

Deal Registration Guidelines

The Kivuto Deal Registration Program ("Program") and Adobe SLP Promotions are available to all Kivuto Authorized Resellers ("Resellers") in North America. The purpose of the Program is to protect and reward Resellers for sourcing and closing new Kivuto sales opportunities.

Benefits of Deal Registration

- Establishes a co-selling relationship between the Reseller and Kivuto.
- Enhances the profitability of the Reseller.
- Provides a selling advantage to Reseller to win the business.
- All Kivuto implementations are eligible for a 50% discount off Reseller's standard purchase price.

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 Kivuto at any time.

Program Overview

Resellers can leverage their sales teams to register eligible Kivuto sales opportunities through the Kivuto Registration Program. Eligible Kivuto sales opportunities are defined as deals that are:

1. Not currently registered in the Kivuto Deal Registration system.
2. Net new to the Kivuto sales pipeline.
3. Have an incubation period of at least ten business days.

Resellers that register eligible opportunities in accordance with the Program Guidelines are eligible to receive a 50% discount off Reseller unit cost if the deal is closed within 120 days. 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 additional margin retained by the Reseller.

Opportunity Eligibility Requirements

- Registered opportunities must identify the specific sales opportunity within the educational institution or organization, including the department that will deploy the Kivuto solution and provide the contact information of the decision maker at the institution.
- Opportunities need to consist of the minimum order qty specified on this program. Opportunities must be registered at least ten (10) business days prior to the deal closing.
- The opportunity must be net new to the Kivuto sales pipeline.
- Deals identified by Kivuto and extended to Resellers for fulfillment are not eligible for the Program.
- 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 Kivuto Deal Registration Form on www.dstewart.com/dealreg.
- The Program Administrator will review and respond to opportunity registration submissions within three (3) business days.
- The Program Administrator will review and approve or deny registration submissions using the following criteria within the eligibility requirements.
- If a deal or promo 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.
- Resellers must include the Kivuto Deal Registration number on their purchase order.