

Partner Opportunity Registration Program

Summary:

The purpose of the partner opportunity registration program is to eliminate partner conflict, protect partner interests, and provide additional discounts for registering a qualified NET NEW opportunity with Cimpl. This will enable Cimpl to assist in the customer education of the platform and close the opportunity successfully.

Benefits to registering opportunities are:

- 1) Competitive pricing advantage
- 2) Sales support earlier in the cycle
- 3) Opportunity protection

Process

The process to register an opportunity is “simple.” Below are the steps to follow:

- 1) Download the Partner Opportunity Registration form
- 2) You can access the Partner Opportunity Registration form from the partner link located on the homepage of the Cimpl website: www.cimpl.com/partners
- 3) Complete the Partner Opportunity Registration form
- 4) Return the completed form to the DEALREG@CIMPL.COM for review
- 5) Once received, you will be sent a notification of approval or rejection within 1 business day
- 6) A Sales Director will be assigned and will contact you to discuss the opportunity

Program Guidelines

- 1) Opportunities must be **NET NEW** to Cimpl
- 2) Opportunities must be qualified
- 3) Renewals and RFPs do not qualify for the program
- 4) Registrations are valid for 6-months
- 5) Registrations can be renewed 1 other time but **only if** prior to expiration
- 6) Expired Opportunities: it is assumed that you were not successful in securing the business and the registration discount is voided*
- 7) An opportunity is only considered registered through this process, verbal discussions or other conversations / emails with Cimpl do not qualify as being part of this process
- 8) The form must be completed in full and submitted in order to qualify

- 9) Registration discounts are scaled to provide increased competitive pricing to the first partner that registers the opportunity,

Partner 1	Initial registration	Standard partner discount + 5%
Partner 1 - renewal	Renewal prior to expiry of the opportunity	Standard partner discount + 3%
Partner 1 - expiry	Expired registration	Standard partner discount

- 10) Additional partners that register the opportunity **after** it has been registered will receive their standard partner discount.
- 11) If the opportunity is left to expire without communicating to Cimpl that it requires a renewal, another partner may register this opportunity and secure it for 6 months.

Exceptions mitigation

There are, at times, exceptions to guidelines, in the event of a dispute, Cimpl is committed to ensuring a fair resolution.

- 1) If an opportunity is registered to a partner and you can **prove** that this opportunity should be registered to your organization, Cimpl will evaluate and assign the opportunity to the proper partner.
- 2) Please provide the following:
 - a. Evidence of active account management directly related to the opportunity. Such as:
 - i. Email trail detailing direct communications between you and the end user regarding the opportunity
 - ii. Summary of any activities performed directly related to the opportunity
 - iii. Summary of contacts in direct communication with related to the opportunity

Contact Information

Opportunity Registration	dealreg@cimpl.com	
ESCALATIONS:		
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