

# PARTNER PROGRAM

NtechLab



# About NtechLab

Our passion is to build the most advanced technologies in artificial intelligence and machine learning that can deliver a superior level of security and comfort for every citizen across the world.

Every day the world's most knowledgeable machine learning engineers at NtechLab improve the neural network – the driving force of the FindFace range of solutions.

These products empower one to find a criminal in a big crowd and instantly alert security staff on their arrival. Or one can use them to identify VIP guests as soon as they appear in a store.

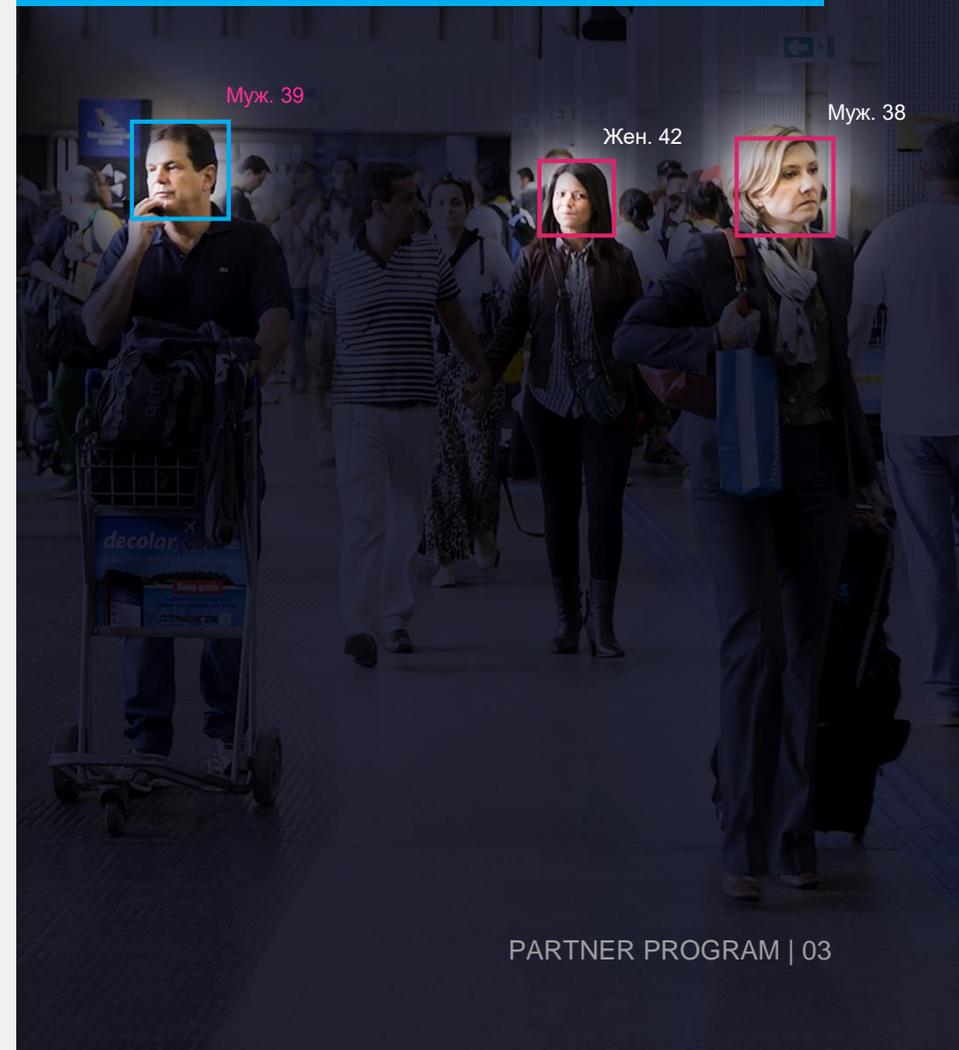


FindFace offers endless possibilities



# Power of Face Recognition

Our mission is to deliver a superior level of security and comfort for every person



