

# Blumira Deal Registration Program

Blumira is pleased to provide a Deal Registration program to our authorized Blumira partners. The purpose of the program is to offer additional product discounts to those partners who are presenting incremental opportunities to Blumira and have demonstrated sales and technical expertise with our solutions. Our mission is to be easy to work with and to clearly communicate how Blumira pricing and non-standard pricing (NSP) policies are created and enforced. We will establish processes and policies to create global compliance for partner pricing activities.

<b>DEFINITION</b>	Deal registration is defined as a valid sales opportunity that meets the Blumira program criteria and is a qualified sales opportunity. Any deal, regardless of origin (partner or Blumira), can qualify. Opportunities are defined as projects not customers.
<b>QUALIFICATION</b>	Each deal registration request must be approved by the Blumira’s Account Executive (AE), which could include a call or in person meeting with the end-user at the discretion of the Blumira AE. The AE will confirm the deal is not already in the Blumira pipeline. The partner must be authorized to sell the product they are registering.
<b>PARTNERS</b>	All partner levels qualify to participate, predicated on the partner being in good standing with Blumira. Must be the first partner to register the deal.
<b>VALUE ADD</b>	Partner must demonstrate clear value-add to the end-user. This could include but is not limited to the ability to provide a demonstration, pre-sales support, installation, post-sales support, etc.
<b>DISCOUNT</b>	Discounts will differ (product & services) based on Partner’s program level – see partner discount schedule for specifics. Discount will be provided at the time of order. Discounts will be provided at the time of the order, and are based on MSRP pricing.
<b>PRODUCTS</b>	SIEM + and XDR qualify for deal registration, including renewals.
<b>DEAL SIZE</b>	Minimum deal size is 50 seats.
<b>LENGTH OF DEAL REGISTRATION</b>	90 days from date of registration receipt at Blumira; deal registration is valid for the opportunity when it is split into multiple orders over the initial 90 day period. This assumes any follow on orders are for the same project.
<b>DEAL REGISTRATION EXTENSION</b>	After 90 days from the date of registration, the registration expires. The Partner may request an extension for the opportunity, based on the same qualification criteria. A deal can be registered for a total of 270 days (3 registration periods).

<p><b>RFP AND BLUMIRA LED SALES OPPORTUNITIES</b></p>	<p>In a scenario where a customer requests neutral pricing across all partners (RFP) or Blumira is driving the deal with no partner registration extended, partners in the same program will receive the same pricing.</p>
<p><b>RESCINDING A DEAL REGISTRATION</b></p>	<p>Blumira reserves the right to rescind a deal registration due to lack of activity after 30 days.</p>
<p><b>TIMING</b></p>	<p>Deal must be registered at least 7 days prior to the receipt of the purchase order by Blumira.</p>
<p><b>COMPETITIVE PRODUCTS</b></p>	<p>It is understood that leads given to the partner by Blumira will be the sole solution offered by the partner requesting deal registration to the end customer, and no competitive products. Under no circumstances should Blumira confidential information, including product features, functionality, pricing, strategy and roadmap, be shared with any competition.</p>
<p><b>"FIRST COME, FIRST SERVE</b></p>	<p>The Partner that registers the opportunity first with Blumira will receive the deal registration approval, assuming the deal is qualified, or if we receive written notification from an office of the end customer requesting the product. The partner will receive a written notification in such cases.</p>
<p><b>GEOGRAPHY COVERED</b></p>	<p>United States and Canada</p>
<p><b>PROGRAM CHANGE</b></p>	<p>Blumira reserves the right to change or terminate the deal registration program at any time. The current program will always be posted on our partner center and supersedes deal registration program language contained in the partner contract.</p>

## How to Take Advantage of the Blumira Deal Registration Program

- Deal Registration request is completed via an email sent to Blumira. The Partner will receive a confirmation. The request will be routed to the appropriate Account Executive. (ALL REGISTRATION REQUESTS MUST BE SUBMITTED VIA EMAIL AT [Blumira Deal Registration](#).)
- The Blumira Account Executive reviews the request to ensure it is not already registered and approves the sales opportunity. (This may involve a call or face-to-face meeting with the end-user at the discretion of the Account Executive.)
- The Blumira Account Executive will approve/deny deal registration requests. (Blumira is committed to providing a response to partners within 72 business hours.)
- Approved deal registrations will be valid for 90 days from date of request. After 90 days the request may be extended for another 90 days with Blumira Account Executive approval.
- All partner orders should include key deal registration information on the purchase order to ensure proper credit.

## Frequently Asked Questions

### **Q. Is this program in the form of an additional discount?**

A. Yes, an additional discount is offered for orders with an approved deal registration. Only the Partners with an approved registration will receive the extra discount, all other Partners would only receive the base Partner discount.

### **Q. What determines who can receive an additional discount for a deal registration?**

A. All Gold and Platinum Partners are eligible to receive the additional deal registration discount.

### **Q. What products qualify?**

A. SIEM + and XDR.

### **Q. How long is a deal registration valid?**

A. The initial deal registration request is valid for 90 days from the date of registration request. The registration can be extended for additional 90 day periods.

### **Q. What criteria does Blumira use to approve or deny a deal registration request?**

A. Blumira Account Executives will qualify the opportunity (time frame, budget, decision makers, deal size etc.) and that the Partner has the proper sales and technical skills to offer significant value add to the customer. The Account Executive will validate that the opportunity is not currently registered to another partner.

### **Q. Can partners register RFPs?**

A. Blumira will evaluate this on a case by case basis.

### **Q. Can partners register leads provided by Blumira?**

A. Yes, at Blumira's discretion. Blumira will require that the partner does not represent any other competitive solution in the registered opportunity.