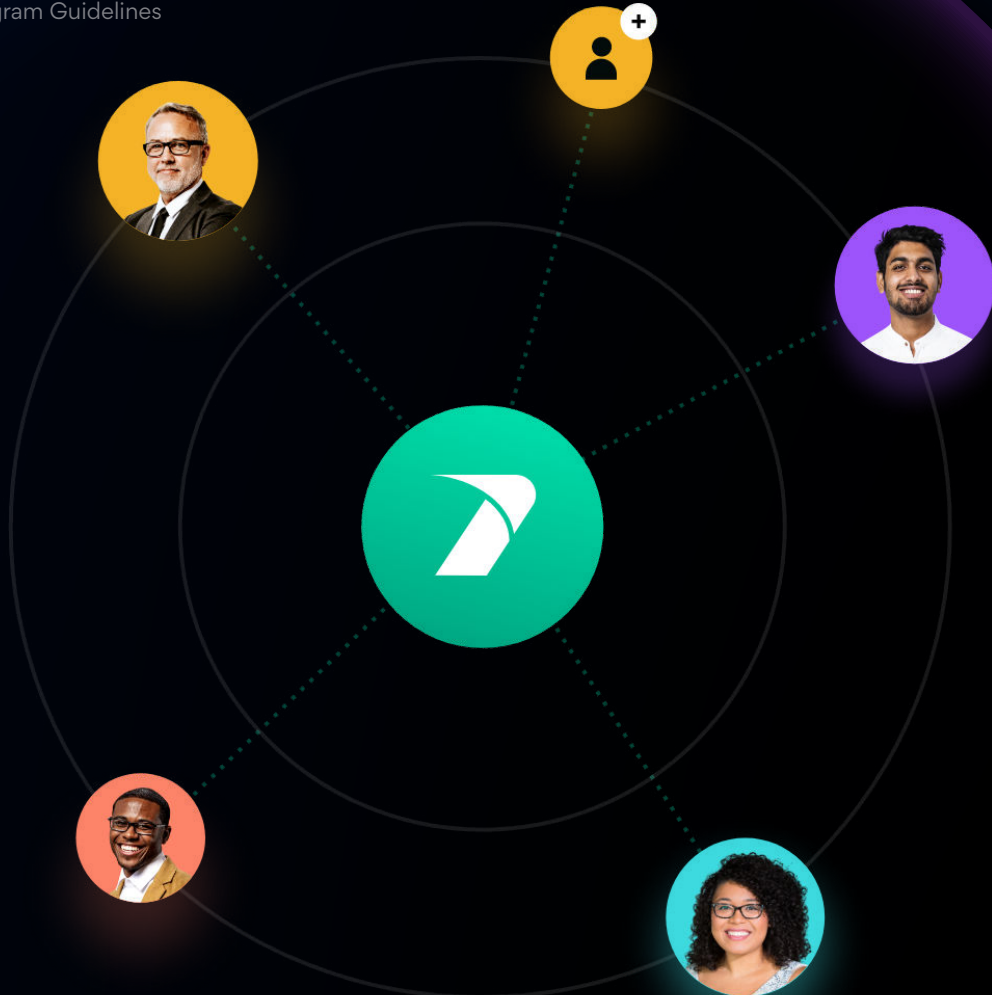




Incredibuild Partner Program Guidelines

2023 Partner Program Guidelines



Welcome to Incredibuild's Partner Program!

Incredibuild accelerates development on prem and on the cloud by optimizing the resources teams already have on prem or on the cloud. You can cut down on resource- and time-consuming builds and compilations, streamline CI pipelines, and increase the frequency of iterations to build better products faster.

Incredibuild's Partner Program taps into the market demand for development acceleration tools that cover the entire dev lifecycle. This partnership is the foundation of trust between Incredibuild, the partner, and our mutual customers. The program offers a robust set of resources enabling partners to develop Incredibuild expertise, best practices, concepts, and techniques.

