

Revenue Sharing

2022

Novalnet AG

WhitePaper on Revenue Sharing / Split Payments

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Introduction

Revenue sharing is the process of sharing revenue among multiple stakeholders who are participating in a business transaction. It's done based on the contractual agreement made between sales partners.

Revenue sharing can occur in various scenarios. For example, payments from customers may need to be split up when products from multiple merchants are involved for a single order in a marketplace or when commissions have to be paid out by merchants to their affiliates.

This whitepaper describes how Novalnet simplifies the revenue sharing process for merchants and their sales partners.

A Z Glossary

Marketplace Provider - Novalnet

Contractual Partner - Merchant who registered with Novalnet

Affiliates - Sales Partners who register as affiliates in merchant's ecommerce platform

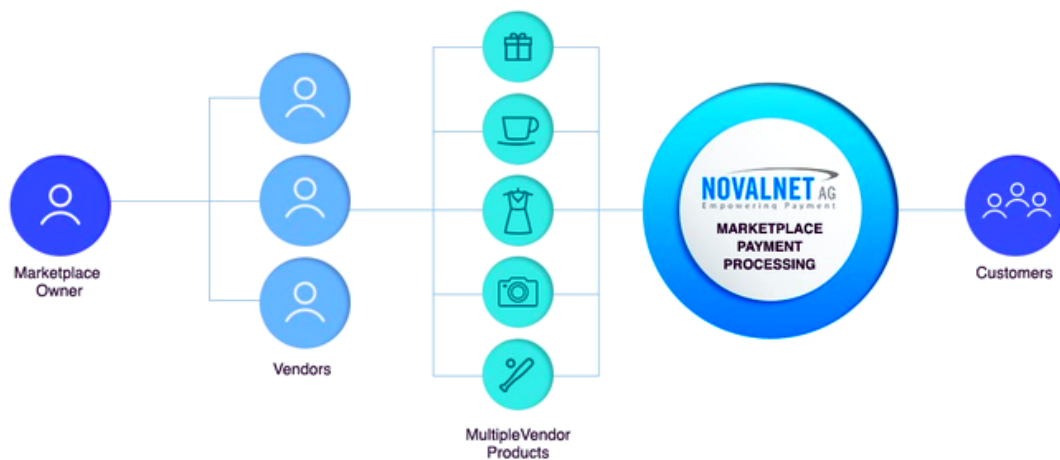
How Revenue Sharing Works



Usually, payouts are made by service providers to a single contractual partner. If a need to share revenue arises, the contractual partner would then initiate manual payouts to the other sales partners.

This requires extra work to be done by the contractual partner and the process is quite complicated to maintain in general.

Revenue Sharing at Novalnet

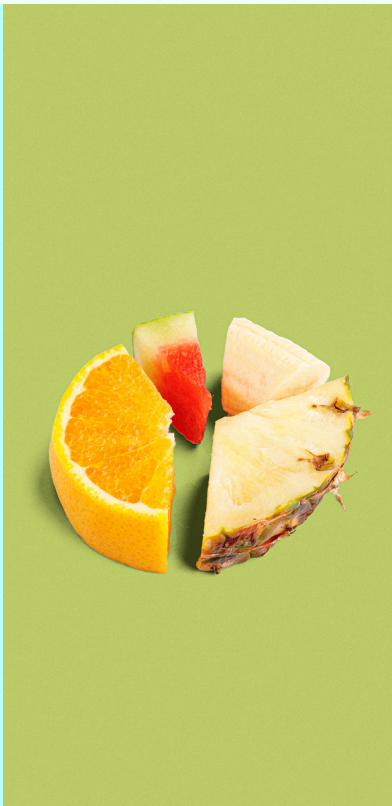


Revenue sharing at Novalnet greatly simplifies the process for our contractual partners whereby the revenue is split up at source by Novalnet and are then paid out directly to all the concerned sales partners.

The contractual partners at Novalnet can manage sales, cost and commission distribution to their affiliates through an interface. Payment distribution is made easy for all types of sales - positive or negative are standardized, where Novalnet shares the revenue in real-time.

Types of Commission

Revenue sharing at Novalnet can be defined with four configurations based on the contractual partners' business model.



- € **Percentage**
Percentage-wise commission is calculated as a percentage of the order amount.
- € **Fixed revenue sharing to the affiliates**
Fixed revenue sharing to affiliates defines a specific amount to be shared to the affiliate irrespective of the order amount.
- € **Fixed revenue sharing to the marketplace**
Fixed revenue sharing to the marketplace defines a specific amount to be shared to the marketplace regardless of the order value.
- € **Percentage and fixed revenue share**
Both percentage and fixed revenue sharing can be configured simultaneously if required.

Configuring Commission Distribution

The steps below explain how to configure commission settings in the Novalnet Administration Portal.

The merchant or contractual partner has to log in to the Admin Portal and proceed to the **Marketplace/Affiliate** section. Under **Project & Affiliate Commission Configuration**, commission settings can be configured for the project or each affiliate.

