



Catchpoint Partner Program

Program requirements and benefits



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Overview

The Catchpoint Partner Program (CPP) is designed to support and enable the partner regardless of their go-to-market (GTM) strategy. These GTM strategies can include but not limited to reselling, adding value added services like implementation services, delivering managed services, providing consulting / assessment services, and taking over an IT organization including operations for enterprises.

Catchpoint has a Partner Enablement & Support framework designed to progress the partner through the partner maturity lifecycle. This partner program will support all types of partners: agents, referrals, marketplace providers, value-added resellers (VARs), distributions partners in remote parts of the world, Managed Service Providers (MSPs), Global Systems Integrators (GSIs), Global Service Providers (GSPs), and IT Outsourcing (ITO) organizations.

Catchpoint has two programs to support these different GTM strategies. The first program is the Reseller Program where the partner is simply selling Catchpoint to the end customer. Under the reseller program, the customer of record is the end customer and not the partner. As such, the customer must acknowledge the Catchpoint End User License Agreement (EULA). The second program is the MSP Program where the MSP partner is using Catchpoint services to deliver their services to the end customer. In this case, the MSP partner is the customer of record from a Catchpoint perspective and must acknowledge the Catchpoint EULA. A partner can select the Reseller Program, the MSP Program or both.

Catchpoint will undertake an evolutionary approach to building the partner program and the CPP document will continue to be updated.

Definitions

Annual Contract Value (ACV) – ACV is the combination of Catchpoint product services and any Catchpoint professional services including Catchpoint's Managed Monitoring Service Provider (MMSP) services.

Annual Recurring Revenue (ARR) – ARR is the annual revenue for Catchpoint's product services.

Standard Discount – A standard discount is established in the partner program and referenced in the Catchpoint Business Terms web page. A partner may qualify for multiple go-to-market motions thus depending on the motion a different discount may apply.

Exception Pricing – Exception pricing is used sparingly and is applied at the discretion of the Catchpoint AE/AM and Sales leadership. If awarded and multiple partners are bidding on the business, the exception pricing discount shall be applied to all partners equally, however, only one partner will have the additional discount afforded by Deal Registration which is additive to the Exception Pricing discount. Exception Pricing may be used to fit within customer budget constraints, in competitive situations or in other circumstances that allow Catchpoint to secure business with the customer at the discretion of Catchpoint's leadership.

Resell Partner Program

PARTNER LEVELS

The CPP has three different partner levels: Authorized, Gold, and Platinum.

Authorized

An Authorized partner is authorized to resell Catchpoint product and services to their customers. They must sign and execute the Catchpoint Partner Agreement and the reseller addendum. The partner has no revenue, partner resource, and financial commitments. **The Authorized Partner discount level is documented on the Catchpoint Business Term web page and only applies to Catchpoint products.** Catchpoint services are not eligible for discounts. The partner will have access to the Catchpoint partner resources like a partner portal and free on-demand virtual training videos.

Gold

A Gold partner is authorized to resell Catchpoint product and services to their customers. They must sign and execute the Catchpoint Partner Agreement and the reseller addendum. The partner is expected to resell \$100,000 ACV in Catchpoint products and services. The partner will have a ramp period of 6 months to attain the required AVC. If the partner fails to attain the required ACV, the partner will revert to an Authorized partner. **The Gold Partner discount level is documented on the Catchpoint Business Term web page and only applies to Catchpoint products. Catchpoint services are not eligible for discounts.** Partner is eligible for deal registration. The partner will have access to the Catchpoint partner resources like a partner portal and free on-demand virtual training videos. The partner will also be able to have 3 on-site advanced workshops for up to 12 engineers. The partner will also be assigned a Catchpoint Partner Manager to support and enable the partner to be successful.

Platinum

A platinum partner is authorized to resell Catchpoint product and services to their customers. They must sign and execute the Catchpoint Partner Agreement and the reseller addendum. The partner is expected to resell \$1,000,000 ACV in Catchpoint products and services. The partner will have a ramp period of 12 months to attain the required AVC. If the partner fails to attain the required ACV, the partner will revert to a Gold partner. **The Platinum Partner discount level is documented on the Catchpoint Business Term web page and only applies to Catchpoint products. Catchpoint services are not eligible for discounts.** Partner is eligible for deal registration. The partner will have access to the Catchpoint partner resources like a partner portal and free on-demand virtual training videos. The partner will also be able to have 8 on-site advanced workshops for up to 12 engineers. The partner will also be assigned a Catchpoint Partner Manager to support and enable the partner to be successful.

