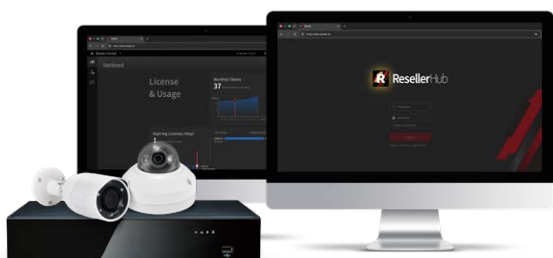


Your Current Customers Are Your **Future Customers**

Resell + Activate + Auto-Renew All in One System



Supports Perpetual, Subscription, Tiered Pricing, and Hybrid Models



Multi-Tier Reseller Architecture Management



Integrated Device + License Monitoring



Full Subscription Lifecycle Automation

What is ResellerHub?

Reseller Hub is a subscription management platform purpose-built for "device licensing + multi-tier resellers." It unifies subscription billing, license issuance, and device monitoring on a single platform, supporting perpetual, subscription, and hybrid business models.

Through multi-tier architecture management, brand HQ, master distributors, regional resellers, and retailers all collaborate on the same platform — enabling transparent governance and operational efficiency.



Why You Need a Subscription Model?

Perpetual Sales	vs	Subscription Model
Volatile, unpredictable revenue		Stable, predictable revenue
Re-acquire customers every year		Customer value compounds over time
Team exhausted from delivery		Standardized processes, higher efficiency
One-time deals with limited growth		Long-term renewals multiply revenue 2-3×

Who Is Reseller Hub For?



Just Starting Your Subscription Transition

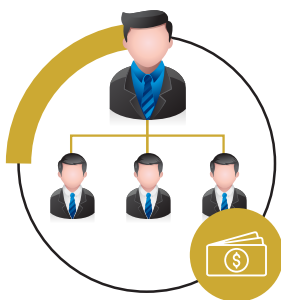
- ! Can't manage subscription lifecycle
when do they expire? Which to renew?
- ! License issuance too slow
3 days after payment
- ! Devices & licenses disconnected
is everything working?



Already Doing It, but It's Painful

- ! Excel / Google Calendar hell
data scattered across 10 files
- ! Support overwhelmed
50 calls a day about licenses & devices
- ! Resellers out of control
HQ has no idea who sold what

