



appviewXpert®

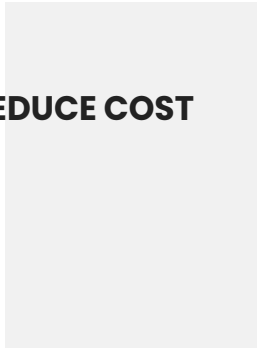
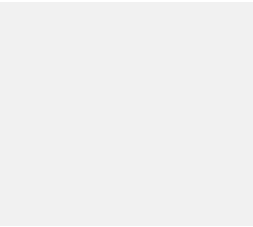
Partner Programs

Become an AppViewXpert channel partner today

MAY 2021



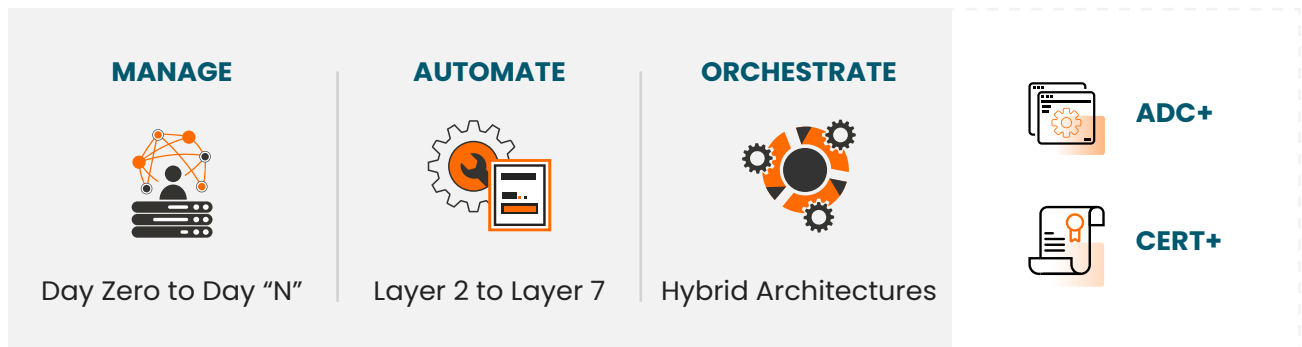
MOVE FASTER » ELIMINATE ERRORS » REDUCE COST



Introduction

Join the AppViewX partner ecosystem and provide your customers with cutting-edge products to manage, automate and orchestrate enterprise-defined data centers. We enable our channel partners to expand their business opportunities in newer markets while improving their technology and service footprints in existing accounts.

Our technology innovation and committed partnership empower our partners to build deeper relationships and maximize customer success. We help our channel partners equip their customers with the right IT tools for many of today's important business problems while being rewarded for growth and commitment in the process.



Why become an AppViewX partner?

- **Deal Registration:** For each opportunity, there can be as much as only one deal registration. In addition, as a Partner, you will be able to lock-in qualified leads and registrations for up to 90 days post approval.
- **Professional services opportunities for certified partners:** AppViewX trains and certifies partners with professional services teams to be able to deliver implementation and integration services to their customers, creating a long-term services revenue stream for them. This will also ensure much greater customer success as the partner teams are involved from the very beginning.

- **Growth and Profit:** AppViewX is a single platform encompassing multiple products. Once a product in the platform is sold, you have the opportunity to expand your footprint by scaling out to other products in the platform and receive lucrative annual licensing annuities.
- **Dedicated Channel Resources:** If you are a Gold or Silver Partner, you will have access to a dedicated Inside Channel Team for demand generation, deal qualification, product training, and technical support. This will enable you to accelerate your business outcomes.
- **Evaluation and Internal Use Programs:** To help you become comfortable with our solutions, AppViewX makes it easy to set up our various products in your labs to evaluate and consume as appropriate.

Go-to-Market: Programs to drive Growth and Profit

Finding the right customers and helping them determine the right solution to fit their business needs is difficult. Hence, AppViewX helps its partners with the below programs and services:

- **Qualified leads:** The AppViewX sales team will share qualified leads with you on a regular basis. Our various marketing programs will generate leads and these will be one of the most strategic assets we can be providing.
- **Marketing Support:** We understand the unique nature of every business and we will work closely with you to design demand generation solutions that are right for your business rather than prescribe a one size fits all solution.
- **Quarterly SPIFs:** Each quarter, AppViewX will introduce performance-based sales incentives in the form of SPIFs for sales persons to accelerate favorable business outcomes.

Program Channel Values



AppViewX Partnership Opportunity:

Opportunity with AppViewX – Channel GTM

- Opportunity Registration Protection Get to **+\$3M** in year 2
- Grow your new business at **3X Annually**
- Expansion at **+50%** for existing customers
- Protected Renewals at **+95%** rates
- Services Opportunities

Start with 3 deals this year:

\$750k Install Base (2021 Wins)...

3X YOY Ave. Growth (New 2022) - **\$2.25M**

+95% Customer Renewals - **\$750K**

+50% YOY Ave. Account Growth (Expansion) - **\$375K**

Average Deal Size: ~ **\$250K**

Projected License Sales 2022 = \$3.375M

Partner Implementation Services @ ~30%... +\$ 600K

Add partner services (Integration and Workflow Consulting) ~ \$ X M

Program Levels

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Silver Authorized

- **Fulfillment**

For partners who have met minimum qualification requirements for the program and who have yet to achieve measurable activity or certifications.

