to automatically view and manage end-customer subscriptions, automate order placement and cloud service provisioning, as well as to easily update product catalog and pricing. What is more, you will enjoy the benefits of a powerful and SEO-ready Marketplace which can be easily integrated with your custom URL and Google Analytics account!

Want more? Come to the Self-service management portal and grow your monthly run rate, expand your sales network, and maximize your competitive advantage!



What will you be able to do with the self-service management portal?

As a reseller at the self-service management portal, you will be able to:

- ✓ Create your own branded SEO-ready Marketplace at a snap
- ✓ Set your logo, URL, branding preferences and consolidate your brand identity
- ✓ Update your product catalog automatically by adding or removing products that interworks.cloud has authorized you to resell
- ✓ Set your commercial policy for the cloud offerings by adding your own markup
- ✓ Offer self-serve ordering capabilities to your customers
- ✓ Automatically push orders to interworks.cloud
- ✓ Integrate seamlessly with the provisioning and billing capabilities of interworks.cloud
- ✓ View and easily manage your customers' stats, orders, subscriptions, and assets
- ✓ Monitor the evolution of your costs, payments and/or products with the use of dashboard statistics in real time
- ✓ Give your customers insights to their Microsoft Azure costs
- ✓ Let your customers self-register to your Marketplace
- ✓ Integrate with own backend systems through APIs

The time to catch the wave and transform your business is now!

What's in it for you?

Add a new digital selling channel to your business in just a matter of minutes

Expand your customer base and grow your sales stream

Increase your revenue by reaching out to new customers

Offer your customers a self-service portal

Save time and money by allowing customers to place orders and manage services on your behalf

Improve your customers' perceived value and satisfaction by offering the same benefits you get from interworks.cloud's Marketplace.

Differentiate from your competitors and become your customer's preferred provider

Expand your reach and grow your monthly recurring revenues today!

Want to learn more or start with your own Marketplace?

distribution@interworks.cloud, +30 231 068 8186