

Reseller Deal Registration Guide

Deal Registration allows Splunk to incentivize a Splunk Reseller for sourcing, maturing, and closing an opportunity to sell Splunk products. This Reseller Deal Registration Guide describes the Deal Registration process and its impact as a supplement to the Splunk Partner+ Reseller Program Guide.

Overview

Splunk's Partner+ Reseller Program discount framework is designed to reward Resellers for the value they bring to each opportunity in a simple and predictable way. As part of the Reseller discount framework, Splunk offers Registration Discounts to Resellers based on two (2) types of Registrations: Partner-Sourced Deal Registration and Co-Sell Discounts based on Splunk's assignment of the opportunity registration to the Reseller.

- **Partner-Sourced Deal Registration:** Reseller submits a new, qualified opportunity via the Partner Portal, and Splunk approves and accepts it as a Partner-Sourced Deal Registration. Partner-Sourced Deal Registration entitles the Reseller to the Partner-Sourced Deal Registration Discount, the highest discount available to a Splunk Reseller.
- **Co-Sell Discount:** Splunk sources a new, unregistered opportunity and then assigns the opportunity to a Reseller to assist with the sales process. The opportunity is now registered in Splunk's systems to the assigned Reseller. A Co-Sell Deal Discount provides the Reseller with the ability to request an additional discount.

Eligibility

Associate, Premier, and Elite Partner Tier Resellers are eligible for Partner-Sourced Deal Registration and Co-Sell Discounts on the following:

- Software Licenses: Splunk® Enterprise, Splunk Light and Splunk Premium Apps
- Cloud-based Services Subscriptions: Splunk Cloud™
- All entitlements (e.g., cloud services subscriptions, perpetual software licenses or term software licenses) are eligible

Splunk offers specific discounts off the applicable Channels Price List for Professional services, education, training and Support. The discounts associated with Deal Registration and Co-Sell do not apply to these offerings.

Resellers may not register entire Customer accounts or combine opportunities within a single Partner-Sourced Deal Registration. Each Partner-Sourced Deal Registration applies to a specific opportunity for a specific period. To be eligible for a Partner-Sourced Deal Registration on multiple opportunities associated with the same Customer account, a Reseller must attempt to register and Splunk must approve a Partner-Sourced Deal Registration for each such opportunity separately.

Partner-Sourced Deal Registration

Partner-Sourced Deal Registration rewards Resellers for identifying new opportunities and for the value that the Reseller delivers to close the opportunity. Resellers with an approved Partner-Sourced Deal Registration are expected to manage the sales process including but not limited to: meeting with the Customer's decision makers, working with the Customer to define the Customer's requirements, performing demos and/or proof of concepts, providing pre-sales technical support and managing all quoting to the Customer.

Qualified Opportunity

A Reseller may only submit a "Qualified Opportunity" for a Partner-Sourced Deal Registration – i.e., an opportunity for which the Reseller can demonstrate it has worked with the Customer to scope and qualify as genuine and likely to mature to closure within the Deal Registration Period (as defined below). An opportunity remains a "Qualified Opportunity" from the start of the sales cycle for so long as the Reseller is "actively engaged" on the opportunity, as demonstrated by the following:

- Reseller has identified the business qualifications – Customer's project name and scope, budget, Use Cases and Splunk product interest, and full Customer details
- Reseller has completed research on the opportunity

- Reseller has documented a realistic plan with the Customer to close the opportunity within the Deal Registration Period
- Reseller has documented the Customer's Use Case(s) and technical requirements
- Reseller has prepared and delivered Sales Presentations to key Customer stakeholders
- Reseller has completed Proof of Concept and/or Demonstrations
- Reseller has established a mutual activity plan with Customer champion
- Reseller has completed a workshop to prepare and deliver final proposal
- Reseller has discussed and agreed all commercial terms with the Customer
- Reseller has established the Customer's decision process and timing for close with the Customer

Partner-Sourced Deal Registration Approval

Splunk considers each application for a Partner-Sourced Deal Registration against the following criteria to approve or deny a Partner-Sourced Deal Registration:

- Reseller is the first partner to attempt a Partner-Sourced Deal Registration for the opportunity
- The Deal Registration submission is complete (no missing information)
- It is a Qualified Opportunity (see above section) and the Reseller has been actively engaged in significant qualifying activities.
- There is not an existing Deal Registration nor has Splunk assigned the same opportunity to another Reseller
- Splunk is not already working the opportunity itself
- The Reseller brings demonstrable value to the opportunity, including:
 - Reseller's sales and technical expertise with Splunk products
 - Historical selling relationship between Reseller and the Customer
 - Customer's willingness to purchase through the Reseller

Partner-Sourced Deal Registration Discounts applicable to Qualified Opportunities in each Sales Theater can be found in the applicable Sales Theater Discount Supplement.