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Platinum Elite

- **Minimum revenue threshold**
- **(* Custom) Certifications**
- **Post Sales Certifications (Services)**
- **Dedicated Marketing**

An Elite partner with deep industry domain expertise & digital transformation skills; Global or Country scale; commitment to achieve top tier booking goals from an AppViewX practice within 12 months; and “C-level” commitment to an AppViewX practice, including Assessment and Services.

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Gold Premier

- **Minimum revenue threshold**
- **Sales and SE Certifications**
- **Dedicated Marketing**

Focuses on AppViewX products in multiple geographies. Provides specialized sales and pre-sales skills in a specific area in one or more AppViewX products.

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MSP Gold Premier

(OR)

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MSP Platinum Elite

- **(* Custom) Certifications**
- **Post Sales Certifications (Services and Support)**
- **Dedicated Marketing**

An MSP partner with deep industry domain expertise & digital transformation skills; Global or Country scale; commitment to providing a Managed Services offering to their customers. “C-level” commitment to an AppViewX Managed Service, including Assessment and Support.




2021: Partner Levels – Mutual Investment

Depth	Scale
<ul style="list-style-type: none"> ▪ Technology, competency (specializations, measured by certifications) ▪ Customer Success, validated by criteria including implementations meeting customer satisfaction ▪ Capability, a qualitative assessment of the partner’s digital transformation skills & industry domain expertise 	<ul style="list-style-type: none"> ▪ Capacity: The number of people certified on AppViewX ▪ Types of Certifications <ul style="list-style-type: none"> ▪ Pre-Sales ▪ Post Sales ▪ Geographic / Market Coverage <p>“C-level” commitment to an AppViewX practice including Assessment, Implementation and Services</p>

Revenue Thresholds
<ul style="list-style-type: none"> ▪ Annual Revenue (Booking Goals) to maintain status ▪ Reviewed annually

	appviewXpert® Gold Premier	appviewXpert® Platinum Elite
United States/Global	\$100K	\$500K
Category A Countries* Canada, Australia, UKI, Germany, France, China & Japan	\$75K	\$250K
Category B Countries** LATAM, Asia, Middle East and Countries not named above	\$50K	\$125K

Partner Discounts from LIST: (Wholesale Pricing / Natural)

	 Silver Authorized (Fulfillment)	 Gold Premier	 Platinum Elite
Certification Type		Sales, Pre	Sales, Pre, Post
Discount Levels	Product discounts by category: Category A: 10% (Software)* Category B: - % (Reserved OEM)* Category C: 10% (Services) Category D: (Reserved)	Product discounts by category: Category A: 15% (Software)* Category B: - % (Reserved OEM)* Category C: 10% (Services) Category D: (Reserved)	Product discounts by category: Category A: 20% (Software)* Category B: - % (Reserved OEM)* Category C: 10% (Services) Category D: (Reserved)
REGISTERED OPPORTUNITIES Channel-IN	* + 10% - (Category A & B ONLY)	* + 15% - (Category A & B ONLY)	* + 20% - (Category A & B ONLY)
Renewal Margin	Natural: Equal (+Customer Uplift)	Natural: Equal (+Customer Uplift)	Natural: Equal (+Customer Uplift)
Non-Registered	5% Discount from List	5% Discount from List	5% Discount from List

NSP – Margin to Partner from End-User Price

NON-STANDARD Pricing Guidelines

	appviewXpert Gold Premier	appviewXpert Platinum Elite	Channel IN	Partner maintains strategic relationships with end-user to increase the AVX Value	Sales Engineering Advocacy	Complete manually based on level of partner
Discount to end customer	Base Net Margin	Base Net Margin	Incremental	Relationship	Value Add	TOTAL
30% to 34.x%	8	10	5	4	5	22/17 - 24/19
35% to 39.x%	6	8	5	4	5	20/15 - 22/17
40% to 44.x%	4	6	5	4	5	18/13 - 20/14
45% +	3	5	5	4	5	17/12 - 19/14

Non-Standard Pricing Guidelines (NSP)

Reward on Contribution / Investment



Incremental Pipeline Velocity

Channel-IN
Registered Opportunities



Customer Relationship Value

Partner maintains strategic customer relationships that add value to AVX



Sales Campaign & Technical Value Add

Partner SE provides demo and/or Proof of Concept

Certifications

Notes

- Goals are annual targets and will be reviewed every 6 months for compliance
- All product discounts are subject to change and may vary by SKU
- Revenue requirements can only be met by product and services sales and do not include renewals unless there is an upsell at the renewal and then all sales will count towards the revenue targets

To learn More about the AppViewX Partner Program or become an AppViewX Partner:

Partners@appviewX.com | [1-800-555-1212](tel:1-800-555-1212)

About AppViewX

AppViewX is revolutionizing the way DevSecOps and NetOps teams deliver services to enterprise IT. The AppViewX platform is a modular, low-code software application that enables the automation and orchestration of enterprise network infrastructure and certificate management using an intuitive, context-aware visual workflow. It is built to rapidly enable users to implement crypto-agility, enforce compliance, eliminate errors, and reduce cost. AppViewX is headquartered in New York City with additional offices in the US, UK, and India. To know more, visit www.appviewx.com or info@appviewx.com