

PARTNER GUIDE

# **Catalyst Partner Program Guide**





# Gigamon Catalyst Partner Program Overview

At Gigamon, we are committed to your success. Our goal is to help increase your ROI through mutual collaboration, by identifying new opportunities and through a carefully managed distribution network to preserve and increase your market penetration. Gigamon program resources and incentives help you grow your business and profitability, while our training, education and accreditation programs equip your staff with the know-how to sell and support Gigamon solutions and to provide consultative and professional services to help your customers get the most from their investments.

Membership in the Gigamon Catalyst Partner Program (the "GCPP") provides you and your team with access to Gigamon staff, tools, and support, making your partnership with Gigamon an important part of your overall business success. GCPP members benefit in several ways, including:

- Driving customer value and grow revenues in a growing market space
- Partnering with the technology and market leader in network visibility
- Comprehensive, easy-to-access technical and sales training
- Valuable discounts aligned to Reseller's investment and value
- Focused incentives to support your sales efforts
- Marketing resources and investments to generate joint pipeline
- Eligibility to join other Gigamon programs, including the Gigamon Support Partner Program (the "GSPP")

# This Program Guide

This Gigamon Catalyst Partner Program Guide (the "GCPP Guide") is a supplement to your written reseller or other channel or partner agreement with Gigamon and provides information regarding benefits and other terms related to your membership in the GCPP. This GCPP Guide is intended to help current and prospective Gigamon Reseller partners (Resellers) select program features that match their own skills and interests and take full advantage of their benefits. Gigamon reserves the right, in its sole discretion, to supplement or modify this GCPP Guide and/or the documents referenced herein. Gigamon may post or otherwise publish revisions or supplements to the GCPP Guide including by posting information or terms regarding requirements and benefits on the Gigamon Partner Portal, all of which are hereby incorporated by reference into this GCPP Guide, and which will be effective upon posting (unless otherwise noted herein). Your continued participation in the GCPP will be deemed to constitute your acceptance of any and all revisions or supplements to the GCPP Guide. Since we are constantly updating our offerings, the GCPP Guide includes frequent references to the Gigamon Partner Portal, where you can find additional details.

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# Partner Levels and Definitions

The GCPP is intended for organizations whose primary business is as a value-added reseller or technology consultant (Reseller). Key capabilities include the ability to help customers design, plan and deploy technology that enhances and improves their network visibility. Terms of purchase and associated requirements and benefits are based upon the level that the Reseller achieves.

Resellers who have been accepted into the GCPP begin their membership at the Elemental Level by accepting our form of Reseller Agreement set forth <a href="https://example.com/here">here</a>. As an Elemental Reseller, you may resell products. To be accepted as an Authorized Gigamon Reseller, an Elemental Level Reseller must meet the applicable GCPP Silver Level requirements as outlined in this GCPP Guide. Authorized Gigamon Resellers are eligible to transact Gigamon solutions through authorized Gigamon Distribution Partners (Distributors).

# **Entry-level Resellers**



**Elemental Level** – Intended for organizations beginning their relationship with Gigamon and wishing to access core program and product information and training. Elemental Level Resellers will need to stay active participants of our partner portal, training, and webinar offerings to retain membership.

## **Authorized Gigamon Resellers**



Silver Level – Designed for organizations growing their relationship with Gigamon. Silver Level Resellers are required to make a baseline investment in Gigamon sales and technical training and will gain access to additional GCPP benefits.



Gold Level – Intended for Resellers who have established significant growth in their Gigamon business and are committed to leading with Gigamon. Gold Level Resellers are expected to make an investment in Gigamon sales and technical training and, in return, will receive additional benefits.



Platinum Level – Established for Resellers with more extensive Gigamon experience, who have made a high level of commitment to lead with Gigamon solutions. Platinum Level Resellers receive several additional benefits beyond the Silver and Gold Levels.

## Authorization to Sell into the US Federal Government

Resellers must be authorized by Gigamon to sell Gigamon products, professional services and product support and software maintenance into the United States federal government. Unless you are designated by Gigamon as an "Authorized Federal Reseller", you may not sell Gigamon products, professional services and product support and software maintenance to United States federal government end-user customers, unless specifically approved on a case-by-case basis by the Gigamon federal market sales division.

# **Getting Started**

A new Reseller may apply to be an Elemental Level Reseller in the GCPP by having an authorized signatory complete the online registration process located on our partner portal <u>login page</u> and execute the Reseller Agreement and any other applicable required documentation.

