

# NSX Takeout Partner Incentive

**Do you have customers looking to move away from NSX?** Illumio helps organizations migrate with confidence. Our **Zero Trust Segmentation platform** simplifies the complexity of segmentation projects and extends coverage beyond the limits of VMware-owned hypervisor architecture, ensuring a smooth transition to future platforms.

Illumio is **easy to use** and **scalable**, providing extensive coverage for hybrid multi-cloud environments through a single console. If needed, our support team provides comprehensive migration support for your customers, or our team can work with you to build your own migration services powered by Illumio.

## BENEFITS OF ENGAGING WITH ILLUMIO

### Large Average Deal Size

\$300k ASP

### Best in Class Renewal Rates

90%+

### Services Opportunity

\$0.15-\$5 per \$1 of license sales

### Land & Expand

Core  
Endpoint  
CloudSecure

## INCENTIVE OVERVIEW

**FOR YOU:** Earn **\$250 USD** each for the **AE & SE** for a qualified opportunity!

### It's simple:

1. Talk to your NSX customers about the benefits of switching to Illumio.
2. Submit a deal registration on the Illumio Partner Portal and select "Yes" where it asks if this is an NSX Takeout.
3. Talk with Illumio account team to confirm details and receive deal registration approval.
4. Host a customer meeting attended by member of Illumio sales team to qualify the opportunity.
5. **AE & SE receive a \$250 incentive payment each!**

**FOR YOUR CUSTOMER:** Get Illumio Zero Trust Segmentation **free for 6 months** with a 3-year contract!

- **Migration Costs:** Help to reduce costs during the migration process.
- **Pricing Flexibility:** Your choice on how to position this discount to the customer – spread out over the course of the deal or offer upfront.
- **Services Opportunity:** Become a Certified Services Partner\* to deliver your own professional services powered by Illumio, or offer your customers 20% off Illumio professional services and 120 days of FREE Illumio TAM.

\*Reach out to [services-channel@illumio.com](mailto:services-channel@illumio.com) if you're interested in developing your own services powered by Illumio.

To qualify for these incentives, the opportunity must be "Partner Initiated" and represent a "new logo," meaning the partner introduced us to an opportunity that we did not previously have in our pipeline and that this opportunity is not with an existing customer. Additional T&Cs on pg. 2.

## USEFUL RESOURCES

[NSX Takeout Sales Playbook](#)  
Partner Only

[VMware NSX Battlecard](#)  
Partner Only

[Customer-Facing Presentation Template](#)  
External-Facing

## Terms & Conditions

The Illumio Incentive Program is valid from **April 1, 2024 – July 31, 2024** in the United States, Canada, LATAM, EMEA, APAC and ANZ countries where Illumio is licensed to conduct business. You must ensure you're complying with your organization's policies regarding individual SPIFFs. This Partner SPIFF only applies to opportunities qualified (defined as reaching Illumio Opportunity stage 2) from April 1, 2024 – July 31, 2024. Incentive discounts also only apply from April 1, 2024 – July 31, 2024. Partners must claim their incentive pay out using the SPIFF tool on the Illumio partner portal within the incentive period. Illumio reserves the right to modify the terms of this incentive program or terminate it early.

Submitted deal registrations tagged for the incentive are subject to approval by the Illumio Account Executive and Channel Account Manager. Partner must submit deal registration on the Illumio partner portal indicating that the opportunity is an NSX takeout. To qualify, the customer must have NSX-V or NSX-T in their environment.

Only "Partner Initiated" new logo deals are eligible for this incentive program. "Partner Initiated" is defined as an opportunity a partner introduces Illumio to that was not previously in our pipeline. In addition, new logo opportunities are defined as opportunities with customers who are not current Illumio customers. Not valid for current Illumio customer opportunities.

There is no per individual limit on this incentive; however, there is a limit to the amount of funds available for this program and funds will be paid on a first-come, first-serve basis until they have all been exhausted. Once you qualify for the incentive, we will provide instructions on payment logistics. All values are in USD.

For more information, contact [partners@illumio.com](mailto:partners@illumio.com).