



Partner Program Guide North America

2020

On behalf of IGEL, I'd like to welcome you to the 2020 IGEL Partner Program. At IGEL, we are focused on you, our valued Partner. Our 100% channel-driven approach emphasizes building relationships with you as we both invest in growing our collective business.

The IGEL Partner Program gives you the necessary skills to position, sell, and deliver IGEL solutions to organizations across the globe. The IGEL Partner Program is designed to empower you to discover opportunities and grow your business by taking advantage of the following benefits:

- IGEL-delivered technical and sales enablement training
- Marketing support from IGEL, including funds for jointly planned activities
- Demo equipment and deep discounts for NFR hardware and software
- Ability to increase margins based on Partner level tier and participation in deal registration

At IGEL, our goal is to provide you with the tools you need to develop and close business. Our program is designed to help you grow revenue and drive sales, all while increasing your market impact. Once enrolled in one of the three levels of the IGEL Partner Program, you will receive exclusive access to benefits and resources that are tailored to your organization's needs. The IGEL Partner Program is dedicated to fostering our Partner's success in expanding their businesses by:

- Driving hardware and software license revenue, additional service and delivery business
- Creating new opportunities to provide value to your customers
- Increasing profitability
- Re-occurring renewal revenue and short sales cycles

This guide describes the IGEL Partner Program, including the basic structure, benefits, and requirements that apply to each level of our Partner Program.

Should you have any questions, do not hesitate to contact me directly or your Channel Development Manager. We look forward to working with you to invest in and grow your business jointly.

Regards,

A handwritten signature in black ink that reads "Jed Ayres". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

CEO
IGEL Technology

CONTENTS

PROGRAM OVERVIEW	4
NEW ENHANCED PROGRAM.....	4
2020 PARTNER PROGRAM STRUCTURE	6
IGEL PARTNER PROGRAM BENEFITS	7
BENEFITS AND REQUIREMENTS SUMMARY	9
IGEL PARTNER PROGRAM POLICIES.....	11
PROGRAM ENROLLMENT.....	14

PROGRAM OVERVIEW

The IGEL Partner Program is designed to help you create new opportunities to accelerate the growth of your business and contribute to your bottom line. As a Partner, your company gains exclusive access to resources that will drive hardware, software, and service revenue to create new opportunities, increase profitability, and accelerate time to close for virtualization projects.

A comprehensive IGEL Partner Program provides your company with the tools you need to become a trusted advisor to customers and gain a long-term competitive advantage in your virtualization practice.

NEW ENHANCED PROGRAM

What's new in IGEL's Partner Program for 2020?

Requirements for annual revenue targets and certifications for each level are now updated for 2020. Margin and earning potential are noted alongside those requirements. The intent is to jointly invest as mutual Partners to grow your business and IGEL sales.

IGEL Partner Level Updates for 2020

Platinum Level – Updated revenue targets, Partner Loyalty Rewards, pipeline targets, New Strategic Planning and Marketing (SP&M) Funds, Bid Protection and New certifications

- Revenue target will increase to \$1M (up from \$750K in 2019)
- 2020 Platinum Partner Loyalty Rewards
 - \$20K backend rebate will be paid at \$1M in revenue.
 - \$40K backend rebate will be paid at \$1.5M in revenue.
 - \$60K backend rebate will be paid at \$2.0M in revenue.
 - Subject to the 2020 Platinum Partner Loyalty Guide's requirements and guidelines. See 2020 Platinum Partner Loyalty Guide for details.
 - All rebates to be paid in January 2021.
- Maintain a pipeline of \$3M (Up from \$2.25M)
- New Strategic Planning and Marketing (SP&M) Funds -
 - Strategic Planning and Marketing (SP&M) Funds are available on a proposal basis and will be approved every quarter.
 - Requests, approvals, and funding to all be managed in the IGEL Partner Portal.
 - Approval is subject to the requirements and guidelines of the Strategic Planning and Marketing (SP&M) Funding Guide. See 2020 Strategic Planning and Marketing (SP&M) Funding Guide for details.
- Bid pricing protection of 5%
 - If an opportunity goes beyond the standard deal registration margins, a special bid is required. IGEL will provide a 5% advantage to the Platinum Partner that holds a valid deal registration.
- New IGEL Academy for Certifications

- All Platinum Partners must achieve 4 Sales and 4 Technical certifications through the new IGEL Academy
- Vouchers available upon request for Sales Representatives and Technical Professionals that have reached the IGEL Sales Professional, ICE Base, and ICE pack certifications.

Gold Level – New Strategic Planning and Marketing (SP&M) funding, Bid protection and New certifications

Gold Partners will notice no changes to revenue targets, pipeline, and bid pricing protection.