To advance from the Elemental Level into any higher level (Silver, Gold or Platinum), a Reseller must meet the applicable GCPP requirements as outlined in this GCPP Guide and execute any other applicable required documentation.

As an enrolled GCPP member, your GCPP account must be in good standing to participate in any program benefit, including but not limited to all financial and non-financial benefits offered as part of your membership level. Each Reseller is required to have a primary contact, who has either executed or electronically accepted a reseller or other channel or Reseller Agreement with Gigamon or has been moved into the role of primary contact after the Reseller's acceptance into the GCPP. The primary contact is responsible for adhering to the GCPP terms and ensuring adherence by all other Reseller employees. Secondary contacts may be added to an account after membership has been approved.

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# **Program Requirements**

Gigamon Resellers are committed to building competency within their own organizations to generate demand for Gigamon solutions and to close sales. In exchange for the benefits that Resellers receive, Gigamon requires Resellers to meet the following GCPP requirements to maintain good standing in the GCPP.

The requirements of the GCPP are outlined below. More detailed operational guides and supplemental material is available on the <u>Gigamon Partner Portal</u>.

Requirements Resellers

## Contracts and Program Participation

## **Gigamon Reseller Agreement**

All Resellers are required to accept the Gigamon Reseller Agreement. This Agreement will be presented to you upon your initial request to join the program.

Note that all Resellers at all levels, and whether they joined before or after the date of this Program guide update, must require the end customer to agree in a legally binding manner to the following (in a countersigned quote, written agreement or otherwise): "End Customer's access and use of the Gigamon products and / or services shall be governed by the applicable terms and conditions set forth <a href="here.">here.</a> Any additional or different pre-printed terms on any purchase order or other document are rejected and have no force or effect on Gigamon."

Elemental, Silver, Gold, Platinum

Program Participation

Active participation in the GCPP is required to maintain membership. "Activity" is considered A. Partner Portal visits and training for Elemental Level Resellers; or

B. Combination of Partner Portal visits and training, and revenue, for Silver, Gold and Platinum Level Resellers.

Elemental, Silver, Gold, Platinum

Requirements Resellers

## Revenue

#### Annual Revenue Requirement - US Dollars

Silver, Gold and Platinum Level Resellers must commit to a minimum annual revenue requirement. Such revenue excludes renewals and is measured quarterly, based on a Reseller's performance over the previous 12 months. Meeting this target is a condition of the Reseller's ongoing engagement as a transacting GCPP member.

Rolling 12-Months Revenue Requirement United States/Canada	<u>Silver</u> \$150K	<u>Gold</u> \$750K	<u>Platinum</u> \$2M
LATAM	\$100K	\$250K	\$750K
EMEA	\$100K	\$250K	\$750K
APAC	\$100K	\$250K	\$750K

Silver, Gold, Platinum

## Competency

Sales and Technical Competency

GCPP members must meet the sales and technical requirements of their respective level. The accreditation requirement and number required per Reseller and level are as follows:

Silver, Gold, Platinum

<u>Accreditation</u>	<u>Silver</u>	<u>Gold</u>	<u>Platinum</u>
GigaSALES	2	4	6
GigaTECH Foundations	2	4	8
GigaTECH Advanced	0	1	2

The accreditation requirements must always be met by current and active Reseller contacts. Training is available for sales, pre-sales, and post-sale support professionals within the <u>Gigamon Partner Portal</u>. The accreditations are valid for two years from completion.

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Requirements Resellers

## Sales & Marketing

#### Annual Business & Marketing Plan (upon request)

A successful partnership depends on collaborative strategic planning. Resellers are asked to work directly with Gigamon or their preferred Distributor management team to jointly develop business, marketing, and training plans, tailored around their specific market opportunities and business model. Plans should be created annually, and both reviewed and updated, where applicable, quarterly.

Silver, Gold, Platinum

#### Quarterly Business Review (QBR)

Gigamon channel account managers will call quarterly business review meetings with Gold and Platinum Level Resellers in their territories. These business reviews will include reviewing program compliance status with respect to revenue and training requirements, previous closed business, new business opportunities, and marketing demand generation planning.

Gold, Platinum

#### Gigamon Demand Generation Activities

Gigamon makes available marketing development funds to our Gold and Platinum Level Resellers. Our channel marketing team will require a point of contact at your company to coordinate planning activities. Our marketing development fund program is proposal-based, meaning funds are made available based on the quality of the proposal, alignment to business plan and conditional upon request approval.

