

## Deal Registration Program Guidelines

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The Parallels Deal Registration Program (“Program”) is available to all Parallels Authorized Resellers (“Resellers”) in North America. The purpose of the Program is to protect and reward Resellers for sourcing and closing new Parallels sales opportunities.

### Benefits of Deal Registration

- Establishes a co-selling relationship between the Reseller and Parallels
- Enhances the profitability of the Reseller
- Provides a selling advantage to Reseller to win the business
- Earns additional margin on deals consisting of a minimum of either:
  - » Parallels Desktop for Business: academic and commercial – 25+ units
  - » Parallels Mac Management – 100+ units
- 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 Parallels at any time.

### Program Overview

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

1. New opportunities – no renewals or add-on’s
2. Partner generated opportunities

Resellers that register eligible opportunities in accordance with the Program Guidelines are eligible to receive an 15% discount off MSRP if the deal is closed within program requirements. 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. Parallels 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.

### Opportunity Eligibility Requirements

- Reseller must be Parallels Authorized to qualify for the Program.
- Opportunities must consist of either 25+ units of Parallels Desktop for Business (academic and commercial) or 100+ units of Parallels Mac Management.
- The opportunity must be net new to the Parallels sales pipeline.
- Deals identified by Parallels 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 [Parallels 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 following 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.
- Orders must be placed on a single order and cannot be combined across multiple orders.
- Resellers must include the Parallels Deal Registration number on their purchase order.