

Productsup Partner Program

# Referral Guide

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## Introduction

As a new or existing Partner, we want to harness your enthusiasm and assist you in any way we can. Please review this Referral Guide in its entirety to fully understand the referral program benefits and requirements. We want you to be highly successful because we know our success depends on our Partners' success! For more detail about the complete Productsup Partner Program in general we refer to the Partner Program Guide itself.

Partners who have relationships with potential Productsup customers and wish to monetize their Opportunities and sales efforts are obligated to refer those Opportunities to the Productsup using the Opportunity Registration Form on the Partner Portal.

Partners may earn a Referral Commission provided that the opportunity registration has been approved (thereby creating an Approved Referral Opportunity as defined in the Referral Schedule) and the engagement results in a successful sale. Consideration of payment of the Referral Commission in accordance with this Guide.

A representation of the referral process flow:



## **The Productsup Referral Program**

Through the Partner Portal the Partner may introduce Partner sourced Opportunities to Productsup. Productsup will pay the Referral Commission to the Partner when the Referral has taken place in accordance with the Partner Agreement, this Guide and the Opportunity Registration Process, and the Approved Referral Opportunity has resulted in an order of a subscription from Productsup, generation new ACV (as further set out hereunder).

The Referral Commission, which will be paid following a successful Referral of an Approved Referral Opportunity by the Partner.

The amount of the Referral Commission is described below.

Referral Commission

**10%**

## Referral Commission

The Referral Commission consists of a percentage of the revenue generated by the customer agreement as signed between Productsup and the Approved Referral Opportunity. The exact amount of the Referral Commission is calculated based on the following formula:

**Referral Commission = 10% of the initially committed (upon execution of the order), new annual contractual value ("New ACV") of year 1 of the order (based on newly generated revenue from software Subscriptions only, excluding any revenue from Productsup Professional Services and Overage Fees).**

**Note that the Referral Commission is capped at 250,000 Euro of New ACV revenue as described in the formula above (i.e. any revenue exceeding this amount will not be attributed to the base for calculating the Referral Commission).**

The referral commission is calculated based exclusively on New ACV revenue generated from the initially committed (upon execution of the order) fees for the first year of Subscriptions of the Productsup Solutions. This does not include revenue generated from other Productsup Services, such as, but not limited to, Productsup Platform add ons and Productsup Professional Services and from third party services. For an overview of the Productsup Services, as changed from time to time, please visit [www.productsup.com/services-documentation](http://www.productsup.com/services-documentation).

## Referral Criteria

### Opportunity Approval

As set out above, Partner is eligible for Referral Commission only for Approved Referral Opportunities that result in an executed order for Subscriptions of the Productsup Software.

Productsup reviews each Opportunity sourced by Partner exclusively through the Partner Portal and subsequently approves it (in Productsup's sole discretion).

Therefore, Partner needs to submit certain required information via the Opportunity Registration Form on the Partner Portal that Productsup requires to approve (or reject) the Opportunity (for more information please visit the Partner Welcome Kit and the Partner Program Guide).

Please note that the required information will be prescribed by the Opportunity Registration Form and may be subject to change over time; this section of the Referral Guide aims at providing an overview only.

As an overview, the minimum required information consists of:

#### 1. Primary information

Partner has met with the prospect for a first meeting, and qualified the prospect. Based on that the Partner can complete the online Opportunity Registration Form via the Partner Portal including:

- Contact information
- Company information

#### 2. Opportunity Information

Providing information on the opportunity including:

- Expected close date
- Deal amount
- Interest areas
- Description (notes)

Once approved, the Approved Referral Opportunity may be further qualified by Partner and the Productsup Manager through a set of optional information which may be provided by the Partner that positively influences Productsup's customer sales cycle. In other words, that supports Productsup in the execution of an order with an Approved Referral Opportunity.

Additional information is either requested by Productsup or may be shared by Partner incidentally.

As an overview, additional information and activities the Partner can provide and support the positive outcome of the Approved Referral Opportunity, are:

**1. Key contacts**

Providing contact information about the key contacts and decision makers

**2. Technology and business advocacy**

Providing positive advocacy for Productsup, positioning and proposing Productsup as the preferred technology

**3. Business value identification or qualification**

Provide value engineering type facilities and capabilities

**4. Technical Opportunity support**

Conduct product demonstration/proof of concept installations (within the sandbox environment that Productsup may install for a prospect)

Both the Partner and Productsup have to agree on the status and completion of the Approved Referral Opportunity qualifications before further prospect engagement in order to guarantee the best possible outcome. For optimal outcomes, Partner shall ensure that the information provided about the Approved Referral Opportunity is complete and to advise the relevant Productsup Partner Manager at the time, update the status of the Approved Referral Opportunity and add a note to the opportunity within the Productsup Partner Portal.

