

<b>[DF-4039] [DevPortal] Sales Process Enhancements</b>		Created: 25/Dec/25 Updated: 18/Feb/26
Status:	Ready for Sprint	
Project:	<a href="#">Digital Factory</a>	
Component/s:	<a href="#"> INTEGRATIONS-Initiative</a>	
Affects Version/s:	None	
Fix Version/s:	None	

Type:	Epic	Priority:	P2 - High
Reporter:	<a href="#">Abrar Bawazir</a>	Assignee:	<a href="#">John Refaat</a>
Resolution:	Unresolved	Votes:	0
Labels:	None		
Remaining Estimate:	Not Specified		
Time Spent:	Not Specified		
Original Estimate:	Not Specified		

Issue Links:	<a href="#">Polaris issue link</a> implements <a href="#">DF-4012</a> Achieve Developer NPS > +50 for Dev P... To Do
Epic Name:	DevPortal - Sales Process Enhancements
Product:	Digital Experience
Product Owner:	 Khalid Alduhayshi
Start date:	01/Jan/26
End Date:	31/Mar/26
Quarter:	Q1 2026
Product Pillar:	Premium Data & Connectivity - Developer Portal

## Description

### 1 Current Situation – Assessment (As-Is)

#### Current Lead Entry Points

neotek currently receives leads via:

1. Website – Contact Us

- Generic contact form
- Sends emails from **qaema@qaema.com**
- Mixed recipients (Sales / Support / Partnerships)
- Hard to identify:
  1. Lead source
  2. Whether submission was actually completed
  3. Who owns follow-up

## 2. Website – Requesting a Partnership

- Form clearly intended for partnerships
- Still routed via **qaema@qaema.com**
- Fields are inconsistent and partially mandatory
- Ownership confusion (Sales vs Partnerships)

## 3. Developer Portal – Sign-up

Signup happens, but:

- No structured alert to Partnerships
- No unified lead record
- No clear ownership after signup

## Key Problems Identified

Area	Issue
Ownership	Products require <b>Partnership onboarding</b> , not Sales
Sender Identity	Emails coming from <code>qaema@qaema.com</code> create brand & ownership confusion
Visibility	Partnership team doesn't get a <b>clean, reliable signal</b> when a new lead arrives
Data Quality	Too many mandatory fields → form friction
Traceability	No clear distinction between <i>contact, partnership request, developer signup</i>

## 2 Target State – To-Be Vision

### Guiding Principle

- **Partnership team is the single owner of all inbound leads**
- Sales becomes *supporting*, not primary

### **3 Proposed To-Be Sales / Partnership Intake Model**

#### Single Ownership Model

Channel	Owner	Outcome
Website – Contact / Partnership	Partnerships	Qualification & routing
Developer Portal Signup	Partnerships	Technical onboarding initiation
Product Interest	Partnerships	Partner discovery & alignment

### **4 Proposed Enhancements & Changes (Actionable)**

#### **A. Email & Sender Standardization (High Priority)**

##### **Change**

- All automated emails **must originate from a neotek domain**

##### **New Rule**

From: no-reply@neotek.sa OR partnerships@neotek.sa  
To: Partnership@neotek.sa

##### **Why**

- Brand clarity
- Avoids confusion with Qaema
- Clear accountability

#### **B. Developer Portal – New Signup Notification**

#### User Story (Final Version – Cleaned)

##### **User Story**

As a **Partnership Officer**,

I want to receive an email notification when a **new signup occurs on the neotek Developer Portal**,

so that I can initiate partnership onboarding early.

##### **Acceptance Criteria**

- Email sender: @neotek.sa
- Email recipient: Partnership@neotek.sa
- Email subject: New Developer Portal Signup – neotek

- Email body must include:
  1. Full Name
  2. Email
  3. Phone Number
  4. Signup source: Developer Portal
  5. Timestamp

❖ *No qualification logic at this stage — pure notification*

## C. Partnership Email Routing Fix (Qaema → Neotek)

### ✓ User Story (Refined)

#### User Story

As a **Partnership Officer**,

I want all partnership-related emails to be sent to `partnership@neotek.sa` instead of `qaema@qaema.com`,  
so that ownership and follow-up are clear.

#### Acceptance Criteria

- Primary recipient: `Partnership@neotek.sa`
- CC: `support@neotek.sa`

## D. Form Design – Mandatory vs Optional Fields

### Mandatory Fields (Only)

- Name
- Email
- Phone Number
- Company Name
- Company Website URL  (*explicitly requested*)
- Product Interest
- Message / Notes

## 5 Email Content – Proposed Standard Template

### Subject

New Partnership Lead – neotek

**Body**

A new lead has been submitted on Neotek.Name:

Email:

Phone:

Company Website:

Source:

Submitted At:Please follow up accordingly.

**6 Ownership & Process (Very Important)**

Step	Owner
Lead received	Partnerships
Initial qualification	Partnerships
Product alignment	Partnerships + Product
Technical onboarding	Partnerships + Tech
Commercial discussion (if any)	Partnerships

**Acceptance Criteria:**

1. All automated emails generated from the Neotek Website, Partnership Forms, and Developer Portal **must use a sender email with the domain @neotek.sa**.
2. No lead-related or partnership-related email **must be sent from qaema@qaema.com**.
3. All partnership and lead notification emails **must be sent to Partnership@neotek.sa**.
4. Partnership request emails **must CC: support@neotek.sa** or **product-team@neotek.sa**
5. When a new user successfully completes signup on the Neotek Developer Portal, **an email notification must be triggered automatically to Partnership@neotek.sa**.
6. Developer Portal signup notification email subject **must be: New Developer Signup - Neotek**
7. Developer Portal signup notification email body **must include:**
  - Full Name
  - Email Address
  - Phone Number
  - Signup Source = “Developer Portal”
  - Submission Timestamp
8. Developer Portal signup notification email **must only be sent after successful signup completion.**
9. The following fields **must be mandatory** across all lead intake forms:

- Name
- Email
- Phone Number
- Company Name
- Company Website URL
- Product Interest
- Message / Notes (Optional)

10. A “Company Website URL” field **must be added** to the Partnership Request Form and Website Contact Form.

11. Every lead notification email **must include a system-generated lead source**, one of:

- Website – Contact
- Website – Partnership
- Developer Portal – Signup