# Recognized across the world

The world's fastest and most accurate face recognition algorithm

—————> Recognized by experts, proved by customers

 <p><b>MEGAFACE CONTEST</b></p> <p>International challenge in face recognition algorithms at the University of Washington, USA</p>	 <p><b>IARPA</b></p> <p>International contest executed by the Intelligence Advanced Research Projects Activity, an organization within the Office of the Director of National Intelligence, USA</p>	<p><b>EMOTIONNET CHALLENGE</b></p> <p>Championship for developers of emotion recognition algorithms hosted by the University of Ohio, USA</p>	<p><b>NIST</b></p> <p><b>NIST FRVT ongoing</b></p> <p>Testing executed by the National Institute of Standards and Technology (NIST), USA</p>	 <p><b>amazon</b></p> <p><b>WIDER FACE AND PEDESTRIAN CHALLENGE</b></p> <p>The Challenge addresses the problem of detecting pedestrians and cyclist in unconstrained environments.</p>
<p><b>2015</b></p> <p>Best accuracy in face recognition</p> <p>Outperformed Google and other competitors</p>	<p><b>2017</b></p> <p>Top performer in:</p> <p>Verification Accuracy</p> <p>Identification Speed</p>	<p><b>2017</b></p> <p>Best performance on emotion recognition</p>	<p><b>2018</b></p> <p>Best Results for a database of wild images</p>	<p><b>2018</b></p> <p>The III best performance on the detection of pedestrians and cyclists in images collected from surveillance cameras</p>

# Why our products are unique

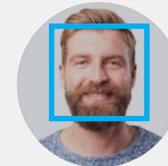
The best key performance indicators among face recognition solutions in the world\*



Face recognition accuracy



Gender recognition accuracy



Face Vegetation



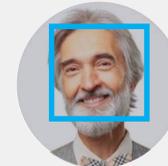
Glasses



Unique visitor count accuracy



Age recognition accuracy



Getting old



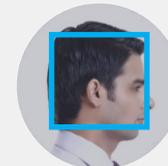
Occlusions



Probability of detecting a person in a video stream



Search time in a database of 500 million images



Head turns



Emotions

\* NtechLab's algorithm was recognized as the best by the results of the international testing of NIST and the IARPA competition

# Our products address two major tasks

NtechLab products deliver a superior level of security and comfort. They enable one to identify people of interest and prevent crimes. Our face recognition solutions can also be used to increase business efficiency and enrich customers' data.



## SECURITY

Identifying people in live video streams in real time



## CUSTOMER DATA ENRICHMENT

Enriching customers' data  
Gender, age, and emotion detection

# NtechLab products' advantages

Our task is to prevent a crime before it happens. Solution takes less than 5 seconds to identify a criminal in a huge crowd and alert a security officer on their arrival.

## Security



Decrease crime and increase public safety for an organization, city or state



Locate the whereabouts of wanted people and prevent crimes



Search for missing people, including children



Provide security for critical transportation infrastructure: airports and railway stations. Person identification and flight registration without a need to present documents



Security for crowded events and public venues



Instant person identification, including sending alerts to mobile applications



Prevention of shoplifting and fraud by customers and employees in retail stores and financial organizations



Controlling access to particular zones for commercial and manufacturing facilities

# NtechLab products' advantages

How to make a customer the best possible recommendation? Access the complete data about him or her! Age, gender and emotions detection, integration with a loyalty program and more allows one to optimize sales and marketing processes.

## Growth of revenue, customer loyalty and business efficiency



Creation and management of unique multichannel communications with a customer



Deep analysis of customers' experience and preferences



Creation of personalized recommendations based on accurate customers' data



Enables personalized recommendations for target audience



Increasing the average check



Decreasing costs on attracting new customers



Creation of heat maps that track customers' movements within a retail space



Accurate data about customer satisfaction

# PARTNER PROFILES

# Industries for operations

 <b>Public safety</b>	 <b>Retail</b>	 <b>Corporate safety</b>	 <b>Banking</b>
 <b>Dating website</b>	 <b>Events</b>	 <b>Social networks, entertainment</b>	 <b>Casino</b>

## Fields of specialization



Video surveillance  
and security



Fraud prevention



Biometric identification



Access control systems

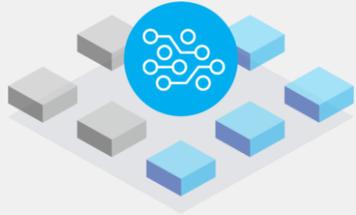


Customer analytics



Marketing

# Categories of partners from a business perspective



## Independent software vendors (ISVs) and system integrators (SIs)

Independent Software Vendors delivering their own business solutions (software applications and/or services) that work with NtechLab technology can achieve greater market penetration and deliver more complete, differentiated products at lower cost, and with a faster time to market. Unlike ISVs, System Integrators use out products to develop an end-to-end solution for customer particular requirements and supply it on an individual project base.



