

# NTechLab partner program

CONCISE VERSION



# GREETINGS



from Mikhail Ivanov, NTechLab CEO



"It's fantastic how quickly the world is changing nowadays!"

"Just a few years ago, who would have believed machines were surpassing humans in recognizing objects? We at NTechLab are the ones who made it possible by putting deep learning into practice. We've made face recognition available in a completely new, efficient way that smashes all previous records and standards in the field.

Forget about volume vs. accuracy measurements, and forget about wasting time by waiting for results – we've introduced a real-time planetary-scale face recognition software. It may sound like science fiction, but we've brought it to life.

If facial recognition is a core technology need for your business, you should take advantage of the best technology in the industry. Join our team of visionary partners now!"

# WHO IS NTECHLAB?



NTechLab is a young company founded in 2015 to create algorithms that are as intelligent as human beings and as efficient as machines. Our team of experts uses the most advanced techniques in neural networking and machine learning to develop a smart, innovative facial recognition software called FindFace.

**NTechLab mission:** We focus on building facial recognition software that makes the world a safer, more comfortable place.

## **Your face is big data – how does the technology work?**

FindFace software allows our customers to solve tasks of any complexity in the field of face recognition. It extracts the characteristic features of a person's face from a picture so that it can distinguish them from features that can vary, such as age, facial expression, makeup, glasses, and even camera variations like angle, lights, and background. Our algorithm was built on a deep learning model, so it can identify invariant facial features specific to an individual.

This technology is proven to be among the most accurate in the world. As tests show, our software surpasses a human's own capability to identify faces. It even outperformed all competitors in the 2015 MegaFace challenge and took the 1st place.

Furthermore, FindFace software can identify a person in a split second and find their photos among billions of other images in a database. It can literally be unrolled at planetary scale, thanks to the efficient search algorithm and the special technology that allows storing the extracted features in a compact way. FindFace is the only facial recognition technology with a proven large-scale proof of concept made on VK, Russia's largest social network and veritable database of more than 250 million photographs.

## **Our products**

[FindFace Enterprise Server SDK](#) – a software development kit for tight offline integration of face recognition technology into third party software solutions and services. The SDK provides a developer with a combination of C++ libraries and REST API methods. It is available for on-premises installation at the customer's infrastructure.

[FindFace.PRO Cloud API](#) - a SaaS platform for face recognition that can be accessed online with the REST API or the web interface. The platform works in self-service mode.

# PARTNER PROFILES



## Our partners generally operate in such industries and outlets as:

- Government
- Law enforcement, and forensics
- Airports, transportation, and large venues
- Retail
- Casinos and nightclubs
- Banking
- Financial services
- Dating and social sites
- Theme parks, entertainment

## with a specialization in:

- Video surveillance and security
- Fraud prevention
- Customer analytics
- Marketing
- Access control systems, biometric identification
- Entertainment

From a business perspective, NTechLab's partners typically belong to one of the following categories.

### Independent Software Vendors (ISVs) and System Integrators (SIs)

Independent Software Vendors deliver their own business solutions (software applications and/or services) that work with NTechLab technology inside, either through licensing FindFace Enterprise Server SDK or with FindFace Cloud API platform integration. By incorporating NTechLab technology, they 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 FindFace Enterprise Server SDK or the FindFace Cloud API platform 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 is to best serve the needs of 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?

Because we are:



## 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.



## 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.



## 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.



## 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!



## 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.



## 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.



## 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.



## 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.

# STEPS TO BECOME NTECHLAB PARTNER



We are always happy when a new company takes the initiative and expresses interest in partnering with us!

If you are eager to explore partnership opportunities with NTechLab, please follow these steps.

## Step 1

Fill out a web form on our company's site at <http://ntechlab.com> 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!**