The Unique Value of ResellerHub



Built for Multi-Tier Resellers

Brand → Distributor → Regional
→ Retailer → End Customer

Each tier independent; HQ retains control



Software × Hardware on One Platform

Unified issuance of SaaS and device licenses

Software, hardware, and cloud bound together

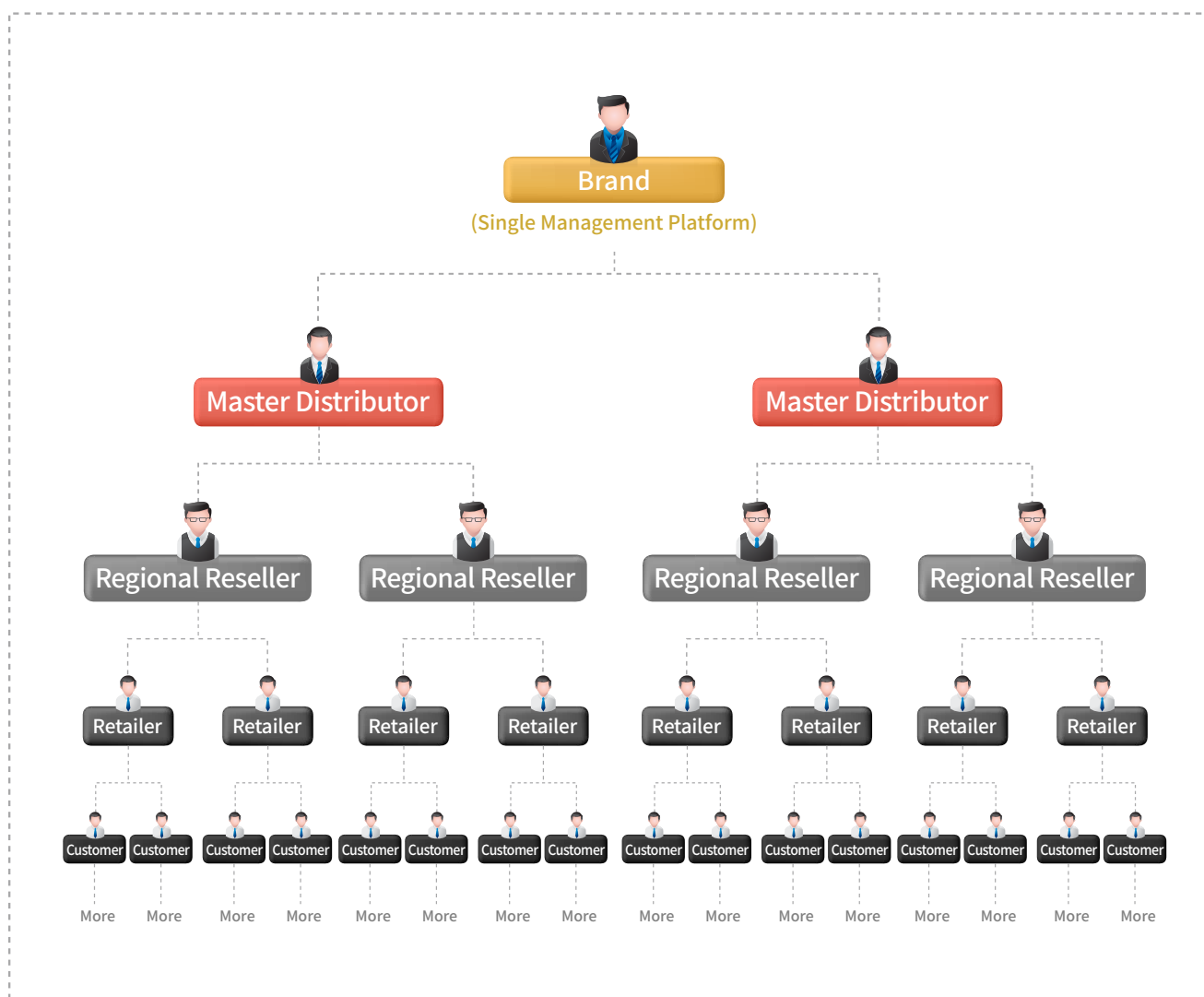


Flexible Business Models

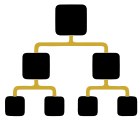
Perpetual, subscription, tiered pricing,
hybrid

One platform manages all models

Multi-Tier Architecture Management



Core Features of ResellerHub

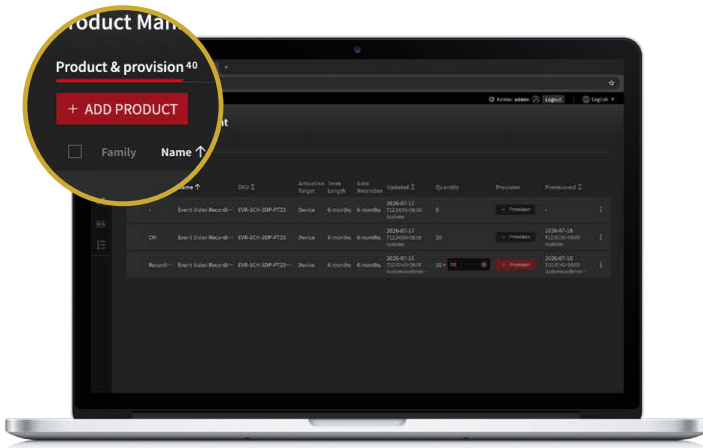


BUILD

Unlimited Hierarchy

In the traditional model, once a brand hands over the License Key, visibility is lost. The Unlimited Hierarchy fully records license issuance and circulation at every tier — HQ gains complete channel-wide visibility without interfering downstream.

- Brand → Master Distributor → Regional Reseller → Sub-Reseller → End Customer — expandable tier by tier, no upper limit
- Every License's flow & status visible in real time
- One-time licenses & subscriptions managed in parallel



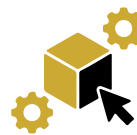
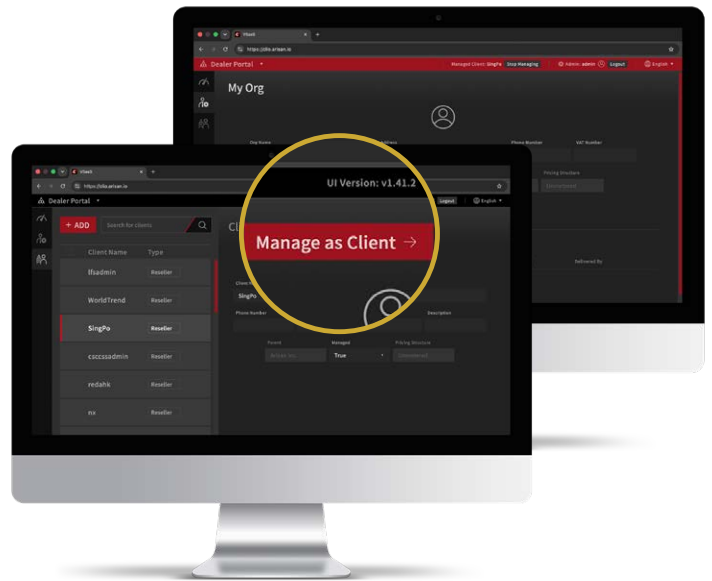
BIND

Hardware & Service Binding

Once products are defined, the next step is binding licenses to delivery items. Hardware maps to cloud licenses via Device UUID; SaaS auto-reconciles with the cloud License Portal — no manual checking. All three delivery models supported.

