



## Apiiro Opportunity Registration Program Guidelines & Sales Engagement Principles

Effective - February 2024

### Apiiro Opportunity Registration Program Guidelines

**Overview:** Opportunity Registration is a global program that is available to Apiiro's partners who qualify as authorized resellers ("Reseller"). Opportunity Registration provides the Reseller the benefit of being able to register potential opportunities with Apiiro, track and manage opportunities throughout the sales lifecycle, and be eligible for focused field sales support and benefits, which may include transaction sizing, preparing quotes, joint sales calls, and incremental discount authorization. Opportunity Registration gives Reseller and Apiiro a common sales cycle view and facilitates the best possible strategy and decision making for the partnership. This Opportunity Registration Program supplements but does not replace the contractual relationship that exists between Apiiro and its Resellers, and in the event of any conflict in terms the Reseller Contract shall prevail.

Opportunity registration ensures that joint Sales Engagement Principles will apply. The Reseller that initially registers an opportunity will be awarded the most favorable pricing, Apiiro will not offer the same or greater discount to another Reseller or other partner, for the same opportunity, of substantially the same size and structure, during the Registration Period.

Reseller can register Apiiro opportunities using the Opportunity Registration page in the Apiiro Partner Portal.

**NOTE: Reseller MUST submit a New Opportunity Registration in order to receive any additional or special margin consideration, prior to the associated contract being fully executed.** Standard discounts will apply for non-registered, non-approved opportunities. Discounts are off the then-current Apiiro List prices.

These guidelines provide a framework for collaborating with Reseller on New Opportunities. Opportunity Registration is designed to:

- Identify New Opportunities for Apiiro that are: 1) sourced by the Reseller, 2) transition to a scheduled customer meeting within 14 calendar days of deal registration, and 3) will move to a Proof of Concept within 90 calendar days of deal registration
- Reward Resellers for early identification of New Opportunities sourced by the Reseller
- Drive increased visibility, communication, and trust between Apiiro and its Resellers
- Enable better sales alignment and provide an opportunity tracking mechanism for all parties

The definition of a New Opportunity is an opportunity at an account that does not currently use Apiiro products, is not currently in Apiiro's pipeline, or has not purchased an Apiiro product in the preceding 12-month period.

NOTE: No "entire account or company" registrations will be allowed. Each opportunity must represent a single opportunity/project with a single end-user prospect, although an opportunity can include multiple locations if valid. Also, Apiiro Resellers cannot register either themselves or any other Apiiro Reseller as the end user for this program.

**Sales Engagement Principles:** If a registered New Opportunity is accepted by Apiiro it will be treated in accordance with Apiiro's Sales Engagement Principles outlined below. The Sales Engagement Principles explain how Apiiro and Reseller are expected to interact with one another. It is not an exhaustive set of rules, rather a set of guidelines to produce consistent and predictable outcomes in the relationship between Apiiro and Reseller. These principles are designed to facilitate and foster collaboration between Apiiro and Reseller teams for strategy and planning with opportunities and accounts.

**Registration Period** Approved registrations are valid for up to **90 calendar days**. After a New Opportunity has been approved, the partner has a 14 calendar day period in which to secure the first customer meeting, followed by a 60 calendar day period (total of 90 calendar days) to move the prospect to a Proof of Concept phase of the transaction. If either milestone is not met, the opportunity becomes available for another Apiiro Reseller to register.

**Registration Extension** Apiiro may, in its sole discretion, extend the Registration Period for up to an additional 90 days if the Reseller can demonstrate to Apiiro in writing, with proof of written correspondence and/or joint face-to-face meetings with the prospect, that it is making satisfactory progress towards closing the opportunity.

**Opportunity eligibility criteria:**

1. The party that registers the New Opportunity must meet Apiiro's then-current authorized Reseller criteria and be in good standing with Apiiro, including, but not limited to, being in compliance with Apiiro policies, payment terms, and properly registered on the Apiiro Partner Portal.
2. The New Opportunity is not already an approved registration by another Reseller.
3. Before registering an opportunity, the Reseller must demonstrate to Apiiro's reasonable satisfaction that it has made reasonable pre-sales efforts to qualify the opportunity, including:
  - a. A meeting with the customer and Apiiro's sales team must have occurred prior to the registration request, or be completed within fourteen (14) calendar days of the registration submission;
  - b. Help the end-user to quantify the project budget and define project requirements;
  - c. Identify decision criteria and buying process, including scope of budget, the budgetary process, budget owner/decision maker, and purchase timeframe;
  - d. Describe and document such efforts in the Opportunity Details section in the Opportunity Registration form, including proof of date and time of such activities.
4. Only Apiiro products and services should be included in determining opportunity size, using Apiiro List Price. Other third-party products and services should not be included in opportunity estimation.
5. Partner must be an approved vendor in good standing of the prospective customer.

