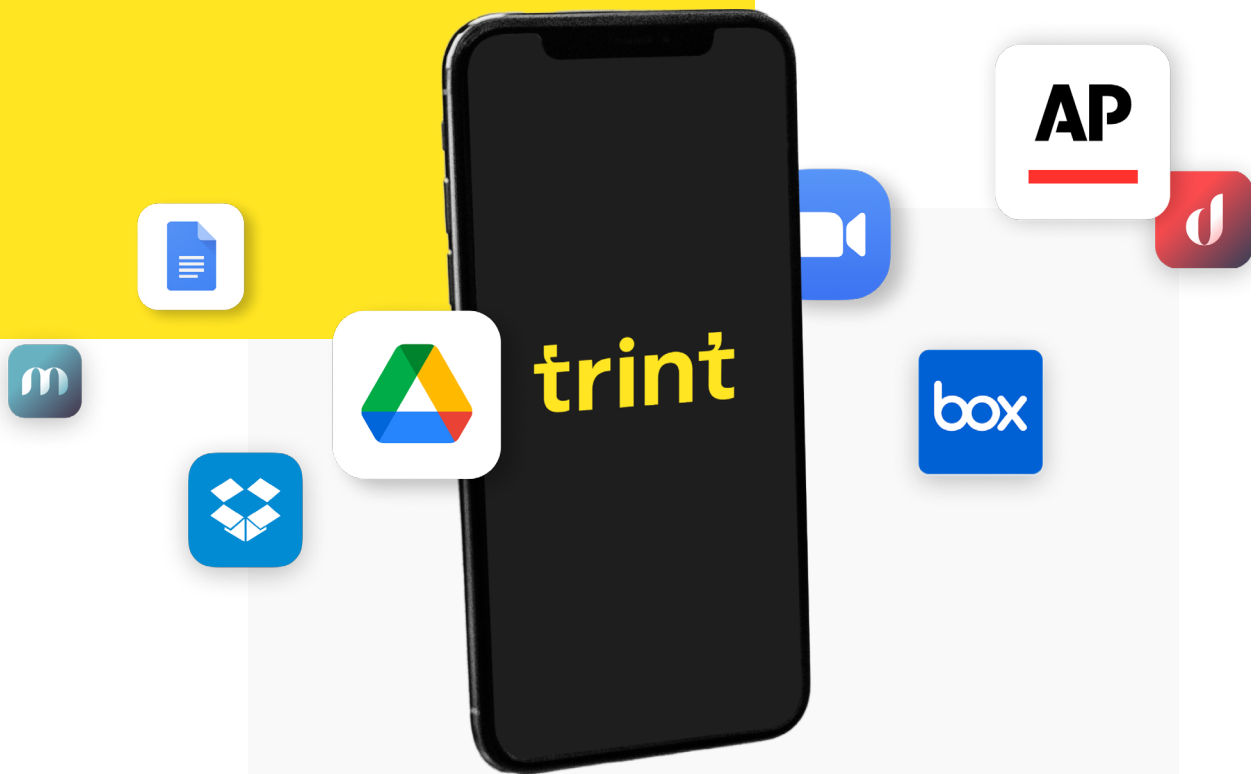


TRINT PARTNER PROGRAM



trint

INTRODUCTION TO PARTNERING WITH TRINT



We see our partner program as a great opportunity to develop and grow both Trint and our partners' businesses.

Trint is fully committed to ensuring any partnership works for both parties. We look forward to a fruitful and productive partnership.



