ARED

EDGE DEPLOYMENT PARTNER PROGRAM

Build recurring revenue with a managed edge platform.

Deploy local compute, storage, managed Wi-Fi, offline-first applications and edge AI without building your own edge operating system and remote-management platform.

- **Local-first**
- **Remotely managed**
- **Partner-led scale**

One platform. Multiple customer services.

Start with one urgent customer need, then expand services on the same managed edge infrastructure.

THE CUSTOMER PROBLEM

Too many separate systems. Too much cloud dependence. Too much operational complexity.

Many business and institutional sites rely on separate routers, local servers, storage or NVR systems, application devices and cloud services - each with its own cost, maintenance and failure points.

01

Fragmented infrastructure

Multiple single-purpose systems increase installation, support and management complexity.

02

Connectivity dependence

Cloud-only workflows can stop when internet connectivity becomes slow, unstable or unavailable.

03

Limited local processing

Applications, storage and AI often send more data off-site than the customer actually needs.

04

Harder support

More vendors and systems mean more troubleshooting paths, service contracts and operational risk.

ARED's approach: consolidate selected site functions on one expandable edge platform, run supported services locally, and synchronize with centralized or cloud systems when needed.

THE ARED PLATFORM

A managed edge layer for physical locations.

ARED provides intelligent, remotely managed gateways that combine local compute, storage, connectivity, supported applications and edge AI on one expandable platform.

Local compute | Local storage | Managed Wi-Fi | Applications | Edge AI | Remote operations

Local-first; remotely managed. Selected services can continue locally during internet interruptions. Centralized or cloud systems remain useful for synchronization, backup, reporting and other workloads.

ARED EDGE GATEWAY

Managed local infrastructure layer

Business applications

Supported local applications, databases and workflows.

Managed connectivity

Managed Wi-Fi and local network services where required.

Storage + compute

On-site processing, storage and application hosting.

Camera + edge AI

Supported video storage, analytics and local inference.

Platform capabilities depend on gateway profile, application compatibility and deployment design.

WHO THE PROGRAM IS FOR

Built for companies that already serve business and institutional customers.

ARED deploys directly in Rwanda. Expansion outside Rwanda is designed to be partner-led through companies with customer access, market knowledge and local deployment capability.

IT

ICT integrators + MSPs

Add managed edge infrastructure to networking, server, cloud and IT-service portfolios.

ISP

ISPs + connectivity providers

Add services beyond bandwidth: local apps, managed Wi-Fi, hosting, analytics and support.

SEC

Security + CCTV integrators

Combine compatible camera infrastructure with local storage, remote management and selected analytics.

APP

Software + IoT providers

Run supported applications and local data services without building the underlying edge layer.

BEST FIRST CONVERSATION

Bring one real customer opportunity.

A named account and a clear customer problem are more valuable than a speculative country rollout plan.

WHAT PARTNERS CAN PACKAGE

Three clear offers built on the same ARED platform.

Start with the customer outcome. The underlying gateway and platform can support additional services over time, subject to technical capacity and compatibility.

PACKAGE 01

Managed Site Edge

A managed local infrastructure package for business locations that need reliable digital services.

- Managed Wi-Fi
- Local applications
- Local storage and compute
- Remote monitoring
- Selective synchronization

PACKAGE 02

Edge Security

Local video infrastructure and supported analytics for compatible security deployments.

- Local video storage
- Supported camera integrations
- Selected edge analytics
- Alerts and remote monitoring
- Selective synchronization

PACKAGE 03

Edge Application Node

A managed local environment for software, IoT and institutional applications.

- Supported application hosting
- Offline-first operation
- Local database or storage
- IoT integration
- Remote updates and synchronization

PARTNER VALUE PROPOSITION

Build recurring service revenue around infrastructure you deploy.

ARED is not positioned as a simple hardware-reseller program. The commercial opportunity is the services, applications, support and customer relationship around each active deployment.

Commercial principle: margins and payback are calculated per deployment after hardware, platform, support, connectivity and local commercial costs are known. No universal 65% margin or 12-month payback claim is assumed.

REVENUE LINE

Installation

Deployment and commissioning services.

REVENUE LINE

Managed services

Ongoing support and account management.

REVENUE LINE

Applications

Supported application packages and services.

REVENUE LINE

Managed Wi-Fi

Connectivity and local network services.

REVENUE LINE

Edge hosting

Supported local compute and storage workloads.

REVENUE LINE

Camera + AI

Compatible analytics and local processing services.

Actual economics are defined in the commercial model for each deployment.

WHO DOES WHAT

Clear responsibilities before deployment.

The partner remains close to the customer. ARED remains responsible for the core managed edge platform and remote platform operations.

DEPLOYMENT PARTNER

Own the local commercial relationship.

- Customer acquisition and account relationship
- Local solution design with ARED
- Installation and commissioning
- First-line field support
- Local billing and value-added services under the agreed model
- Local regulatory and field coordination

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Operate the core platform.

- Core edge operating platform and management layer
- Remote platform monitoring and operations
- Platform security updates and software releases
- Supported application environment and entitlements
- Second-line technical escalation
- Product roadmap and platform lifecycle

Hardware, import, warranty, spare pool and financing responsibilities are made explicit in the deployment agreement.

HOW THE ARCHITECTURE WORKS

Keep the right services local. Synchronize what needs to be centralized.

ARED is hybrid by design. It reduces unnecessary dependence on continuous connectivity without pretending the cloud is unnecessary.

