

GoGuardian

Deal Registration Guidelines



Resellers are able to register 3 types of opportunities under the GoGuardian Registration Program.

New Business Deal Registration

Additional margin available if the reseller and opportunity meet the following criteria:

- Incremental Opportunity: GoGuardian is currently not working on opportunity as defined as two-way communication within last 60 days
- Budget Availability is confirmed
- Decision timeline known
- Decision maker known
- GoGuardian solution(s) has(ve) been presented
- Connect decision maker and GoGuardian representative via email/phone/product demonstration
- Opportunity must be for a customer-facing minimum purchase price of \$1,500

All qualified Resellers participating in the Program must understand and adhere to the Program Guidelines. The Program terms and conditions outlined in this document are subject to change or modification or termination by GoGuardian at any time.

Cross Sell/Add-on Deal Registration

Available to protect incumbent resellers and provide additional margin for product cross-sell/license add-on. Additional margin available if the reseller is/has:

- The incumbent on original transaction with customer
- Customer is current, active customer of reseller
- Positioned other GoGuardian product offerings
- Has asked about expansion units with customer
- Opportunity must be for a minimum of 100 licenses

At each Reseller's discretion, the discount may be extended in whole or in part to the end-customer to help close the deal, or can be captured as additional margin. GoGuardian encourages resellers not to price above GoGuardian MAP price. GoGuardian has authorized The Douglas Stewart Company to extend the additional discount to qualifying Resellers (off-invoice) when providing quotes and processing orders for approved registered deals. GoGuardian reserves the right to determine additional margin applicability on special priced deals.

Opportunity Eligibility Requirements

- Reseller must have active indirect reseller agreement with GoGuardian.
- Partner must be in good standing with GoGuardian.

Program Administration

- Resellers must register eligible sales opportunities via the [GoGuardian Partner Portal](#).
- The GoGuardian Sales Representative will review and respond to deal registration submissions within two (2) business days.
- The GoGuardian Sales Representative will review and approve or deny registration submissions using the above criteria within the eligibility requirements.
- If a deal registration is approved, Reseller will receive a quote within 2 business days that will include the program discount applied to each individual line item from The Douglas Stewart Company.
- Once the Reseller receives a PO from their customer, the next step is to place the order with The Douglas Stewart Company to receive the deal registration discount upon billing.
- GoGuardian reserves the right to determine additional margin applicability on special priced deals.