- *New Strategic Planning and Marketing Funds -*
 - Strategic Planning and Marketing Funds are available on a proposal basis and will be approved quarterly.
 - Requests, approvals, and funding to all be managed in the IGEL Partner Portal.
 - Approval is subject to the requirements and guidelines of the Strategic Planning and Marketing Funding Guide. See 2020 Strategic Planning and Marketing Funding Guide for details.
- Bid pricing protection of 3%
 - If an opportunity goes beyond the standard deal registration margins, a special bid is required. IGEL will provide a 3% advantage to the Gold Partner that holds a valid deal registration.
- *New IGEL Academy for Certifications*
 - All Platinum Partners must achieve 4 Sales and 4 Technical certifications through the new IGEL Academy
 - Vouchers available upon request for Sales Representatives and Engineer's that have previously obtained the IGEL Sales Professional, ICE Base, and ICE pack certifications.

2020 PARTNER PROGRAM STRUCTURE

As your investment increases, so do your benefits. The IGEL Partner Program has three levels to best support your business objectives: Authorized, Gold, and Platinum.

Authorized Partner

Authorized Partners can sell IGEL products through distribution with limited partnership. IGEL recognizes Authorized Partners' ability to provide solutions to its clients but does not qualify for Gold or Platinum benefits. A signed Partner agreement is not required for this level.

Gold Partner

The Gold Partner level is intended for solution provider organizations that help customers with the acquisition, design, and deployment of IGEL products and solutions.

To earn promotion to the Gold level, partners must have a minimum of two (2) accredited sales professionals and two (2) accredited technical engineers. Gold Partners' revenue target is \$250K per calendar year, which will be reviewed bi-annually for appropriate sales momentum.

- Gold level is granted by invitation only.
- Gold Partners are required to place the IGEL Gold Partner logo on their website.

Platinum Partner

As our top-level Partner, Platinum level membership is designed for the most committed solution providers who regularly engage with IGEL on opportunities. Quarterly business planning is mandatory for Platinum resellers to promote IGEL's products and solutions in a proactive manner.

- Guarantee efficient allocation of resources at both the Partner and IGEL
- Achieve commitments listed in this guide as well as the 2020 Platinum Partner Loyalty Guide

To earn promotion to the Platinum level, partners must have a minimum of four (4) accredited Sales Professionals (at least one per location) and four (4) IGEL Certified Engineers. They must meet the annual revenue target of \$1M and are committed to continuing education requirements.

- Platinum level is granted by invitation only.
- Platinum Partners are required to place the IGEL Platinum Partner logo on their website.

IGEL PARTNER PROGRAM BENEFITS

Deal Registration Program

The Deal Registration Program is designed to accelerate our Partners' business by protecting the investment of proactively closing IGEL sales. Through the IGEL Deal Registration Program, when a submission is approved, Partners are eligible to receive pricing incentives for value-selling and leading with IGEL products.

Eligibility and benefits for the Deal Registration Program may vary by IGEL Partner level. However, general opportunity requirements require:

- The Gold or Platinum partner must have the ability to sell technology to the prospect/customer
 - If a Gold or Platinum partner cannot transact with the customer per the customer's internal policies, the deal registration will be denied
 - If a deal registration is approved, but the Gold or Platinum partner cannot transact with the customer/prospect the deal registration and all benefits of the deal registration will be revoked
- Deal registration is valid for 90 days from the day of approval.
 - Deal registrations MUST be renewed at the end of 90 days
 - The Gold or Platinum partner must provide data to the IGEL Regional Sales Manager that the opportunity should remain open

NFR Hardware and Software

NFR (Not for Resale) hardware and software are available to Partners who meet Gold or Platinum level requirements. They are for product demonstration and training purposes only. Under no circumstances can these NFR products be resold, hosted for third party use, or distributed to any third party.

New Strategic Planning and Marketing Funds

IGEL now offers our partners the advantage and funding for strategic marketing planning. Strategic Planning and Marketing (SP&M) Funds are designed to encourage our partners to proactively plan out their strategic IGEL marketing efforts and campaigns in alignment with their Regional IGEL teams that drive mutually successful demand generation. These SP&M Funds are proposal based and subject to IGEL's approval. Please see the 2020 Strategic Planning and Marketing Funds guide for guidelines and requirements. IGEL offers SP&M Funds to qualified Gold and Platinum level IGEL Partners.

All SP&M requests, approvals, and funding will be managed through the IGEL Partner Portal.

