

## Deal Registration Program Guidelines

---

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

### Benefits of Deal Registration

- Establishes a co-selling relationship between the Reseller and Incident IQ.
- Enhances the profitability of the Reseller.
- Provides a selling advantage to Reseller to win the business.
- Earns 5% protected discount on eligible deal.
- 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 Incident IQ at any time.

### Program Overview

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

1. Must be an Authorized Reseller and in good standing with Incident IQ.
2. Not currently registered in the Incident IQ Deal Registration system.
3. Net new to the Incident IQ sales pipeline.
4. Have an incubation period of at least five business days.
5. Deal Registrations are good for 90 days and can be eligible for a 60 day extension.

Resellers that register eligible opportunities in accordance with the Program Guidelines are eligible to receive a 5% discount off Incident IQ 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. Incident IQ has authorized **Climb** 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 Incident IQ Authorized to qualify for the Program.
- All fields and requirements must be filled out on the Incident IQ Deal Registration form.
- Registered opportunities must identify the specific sales opportunity within the institution or organization, including the department that will deploy the Incident IQ solution and provide the contact information of the decision maker at the institution.
- Opportunities must be registered at least five (5) business days prior to the deal closing.
- The opportunity must be net new to the Incident IQ sales pipeline.
- Deals identified by Incident IQ and extended to Resellers for fulfillment are not eligible for the Program.
- If the opportunity is at the RFP or RFQ stage, the deal registration may be denied.
- Deal Registrations are good for 90 days and can be eligible for a 60 day extension.

### Program Administration

- Resellers must register eligible sales opportunities via the **incidentIQ 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 **Climb**.
- Once the Reseller receives a PO from their customer, the next step is to place the order with **Climb** to receive the Deal Registration discount upon billing.
- Resellers must include the Incident IQ Deal Registration number on their purchase order.