



Deep Instinct **Stratosphere Partner Program** Guide

What makes our program unique?

Our Partner Program is built and managed around three key tenants which include:



Simple

The Stratosphere makes it easy to track your progress with Deep Instinct. And with trainings, certifications, and marketing resources at your fingertips your business will thrive.



Profitable

Build pipeline with industry-leading margins up to 30%, access to marketing funds, and incentive programs.



Memorable

Deep Instinct takes a prevention-first approach to stopping ransomware using the world's first and only purpose-built, deep learning-based cybersecurity framework.

The Deep Instinct **Stratosphere Partner Program** takes a deal origination and investment-first approach to rewarding partners for their commitment to Deep Instinct through loyalty points.

As you accumulate more loyalty points, your margin potential increases to a max of 30%.

- **Partner-Initiated:** Base margin of 25%
- **Deep Instinct-Sourced:** Base margin of 5%

Loyalty Points Category	Point Value	Parameter
Number of Deal Registered Opportunities Closed	5000	Per Opp. Closed
DISEC Certification	5000	Per Rep (2 Max.)
Partner Initiated Pipeline Created	5000	Per \$500k (3 Opp. Min.)
Deal Reg Partner Led Opportunities in POV	2000	Per Opp. in POV
DICE Certification	2000	Per Rep (5 Max.)
Number of Endpoints Sold	2000	Per 20k EPs
Business Plan Completed	2000	Per Partner
DISC Certification	1000	Per Rep (10 Max.)
Net New Logos generated for DI	1000	Per Logo

Loyalty Point Margins

Loyalty Points Levels	Expected Additional Margin
5,000 Points	1%
10,000 Points	2%
15,000 Points	3%
20,000 Points	4%
25,000 Points	5%

Terms and Conditions

Deal Registration:

Deep Instinct offers an opportunity-based deal registration (entered via partner portal) with accepted leads protected for a 90-day period with the ability to extend in 90-day increments when approved by the DI account executive. Our commitment is to approve or deny pending registrations within 48 hours. For accepted deal registrations nearing expiration, the partner and the Deep Instinct Channel Account Manager and Account Executive will receive a notification that will enable extension or expiration. In unique situations, including an RFP, Deep Instinct reserves the right to not accept any deal registration on a specific opportunity.

Renewals:

Renewal margins will be aligned with the margin in place at time of initial sale, as determined by deal origination path. Deep Instinct offers incumbency protection for partner who transacted initial opportunity with end-user and any other partner quotes will be based on each partner's current loyalty points and no additional discount will be provided. To initiate an incumbency change the end customer must submit request to change partners in writing before Deep Instinct will issue pricing to non-incumbent that will include or match incumbent pricing.

Selling Territory:

Partner is authorized to resell only in territories/theaters that have been approved by Deep Instinct in partner contract, and any deal reg or order outside of authorized territories/theaters will be rejected.

Quoting:

Deep Instinct has a 100% channel go-to-market model. Deep Instinct resellers should obtain quotes through an authorized Deep Instinct distributor or from Deep Instinct directly if the reseller contract allows.

Loyalty Points:

Points and opportunity to move to higher margin tier will be calculated daily. Once a quote is generated for a specific opportunity it will be subject to the number of loyalty points in-force at time of quote. Points will be applicable in the Deep Instinct fiscal year they were earned in and the following fiscal year.

Deal Margin:

Deep Instinct is the sole determiner of whether an opportunity is partner-initiated or Deep Instinct-

initiated. In order to qualify for Partner-Initiated margin expectations an opportunity must have an accepted deal registration in place. Partner to provide general guidance to Deep Instinct on discount required off of list price to win opportunity. Deep Instinct will use its best efforts to discount to channel accordingly to achieve expected partner margins. In extenuating circumstances, Deep Instinct reserves the right to negotiate opportunity specific pricing. Deep Instinct will only provide partner deal registration to a single partner on an opportunity. In cases in which an existing deal registration is in place and the customer requests pricing from multiple partners, additional partner pricing will be based on each partner's current loyalty points and no additional discount price will be provided.

NFR:

When a Partner is ready for the Partner Technical Evaluation (PTE) stage of onboarding a dedicated NFR Tenant will be created for them in the Deep Instinct Partner Console. Each partner will be assigned a specific number of NFR licenses depending on need. NFR licenses are provided for testing and product demonstrations only. They are not to be used for partner production rollouts.

Managed Services:

Deep Instinct separately offers a managed services program that allows qualified participants to offer Deep Instinct technology as a managed service. In order to be authorized for this selling motion, a partner must have a signed MSSP contract or addendum with DI. For more information please refer to the Deep Instinct partner portal.

Applicability:

The Deep Instinct Stratosphere program applies to Deep Instinct resellers only, not to alliance, distribution, or MSSP partnerships.

Legal:

The terms and conditions of the Reseller Agreement by and between you and Deep Instinct shall apply on this Stratosphere program. In the event of inconsistencies or conflicts between this Stratosphere document and Reseller Agreement, the terms of this Stratosphere program will prevail. DI reserves the right to make changes to our program and points award system at any time.