



Partner Program

Join InReality's Growing Partner Network.

InReality is a developer of a SaaS platform that seamlessly integrates with IoT sensors, bringing in-store analytics into brick-and-mortar to understand in-store shoppers and instantly deliver dynamic, targeted experiences that increase loyalty and sales.

We work with partners to help their retail customers with: store optimization, store of the future, category/display/product optimization, and in-store measurement.

Market leaders can partner with InReality to leverage our strengths and provide industry-leading in-store analytics and responsive technology.

Partnering with InReality provides a variety of benefits...

- Differentiate from your competition
- Enrich and extend existing products or services
- Expand your footprint within your existing customer base
- Capture a recurring revenue stream complementary to your core business
- Prove your value to customers with measurable ROI and the insights they need
- Stay ahead of the industry with leading edge in-store technology

Partner Program Benefits...

REFERRAL PARTNER

Agencies, independent reps or shopper marketing/POP companies with complementary products and services seeking to refer sales opportunities to InReality in return for a percentage of the sale.

Benefits...

- + Sales aids (call scripts & positioning)
- + Mini-kickoff call
- + Co-sell assistance

RESELLER PARTNER

Resellers—agencies, POP companies, service firms, software companies, and manufacturers—who market complementary applications, products and/or services to end-user organizations and are interested in reselling InReality's in-venue consumer journey software offerings. Option to white label the technology is available.

Benefits...

- + Impressive discount off MSRP
- + Onboarding program including sales training and demo assistance
- + Co-sell assistance for limited time
- + Implementation training
- + Demonstration software
- + Technical support
- + Preview pre-release software
- + Access to sales and marketing materials (presentations, data sheets, pricing & packaging, positioning)
- + Lead sharing
- + Joint exhibits at tradeshow
- + Co-marketing activities
- + Joint collateral
- + Joint press coverage

STRATEGIC LICENSING PARTNER

Software companies, POP companies, or agencies with complementary applications or services who market directly to end-users and who dedicate substantial resources to the sales, delivery and support of InReality's software and/or services. Includes companies that are interested in integrating InReality's software platform into complementary products. Option to white label the technology is available.

Benefits...

Includes above benefits plus technical support, training and integration/development support.



Contact Us

USA +1.770.953.1500 | sales@inreality.com
APAC +852.3998.3177 | sales.apac@inreality.com