- License bound to device (Device UUID), real-time sync
- SaaS auto-reconciled with cloud License Portal
- Hardware, SaaS, and one-time software all supported

Toggle between self-managed and managed-service modes



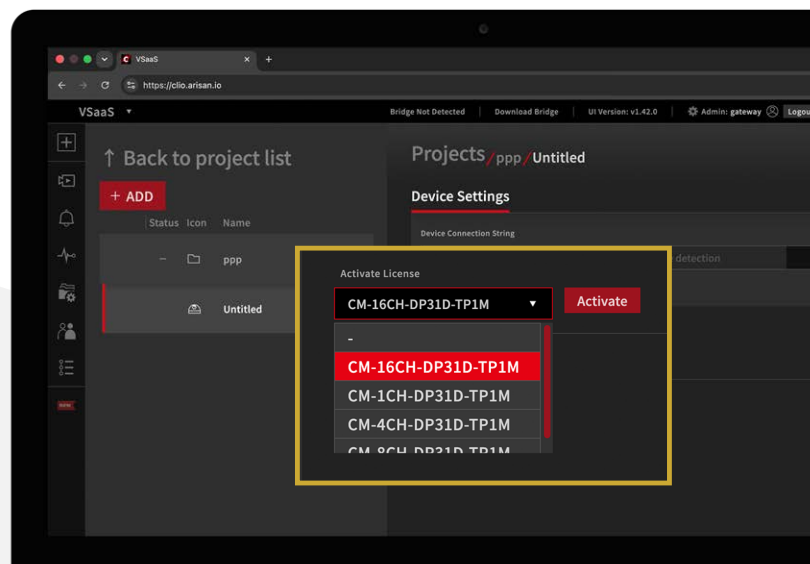
DEFINE

Custom Products

Every company has its own product strategy: perpetual sales, subscriptions, tiered pricing. Reseller Hub lets you freely create sales items under your own naming and business model, then resell tier by tier through your existing hierarchy.

- Custom product names: hardware, software, subscription, maintenance
- Configure perpetual/subscription, lease terms, pricing logic
- Build sales items under your own brand, deliver downstream

Bind licenses to project-specific devices



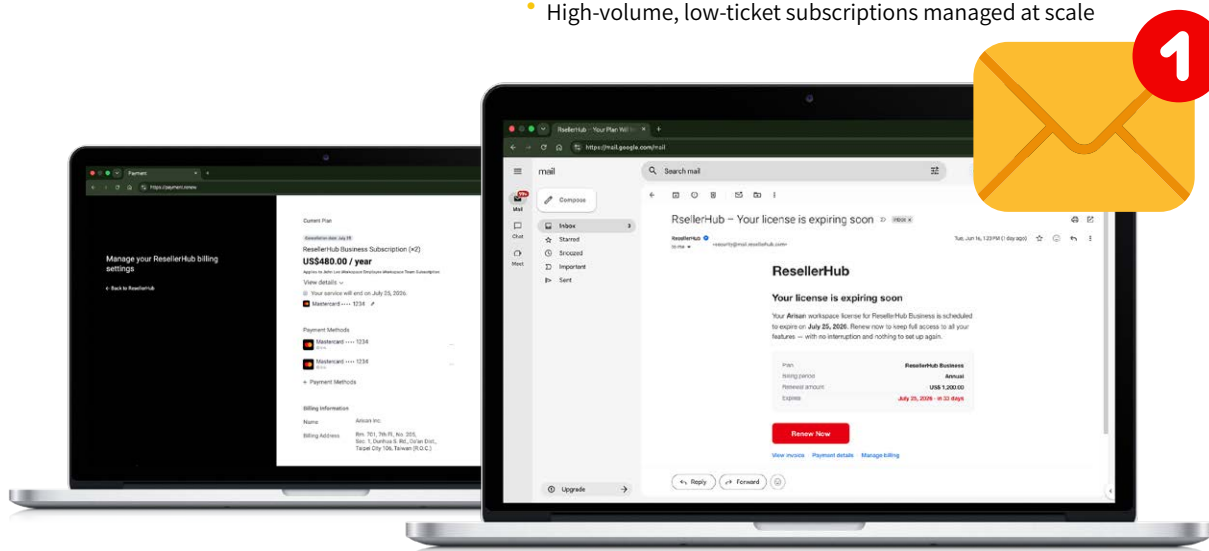


RENEW

Auto-Renewal Reminders

The challenge of subscriptions: low ticket size, massive volume. Reseller Hub automatically notifies sellers and customers before expiration, with a payment link built into the reminder email — guiding seamless renewal. The cadence stays consistent at any scale, dramatically reducing missed renewals and service disruptions.

