



IGEL Channel Sales - Engagement Policies

IGEL Deal Registration Program

The purpose of the program is to protect the investment made by Authorised IGEL Partners (AIP) in selling and supporting the IGEL Technology product lines and to encourage good account management between the AIP and the end customer.

As every opportunity/project/deal 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. Our intention is to give the AIPs a differentiation, 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 here to work with our AIPs and to help them close business. IGEL Technology is your partner and not your competitor.

Non-Authorised Resellers

Any reseller can buy at the recommended IGEL Reseller Price from an Authorised IGEL Distributor any of the IGEL products in the standard price book.

Definition of an Authorised IGEL Partner

A reseller who has been through technical and sales training and has maintained their status in the annual recertification program if relevant; or a partner that is in the process of the training requirements, has completed sales training and completes technical training within three months of the sales training completion.

Special offers / Promotions

Available to Authorised IGEL Partners only and relevant evidence of the customer order may be requested. If not provided on request, the order can be rejected / not processed.

Definition of Project Pricing

Guideline / Recommended Pricing tied to **one** end customer and available to all IGEL AIPs, with Guideline / Recommended Pricing levels for the AIPs given to Authorised IGEL Distributor



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Definition of Deal Registration Pricing

The Guideline / 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 Authorised IGEL Partner or if they are in the process of becoming a partner, they may have one registration during their on boarding phase.
- 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 or evidenced

Deal Registration Pricing Rejection

- The deal registration has been submitted by a non-Authorised IGEL Partner (see above)
- The opportunity is a currently known IGEL opportunity
- Registered by a different AIP
- Pre-sales value add with the end customer has been completed by another party other than the registering party
- There is no history of partner involvement in this opportunity (National / Global Account)
- IGEL Technology has agreed terms with large corporate account, to be fulfilled by large corporate's choice of channel partner
- Any term of this program, outlined in these guidelines has not been met

Additional Terms and conditions

- Upon submission of an opportunity requesting Deal Registration Pricing, channel partners will be required to provide specific opportunity details including information about 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.



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Timings and Duration

- The deal registration is valid for 90 calendar days from the date it is fully approved by IGEL.
- Deal Registration / Project price reference numbers will be provided via the Distributors or directly from IGEL upon successful registration.
- Extensions are possible in cases where the sales cycle extends beyond 90 calendar days.

Extensions

- A deal registration / project pricing expires 90 calendar days 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 day time limit should be submitted by email to the responsible Regional Sales Manager within IGEL at least 7 calendar days **before** the registration expiration date so that proper extension approvals may be obtained before the expiration.
- In addition, orders being placed utilising Deal Registration / Project Pricing under an expired deal registration may not be honoured.

Deal Registration Submissions

- All Deal Registrations / Project Pricing opportunities must be submitted online or by email using a deal registration form available from your distributor to be considered a deal registration request.
- Deal registrations can be completed and submitted either by the AIP directly or by their nominated distributor.
- A deal registration submission is not confirmed 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



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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 discovery or creation of the opportunity and / or any value they have provided to the customer relating to the opportunity in question. Should this situation arise IGEL will contact the customer to validate this evidence and confirm which partner will receive the deal registration. 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 retract a prior deal registration approval for any reason and modify the deal registration program as necessary. IGEL may, for example, retract a prior approval for deal registration due to a registering partner's lack of involvement in pursuing the opportunity with the customer.