GoGuardian

Deal Registration Program Guidelines

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

**New 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
- Opportunity must be for a minimum of 100 licenses

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.

**Renewal Registration**

Available to protect incumbent resellers and provide additional margin for renewals revenues. Additional margin available if the reseller is/has:

- The incumbent on original or largest transaction with customer
- Sending multiple renewal notifications
- Customer is current, active customer of reseller
- Positioned other GoGuardian product in renewal sales process
- 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 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.
- Submitting reseller representative has completed and passed their GoGuardian product training (when available).
- RFQ & RFPs may qualify for Deal Registration if the opportunity was initiated and driven by the Reseller.

**Program Administration**

- Resellers must register eligible sales opportunities via the GoGuardian Deal Registration Form.
- The Program Administrator will review and respond to deal registration submissions within two (2) business days.
- The Program Administrator 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.