When the customer agreement is signed, a review of the agreed opportunity information and activities can take place.

## Opportunity System of Record

In order for Productsup to be able to approve the Opportunity, Productsup's opportunity system of record (Impartner) must be completely and accurately filled in. The opportunity system of record is Opportunity specific and contains information on all parties involved, whereby the roles and responsibilities are described in the following way:

- The Partner creates and submits an Opportunity on the Productsup Partner Portal
- Productsup approves the Opportunity details in the opportunity system of record (in its sole discretion)
- The Opportunity is then considered an Approved Referral Opportunity and Partner is added by Productsup as a 'Referral Partner' to the Opportunity within the opportunity system of record
- The Partner shares updates with regard to the Approved Referral Opportunity with Productsup, preferably by updating the Approved Referral Opportunity within the Productsup Partner Portal
- The Productsup Partner Manager will notify the Partner via email of closed (won/lost) Approved Referral Opportunities
- Relevant Information about the earned Referral Commission and payout dates (subject to Partner's invoice) will be shared by Productsup's finance department



## **Approval of Opportunity Registration**

Productsup will at its sole discretion approve an Opportunity following Partner's complete registration hereof via the Approval Registration Form on the Partner Portal. Following the approval of an Opportunity, a confirmation email will be sent to the Partner, confirming the Opportunity's status as an Approved Referral Opportunity and therefore Partner's eligibility for the Referral Commission.

### **Expiration**

The Approved Referral Opportunity shall cease to be deemed an Approved Referral Opportunity (i.e. the Partner loses its eligibility for Referral Commission) under the following circumstances<sup>[NF1]</sup> :

- Due to a lack of Partner information and/or activity as recorded via the Partner Portal or related to the Productsup sales representative on the Approved Referral Opportunity within 60 days following the approval of the Approved Referral Opportunity.
- Twelve (12) months following the approval of the Approved Referral Opportunity if it has not resulted in the execution of an order with the Approved Referral Opportunity.
- If the Approved Referral Opportunity has not progressed beyond the current Productsup sales stage, within twelve (12) months from date of the Approved Referral Opportunity being approved by Productsup, the Partner would need to resubmit the Opportunity for re-approval, and it will be at Productsup's discretion to re-approve it.
- If the Approved Referral Opportunity expires, the Partner will no longer be eligible for a Referral Commission.
- Productsup will inform the Partner via an email notification one week before the expiration of any Approved Referral Opportunity.

## Payment Requirements

The payment of the Referral Commission is subject to the following requirements:

- A signed Partnership Specification Form by the referring Partner, incorporating at least Productsup's General Partnership Agreement, the Referral Go-to-Market Schedule, this Referral Guide, as well as the General Partner Program Guides.
- Full compliance with the terms and conditions of the Agreements, Go-to-Market Schedules and Partner Program Guides incorporated in an applicable Partnership Specification Form
- Completion of the Opportunity Registration Form in the Partner Portal as described in this Guide resulting in an Approved Referral Opportunity
- Productsup has an order with the Approved Referral Opportunity before expiration of the twelve (12) month validity period (which may be renewed and/or extended if agreed by Productsup)
- Partner has to submit an invoice for the Referral Commission amount as communicated and confirmed by Productsup
- Payment by Productsup will be done within 60 days after the receipt of the Partner's invoice or in such other time period as may be agreed by the Parties in a Partnership Specification Form
- If in any circumstances the customer fails to comply with its payment obligations, Productsup has the right to claw back the paid Referral Commission related to this specific Approved Referral Opportunity in full from Partner; Productsup may offset this against any outstanding or future payment obligations vis-à-vis Partner

In addition to this:

- Exceptions to this Guide are on a case-by-case basis and should be escalated to the relevant Productsup Partner Account Manager
- All exceptions to the referral commission are subject to approval by the Chief Revenue Officer (CRO) or Senior Vice President (SVP) Partners of Productsup and must be confirmed and agreed by both parties in writing (email) or otherwise indicated
- Any exception to the Agreement as set out by a relevant Partnership Specification Form, including exceptions to this Referral Guide, must be separately agreed by the Parties through an instrument in writing, duly executed by the authorized representatives of each Party