Our global partners help customers to deliver high-quality software at speed by integrating Incredibuild's technology into market-leading development tools. Together, we enable developers worldwide to innovate and deliver new features and products - radically faster.

[Partner up with Incredibuild](#)

Joining the Incredibuild Partner Program

To join the Partner Program and maintain partnership, you will need to comply with all the following terms & conditions:

1. Have a signed and valid Incredibuild Partner Agreement
2. Proactively promote Incredibuild on Partner's website, Partner's social media platforms, newsletters and local events etc.*
3. Complete Incredibuild's Partner's Sales and Technical training and maintain competencies.

*Partner shall comply with Incredibuild's trademark usage practice or any reasonable trademark usage guidelines or instructions that Incredibuild may provide Partner from time to time.

[Become a partner](#)

Program Overview

Partner Discounts:

Deal Type	Certified Partner*	Approved Deal Registration**	Renewals***
Partner Sourced	25%	15%	15%
Incredibuild Sourced, Partner Added-Value	25%	-	15%
Partner Fulfillment	5%	-	5%

* A Certified Partner is a Partner who has completed the Onboarding Process detailed in Schedule B of the Incredibuild Partner Agreement, to the satisfaction of the Company.

** Approved Deal Registration discounts are calculated after the deduction of the Certified Partner discount.

*** Renewal discounts are applicable only for as long as the applicable partner qualifies as a Certified Partner.

NOTES:

- All discounts provided in these Guidelines are for new deals only.
- Discounts are based on Incredibuild's then current list price (as may be updated by Incredibuild from time to time).
- Discounts are, and will be applicable only provided that on the applicable date, the Incredibuild Partner Agreement is valid and Partner is in compliance with the terms of the Incredibuild Partner Agreement.
- All Cloud Services opportunities will be considered a new deal, for the first 12 months. As of the second year on, such opportunities will be considered Renewals, unless the amount received by Incredibuild on account of such deal for such subsequent year is at least 115% higher than the amount received by Incredibuild on account of such deal by the same customer for Cloud Services in the previous year, then the delta amount received by Incredibuild (as detailed above) on account of such opportunity, will be considered a new deal.
- Approved Deal Registration discount is not applicable for expansion opportunities.
- Incredibuild may, at its sole discretion, provide Partner with a special discount for a specific transaction with a customer.

Definitions and Qualifications:

Partner Sourced - Partners can earn the highest deal type discount with a Partner Sourced opportunity. A Partner Sourced opportunity is a new opportunity to our sales team, for a new customer only.

Partner Sourced + Deal Registration. Partners can earn the largest available discount with an Approved Deal Registration of a Partner Sourced opportunity. To qualify, Partners must comply with the Deal Registration process detailed below under the Deal Registration Program Overview section below.

Incredibuild Sourced, Partner Added-Value is a discount earned by Partner in connection with an opportunity sourced by Incredibuild, when Partner significantly assisted Incredibuild to advance and close the deal. Such assistance may include demonstrating Incredibuild software, organizing executive meetings, supporting contract negotiations, fulfillment, etc.

Partner Fulfillment is a discount earned by Partner for an Incredibuild Sourced opportunity, when Partner supports the fulfillment of a license of the Incredibuild's product but does not significantly add value to the closing of a deal, except for the administrative or procurement aspect.

[Become a partner](#)

The Deal Registration Program Overview:

In order to promote the growth and success of Incredibuild's Partners and to provide a systematic approach to pursuing sales opportunities, Incredibuild has formalized rules of engagement and deal registration procedures, as follows:

