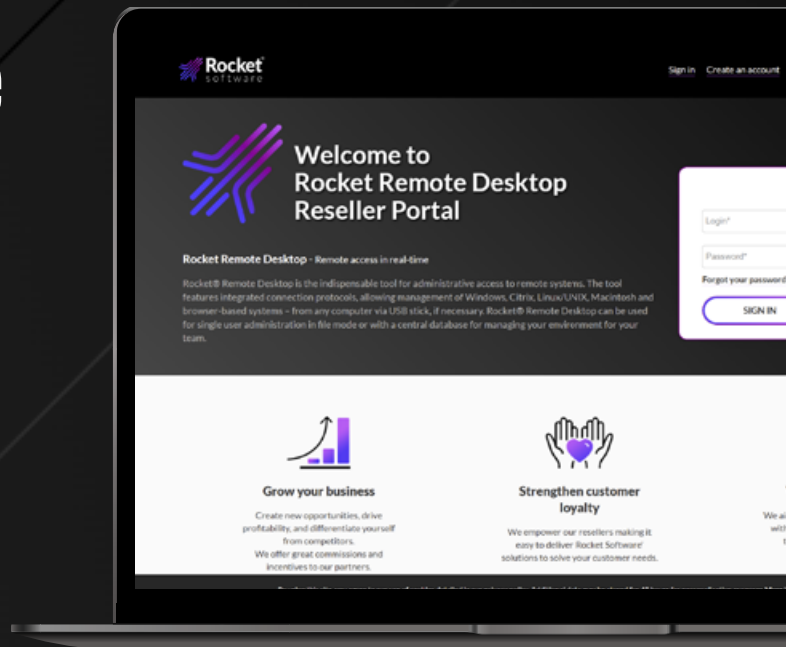


Nexway & Rocket Software Driving Success Through Optimized Sales Channels

In today's fast-paced digital landscape, effectively managing multiple sales channels is crucial for sustained growth and customer satisfaction. Rocket Software, a global leader in technology modernization, partnered with Nexway to tackle the challenges of managing both reseller and direct sales channels.



The Challenge: Balancing Two Digital Sales Channels

Rocket Software's Sales Landscape

ROCKET SOFTWARE OPERATES THROUGH A DUAL-CHANNEL APPROACH:

Reseller Network

A vital part of their strategy, requiring efficient management to enable resellers to distribute software seamlessly and effectively.

Direct Sales

A direct line to customers that demands a streamlined, automated purchasing experience to maximize engagement and satisfaction.

The complexity of balancing these channels posed significant challenges, from operational efficiency to customer experience.

Nexway's Comprehensive Solution: Tailored for Success

Nexway delivered a suite of innovative solutions specifically designed to meet Rocket Software's unique needs:

1. RESELLER PORTAL: EMPOWERING YOUR PARTNERS



User-Friendly Interface

The intuitive Reseller Portal allows Rocket Software's resellers to manage orders, access product information, and view pricing in real-time. This ensures they have the resources they need at their fingertips.



Automated Processes

By automating key interactions, resellers can focus on building relationships with customers, enhancing sales opportunities, and driving overall performance.