- Auto-notify sellers and end customers before expiration
- Payment link in reminder email — instant renewal
- High-volume, low-ticket subscriptions managed at scale



COLLECT

Online Payment Integration

Payment collection is the toughest hurdle for small & mid-sized brands. Reseller Hub integrates with Stripe, covering Apple Pay, Google Pay, credit cards, and virtual accounts. Once paid, the upstream tier automatically forwards the license — as seamless as a telecom carrier's auto-billing.

- Stripe-integrated — Apple Pay, Google Pay, cards, virtual accounts
- Auto-forwards License once paid — service continues
- Enterprise-grade payment without building your own stack



Use Cases

1 IoT Hardware Manufacturer Seamless Platform Integration

Challenge:

After perpetual hardware sales, they needed cloud subscription management — traditionally requiring self-built licensing, 2–5 reseller tiers, different rules per customer, prohibitive dev costs.

Solution:

Hybrid model: perpetual hardware + cloud-subscription licensing, multi-tier resellers centrally managed. Project onboarding shortened to 4–8 weeks.

Same team — 3× annual project intake



2 SaaS Software Company Transition & Overseas Expansion

Challenge:

Transitioning to subscription, but expiration tracking relied on Excel and Google Calendar — scattered info, unreliable reminders. Resellers limited to Taiwan, no system for overseas.

Solution:

Resellers gained direct visibility into expirations with full automation. BOM, quotations, orders unified — multi-currency, multi-timezone.

Expanded from Taiwan to SEA & Europe

3 Camera Brand Management Powerhouse for Small & Mid-Sized Brands

Challenge:

An SMB brand wanted subscription services but lacked resources for a "device licensing + health monitoring" platform. Large competitors locked to their own devices, missing SI cross-brand needs.

Solution:

SMB brands can now deliver enterprise-grade management. Same-ecosystem devices managed uniformly; frontline SIs monitor health in real time.

Launched subscription, stable recurring revenue



Reseller Hub's Position

Generic Subscription Services	vs	Reseller Hub Subscription
Pure SaaS Subscription		Device + License + Multi-Tier Reseller
Pure SaaS Subscription		IoT hardware + software subscription
Pure online software service		Multi-tier reseller architecture
Brand sells directly to customers		Licenses bound to devices
→ Don't need Reseller Hub		→ You need Reseller Hub

The Benefits



Category	Conventional Approach	Reseller Hub Platform
Subscription Management	Excel /Google calendar	Fully automated Multi-brand IPCAM/NVR/DVR
License Issuance	3 days manual	30 sec automated 3rd-party AI/alarm support
Reseller Management	Siloed	Unified & transparent Open architecture
Device Monitoring	Not supported	Real-time Integratable with business data

Q&A

Q: How is it different from a typical CRM?

Reseller Hub is a subscription licensing management platform designed specifically for multi-tier reseller networks, integrating three core functions:

- ✓ **Distribution:** Build reseller networks quickly and enable downstream partners to resell online.
- ✓ **Licensing:** Assign licenses with one click—no manual copying or pasting of license keys.
- ✓ **Billing:** Centralize orders, quotations, subscription status, and billing information.

Unlike traditional CRMs that focus on customer relationships, Reseller Hub is built for B2B reseller operations, simplifying license distribution and multi-tier channel management.

Q: Will my customer data be visible to upstream?

No. Built-in privacy: self-managed resellers' customer data is not exposed upstream. Upstream sees only aggregate statistics, never your customer list.

Q: Is there a limit on reseller tiers?

Reseller Hub supports unlimited tiers. Whether 3 levels, 5 levels, or complex cross-border — every tier has its own management interface.

Q: Are expiration reminders automatic?

Yes. System auto-sends expiration reminders — no manual tracking. Relevant parties are notified in advance to handle renewals before service disruption.

Q: Can we integrate with our existing systems via API?

Yes. Reseller Hub supports third-party API integration with ERP, CRM, or other systems — without ripping out your existing workflows.

Q: Can we use our own brand?

Yes. Reseller Hub supports your own domain and logo. Resellers and end customers see your brand identity — never ours.

Q: Can Reseller Hub solve our subscription management problem?

Absolutely. That's exactly what Reseller Hub is built for.

Subscription businesses don't struggle with large orders—they struggle with large volumes of licenses. Each license has its own activation date, expiration date, and renewal cycle, making manual tracking impractical.

Reseller Hub centralizes subscription management, automates license tracking, and provides real-time visibility across your reseller network. Whether you're managing hundreds or thousands of licenses, you always know where every license is and what's happening to it.

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