



Reseller Program Guide

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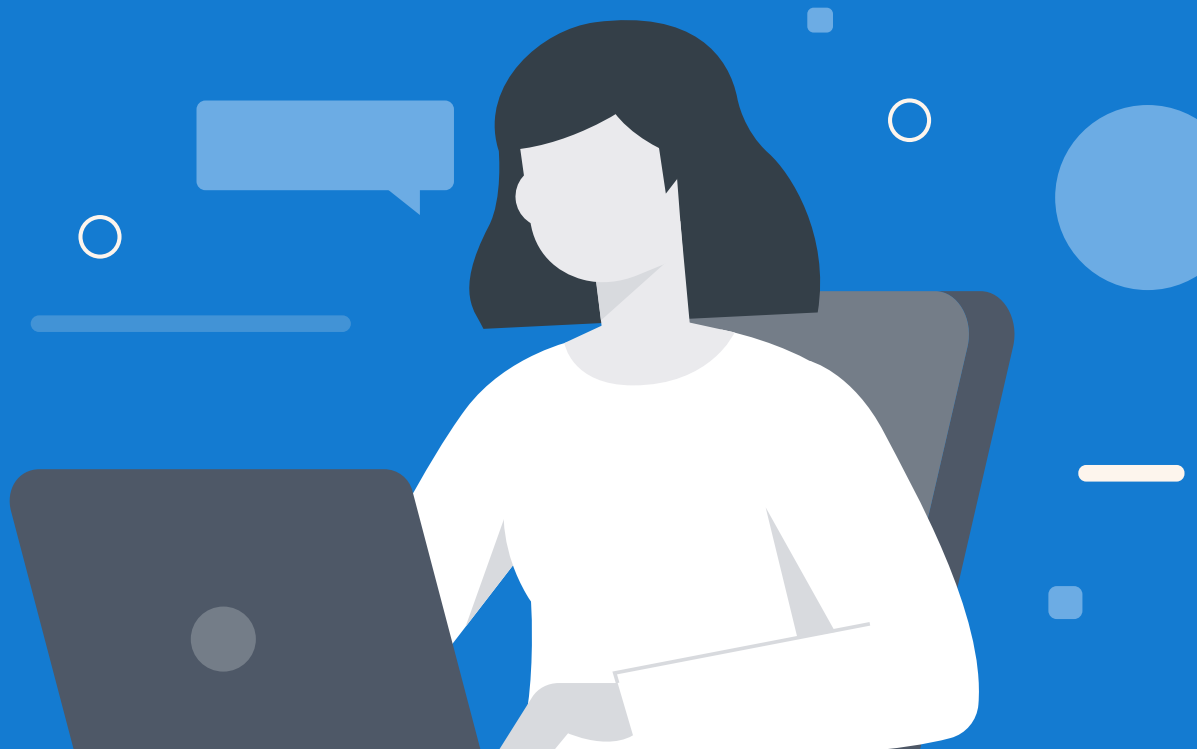
At ActivTrak, partners are at the center of what we do.

“Together, we’re revolutionizing a market and taking User Activity Monitoring mainstream to ensure partner organizations can meet the productivity, security and compliance needs of their customers.”

Whether you provide solutions, deliver services or integrate technology, our program ensures you can serve your customers, differentiate your practices and grow a profitable business with ActivTrak.

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ActivTrak Partner Program Overview

Welcome to the ActivTrak Partner Program. This Program Guide provides resellers and service providers with details about the benefits of being an ActivTrak Channel Partner.

ActivTrak's partner program is built on a partner-first premise and is in a class by itself. ActivTrak is committed to offering our partners the opportunity to profitably build a business based on our cloud-based workforce analytics software. Our partner program is designed from the ground up and allows our community to offer highly differentiated and value-based technology while rewarding commitment with predictability. The ActivTrak Partner Program allows you to focus on delivering immediate value to your customers. ActivTrak offers best in class marketing support, profitability and protection so you aren't distracted while you take care of your customers and the outcomes they're seeking.