ABOUT TRINT

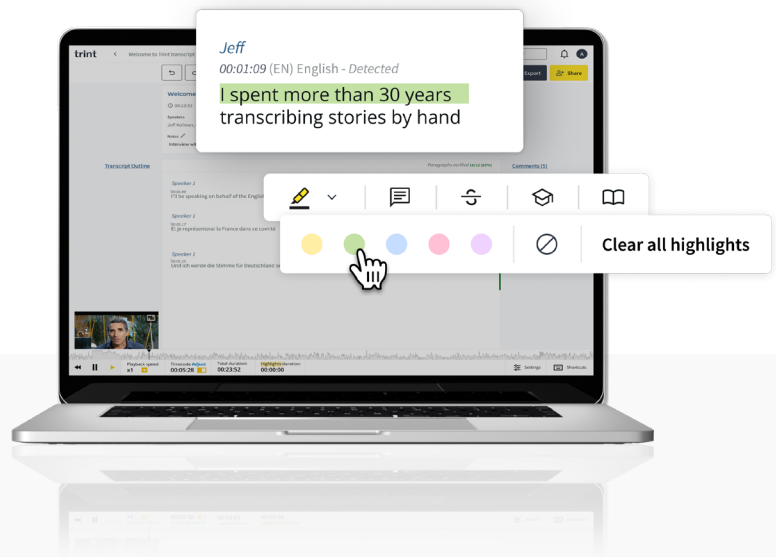
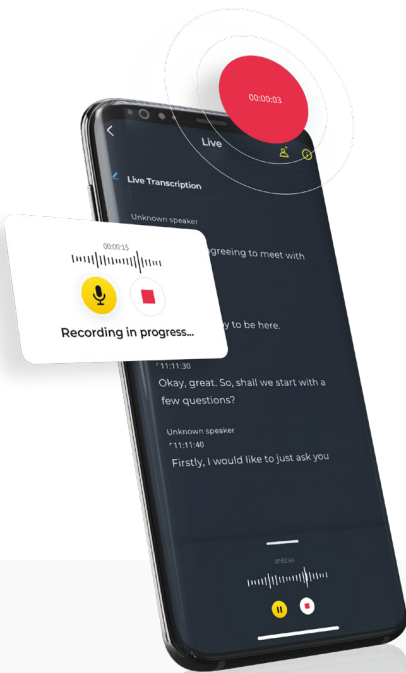
Trint understands the news and media world because it was founded by an Emmy Award-winning reporter and war correspondent, Jeff Kofman. After a 30-year career with ABC, CBS and CBC News, Jeff got tired of hitting the wall of manual transcription and watching every story unnecessarily stop in its tracks.

How could journalists in the 21st century still be transcribing interviews, speeches and conferences like the 1970s? So, in 2014, Jeff and a team of developers leveraged AI to do the heavy lifting, and Trint was born.

Today Trint is an AI-powered SaaS platform that goes beyond transcription to boost every stage of the content creation workflow.

From transcription to editorial tools, real time collaboration to export and publishing, Trint makes every step easier for newsrooms, podcasters, and global organizations to share stories faster than ever.

HOW DOES TRINT WORK?



CAPTURE & TRANSCRIBE

In more than 40 languages, your clients can transcribe live in real time or upload an existing audio or video file. The result is a quick, accurate transcript that's searchable, editable, and collaborative.

COLLABORATE & EDIT

Trint allows your customers to cut, paste, highlight and work together with team members to bring your content to life. They can find the moments that matter, drag and drop quotes to create a rough cut, and then repurpose snippets into shareable podcasts, articles and social media posts.



TRANSLATE & CAPTION

Trint users can quickly create captions for all their videos in an instant, making content accessible and inclusive. Your clients can also translate into 50+ languages to give their content global reach.

SHARE WITH THE WORLD

Ready to go? Export files into various formats, including XML and mp4. Integrate with tools like AP ENPS, Adobe Premiere Pro, and Zapier, or use our API to seamlessly connect to existing workflows and share content in a flash.

WHAT MAKES TRINT DIFFERENT FROM THE REST?

Trint uses AI to convert speech to text in seconds, then gives users the tools they need to quickly find the best parts of their audio & video content. The world's biggest newsrooms and corporations use Trint every day to search the world's biggest corporations: teams of all sizes use Trint every day to search and leverage the valuable content hidden within thousands of audio and video files, interviews, archives and phone calls.

TRINT DOES THIS BY HELPING CUSTOMERS TO:

Capture content in multiple languages faster

Do your clients need to transcribe a live event? Is it multi-lingual? Trint's live transcription on web and mobile supports **over 40 languages, automatically detecting and transcribing the language being spoken - all in real time.** A live feed for remote colleagues enables them to play back and verify quotes in the moment.


Create content faster

Trint goes beyond transcription to boost every stage of the content creation workflow. Unlike other transcription solutions that deliver a transcript and little else, your customers will be able to edit transcripts, make notes and collaborate - just like a doc!

They can even easily organize quotes and snippets into a rough cut or podcast, all within one seamless platform.

Keep sensitive data safe

We get that your customers may handle sensitive files. With Trint, their data is in safe hands. We're **ISO 27001 certified** while, unlike other transcription technologies, our algorithms never learn from customer data. On top of that, your clients can choose to store data either in the US or EU, meaning they can stay compliant with regional data privacy laws.