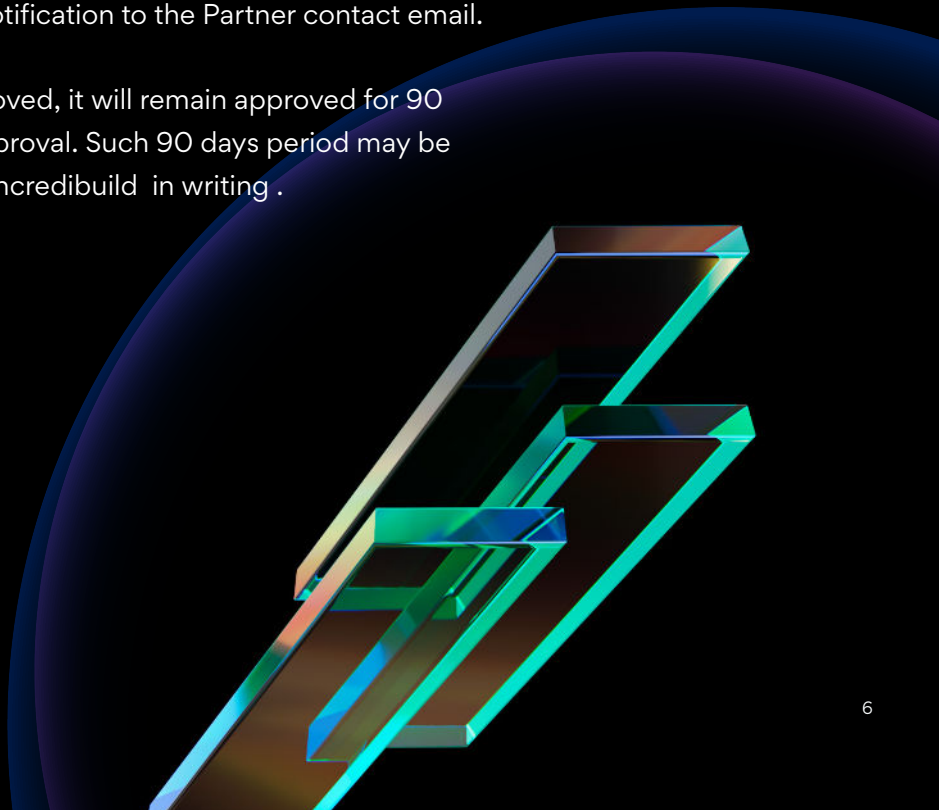
For a Partner to earn a Deal Registration Discount, the Partner must submit the relevant lead details via the **Deal registration platform** using the Partner's unique Incredibuild Partner ID number, provided by Incredibuild

Following submission, the Partner will receive an acknowledgement to its contact email. Please note that this is only an acknowledgement of receipt of the Deal Registration form and NOT an acceptance of Deal Registration thereof.

Following receipt of the Deal Registration Form, Incredibuild may contact Partner to discuss the opportunity to validate, approve, reject or delay the lead for Deal Registration.

Incredibuild makes the decision to approve, reject, or delay Deal Registration at its sole discretion. Upon approval or rejection, Incredibuild will send an email notification to the Partner contact email.

Once a Deal Registration is approved, it will remain approved for 90 days from the date of original approval. Such 90 days period may be extended, if so agreed upon by Incredibuild in writing .



Rules of Engagement for Deal Registration:

- Only Certified Partners may qualify for Deal Registration and program discounts. All individual sales opportunities are required to be registered. Partners may not combine opportunities.
- Partners may only register deals within the territories they are authorized to resell the Incredibuild software.
- Partner agrees not to introduce a competitive solution into the deal.
- Deal Registration does not mean exclusivity and Incredibuild reserves the right to, directly or indirectly, market and sell to any potential customer in which a Deal Registration was registered
- The approval of any Deal Registration will be made by the Incredibuild sales team, which will process the registration based on the order of receipt, qualification of the opportunity, Partner's relationship with the prospect customer and any other criteria as Incredibuild may see fit.
- New customer opportunities or new opportunities with existing customers may qualify for Deal Registration discounts, all as agreed upon by Incredibuild in writing.
- Incredibuild collaborates with Partners holding the approved Deal Registration and is available to support Partners throughout the entire sales process.
- Incredibuild reserves the right to alter, delete, or modify these Deal Registration Guidelines at any time, at its sole discretion.

For all questions, please reach out to
channelpartners@incredibuild.com