The ActivTrak Partner Program is composed of two areas of participation:

- 1 ActivTrak Reseller Partner Program**
- 2 ActivTrak MSP Partner Program**
(for managed service providers and managed security service providers)

Depending on the Partner's business model, ActivTrak Partners can participate in both the Reseller Program and MSP Program, or a program individually. This Program Guide focuses solely on the ActivTrak "Reseller" Program and is subject to the terms and conditions of your Reseller Agreement with ActivTrak. MSP information can be found in another document titled "ActivTrak MSP Program Guide." ActivTrak reserves the right to change the Program for its Channel Partners, including but not limited to discounts, co-op funds and program participation requirements at any time upon thirty (30) days prior notice. For the most recent version of program requirements, please make sure you speak with your ActivTrak Channel Account Manager for updates to the ActivTrak Partner Program.

The ActivTrak Partner Program Guide is confidential to ActivTrak and subject to the confidentiality provisions in the Reseller Agreement. This Program Guide is intended for use by authorized ActivTrak Channel Partners and is not to be distributed to third parties without the written consent by ActivTrak.

Program Highlights

- ✔ Zero Conflict Promise
- ✔ Margin Assurance for Deal Registration
- ✔ Dedicated Account Team
- ✔ Joint Marketing Opportunities
- ✔ Renewal Opportunities
- ✔ Non-Standard Pricing

ActivTrak Reseller Partner Program

The ActivTrak Reseller Partner Program offers a tiered model that enables partners to differentiate themselves by their commitment and success with ActivTrak. In this program, resellers sell ActivTrak products to their customers.

PARTNER LEVEL	Seed	Premier	Elite
Deal Registration Discounts	●	●	●
Standard Pricing Availability	●	●	●
Joint Sales Calls	●	●	●
Special Pricing Promotions		●	●
Access to Sales Leads		●	●
Invitation to Partner Summit			●
Quarterly Business Review			●
Invitation to Sales KickOff Meetings			●
Candidate for Partner Advisory Council			●

MARKETING BENEFITS	Seed	Premier	Elite
Customer Facing Webinar(s)		●	●
ActivTrak Support in Partner Press Release		●	●
Joint Press Release			●
Social Media Collaboration			●

TECHNICAL BENEFITS	Seed	Premier	Elite
Support Escalations		●	●
NFR (Not For Resale) Subscriptions		●	●
Roadmap Reviews			●

REQUIREMENTS	Seed	Premier	Elite
Joined Program	●	●	●
Signed / Click-Thru Reseller Agreement	●	●	●
Adhere to MAP Policy	●	●	●
Joint Customer w/ Case Study		●	●
Minimum Annual New Business Requirement		●	●
Assigned Partner Manager		●	●
Assigned Executive Sponsor			●
Designated Internal Product Champion			●

Reseller Partner Level New Subscription Discounts

DISCOUNT LEVEL	Seed	Premier	Elite
Standard Discount	10%	15%	20%
Additional Registration Discount	10%	10%	10%
Total Discount w/ Deal Registration	20%	25%	30%

Reseller Partner Level Subscription Renewal Discounts

ActivTrak offers partners additional discounts when managing renewals for customers to whom they sold the original ActivTrak subscription services (incumbent benefit).

RENEWAL DISCOUNT LEVEL	Seed	Premier	Elite
Renewal Standard Discount	5%	10%	15%
Additional Incumbent Registration	10%	10%	10%
Total Discount w/Deal Registration	15%	20%	25%

Reseller Program Annual “Transaction” Requirements

ActivTrak partners can differentiate themselves by the commitment they have with ActivTrak. Achieving higher certifications and successes in the market brings more program benefits. Each partner level will be reviewed and adjusted once per year. The review will be completed at the end of each calendar year, or prior to the renewal of a partner’s agreement with ActivTrak.

TRANSACTION LEVEL	Seed	Premier	Elite
Minimum Transactions requirement for New Customer Sales (Annually)	0	5	20

Transaction requirements are specific to ActivTrak Reseller Program.

What is ActivTrak's Zero Conflict Promise?

ActivTrak commits to an entirely transparent, predictable and fair approach to our channel partners.

Our commitment is to ensure we're never selling against our partners who are actively engaged in a sales cycle.