 **40+ Languages detected**





San Francisco Chronicle



The Washington Post

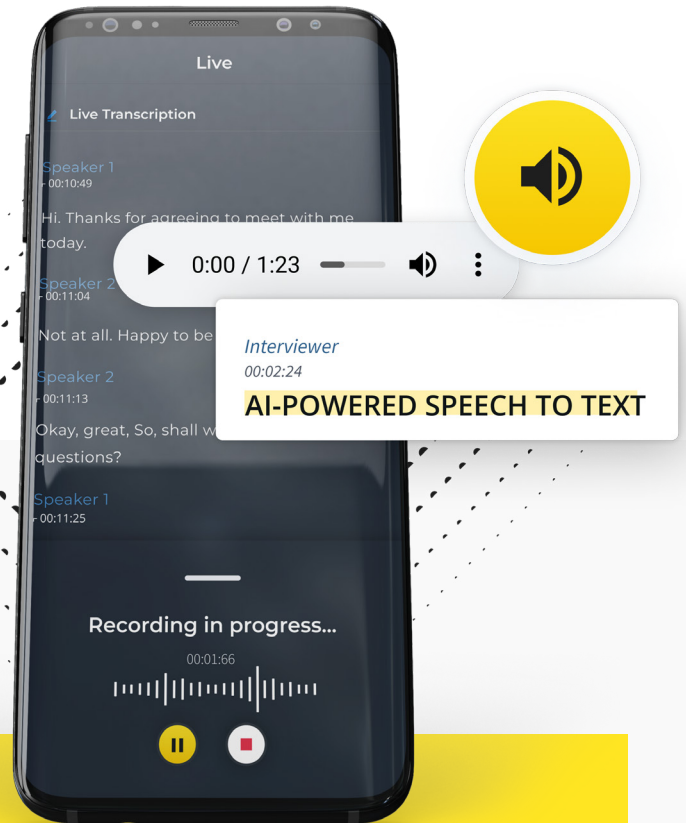


WHO ARE TRINT'S CUSTOMERS?



The Athletic

TRINT'S VALUE PROPOSITION



By partnering with Trint, your customers and partners will access a secure AI transcription tool that delivers significant efficiencies across their teams, in many cases working up to 6X faster as well as minimizing operational costs.

Trint is so easy to install and use, meaning your customers will see value from the first day. And by integrating with their team's existing tools via a plug-in or API, there's never any disruption to workflows. We meet users where they work; not the other way around.

And with the speed and efficiency gains, you'll be helping your customers get a head start over the competition.

Our partners also enjoy access to proprietary integration tools, as well as cooperative technical and end-user support. On top of that, a Trint partnership will lower overall cost of support while offering commercial advantages via our globally recognized digital and direct routes to market.

PROGRAMS AVAILABLE WITHIN THE PARTNERSHIP

Referral

Reseller

Co-Seller

Billings



RESELLER PARTNERSHIP

As a Reseller Partner, you will manage and own the end-to-end sales cycle.

As a Reseller Partner, you will work with Trint to define a target list of prospects. You will have ownership over:

- Providing an online demonstration of the Trint platform (if required)
- Educating prospects on the benefits of Trint
- Sharing a tailored proposal that sits within our agreed pricing framework

Once a deal is agreed, Trint will provide a templated contractual agreement for you to use with the buyer.

If successful and the interested party purchases a Trint license, a “Commission fee” would be paid out to the Reseller Partner as outlined in the section below.

Trint would provide full support, training and guidance to the Reseller Partner to ensure they are well versed on the benefits of Trint, as well as review and agree on territory and potential customer targets that the Reseller Partner would then target.

REFERRAL PARTNERSHIP

As a Referral Partner, an introduction to Trint is all that’s required.

Within the “Introduction”, Trint would provide the relevant contact details of the appropriate Sales Rep, whereby the Referral Partner would simply provide an introduction to the interested party after making an initial contact call to establish the need and interest in Trint.

The Trint Sales Rep would then pick up the opportunity and work directly with the interested party.

If successful and the interested party purchases a Trint license, an “Introduction fee” would be paid out to the Referral Partner as outlined in the section below.

Trint would naturally provide full support, training and guidance to the Referral Partner to ensure they are well versed on the benefits of Trint, as well as review and agree on territory and potential customer targets that the Referral Partner would then target.

CO-SELLER PARTNERSHIP

As a Co-Seller with Trint, we will jointly run the end-to-end sales cycle.

The Co-Seller and Trint will agree on a joint sales process where e.g. you own the prospecting process while Trint manages the qualification process, and we closely collaborate throughout the sales cycle.

Depending on our agreement, Co-Seller partners may also own the post-Sales relationship. For example, acting as the point of contact on customer success and support issues such as onboarding.

BILLING PARTNERSHIP

As Billing Partner, you will own the billing process across a given local territory.

Our Billing Partners serve as a legal entity within a local market, and own the process for charging and collecting payments from customers within the region.



trint

If you have any questions
regarding this guide, please
contact your Trint representative
or email us at info@trint.com.