Deal Registration Review

The Splunk Deal Registration Desk reviews all Partner-Sourced Deal Registration applications. Splunk will notify the Reseller applicant within two business days:

- **Approve:** If Splunk approves a Deal Registration, it is valid for 90 days (the "Deal Registration Period").
- **Investigate:** Occasionally, Splunk may need more than two business days to review an application for a Partner-Sourced Deal Registration. Investigate status may add up to three business days to Splunk's response time.
- **Reject:** If Splunk rejects an attempted Partner-Sourced Deal Registration, Splunk will provide the reason for the rejection as part of its notice.

How to Submit a Partner-Sourced Deal Registration

The Reseller must log into the Partner Portal and submit a Deal Registration application itself and only for a Qualified Opportunity. The Reseller must complete all required fields on the Deal Registration form; Splunk will reject any application that is missing any of the requested information or that involves anything other than a Qualified Opportunity. A Reseller may not ask Splunk or an Authorized Distributor to submit a Deal Registration on its behalf. If a Reseller encounters any problems with the Deal Registration process, the Reseller may contact Splunk via email at: Partner+@Splunk.com.

Deal Registration Period

If at the end of the Deal Registration Period the Reseller needs additional time to close the opportunity, the Reseller may request an extension. Splunk may grant an extension requested by the Reseller via the Partner Portal (in 30 day increments) in Splunk's sole discretion. There are no limitations on the number of extensions.

At the end of the Deal Registration Period or an extension, if the sales stage has not been updated for the opportunity and Reseller has not requested or Splunk has not approved an additional extension, the Partner-Sourced Deal Registration will expire.

Automated Notifications

Resellers can expect to receive an automated receipt notification after they submit a Partner-Sourced Deal Registration Form. Splunk will then notify Resellers of any action Splunk takes on a submission (i.e., whether or not Splunk has approved, rejected or is investigating the submission). In order to help Resellers manage Partner-Sourced Deal Registrations during their Deal Registration Period, Splunk will send automated alerts to the Reseller 30, 15 and one day prior to the expiration of a Deal Registration Period, as well as a final expiration notice on the last day of the Deal Registration Period.

Co-Sell Discount

Co-Sell Discount Eligibility

If Splunk assigns a Splunk-sourced opportunity registration to a Reseller, the Reseller will be eligible for Co-Sell Discount and the opportunity will be identified in Splunk's systems as Co-Sell. Splunk will assign a Co-Sell opportunity to leverage the Reseller's expertise and relationship with the Customer or at the Customer's request. Splunk will not assign any opportunity to a Reseller that Splunk intends to take direct. Splunk will generate a Deal Registration Number for any opportunity it assigns to a Reseller for Co-Sell. Resellers entitled to a Co-Sell Discount may request an additional discount above the Co-Sell Discount only for that specific opportunity.

Co-Sell Discount Criteria

Splunk may choose to assign a Co-Sell opportunity to a Reseller for a variety of reasons, including:

- Reseller and Customer Location
- Any pre-existing relationship Reseller has with Customer
- Reseller sales or technical resources with Certifications to support the sales process, including POCs or POVs
- Reseller solution or vertical expertise

In addition to the criteria noted above, Splunk may choose to assign a Co-Sell opportunity to a Reseller when the Reseller actively helps mature and close the opportunity, including materially contributing to the following activities:

- Further identifying business qualifications, including budget details and focus, possible additional Use Cases and specific Splunk product interest
- Establishing decision process and timing with Customer
- Developing specific plan with the Customer that includes a timeline to close the Opportunity
- Completing Proof of Concept and/or Demonstration
- Developing mutual activity plan with internal Customer champion
- Running workshop to prepare and delivering final proposal
- Discussing and reaching agreement on commercial terms with Customer

Request for Additional Discount

From time to time, a Customer may request special pricing considerations associated with an opportunity. Splunk will handle any pricing outside of the Standard Discount off the SKU in the applicable Channel List Price on a case-by-case basis. To request special pricing, Resellers with a Partner-Sourced Deal Registration or that are eligible for a Co-Sell Discount, or any other Reseller who has assisted in maturing the opportunity for closure, may submit an additional discount request form located on the Partner Portal for Splunk's consideration. For questions or inquiries, please speak to your Authorized Distributor liaison or your Splunk partner account manager.

Extenuating Circumstances

Deal Registration is at Splunk's discretion. Splunk reserves the right, under extenuating circumstances, to revoke a Deal Registration before the Deal Registration Period has ended. Examples of when this might occur include:

- Customer expresses dissatisfaction with Reseller and will not purchase from Reseller.
- Reseller is unresponsive to Customer and/or unresponsive to Splunk
- Reseller's Splunk Reseller Agreement expires or is terminated
- Opportunity is not progressing towards a closure within the Deal Registration Period

Disputes

Resellers must raise any issues or submit any dispute associated with Deal Registration (whether with Splunk or another partner) via email to Partner+@splunk.com