Platinum Partner Loyalty Rewards

Platinum Partner Loyalty Rewards are an exclusive benefit to our Platinum Partners. Eligibility for the loyalty rewards is determined by the 2020 Platinum Partner Loyalty Reward Program Guide. All requirements within the 2020 Platinum Partner Loyalty Program Guide must be met to qualify. The Loyalty Rewards payout consists of three targets. The first target will pay \$20K for achieving the Platinum Partner revenue target of \$1M in deal registration revenue. The second target will pay an additional \$20K (for a total of \$40K) for achieving \$1.5M in deal registration revenue. The third

target will pay an additional \$20K (for a total of \$60K) for achieving \$2.0M in deal registration revenue.

Opportunities and revenue subject to the Deal Registration Protection Program **ARE** eligible as credit for this IGEL Loyalty Program. This means if a Partner registers an opportunity and another Partner/ reseller closes the opportunity, IGEL **WILL** give credit for that revenue in the IGEL Loyalty Program. Due to the requirements in the Platinum Partner Loyalty Guide, rewards will be paid the first month after the close of the 2021 calendar year (which is the same schedule used in 2019).

Sales Leads

IGEL executes regular sales and marketing programs such as seminars, events, and email campaigns, to help drive demand and generate leads for IGEL products.

Gold and Platinum Partners are eligible to receive qualified leads from these IGEL initiated sales and marketing activities. Platinum Partners are required to participate in national IGEL campaigns.

Leads are distributed on a round-robin basis to eligible IGEL Partners based upon a variety of parameters, including geography and match between the customer's requirements and the Partner's solution focus, skillset, and experience. If an end-user identified a prior relationship with an eligible IGEL Partner that leads, will bypass the round-robin process and be delivered directly to that Partner.

IGEL asks that all Partners who receive leads contact those leads within 48 business hours to maintain customer satisfaction. IGEL is working on a specific lead feedback process and time-lines for the lead progression. If IGEL determines that leads are treated incorrectly by a Partner, IGEL reserves the right to re-assign current and future leads that are handled poorly or where handling does not promote and adhere to a high level of customer satisfaction.

Platinum Partners will receive more leads in this process than Gold Partners. Authorized Partners are not eligible to receive leads directly from IGEL.

BENEFITS AND REQUIREMENTS SUMMARY

	Authorized	GOLD	PLATINUM
BENEFITS			
VAR Margin*	10% Margin, SKU dependent*	10% Margin, SKU dependent*	10% Margin, SKU dependent*
Deal Registration Margin*	No	25% Margin* - Min \$25K	30% Margin* - Min \$10K
Deal Registration Protection	No	One-time payment 5% of list (\$25k cap)	One-time payment 5% of list (\$25K cap)
Bid Protection	No	Yes - 3%	Yes - 5%
Maintenance Renewal Margin*	10% Margin	10% Margin	10% Margin
Partner Loyalty Rewards**	No	No	\$20k for \$1M, \$40K for \$1.5M, OR \$60K for \$2.0M invoiced Deal Reg revenue (price from distribution)
NFR Product***	\$0	\$500 toward hardware and up to 10 UDP & IGEL OS licenses.	\$2,500 toward hardware and up to 20 UDP & IGEL OS licenses
Internal use IGEL OS licenses	None	Up to 12 free	Up to 30 free
Pre-release product briefings	No	1	3
Partner logo	N/A	GOLD LOGO	PLATINUM LOGO
Inclusion on IGEL Partner locator	No	Yes	Yes
Strategic Planning and Marketing (SP&M) Funds	No	Proposal base and subject to the SP&M Funds guidelines and requirements	Proposal base and subject to the SP&M Funds guidelines and requirements
Qualified sales leads	No	Yes	Preferential
REQUIREMENTS			
Enrollment	None	By Invitation	By invitation
Business Development Planning	Not required	Yes	Yes
Annual Revenue	Not required	\$250K	\$1M
IGEL Sales Professional certification	Not required	2	4
IGEL Technical Certification	Not required	2	4
Sales and Marketing Events	Not required	2 per year	1 per quarter
Committed Resources	Not required	Available sales/technical and marketing resource(s)	IGEL Champion
Business reviews	None	Yes, Bi-annual	Yes, Quarterly

Forecast reporting

Not required

Monthly

Bi-monthly

IGEL branding & description on Partner website

Not required

Required

Required

*Contact your local ISR or Regional Sales Manager for pricing. **See IGEL Platinum Partner Loyalty Program Guide for details. ***NFR hardware subject to approval.

IGEL PARTNER PROGRAM POLICIES

IGEL reserves the right to re-level Partners that no longer meet the requirements of their membership level. It should be noted that Gold and Platinum partnerships are by invitation only. Partners must have an established purchasing relationship with an authorized IGEL Distributor to resell IGEL products to be eligible for IGEL Partner Program benefits.

