

The Program

The purpose of the program is to protect the investment made by Platinum, Gold, Consulting and Authorized IGEL Partners (AIP) hereafter referred to as authorized partners in selling and supporting IGEL Technology product lines and to encourage a viable and successful account management between the eligible partner and the end customer.

As every deal registration is different and pricing varies on different product lines and volumes, it is impractical to fix percentage discounts off list price for partners and distributors. The intention is to make a difference for our authorized partners, when positioning IGEL at an early stage to an end customer. As we are a 100% channel company our partners are key to our success, our direct touch sales team is in place to assist you to close the business. IGEL Technology is your partner and not your competitor.

Non-Authorized Resellers

Any reseller can purchase at the recommended IGEL Reseller Price from an Authorized IGEL Distributor any of the IGEL products as outlined in the standard price book.

Definition of Project/Tender Pricing

Recommended pricing tied to one end customer and available to all authorized partners with guideline/recommended pricing levels for the authorized partners given to Authorized IGEL Distributor.

Definition of Deal Registration Pricing

Recommended Distributor to AIP pricing tied to one IGEL AIP for one single particular end customer project.

Deal Registration Pricing Eligibility

To qualify as eligible for IGEL Deal Registration Pricing the following must apply:

- Submitting partner must be an authorized partner or if they are in the process of becoming an authorized partner, they may have one registration during their on boarding phase.
- Submitting partner may register a deal once for an existing customer, whilst show evidence that they are in the process of acquiring authorization as outlined in this program.
- As well as for new customer opportunities, deal registration pricing is available for new product type opportunities within an existing IGEL account i.e. new project, refresh etc.
- Pre-sales value add with the customer has been completed proven.
- Opportunity must not be known to IGEL or has already been registered by a different authorized partner.
- There is no history of partner involvement in this opportunity (national/global account).
- Minimum value of each deal registration is € 5.000 listprice.
- Any term of this program, outlined in these guidelines has not been met.

Additional Terms and conditions

Deal registration pricing requests have to include conclusive opportunity details such as information on the decision maker, the customer's budget and project specifications, IGEL will then at its sole discretion, accept or reject the registration based on the criteria outlined in the program terms and conditions.



Timings and Duration

- Deal registrations are valid for 90 calendar days from the date it is fully approved by IGEL, but is valid for 120 calendar days if the requesting partner holds either Platinum or Gold partner status.
- Deal registration/project price reference numbers will be provided by the distributors or directly from IGEL upon successful registration.
- Extensions are possible in cases where the sales cycle extends beyond 90 calendar days.

Extensions

- Deal registration/project pricing expires 90 calendar days effective from the date it is fully approved by IGEL and released to distribution, unless extended in writing by IGEL.
- Requests for an extension beyond 90 calendar days limit must be submitted by email to the responsible IGEL Regional Sales Manager at least 7 calendar days before the registration expiration date so that proper extension approvals may be obtained before the expiration.
- For authorized partners extension period is 90 days, for Platinum and Gold partners extension period is 120 days and in each case can only be requested once.
- In addition, orders being placed referencing to an expired deal registration/project pricing will be rejected.

Deal Registration Submissions

- All deal registrations/project pricing opportunities must be submitted online. Submitting these requests by other means will not be considered.
- Deal registrations can be completed and submitted either directly by the authorized partner or by their nominated distributor.
- A deal registration submission is not approved as a registered deal until the partner/distributor receives a confirming e-mail from IGEL.
- By registering an opportunity with IGEL, the partner asserts its intention to fully pursue the opportunity for IGEL in good faith. Partners are expected to proactively work with customers on an on-going basis and progress through a standard sales cycle in a timely manner with the ultimate goal of bringing a registered opportunity to closure within a reasonable timeframe. Failure by the partner to adequately pursue a registered opportunity may result in a retraction of IGEL's prior approval on a registration, as described below.
- Partners are required to have completed, at a minimum, a customer call or meeting prior to the deal registration submission for a particular opportunity. IGEL reserves the right to contact the customer regarding the registered opportunity in order to verify that this requirement has been met.
- If the same opportunity is submitted by multiple partners, registration approval will be given where a partner can provide evidence of either their identifying or generating the opportunity and/or any value they have provided to the customer relating to the specific opportunity. In this case IGEL will contact the customer to validate the evidence and confirm which partner is eligible. IGEL's discretion is final on ruling which partner, or in some cases (same day registration), multiple partners will receive the deal registration.
- IGEL reserves the right to withdraw a prior deal registration approval for any reason and modify the deal registration program as necessary. IGEL may, for example, withdraw a prior approval for deal registration due to a registering partner's lack of involvement in pursuing the opportunity with the customer.