At the customer site

Selected workloads operate locally on the ARED gateway.

- Supported applications and local databases
- Local storage and data processing
- Managed Wi-Fi and local network services
- Selected camera analytics and edge AI
- Local workflows during internet interruptions

Centralized or cloud systems

Use centralized infrastructure where it adds value.

- Synchronization and central reporting
- Backup and long-term retention where required
- Central customer or enterprise systems
- Fleet management and remote administration
- Other cloud workloads selected by the customer

Important: ARED does not promise "100% uptime." Service continuity depends on the selected local workload, power, hardware, application design and deployment conditions.

WHERE PARTNERS CAN DEPLOY

Use cases that benefit from local processing and managed site infrastructure.

BUS

Hospitality + retail

Managed Wi-Fi, local applications, storage, customer engagement and selected camera services for restaurants, hotels and retail sites.

CAM

Intelligent cameras

Local video storage, compatible camera integrations and selected analytics without sending every workload to the cloud.

APP

Health + education

Supported institutional applications can continue locally during connectivity interruptions and synchronize when service returns.

MOV

Mobility + transport

On-vehicle or station edge services for passenger Wi-Fi, content, local applications and data processing.

COMMERCIAL RULE

Land one urgent use case first.

After the customer sees value, additional supported services can be activated on the same gateway rather than forcing a new infrastructure sale every time.

TYPICAL SECTORS

SMEs · Clinics · Schools · Venues · Transport · Buildings

Use-case scope is validated before pilot or rollout.

SELECTED ARED EXPERIENCE

Experience across telecom, public venues, health and business deployments.

ARED materials reference previous collaborations, pilots and deployments across several sectors. Partner discussions should use the most current case-study evidence for the specific customer opportunity.

MTN

Telecom collaboration

ARED has referenced work with MTN around telecom and connectivity-related edge use cases.

BK ARENA

Public venue deployment

ARED has referenced venue digital services and customer-engagement infrastructure at BK Arena.

HEALTH

Health-sector engagement

ARED has developed offline-first infrastructure concepts for health applications and distributed service locations.

SME

Business deployments

ARED's current go-to-market uses Rwanda business deployments to prove repeatable outcomes before wider partner scale.

Proof standard for partner sales: use named case studies only where permission exists, show the problem, deployment scope, services running locally, measurable outcomes, commercial structure and what changed after the pilot.

PARTNER ACTIVATION

Start small. Validate economics. Then scale.

The goal is not a speculative 50-100 gateway "pilot." The first objective is one real customer opportunity with clear economics and a decision path.

1. **Confirm partner fit**
   Review market access, customer base, technical capability and target accounts.

2. **Bring one named customer**
   Select a real account and one clear problem that ARED can help solve.

3. **Demonstrate + validate**
   Run a technical demonstration or small validation focused on the required local function.

4. **Define the commercial pilot**
   Agree scope, price, responsibilities, success criteria and a decision date before installation.

5. **Structure hardware + financing**
   Agree ownership, financing, import, warranty and support responsibilities for scale.

6. **Scale proven deployments**
   Expand only after the customer outcome, support model and partner economics are validated.

A pilot requires a business problem, price, success criteria and decision date.

HARDWARE + FINANCING

Partners are not expected to buy large speculative inventory before demand is validated.

Hardware structure is agreed per deployment. The right model depends on customer commitment, gateway profile, import conditions, working capital and local financing options.

C Customer-backed

The customer purchases, guarantees or contracts sufficient volume to support the gateway investment.

P Partner-financed

The deployment partner, ISP, telecom or integrator finances hardware where the commercial case supports it.

F Third-party asset finance

An approved leasing, banking, OEM-credit or asset-finance structure supports qualified scale deployments where available.

BEFORE ROLLOUT

- Define landed hardware and installation cost
- Agree ownership, warranty, spare pool and recovery rights
- Model collected recurring revenue and variable support cost
- Confirm minimum term or customer volume commitment

ARED CAPITAL DISCIPLINE

ARED focuses its capital on product, platform and limited proof assets. International distribution assets should increasingly be funded by partners, customers or approved financing structures rather than by ARED carrying the full fleet risk.

Financing availability is not guaranteed and depends on the specific deployment and market.

WHAT A QUALIFIED PARTNER OPPORTUNITY LOOKS LIKE

Bring customer access, not just interest.

The strongest partners already serve organizations that have an infrastructure problem ARED can address.

First-touch information should stay simple: contact name, work email, company, country, business type and the customers or verticals you can reach.

PARTNER READINESS CHECKLIST

- Registered technology business
- Existing customer relationships
- Local market knowledge
- Installation or field-support capability
- One named customer opportunity
- Clear customer problem or buying trigger
- Decision-maker access
- Willingness to define commercial economics before pilot

GOOD INITIAL CUSTOMER PROBLEMS

Internet-dependent workflow | Fragmented site systems | Camera/storage upgrade | Local application hosting | Managed Wi-Fi | Multi-site deployment

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NEXT STEP

Have a customer opportunity that could benefit from managed edge infrastructure?

Start with one customer, one problem and one clear use case. ARED will help evaluate technical fit, deployment scope and the right commercial path.

STEP 1
Share the opportunity

STEP 2
Review the use case

STEP 3
Design validation

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WEBSITE
www.aredgroup.com

PARTNER PAGE
aredgroup.com/partner-profile.php

Commercial terms, hardware structure, application compatibility, service levels and financing are subject to technical and commercial validation and the final agreement.