The screenshot shows the Novalnet Administration Portal interface. The sidebar on the left contains a menu with items like Search, Statistic, Dashboard, Manual processing, End customer (New Beta), Dunning & Debt collection, Invoice & Payout, Additional Services, Projects, Subscription, and Marketplace/Affiliate (highlighted with a red box and a '1'). The main content area is titled 'Project & Affiliate Commission Configuration' and has tabs for 'Affiliate Info' and 'Affiliates'. Below the tabs is a table with the following data:

S.No	Project name	URL	Commission	Fix Commission	Cost commission	Edit
1	Novalnet-Test-Account	https://admin.novalnet.de	90.00 %	1.00 €	50 %	Project Commission Affiliate Commission

The 'Project Commission' button in the 'Edit' column is highlighted with a red box and a '2'. The footer of the page includes 'Data protection | Imprint |' and '© Novalnet 2022'.

Configuring Commission Distribution

Clicking Project Commission shows options to set the commission for each project with Commission, Fixed Commission and Cost Commission settings.

The screenshot displays the 'Project & Affiliate Commission Configuration' interface. The table below shows the configuration for a project named 'Novalnet-Test -Account'.

S.No	Project name	URL	Commission	Fix Commission	Cost commission	Edit
1	Novalnet-Test -Account	https://admin.novalnet.de	90.00 %	1.00 €	50 %	Update Cancel

Configuring Commission Distribution

Clicking **Affiliate Commission** shows options to set the commission for each affiliate with Commission, Fixed Commission and Cost Commission settings.

The screenshot shows the NOVALNET AG dashboard. On the left sidebar, the 'Marketplace/Affiliate' menu item is highlighted with a red box and the number 1. The main content area displays the 'Project & Affiliate Commission Configuration' table. The table has the following data:

S.No	Project name	URL	Commission	Fix Commission	Cost commission	Edit
1	Novalnet-Test-Account	https://admin.novalnet.de	90.00 %	1.00 €	50 %	Project Commission Affiliate Commission

The 'Affiliate Commission' button in the 'Edit' column is highlighted with a red box and the number 2.

The screenshot shows the NOVALNET AG dashboard with the 'divleft-cerner' browser window. The 'Affiliates' table is expanded to show details for two affiliates. The table has the following data:

S.No	MID	Mode	Affiliate	Address	Commission	Fix Commission	Cost commission	Edit
1	2157	TE ST	BEMBEL GmbH	60594, Frankfurt am Main, Klappergassee, 14	10.00 %	0.00 €	0 %	Edit
2	4207	LIV E	ApplePay - TE ST-ACCOUNT	85774, Mustermann, Mustermannstr., 4	78.45 %	100.56 €	3 %	Edit

The 'Edit' button for the first affiliate is highlighted with a red box and the number 3.

Configuring Commission Distribution

Each project may contain one or more affiliates. Updating the configured values will automate regular payouts to the affiliates and the marketplace without hassle.

The screenshot displays the 'Project & Affiliate Commission Configuration' interface. The sidebar on the left contains navigation options: Search, Statistic, Dashboard, Manual processing, End customer (New Beta), Dunning & Debt collection, Invoice & Payout, Additional Services, Projects, Subscription, and Marketplace/Affiliate. The main content area shows a search bar, user information (MID 36, LIVE MODE), and language selection. Below this, there are tabs for 'Project & Affiliate Commission Configuration', 'Affiliate Info', and 'Affiliates'. The 'Project & Affiliate Commission Configuration' tab is active, showing a table with the following data:

S.No	Project name	URL	Commission	Fix Commission	Cost commission	Edit
1	Novalnet-Test-Account	https://admin.novalnet.de	90.00 %	1.00 €	50 %	

The 'Affiliates' tab is also visible, showing a table with the following data:

S.No	MID	Mod e	Affiliate	Address	Commission	Fix Commission	Cost commission	Edit
1	21 57	TE ST	BEMBEL GmbH	60594, Frankfurt am Main, Klapper gasse, 14	10.00 %	0.00 €	0 %	Update
2	42 07	LIV E	ApplePay - TE ST-ACCOUNT	85774, Musterman n, Mustermanstr., 4	78.45 %	100.56 €	3 %	

Red annotations in the image include a circle '4' around the commission input fields in the affiliate table, and a circle '5' around the 'Update' button.

Additional Features

The deposit of the general distribution of commissions (percentage, fixed amount or both) for all affiliates can be preset at Novalnet per project.

Additionally, Novalnet provides dynamic commission distribution in real time through our API integration or Batch procedure via SFTP.



About Novalnet AG



Founded in 2007, Novalnet is a pioneer in all-in-one payment services. Our strength remains in the unrelenting pursuit for perfection, innovation and acceleration, supported by the best people in the industry. This constant drive to innovate and scale keeps our global payment solutions ahead of the game and gives you the business edge. Our belief in exceeding the best of expectations have made us one of the most popular payment service providers in Europe.



Thank You

Accept 200+ payment methods in 150+ currencies globally in a highly secure, state-of-the-art environment supported by AI-powered risk management for SMEs & large enterprises. Novalnet hosts multiple value-added features & services including recurring payments, debt collection, automated marketplace.



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