BUILT FOR THE CHANNEL

# Channel-First AI growth

Turning AI technology into business outcomes — together.

Audience **Distributors · VARs · Resellers · SIs** | Version **4.0** | Updated **2026-09-23**

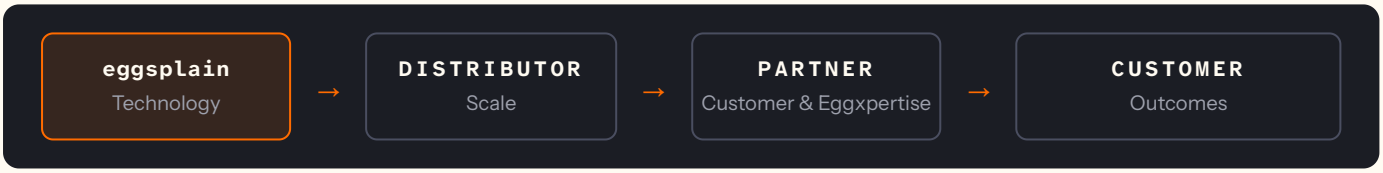
AI is changing how businesses operate. But successful AI adoption is not only about technology. It takes the right **technology, infrastructure, expertise and trusted customer relationships** around the same table.

**That is why Eggsplain is built Channel-First.**

## 01 WHAT CHANNEL-FIRST MEANS

THE MODEL

Eggsplain grows through an ecosystem of distributors, VARs, resellers, system integrators and technology and alliance partners. Instead of trying to own every customer relationship, Eggsplain enables partners to bring AI solutions to their customers — combining Eggsplain technology with their own **customer relationships, services and Eggxpertise.**




Every part of the ecosystem contributes. Every part creates value.

## 02 THE POWER OF THE ECOSYSTEM

WHO BRINGS WHAT

01
eggsplain
### Technology & Innovation
**The AI technology foundation.**
Platform, AI infrastructure and orchestration — plus the enablement and support partners need to succeed.

02
ALLIANCES
### Technology & Apps
**Their AI, a bigger market.**
Alliance partners put their AI technology in the Nest App Store — and reach a bigger market through the Eggsplain ecosystem.

03
DISTRIBUTOR
### Scale & Reach
**The commercial engine.**
Market reach, logistics, financing and access to a broad partner ecosystem.

04
PARTNER
### Customer & Eggxpertise
**The trusted advisor.**
Customer relationships, industry knowledge, consulting, integration and implementation — and their own Eggxpertise.

05
CUSTOMER
### Business Outcomes
**The reason we are all here.**
Practical AI through a partner they trust — from AI ambition to measurable business value.

## 03 WHY CHANNEL-FIRST?

**REACH**
Reach customers through partners' existing relationships.

**TRUST**
Customers adopt AI through partners they already know and trust.

**SPEED**
A ready AI foundation, combined with partners' existing capabilities.

**EGGXPERTISE**
AI technology plus the real-world knowledge it takes to make it work.

**SCALE**
A repeatable model where partners build new AI revenue streams.

## 04 MORE THAN RESELLING

# Eggsplain is not another product on a price list. The opportunity is to build new business around AI.

Partners combine Eggsplain with their own capabilities:

SERVICES + CONSULTING + INTEGRATION + INFRASTRUCTURE + INDUSTRY EGGXPERTISE = COMPLETE CUSTOMER SOLUTIONS

The partner owns the solution. **Eggsplain provides the AI technology foundation.**

## 05 BUILT FOR PARTNERS

Eggsplain is committed to making it easy for partners to:

› ENGAGE › SELL › DEPLOY › GROW

**01 PARTNER ENABLEMENT**
Sales and technical training, certification and sales resources.

**02 GO-TO-MARKET SUPPORT**
Joint campaigns, customer engagement and opportunity development.

**03 DEAL REGISTRATION**
Transparency and protection for partner-led opportunities.

**04 TECHNICAL SUPPORT**
The knowledge and resources to move from opportunity to deployment.

**05 PARTNER ECONOMICS**
A commercial model designed for partners to build profitable AI businesses around Eggsplain.

ONE ECOSYSTEM. MULTIPLE SOURCES OF VALUE.

**Eggsplain** brings the technology.

**Alliances** bring AI apps.

**Distributors** bring scale.

**Partners** bring customers and Eggxpertise.

→ **Together, we create business outcomes.**

THE CHANNEL-FIRST PRINCIPLE

**We provide the AI technology. You bring the customer, services and Eggxpertise. Together, we turn AI into business.**

eggsplain

AI INFRASTRUCTURE.
BUILT FOR THE CHANNEL.