Gold, Platinum

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# **Program Benefits**

Earn more rewards, retain more customers, expand your market footprint, and grow your business with Gigamon's financial and business benefits. The benefits of the GCPP are outlined below. More detailed operational guides and supplemental materials are available on the <u>Gigamon Partner Portal</u>.

Benefits Resellers

#### Discounts

GCPP discounts recognize Reseller performance and investment in the GCPP. Once Resellers have achieved the Elemental, Silver, Gold or Platinum Level, they are eligible for the discounts off of then-current list price below. These discounts will default for Resellers on all opportunities and quotes, dependent on if you hold deal registration ("Deal Registration"), and whether the deal was sourced by Gigamon to the Reseller or originated from the Reseller.

Elemental, Silver, Gold, Platinum

Gigamon Deal Registration discounts reward your value contribution to the deal. Deals where you have found the opportunity, Deal Source Partner (as set forth below), and submitted through deal registration and are approved, are considered Channel Initiated. To reward you for adding this value, as well as continuing to support and drive the deal through the sales life cycle, you will receive an additional discount for hardware and software, shown below.

## Commercial / Enterprise

Reseller Level	Non- Preferred	Eleme	ental	Silv	Silver Gold		Platinum		
Deal Source	Gigamon	Gigamon	Partner	Gigamon	Partner	Gigamon	Partner	Gigamon	Partner
Integrated Hardware & Software Includes Gigamon integrated hardware, perpetual license software, TAPs, and accessories. Integrated hardware products require separate support contract.	10%	10%	25%	15%	30%	20%	35%	30%	45%
Subscriptions Includes all Gigamon software subscription products, such as GVOS and GigaSMART Term Licenses, ThreatINSIGHT, and GigaVUE Cloud Suite. SKUs associated with these products consist of the license and Elite Gigamon SW support.  Corresponding hardware may be required with subscription purchase and will be discounted at 0%.	10%	10%	20%	15%	25%	20%	30%	25%	35%
Support & Services - Gigamon Includes Gigamon Passthrough SW support, Annual Hardware Replacement (AHR) services, Education & Training, and Professional Services.	0%	10%	10%	10%	10%	10%	10%	10%	10%

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# **US Federal**

Reseller Level	Non- Preferred	Eleme	ental	Silver Gold		Platinum			
Deal Source	Gigamon	Gigamon	Partner	Gigamon	Partner	Gigamon	Partner	Gigamon	Partner
Integrated Hardware & Software Includes Gigamon integrated hardware, perpetual license software, TAPs, and accessories. Integrated hardware products require separate support contract.	5%	5%	10%	10%	20%	15%	25%	20%	30%
Subscriptions Includes all Gigamon software subscription products, such as GVOS and GigaSMART Term Licenses, ThreatINSIGHT, and GigaVUE Cloud Suite. SKUs associated with these products consist of the license and Elite Gigamon SW support.  Corresponding hardware may be required with subscription purchase.	5%	5%	10%	10%	20%	15%	25%	20%	30%
HW For Subscription Licenses Gigamon hardware appliances aligned with subscription licenses.	5%	10%	10%	10%	10%	10%	10%	10%	10%
Support & Services - Gigamon Includes Gigamon Passthrough SW support, Annual Hardware Replacement (AHR) services, Education & Training, and Professional Services.	0%	10%	10%	10%	10%	10%	10%	10%	10%

# **US SLED**

Reseller Level	Non- Preferred	Eleme	ental	Silver Gold		Platinum			
Deal Source	Gigamon	Gigamon	Partner	Gigamon	Partner	Gigamon	Partner	Gigamon	Partner
Integrated Hardware & Software Includes Gigamon integrated hardware, perpetual license software, TAPs, and accessories. Integrated hardware products require separate support contract.	10%	10%	25%	15%	30%	20%	35%	30%	45%
Subscriptions Includes all Gigamon software subscription products, such as GVOS and GigaSMART Term Licenses, ThreatINSIGHT, and GigaVUE Cloud Suite. SKUs associated with these products consist of the license and Elite Gigamon SW support.  Corresponding hardware may be required with subscription purchase.	10%	10%	20%	15%	25%	20%	30%	25%	35%
HW For Subscription Licenses Gigamon hardware appliances aligned with subscription licenses.	5%	10%	10%	10%	10%	10%	10%	10%	10%
Support & Services - Gigamon Includes Gigamon Passthrough SW support, Annual Hardware Replacement (AHR) services, Education & Training, and Professional Services.	0%	10%	10%	10%	10%	10%	10%	10%	10%

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#### **Deal Source Definitions:**

<u>Partner\*</u>: Non-renewal opportunities sourced by Gigamon Resellers through the partner portal deal registration form which have been approved. In this scenario, Gigamon did not have a pre-existing opportunity. Only one Reseller will receive "Partner" discounting per opportunity.