DEAL REGISTRATION

Catchpoint has a deal registration program to acknowledge a partner uncovering a new opportunity. Deal Registration will be submitted to Catchpoint for approval. Catchpoint will decide within 2 business days of receiving a complete deal registration form. Deal registration starts with a request from a partner with enough information to define the opportunity as unique and distinct from other business that possibly is being pursued with a customer. There is only one deal registration per unique opportunity. **With an approved deal registration, the partner will receive an additional discount as documented on the Catchpoint Business Terms web page and only applies to Catchpoint products. Catchpoint services are not eligible for discounts.** The deal registration may be revoked based on a lack of engagement by the partner and a notice will be sent providing the partner 5 days to respond to the cancellation. Deal registration does not guarantee the partner will win the business, only that they will have a pricing advantage over competitive bids.

Deal registration has a defined term of 90 days which may be extended in 30-day increments. If exception pricing is granted to a partner on an opportunity, it should be extended to all partners associated to the opportunity minus the deal registration incentive which is only extended to the registered partner.

EXPANSIONS

A partner can expand (i.e., increasing the points and/or endpoints or adding additional Catchpoint functionality) an existing customer. The partner will submit a deal registration form for approval. If the partner's deal registration is approved, the discount will be the standard discount plus deal registration discount. Otherwise, the partner's discount will be their standard discount.

RENEWALS

A Partner of Record (PoR) is the partner who closed the previous business. The PoR should pursue renewals and upsells, however, if the partner is not in good standing or they don't want to pursue renewals, or a renewal is 30 days delayed, the PoR may be removed from the opportunity. A PoR is assigned to an opportunity and not an account, so another partner may bring forward a new opportunity with an existing customer if there is no conflict with the existing opportunity.

The PoR will receive the incumbent renewal discount as documented in the Catchpoint Business Terms web page. The PoR will receive this discount if they actively work on the renewal on behalf of Catchpoint.

Managed Services Program (MSP) Program

The MSP Program is designed with the purpose of enabling partners to embed Catchpoint products and services into the partner's own offerings. This approach enables a partner to sell their services which are enabled by Catchpoint without needing to sell Catchpoint itself. The partner's MSP offerings may include but not limited to managed services, embedded offerings like desktop as a service or managed SaaS provider, consulting/assessment services or IT infrastructure take-over.

The MSP discount level is documented on the Catchpoint Business Term web page and only applies to Catchpoint products. Catchpoint services are not eligible for discounts. Partner is eligible for deal registration. The partner can access to the Catchpoint partner resources like a partner portal and free on-demand virtual training videos. The partner will also be able to have 10 on-site advanced workshops for up to 12 engineers. The partner will also be assigned a Catchpoint Partner Manager to support and enable the partner to be successful.

DEAL REGISTRATION

Catchpoint has a deal registration program to acknowledge that the MSP partner is building a capability around Catchpoint products and services. Like the Reseller Program, Deal Registration will be submitted to Catchpoint for approval. Catchpoint will decide within 2 business days of receiving a complete deal registration form. As the MSP partner is the customer of record, this process is more of a formality. Deal registration starts with a request from a partner with enough information to define the opportunity as unique and distinct from other business that possibly is being pursued with a customer. There is only one deal registration per unique opportunity. **With an approved deal registration, the partner will receive an additional discount as documented on the Catchpoint Business Terms web page and only applies to Catchpoint products. Catchpoint services are not eligible for discounts.**

Deal registration has a defined term of 90 days which may be extended in 30-day increments. If exception pricing is granted to a partner on an opportunity, it should be extended to all partners associated to the opportunity minus the deal registration incentive which is only extended to the registered partner.

EXPANSIONS

The MSP partner can expand (i.e., increasing the points and/or endpoints or adding additional Catchpoint functionality) their existing offering. The partner will submit a deal registration form for approval. If the partner's deal registration is approved, the discount will be the standard discount plus deal registration discount. Otherwise, the partner's discount will be their standard discount.

RENEWALS

A Partner of Record (PoR) will be the MSP partner as they are using Catchpoint for their offering to their customers. The MSP partner can renew their Catchpoint services as they approach the expiration date.

The MSP partner will be eligible for an incumbent renewal discount of 10%. The MSP partner will receive this discount if they actively work on the renewal on behalf of Catchpoint.

Summary

In summary, Catchpoint has two programs to support the different GTM strategies that partners engage. The first program is the Reseller Program where the partner is simply selling Catchpoint to the end customer. The second program is the MSP Program where the partner uses Catchpoint product and services to empower their offerings to the end customer. A partner can select the Reseller Program, the MSP Program or both.