IGEL Partner Sales Support

Authorized Partners do not have an annual revenue target and are unmanaged Partners. Authorized Partners can resell IGEL solutions provided they can process orders through IGEL Authorized Distributors. Authorized Partners do not have an assigned IGEL Channel Development Manager.

Platinum Partners and Gold Partners have specific annual revenue targets and work with an assigned IGEL Channel Development Manager as a managed Partner. The appointed Channel Development Manager helps Partners build and execute business plans to achieve revenue targets. The assigned IGEL Channel Development Manager also conducts business reviews to ensure program requirements are met.

Platinum Partners are invited into the program by achieving a high level of revenue and expertise in IGEL products and solutions. Platinum Partners have specific annual revenue targets to achieve with required quarterly business plans, revenue targets, and are assigned an IGEL Channel Development Manager as a managed Partner. The appointed IGEL Channel Development Manager helps Platinum Partners build and execute quarterly business plans to achieve revenue targets. The assigned IGEL Channel Development Manager also conducts quarterly business reviews to ensure program requirements are met.

Partners who wish to establish a purchasing relationship with an authorized IGEL Distributor such as Ingram Micro to resell IGEL products and who wish to become eligible to receive various IGEL Partner Program benefits, must qualify for and join the applicable partner program. Our current Distribution Partners in North America are Ingram Micro and Synnex.

Compliance

Program membership levels are assigned for successive one-year terms, provided that the Partner remains in compliance with all program requirements. IGEL reviews program compliance quarterly.

There is a mandatory certification for Gold and Platinum levels.

IGEL reserves the right to re-level Partners that no longer meet the requirements of their membership level.

Territory

"Territory" means the country in which Partner's principal place of business is located, as identified in the application form. Upon acceptance into the IGEL Partner Program, Partners shall be authorized to resell solely to end-users who are in the Territory. Partners with an operating presence in more than one country must submit an application form on behalf of each country where Partner desires to resell. Each legal entity or organization that wants to join the IGEL Partner

Program must satisfy program membership requirements on its own. The territory for this agreement is North America. In the case of acquisitions, mergers, or other business combinations, the existing membership level of the surviving entity and the operating status of the acquired or merged entity, as applicable, shall dictate the membership criteria applicable to the newly formed entity.

PURCHASE AUTHORIZATION & DISCOUNTS FOR IGEL PRODUCTS

Partners that wish to resell IGEL products and that meet the requirements outlined in this program can qualify to receive varying discounts on IGEL products, as passed down through an authorized IGEL distributor.

IGEL expects that our Distribution Partners will comply with our channel program by selling to each tier of the Partner Program at the price and discount as determined by IGEL for the value returned to IGEL by each Partner level.

This includes the passing of Deal Registration discounts or any other marketing program incentive discounts provided by IGEL to the Partner from time to time.

It is up to each IGEL Partner to set the selling price offered to the end-user customer.

PARTNER INFORMATION

By joining the IGEL Partner Program, a Partner consents to receive program-related information from IGEL for the following purposes:

- Administering the program
- Providing program information to the Partner
- Providing the Partner with information and materials to support the effort to deliver IGEL products; this includes technical information, sales, and marketing materials.
- The Partner also agrees that IGEL may publish the Partner's name and address on the Partner locator tool, and may reference the Partner as a member of the program using the Partner's logo, subject to reasonable trademark and logo usage policy provided by the Partner.



PROGRAM ENROLLMENT

To join the IGEL Partner Program, complete the application below. Benefits and requirements vary by membership level.

Program Agreement

New Partners must select Gold Level Requirements. Partners being uplifted must sign Platinum Level Requirements. By selecting level requirements and signing this document, I agree to meet the stated criteria to participate in the program and maintain the membership level.

Please sign, select date of training preferences and send back to eden@igel.com or jans@igel.com

Gold Level Requirements

- Achieve annual revenue target requirement of \$250K in the next 12 months
- Certify and maintain two (2) IGEL Sales Professionals and two (2) IGEL Certified Engineers
- Conduct two (2) sales and marketing activities per year.
- Participate in bi-annual business reviews to ensure requirements are satisfied
- Provide forecast reporting
- Place IGEL Gold Partner logo on your website

Platinum Level Requirements

- Achieve annual revenue target requirement of \$1M in the next 12 months
- Certify and maintain four (4) IGEL Sales Professionals and four (4) IGEL Certified Engineers
- Conduct one (1) sales and marketing activity per quarter.
- Acknowledge requirements for eligibility in the IGEL Platinum Partner Loyalty Program
- Participate in quarterly business reviews to ensure requirements are satisfied
- Provide forecast reporting
- Place IGEL Platinum Partner logo on your website

X

Title.....

Company

Address.....

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Date

X

Title.....

Company

Address.....

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Date

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