Please note that Deal Registrations are subject to the terms and conditions of the <u>Gigamon's Deal Registration Program</u>, and apply to opportunities, not customers. Additionally, Deal Registrations are not eligible for renewal opportunities.

<u>Gigamon</u>: Opportunities which have been found by Gigamon sales or marketing teams and have had a preferred Reseller named to the opportunity, and renewal opportunities. Only one preferred Reseller will receive "Gigamon" discounting per opportunity.

<u>Non-Preferred</u>: This refers to a Reseller bidding on a deal who is not designated as our deal registration approved or preferred Reseller on the deal. This typically refers to Resellers competing on the deal against the deal registration approved Reseller. Non-Preferred discounting is provided regardless of program level.

\*Gigamon uses an online system via our <u>Gigamon Partner Portal</u> for Deal Registration. This integrated sales system gives you the ability to identify sales opportunities and submit for approval. Upon review by the Gigamon sales team in accordance with our deal registration policy, if approved, an opportunity will be created, and you will hold the deal registration approval and establish the appropriate discount level.

## RFP/RFQ Discounting Policy:

Portal.

Gigamon generally does not grant Deal Registration for situations where the customer issues an RFP/RFQ looking for multiple Resellers to bid on a solution. In these cases, bidding Resellers will be granted their "Gigamon" Deal Source discount based on their program level.

Deal Registration may be granted by Gigamon if a Reseller was working with the customer first and can demonstrate that they were instrumental in creating the RFP/RFQ with the customer building the specifications in favor of Gigamon. However, if the customer specifically requires that all bidding Resellers are on a "level playing field" in terms of discount, Gigamon may honor that requirement but only for Authorized Resellers who are compliant with this partner program.

#### **Incumbent Reseller Discounting Policy:**

The general rule is that the Reseller that closed the previous opportunity with the customer will be identified as the "Preferred Reseller" and they will receive "Gigamon" discounting based on their Gigamon Reseller level. However, certain requirements must be met to maintain incumbency protections. Details regarding these requirements can be found in the Gigamon Incumbency Guidelines.

Benefits	Resellers
Business Development	
Gigamon Partner Locator Build visibility with customers and showcase your Gigamon program membership and achievements through your listing on the Gigamon Partner Locator.	Silver, Gold, Platinum
Strategic Planning As mutually agreed, work directly with Gigamon or your Distributor management team to jointly develop business, marketing, and training plans, tailored around your specific market opportunities and business model. Ideally, plans to be created annually and reviewed quarterly.	Gold, Platinum
NFR Purchase Program The NFR Purchase Program provides GCPP Resellers with a cost-effective way to acquire Gigamon products to be used in their own labs for customer demonstrations or training purposes.	Silver, Gold, Platinum
Gear Up! Program Our Gear Up! Program enables our channel account managers to Reseller closely with Gold and Platinum Resellers on developing a business plan and business case for Gigamon to offer Resellers demo gear at 100% discount. Gold and Platinum Resellers in compliance to program requirements are eligible. The demo gear is contingent on Gigamon approving the business plan and proposal. Details related to the Gear Up! Program can be found in the Gigamon Partner	Gold, Platinum

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Benefits	Resellers
Sales & Marketing	
Marketing Development Funds (MDF) Gigamon proposal-based MDF Program provides Resellers with support in funding their Gigamon- focused marketing initiatives. MDF is intended to support marketing and sales activities that help to:	
<ul> <li>Drive demand for Gigamon products.</li> <li>Acquire new Gigamon customers.</li> <li>Enable Gigamon Resellers.</li> </ul>	Silver, Gold, Platinum
Refer to the <u>Gigamon MDF Policy</u> for more information on the MDF Program.	
Gold and Platinum Level Resellers are proposal-based; Silver Level Resellers work through Authorized Gigamon Distributions.	
Gigamon Incentives & Rewards Gigamon offers incentives to employees of Silver, Gold and Platinum Level Resellers. Sales and SE individuals can be rewarded for meeting performance requirements defined within the incentive offerings their company is eligible for.	Silver, Gold, Platinum
Seminar and Event Support Receive Gigamon support in planning, executing, and staffing an enablement or customer event.	Gold, Platinum