**Registration Process:**

1. Resellers must submit an opportunity for review and provide proof of activity via the Apiiro Partner Portal and Opportunity Registration site.

2. Registration requests will be reviewed in the order they were received and must meet all the opportunity eligibility criteria above.
3. Once all eligibility criteria are met above, Apiiro will make reasonable efforts to notify Reseller of its decision within five (5) business days. Resellers will receive a written Approval notification (via e-mail) once an opportunity registration is approved.
4. If an opportunity registration is declined, the Partner will receive a written Denial notification (via e-mail).

**Purchasing Exceptions may occur, at Apiiro's sole discretion, in situations such as:**

- An account has previously established a Direct Purchasing agreement with Apiiro in other projects or locations and wishes to continue that purchasing relationship.
- The Prospect insists that they must purchase directly, even after being given an explanation of Apiiro's Reseller Go-to-Market model.
- If the Prospect's preference dictates a particular Reseller or other party.

**Eligible Apiiro Products:** All Apiiro products are eligible for this program. When ordering products for an approved, registered opportunity, Reseller will receive an opportunity registration discount off the then-current Apiiro list prices or as defined in the terms of the Reseller Contract signed with the Reseller.. All other Resellers who wish to compete for that opportunity will receive standard discount pricing.

**Registrations will terminate if any of the following occur:**

1. Prior to Apiiro's approval of the opportunity registration submission, Reseller communicates to the end customer details of Apiiro's Opportunity Registration Program, including but not limited to, pricing of the opportunity registration submission that is under review;
2. Reseller also registers the opportunity with competitive vendors to Apiiro;
3. Reseller is not actively working the opportunity (for example, by failing to respond to customer or Apiiro communications)
4. Reseller does not close the opportunity within the Registration Period specified above and no extension has been granted;
5. Reseller does not lead with and then quote the Apiiro products or services identified in its registration form
6. Failure to quote or bid on the opportunity, or a quote or bid by Reseller in accordance with the registration, could subject Apiiro to legal liability.

**Public Request for Quotation, Proposal, or Information (RFQ/RFP/RFI):** Apiiro reserves the right to NOT accept an Opportunity Registration if the opportunity is a public RFQ, RFP, or RFI at the time of registration. Specifically, this includes any type of "public information" from the end customer –whether a request for a quotation, proposal, or information, including a simple questionnaire.

If a partner has been approved for an opportunity, and it is discovered that the RFQ/RFP/RFI, or similar "public information," had been issued prior to the opportunity being registered and approved, Apiiro reserves the right to rescind the approval.

If a public RFQ/RFP/RFI is issued after the registration has already been submitted and approved by Apiiro, the Reseller will be eligible for the Opportunity Registration benefits if they win the opportunity.

*Please contact your Apiiro AE for specific pricing for RFP or Tender opportunities.*

**Conflict Resolution and Escalation Process:** Prior to commencing any formal dispute-resolution process, Reseller must submit any disputes, whether with Apiiro or another Reseller, arising from the Apiiro Registration Program to [partners@Apiiro.com](mailto:partners@Apiiro.com) including a written description of all issues and alleged harm. Apiiro management will review the situation, including seeking more information from other sources if necessary, and communicate its findings to all appropriate parties.

## Other Terms and Conditions

- By accepting the terms and conditions of the Apiiro Opportunity Registration Program, Reseller agrees to Apiiro's right to audit, at any time, for compliance with the foregoing terms and conditions, including, but not limited to, verification of any reports, documents or supporting information submitted to qualify the opportunity or assist in the registration process. Apiiro reserves the right to contact the end-user to confirm opportunity details.
- Apiiro may deny any opportunity or opportunity registration that it believes does not conform to the foregoing terms and conditions or the Apiiro Partner Program rules.
- Apiiro may, without prior notice, immediately suspend or terminate Partner's participation in the Program if a submitted opportunity registration information is inaccurate, incomplete, fraudulent, or if the opportunity registration information causes damage, embarrassment or adverse publicity to Apiiro .
- Apiiro's records and systems shall be authoritative and conclusive for purposes of approving your opportunity registration and for performing any computation in reviewing your opportunity registration submission.
- Apiiro reserves the right to interpret the opportunity registration rules and approval or rejection of an opportunity registration submission in the exercise of its sole discretion.
- Apiiro's decision will be non-negotiable and final.
- Apiiro does not guarantee the success or closure of any registered opportunity approved under this program.
- The benefits of the Opportunity Registration program cannot be combined with any other discounts.
- Apiiro reserves the right to modify, supersede, or eliminate all or any of these terms and conditions or to terminate the entire program without notice.