Our promise is that our partners will always have an unfair advantage in respect to their pricing. If ActivTrak discovers we are engaged in the same account as our partner (at any stage), we will joint-sell with the partner. Additionally, Support, Subscription Renewals and New product sales will follow the original partner where opportunities were originally approved through Deal Registration.

Minimum Advertised Price (MAP)

Resellers may sell products at whatever price they choose, but they may not advertise or display online, in print or in shopping carts any price that is below list price as set forth on the current ActivTrak published pricelist. Please refer to the MAP document.

Deal Registration

ActivTrak's Deal Registration Program is designed to reward ActivTrak Partners for the deals they bring to ActivTrak. Deal Registration is available from the ActivTrak website under "Partners". Approved Deal Registrations award additional discounts.

Margin Assurance for Deal Registration Official Guidelines

Deal registration is for partners that are participating in the ActivTrak Reseller Partner Program.

Opportunity Eligibility Criteria

- ✓ The opportunity is not being pursued by ActivTrak at the time the Partner submits for Margin Assurance / Deal Registration;
- ✓ The opportunity is not registered by another Partner;

Opportunity Eligibility Criteria (Continued)

- ✔ Partner must be in good standing and have met the requirements of their assigned partner level to be eligible for deal registration.
- ✔ Deal registration is awarded to a partner per an end customer opportunity who will be purchasing ActivTrak products or ActivTrak services for their internal use.
- ✔ Partners that receive registration must only lead with the ActivTrak solution.
- ✔ Partners receive registration on technology being positioned. If more than one ActivTrak technology is being positioned, partner may include in a single registration or submit a registration per technology.
- ✔ Deal registration is valid for 90 days from the date of submission. Registrations can be renewed with approval.
- ✔ Each deal registration request requires opportunity qualification by ActivTrak sales organization.
- ✔ Expired deal registrations can be re-registered after being re-qualified and approved by ActivTrak sales organization.
- ✔ Partners can register an opportunity up to a maximum of three times.
- ✔ For RFPs, the partner who was involved in writing the RFP will receive the design-in registration. If no partner was involved, ActivTrak may grant multiple registrations.
- ✔ ActivTrak reserves the right to change, award multiple registrations, reject a registration, or terminate a registration.
- ✔ Renewals are not eligible for registration.



Deal Registration Process

- 1 Partner must submit deal for review via email to the ActivTrak Channel Account Manager or **partners@activtrak.com**. The first Partner to submit a deal that meets all program criteria will be approved for that end-user opportunity.
 - 2 If a deal is approved, ActivTrak will notify the Partner by e-mail. ActivTrak strives to notify Partners of its decision within two (2) business hours. Deals must be 12 months subscriptions or greater to qualify for registration.
 - 3 If a deal is declined, ActivTrak will notify the Partner by e-mail, and will include the reasons for such decision.
 - 4 The Deal Registration request must include the following information:
 - ✓ Customer Name (First & Last Name)
 - ✓ Phone
 - ✓ Email Address
 - ✓ Approximate Close Date
 - ✓ Notes from discussion/meeting including: "What problem they're attempting to solve for?"
-

Deal Registration Notes

- 1 All information in the Deal Registration Request must be filled out to be considered for approval
- 2 Average sales cycle is approximately 35 days
- 3 Deal registration is valid for a maximum of 90 days
- 4 The minimum purchase requirement is 5 licenses per account/customer.
- 5 Deal Registration is only available on annual subscriptions
- 6 All customer trial downloads, or customer accounts need to be created under their company email domain, not your reseller domain. Reseller domains on accounts you are reselling to will not be processed or migrated.

Partner Contacts & Resources



General Partner Program Inquiries:

For questions about the ActivTrak Partner Program, please contact partners@activtrak.com



Blogging Inquiries:

If you'd like to contribute a guest blog, please contact blog@activtrak.com

Follow ActivTrak on Social Networks

Please provide us with your social media handles so we can connect. We have a lot of great educational resources available on our site that you can share with your social networks.



Twitter



Facebook



LinkedIn



Special Request?

Please send a note to partners@activtrak.com