## Value added distributors (VADs) and resellers (VARs)

Value Added Distributors are NtechLab's mainstream partners within specific countries, and are effectively an extension of NtechLab's sales force, benefiting from the dedicated support of NtechLab's partner managers. VADs add their expertise in managing a wide network of local partners such as ISVs and SIs. They can deliver NtechLab products with other services and products to create value-added solutions to address a channel's or end-user specific needs. Unlike VADs, Value Added Resellers sell mostly to private and public end users but not to other resellers.



## Innovators

But that's not the end of the story! If you haven't found yourself in one of the above categories, that doesn't mean we can't work together. We are sure that there are lots of opportunities to explore beyond the realms so well-established in the face recognition arena. If you feel like leveraging FindFace to build a unique value-added proposition, and even have ambitious goals that make use of big data analytics, services personalization, or whatever else you can imagine — you are the partner we are looking for!

# Why should I partner with NtechLab?



## Our mission

Our mission is our end-users



In order to make that goal a reality, we work through our partners delivering FindFace technology customization, implementation, training, and tech support to our worldwide user base



We focus on developing a sustainable business with reliable local partners who are looking for first-in-its-class face recognition technology for the benefit of their customers



# So, why should you be interested in partnering?

## 1 International

We are a truly global company. We respect cultural preferences of all nations in the world and enjoy learning local peculiarities and business styles from our regional partners.

## 2 Friendly

As NtechLab brings technology to market that makes the world a safer and more comfortable place, our team has a special character of positive attitude, humor, curiosity, and open communication. We like people who are lighthearted, friendly, creative, and challenged by their goals — just as we are.

## 3 Professional

Our partners enjoy doing business with us, as we are easy to work with and care deeply about growing mutually beneficial, non-competitive business relationships. We support our partners with quality marketing collateral, educational webinars and on-site trainings, free trials, project and account protection, and great communication throughout.

## 4 Rewarding

As the face recognition market grows rapidly from year-to-year, the availability of FindFace technology in a partner solution and/or product portfolio wins additional revenue for their business, and the possibility of more!

## 5 Innovative

As a recognized expert in the field of artificial intelligence, we provide our partners with access to the cutting-edge developments that form a solid ground for brainstorming and implementing new business ideas. This means our partners can create innovative solutions, gain positive attention from their customers and colleagues, and grow their market share, awareness, and reputation.

## 6 Passionate

We have a team of artificial intelligence experts who are vehement pros on neural networks, deep learning, and face recognition. We are truly obsessed with building high-quality solutions and work hard to deliver easily deployable technology at an incomparable value, along with professional support and services.

## 7 Open to everyone

We are open to work with everyone, whether it is a large or small company, young or well-established. We strive to make our partners feel as comfortable as possible in dealing with us. Every partner request deserves the special attention and VIP treatment that we give it.