2. REAL-TIME ACTIVATION: INSTANT ACCESS TO PRODUCTS



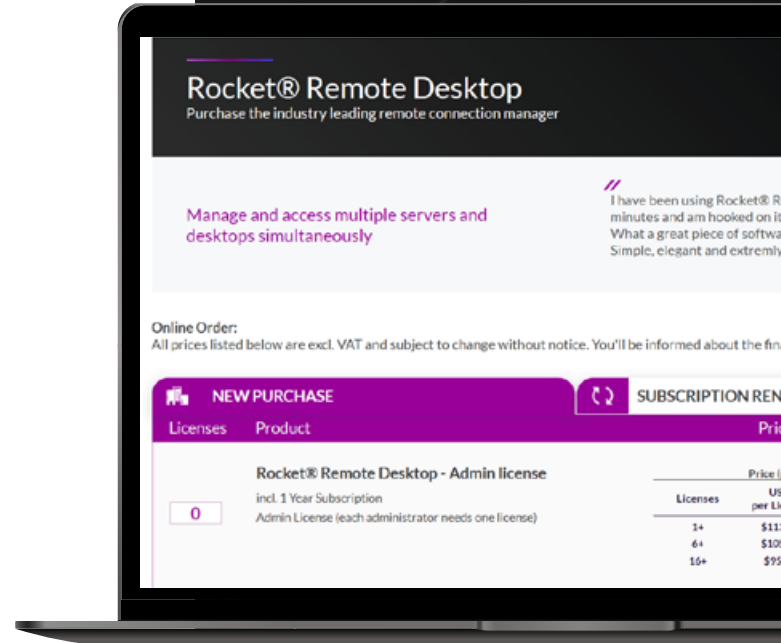
Immediate Activation Files

Traditional activation codes are replaced with real-time activation files, enabling resellers and end-users to access software instantly. This improvement significantly reduces fulfillment times, leading to enhanced user satisfaction.

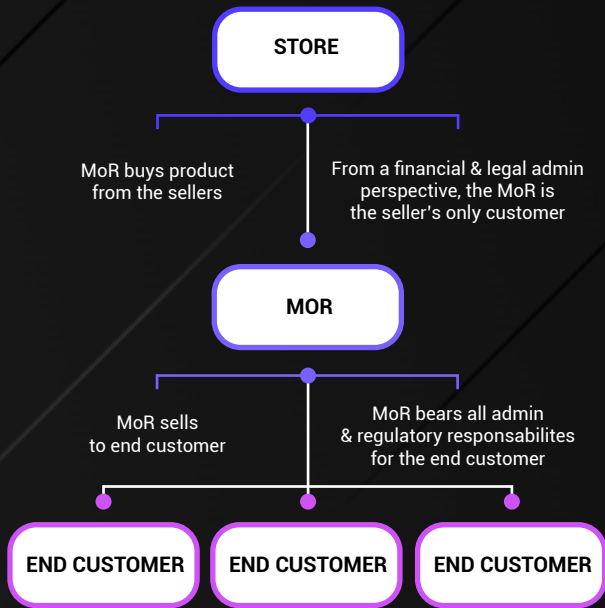


Streamlined User Experience

A faster activation process translates to happier customers who are more likely to engage with Rocket Software's products and services.



3. MERCHANT OF RECORD (MOR) MODEL: SIMPLIFYING TRANSACTIONS



Global Transaction Management

Nexway's MoR model takes the complexity out of B2B transactions by managing sales tax, compliance, and financial reporting on a global scale. This allows Rocket Software to focus on its core business objectives without the burden of regulatory concerns.



Flexibility and Efficiency

With Nexway handling the intricacies of transaction management, Rocket Software can enhance its operational flexibility and efficiency, driving growth across both sales channels.

Why Choose Nexway

Nexway's partnership with Rocket Software demonstrates the transformative power of a well-integrated digital commerce solution. By optimizing both reseller and direct sales channels, Nexway empowers businesses to:



Drive Efficiency

Streamline operations across multiple sales channels to maximize productivity.



Enhance Customer Experience

Provide users with instant access and a seamless purchasing journey, leading to higher satisfaction.



Focus on Growth

With Nexway handling compliance and transactional complexities, your team can concentrate on strategic initiatives and innovation.

Transform your sales channels and drive growth like Rocket Software.

Learn how our solutions can empower your business.

CONTACT NEXWAY TODAY



About Nexway

Founded in 2002, Nexway is an eCommerce platform with a full suite of personalized microservices. With 20 years of experience running merchant services & e-commerce solutions, Nexway handles the complexity of online sales and covers the full scope of e-commerce aspects. From invoicing to tax calculation, compliance and payment & financial institution integrations, security & data management, fraud and chargeback. The company today generates 200M€ in annual revenues and employs 100 employees across its offices worldwide. Nexway is headquartered in France, with offices in the US, Japan, and Italy.



www.nexway.com