



DEAL REGISTRATION PROGRAM

The Deal Registration Program is a key benefit of the GenRocket Partner program recognizing and rewarding Partners for the pre-sales effort and investment associated with actively identifying, developing and closing new sales opportunities with solutions from GenRocket. Partners register an opportunity by using GenRocket's on-line Deal Registration Form.

Preferred Partner: The first qualified Partner to register an eligible opportunity accepted and approved by GenRocket becomes the "Preferred-Partner" for the registered Deal. The Preferred-Partner is the only Partner that is eligible for Deal Registration Discounts and customer-facing support from GenRocket on that specific sales opportunity.

Standard Partner: Qualified Partners with subsequent registrations of the same opportunity will become a "Standard Partner" for the registered Deal. A Standard Partner is not eligible for Deal Registration Discounts, but is eligible for standard partner pre-sales support.

PROGRAM BENEFITS

Pre-Sales Support

Both the Standard Partner and Preferred Partner are eligible for pre-sales support, however the Preferred Partner will receive preference for support; only the Preferred Partner will receive customer-facing support. The level of support may vary between Regions.

Deal Registration Discounts

Only the Preferred Partner is eligible for Deal Registration Discounts.

- Deal Registration Discounts will be handled on a case-by-case basis.
- Deal Registration Discount availability:
 - GenRocket software licenses - **Yes**
 - GenRocket Private Cloud or On Premise hosting - **No**
 - GenRocket Professional Services - **Yes**

Indirect Channel Opportunity Pricing

As GenRocket's standard public pricing in combination with standard GenRocket Partner discounts offers reliable pricing for channel partners of GenRocket, the channel business is usually transacted based on standardized pricing. This offers GenRocket partners the advantage of simplified pre-sales, bidding, contracting and operational handling processes based on a contractually fixed cost with constant price stability.

Despite this high degree of standardization, individual business situations with requirements for special pre-sales and price support can be handled outside of this approach. Due to exceptional competitive situations with increased price pressure, or the goal to win a strategically important customer, Registered Deals may be evaluated and calculated individually. The contractually fixed standard Partner pricing serves therefore as a pricing starting point and may be enhanced by additional project specific discounts.

PROGRAM GUIDELINES

Partner Eligibility

Partner has to fulfill the following criteria to qualify for the Deal Registration Program – otherwise the registration will be denied.

- Partner must be approved under the GenRocket partner program and hold the status of “Teaming Agreement Partner” or “Alliance Partner”.
- Partner must hold GenRocket training certification(s) for the solution being proposed.
- Partner must be actively engaged in the opportunity at the time of registration and submit all registration information required by using the Deal Registration Form.

Deal Eligibility

Registered Deals have to fulfill the following criteria to qualify for the Deal Registration Program – otherwise the registration will be denied:

- The Deal must be a defined project. Registrations of an end-customer/account outside a specific business opportunity will not be considered. When approving or rejecting an opportunity, GenRocket will consider the relationship between GenRocket, the Partner and the end-customer.
- The proposed solution has a minimum initial potential of 5 GenRocket licenses with additional license opportunities after winning the initial business and proving GenRocket value.
- Partners are encouraged to enter all opportunities they uncover that meet the criteria listed above. However, opportunities that require the Preferred-Partner status must be new, incremental business to GenRocket, as defined below:
 - The Deal is not already in the GenRocket sales pipeline, apart from explicit approval by a GenRocket Account Manager.
 - The Deal is not a lead distributed by GenRocket to the Partner with the exception of customized Partner lead generation campaigns.
 - The Deal is not already marked as Preferred for another Partner.

- An opportunity must not be the subject of, or related to a released RFP. If an RFP is issued later, the Preferred Partner is still eligible for the program benefits.
- An approved opportunity expires 9 months after the acceptance date. Partners may request one extension of 9 months per opportunity. Deal Registration extensions will be evaluated and approved based on actual project progress data.
- If an approved opportunity is not closed prior to the Deal expiration date and 1) either no extension was granted or 2) the extension deadline has also expired, then the opportunity becomes available for registration by another Partner. Note: Subsequent registrations of the same opportunity do not qualify for the Deal Registration Program benefits.
- Multi-phase Deals have to be registered as a single Deal. Separate orders for an approved opportunity may be placed. However, to qualify for the Deal Registration Benefits any order associated with an approved opportunity must be placed in advanced of the Deal expiration date.
- Multi-site Deals have to be registered as a single Deal. Customer address information of the primary site and information about other site locations / countries have to be provided in the Deal Registration Form.

ENGAGEMENT GUIDELINES

- GenRocket ensures that all information on registered Deals will be treated confidentially.
- The Partner is assured that the direct sales organization of GenRocket will not compete against them on approved opportunities, subject to the following exceptions under which GenRocket, at its discretion, may deny, remove, or rescind a Partner's Deal Registration opportunity and/or Deal registration access:
 - If the end-user has rejected the registering Partner's bid or quotes.
 - If the Partner is not actively working the Deal as outlined previously (for example: failing to keep GenRocket updated on the status of the Deal or failing to respond to the end-user's communications).
 - If the Partner does not close or successfully re-register the Deal within the Approval Period specified in the program guidelines.
 - If the Partner does not lead with and then does not quote GenRocket solutions as identified in the registration form.
 - If GenRocket is under a legal or contractual obligation to quote or bid on the opportunity, or if failure to quote or bid on the opportunity could subject GenRocket to legal liability. (GenRocket will strive to clarify that upfront during the Deal Registration process and inform the partner accordingly.)

HOW IT WORKS

- I. Partner completes and submits Deal Registration Form via the Partner Page on the GenRocket web site. By submitting a registration, the Partner certifies:
 - The identified customer is a valid end-user.
 - The Partner has completed all initial business development activities on the deal and qualified it as viable.
 - The Partner will lead with products and solutions from GenRocket.
 - The Partner will keep GenRocket up to date with the status of the Deal.
- II. GenRocket Deal Desk verifies the Deal application:
 - Deal Desk evaluates whether all Partner and Deal Eligibility criteria are met, and whether the registration complies with all terms & conditions.
 - GenRocket strives to send the partner an email response latest on the 3rd business day after the application.

HOW TO REGISTER DEALS WITH GENROCKET

To register the deal, please submit the Deal Registration Form data on the Partner Page of the GenRocket web site.

ADDITIONAL TERMS AND CONDITIONS

- GenRocket reserves the right to change or cancel any aspect of this program at any time.
- For approved Deal registrations, Partner agrees to negotiate the opportunity with solutions from GenRocket. Partner may not secure Deals through this program and then make similar Deal with competing products.
- Deal Registration Discount can be combined with GenRocket Partner program discount.
- Deal Registration Discount can be combined with project specific pricing.
- Any Partner that violates the program rules will be ineligible to register for future Deals.





Need more information about our GenRocket Deal Registration Program? Send an email to info@genrocket.com to start the discussion.

About GenRocket

GenRocket is an emerging technology leader in software testing technology, serving IT services companies and enterprise customers who demand superior quality and efficiency in their software development operation. GenRocket is the next generation of Test Data Management (TDM) solutions that uses a synthetic test data generation (TDG) system that allows users to generate test data on-demand and in real-time. This system was built for enterprise use cases and can scale to large, complex database environments while preserving referential integrity.



GenRocket, Inc.
2930 East Ojai Ave.
Ojai, CA 93023, USA



1-805-836-2879



info@genrocket.com