Benefits	Resellers
Training, Education & Enablement	
Complimentary Online Sales and Technical Training Resellers have access to sales and technical training courses that educate on selling, configuring, and deploying Gigamon solutions. This training is available on the Gigamon Training Portal. You can access it on the Gigamon Partner Portal, where you have the option of enrolling in a certification track or browsing the training library for direct access to specific topic modules.	Elemental, Silver, Gold, Platinum
Beta Testing (Invitation Only) Learn about new technology, enhance professional and personal knowledge and contribute to the quality of future Gigamon offerings.	Silver, Gold, Platinum
Gigamon Community The <u>Gigamon Community</u> is where Gigamon customers, Resellers, security, and network professionals and Gigamon employees come together to share knowledge and expertise, ask questions, build their network and learn about best practices for Gigamon products.	Elemental, Silver, Gold, Platinum

Benefits	Resellers
Partnership Success Resources	
Gigamon Partner Portal Access The <u>Gigamon Partner Portal</u> is our secure online partner portal. It is designed to support you and your team as your go-to-source for all the latest information and resources. Use the Partner Portal to register for training, submit deal registrations, and access your opportunities and our content library.	Elemental, Silver, Gold, Platinum
Access to Gigamon Channel Account Manager (CAM) Resources Extended to Gold and Platinum Level Resellers. Gigamon will provide a CAM to facilitate and aide collaboration between our companies. CAM efforts focus on joint business and marketing plan development, field sales activities and other initiatives to mutually grow our businesses.	Gold, Platinum
Silver, Gold and Platinum Resellers are encouraged to work through Authorized Gigamon Distributions. Gigamon Channel and Sales to be leveraged as applicable.	

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# Gigamon Support and Service Offerings

Gigamon values our Resellers' success and aims to mutually grow our respective businesses while providing the most compelling differentiated solutions to our customers. The Gigamon Support Partner Program (the "GSPP") is designed to leverage our joint customer relationships, and the technical resources represented, to provide the most optimized visibility solution possible to our mutual customers.

Offering a comprehensive set of Product Support and Software Maintenance, together with Professional Services designed to complement Reseller service solutions, the GSPP enables Resellers to implement and deliver differentiated services while increasing revenue and profits. The GSPP includes:

- Product Support and Software Maintenance program levels Premier and Professional.
- Services designed to be flexible in alignment with Reseller business.
- Access to support knowledge base and growing base of technical practices through the Gigamon Partner Portal.

For more information on the GSPP, including additional program terms, eligibility, requirements and benefits, please visit the Gigamon Partner Portal.

# Program Membership

#### Reseller Level Measurement and Movement

Program eligible revenue is defined as revenue excluding renewals and is measured quarterly in a 12-month view (trailing 4 quarters format). Gigamon re-levels twice per year (January, July) based on previous 4 quarters activity. Level upgrades, downgrades and/or terminations may be made at any time based on previous 12-month performance and Channel Account Manager request.

## Membership Activity

Regular activity in the GCPP is required. Activity includes, but is not limited to registering deals, transacting business, completing training, logging into the <u>Gigamon Partner Portal</u>, and using the Gigamon Community. Resellers and Reseller contacts will be reviewed every 6 months and are subject to removal from the GCPP if deemed inactive.

Maintaining a valid email address is also required. Email addresses deemed invalid will be immediately removed from the GCPP.

## Discontinuing Participation in the Gigamon Program

A Reseller's participation in the GCPP may be terminated by either the Reseller or Gigamon upon written notice to the other party.

#### Immediately upon Reseller termination:

- All rights and licenses of the Reseller terminate. The Reseller must immediately discontinue all representations that it is a member of the GCPP.
- All outstanding GCPP benefits, including MDF reimbursements, that the Reseller has not yet claimed from Gigamon are forfeited upon the Reseller's written notice of termination.
- The Reseller must immediately return to Gigamon all proprietary information and data, including all copies thereof, then in the Reseller's possession or custody or control, including without limitation: (a) all technical materials and business plans supplied by Gigamon to the Reseller; (b) all manuals covering Gigamon products, Professional Services and Support and Software Maintenance.
- The Reseller must pay all outstanding invoices immediately.
- If the Reseller is part of the GSPP, we require a conversation regarding existing support open contracts. The Reseller shall give reasonable assistance in transition of the support directly to the end customer from Gigamon.

Gigamon reserves the right to modify or cancel the GCPP at any time for any reason with immediate effect upon written notice. Written notice may be furnished via post, email, fax or by publication on Gigamon's partner website (including the Partner Portal), and shall be deemed given when sent, transmitted, or published. Reseller's continued participation in the GCPP will be deemed to constitute your acceptance of any and all changes to the GCPP.