## Overview of the Referral Program Benefits & Requirements

### Referral Program Benefits

<b>Overall Partnership benefits</b>	
Joint go-to-market / business plan (1)	V
Productsup leadership sponsorship commitment	By invitation
Productsup dedicated Partner Account Manager	V
<b>Enablement benefits</b>	
Productsup Partner Program welcome kit	V
Access to the Productsup Partner logo	V
Access to the Productsup Partner Portal	V
Number of Partner Portal users allowed	Unlimited
Access to online training content and collateral	V
Access to Instructor Led Training courses	€
Access to Productsup Partner enablement webinars and events	V
<b>Marketing benefits</b>	
Listed on Productsup.com as a Partner	V
Access to Productsup Partner communications and newsletters	V
Joint collateral	By invitation
Sponsorship opportunities for Productsup hosted events	By invitation
Joint press releases	By invitation
Co-marketing activities	By invitation
Reference and case study development support	By invitation
<b>Commercial benefits</b>	
Regular go-to-market and pipeline reviews (1)	V
Account planning and sales engagement (1)	V
Access to the online sales enablement	V
Access to Productsup sales tools	V
Participation in Productsup events	By invitation
<b>Technical and Support benefits</b>	
Dedicated shadow support hours	-
Access to a Productsup Platform (internal training access only)	V
<b>Engagement benefits (1)</b>	
Eligible for referral commission	V
€ = Additional fee to be paid	

(1) Only available when the corresponding Schedule to the Productsup Agreement is signed

## Referral Program Requirements

<b>Overall Partnership requirements</b>	
Commit to a joint go-to-market / business plan (1)	V
Signed Partnership Specification Form incorporating at least the Partner Agreement, Referral Go-to-Market Schedule, Referral Guide and General Partner Program Guides	V
Access to and use of the Partner Portal	V
Commit an internal nominated primary contact	V
Commit an internal sponsor for the Partnership as agreed in business plan	V
Commit to fortnightly pipeline review (1)	V
Commit to quarterly business review	V
Commit to annual Partnership review	V
<b>Enablement requirements (2)</b>	
Commit to regular attendance at Productsup presented webinars	V
Comply with the specifications and requirements of the Productsup Learning & Enablement Guide	V
Minimum number of individuals successfully completed P2C & the Productsup Platform for decision makers (3)	2
Minimum number of individuals successfully completed Yellow Belt certification (3)	2
Minimum number of individuals successfully completed Blue Belt certification (4)	1
Minimum number of individuals successfully completed Black Belt certification (4)	1
<b>Commercial requirements</b>	
Commit to register prospective Opportunities on the Partner Portal	V
Commit to minimum number of annually sourced Opportunities (1, 5)	2
OR a minimum annual revenue contribution based on the new annual contract value ("new ACV") of year 1 (software subscription only) (1, 6)	50.000 Euro
(1) Only applicable when the corresponding Schedule to the Productsup Partner Agreement is signed	
(2) Partner must be compliant with the minimum of required certifications at all time	
(3) Must be completed within the first 60 days of the Partnership commencing	
(4) Must be completed within the first 90 days of the Partnership commencing	
(5) Partner has to source a minimum amount of opportunities per annum to qualify to remain a Partner (a 2023 requirement)	
(6) Partner has to contribute a minimum amount of revenue per annum to qualify to remain a Partner (a 2023 requirement)	

## **More Information**

- In all instances, please first contact your Productsup Partner Account Manager.
- The Productsup Partner Portal is the primary source for key information and will be updated regularly, so check it often.

### **Other:**

- This Productsup Program Referral Guide (“Referral Guide”) sets forth further guidelines in the context of Partnership between the Partner (“you”, “your”) and Productsup. When incorporated in a Partnership Specification Form, this Guide is subject to and forms part of the General Partner Agreement and the applicable Referral Go-to-Market Schedule, as concluded between you and Productsup. Productsup may post or publish supplements, policies, pricing and, or, guidelines to this Referral Guide.
- Some supplements and other information may be specific to certain regions and/or certain (types or groups of) Partners.
- Please review this Guide carefully, along with all additional documentation of the Productsup Partner Program, posted on the Partner Portal or provided to you otherwise.

**Visit the Partner Portal frequently for the most up-to-date information and version of this guide.**