## 8 Supportive

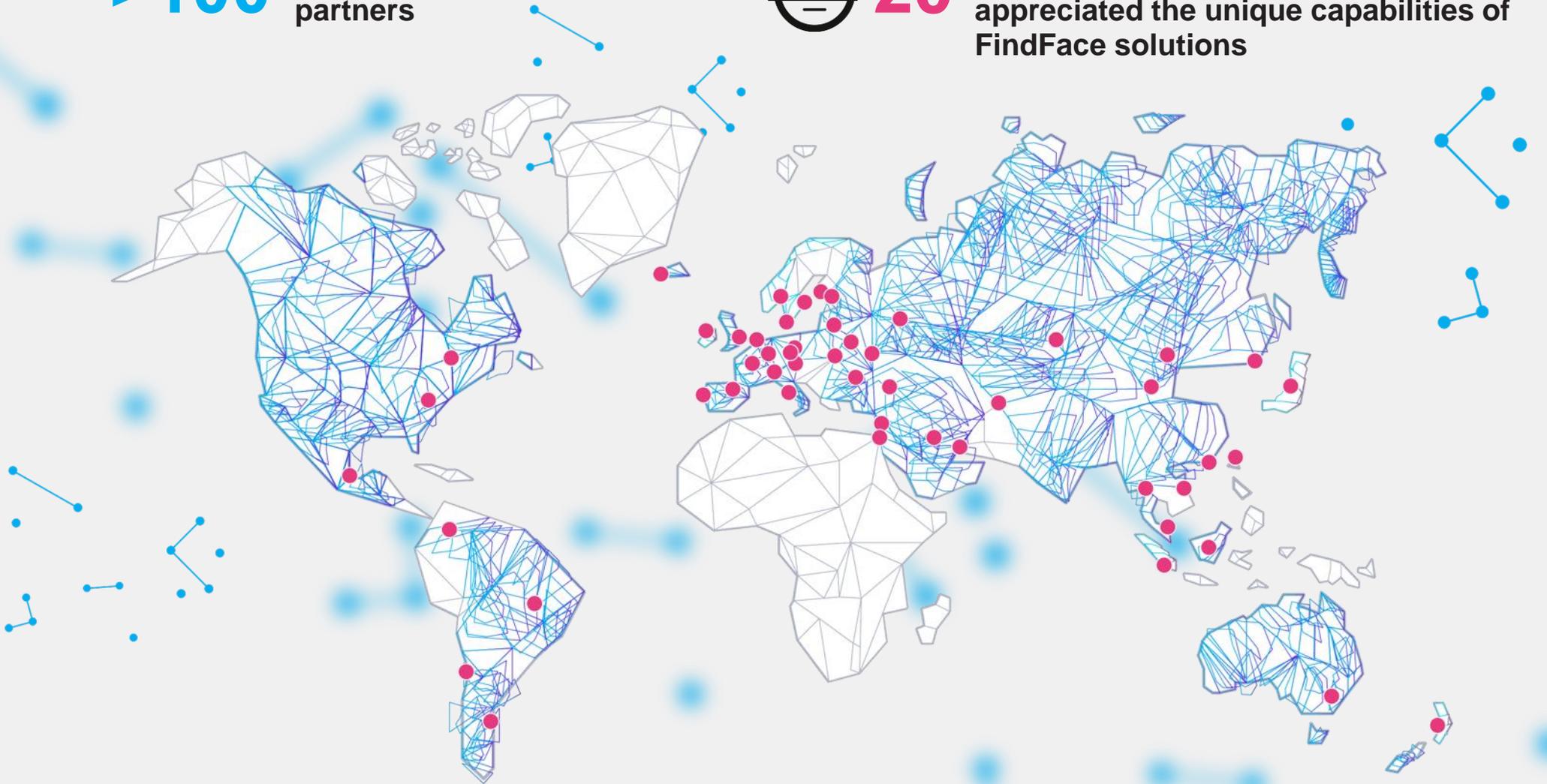
Our managers are readily available to help you through the evaluation, implementation, and deployment stages of whatever you're working on. We take care to answer every question customers have about our technology, and we're ready to listen to our partner's needs. We believe in the power of communication to unlock the maximum potential of our users' projects. Our timely, substantive response to their questions is the key to customer success, which is the ultimate target of our efforts.

# География бизнеса

**>100** Customers and partners



**20** Countries in the world have already appreciated the unique capabilities of FindFace solutions



# Steps to become a partner

## → Step 1

Fill out a web form on our company's site at

[findface.pro](https://findface.pro)

or send your request directly to us at [info@ntechlab.com](mailto:info@ntechlab.com)

Be sure that your message specifies your company's background and the area of your interest in collaborating with us.

This request is forwarded to the appropriate partner manager in our team, who will ultimately be the person you communicate with.

## → Step 2

An NtechLab partner manager evaluates your request and asks additional questions if necessary.

Then the appropriate partnership model and licensing offering is proposed.

## → Step 3

Once mutual expectations have been clarified and agreed upon, we proceed with completing the partnership registration.

If it is an ISV business, then the new partnership is registered after signing our SDK licensing agreement and getting the first order for the developer license. If it is an SI business, then you should first allocate an engineer in your team to get our partner certification by having them complete our technical training.

The new partnership is registered after your company's successful technical certification and ordering our Partner Kit, a set of our software NFR licenses suitable for conducting internal tests, demos to prospective customers, and preparation to PoCs.

If it is a VADs/VARs business, then the new partnership is registered after the first order is placed in addition to the partner getting their technical certification and Partner Kit. We may want to sign a Lol or MoU for the first year of cooperation, and perhaps even a full-fledged distributor agreement after the first year of successful joint business.

## → Step 4

Within the early days of our cooperation, we'll assign a dedicated partner manager to serve your company requests on a daily basis. Our partner manager is the appropriate person for all your questions related to sales and marketing activities, as well as the person handling your technical support.

Welcome to NtechLab  
partner community  
and enjoy working with us!

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