

DEAL REGISTRATION OVERVIEW

2025

The Netwitness Deal Registration Program is accessible to all Netwitness partners and rewards partners for certain activities. Netwitness Deal Registration program provides upfront product discounts to partners who engage with customers early in the sales cycle and deliver incremental business to Netwitness (new customers and/or new projects). Partners holding approved deal registrations will be the sole partner eligible to receive any further cost relief.

GENERAL RULES OF ENGAGEMENT

Through the Deal Registration Program, a project should be submitted in the initial selling phase to signal a partner's involvement in the opportunity. Once the partner opportunity is registered and approved, the partner will receive the support of Netwitness channel and sales resources as needed to win the opportunity. Once closed, the partner will receive a registration discount off list price (if this is an Incremental Deal Registration).

- Distribution submitting deal registrations on behalf of silver tier resellers is mandatory. Gold, Platinum, and Titanium tier resellers may submit deal registrations themselves or request their distributor submit on their behalf.
- The partner of record holding the Deal Registration is the sole partner granted any additional discounts by Netwitness. Netwitness will only reward a Deal Registration Discount to the partner who has registered the opportunity and has been granted registration approval by Netwitness.

Key Features

- General rules of engagement
- Eligibility
- Discounts by tier
- Value vs. Incremental
- Expansion vs. Incremental
- Net New Logo defined
- Criteria for approval
- Deal extension
- Re-registration
- Maintenance renewal deal registration
- Sample scenarios
- Deal registration process

This registration discount will be applied providing all the program criteria have been met at the time of the deal closing. The following conditions must be met:

- A current valid deal registration record exists that is Incremental
- Opportunity has not exceeded 180 days since the date of approved registration
- The products are eligible for a discount
- The opportunity has an approved deal registration attached.

Any non-standard pricing (NSP) will be provided to a partner with an approved deal registration only by the Netwitness Authorized Distributor. Netwitness will not grant non-standard pricing when another channel partner is engaged in the opportunity, as determined by registration, or forecast. This non-standard pricing rewards the additional contributions the partner will make while driving the opportunity throughout the entire sales cycle.

Partners should complete and submit a deal registration form for each new opportunity registration. Partners have the option to apply for a 1 time only extension 45 days prior to expiration of the deal registration. If approved, original deal reg status will apply. If the approved deal registration does expire, the partner may submit it for re-registration. If approved, re-registration is not guaranteed to maintain an Incremental status.

Netwitness reserves the right to refuse a deal registration should it believe that the partner registering the opportunity is not adding value to the opportunity. Netwitness also reserves the right to revoke deal registration approvals and associated financial discount at any time, including if Netwitness discovers that the incumbent partner is positioning a competitive product in the opportunity.

If you are the partner of record on a deal registration that is being used for a public tender bid, Netwitness cannot guarantee pricing protection for you on that deal.

ELIGIBILITY

There are no training requirements for Partners to be eligible for the Deal Registration Program. The only requirement is being an official Netwitness Reseller by joining the NW Partner Program.

Silver Tier: all deal registrations need to be submitted by their distributor. Regardless of deal type approved, they are not entitled to upfront discounts. If approved, they will be the sole partner eligible to receive cost relief.

- The following products/services are excluded from deal registration eligibility: Education Services, Professional Services, Customer Services.

DEAL REGISTRATION DISCOUNTS BY TIER

TIER	MAINTENANCE RENEWAL	VALUE	INCREMENTAL EXPANSION	INCREMENTAL NET NEW
Silver*	N/A	ELIGIBLE	N/A	N/A
GOLD	ELIGIBLE	ELIGIBLE	5%	10%
PLATINUM	ELIGIBLE	ELIGIBLE	10%	20%
TITANIUM	ELIGIBLE	ELIGIBLE	15%	30%

INCREMENTAL AND VALUE DEAL REGISTRATION

Both Incremental and Value Deal Registrations are submitted via the [Netwitness Partner Communities](#). If approved, this entitles the partner to be the sole recipient for any further cost relief for that opportunity alone.

Deal Registration:

- It is valid for 180 days.
- Deal registration extension is available 45 days prior to expiry for an additional 180 days.
- Once the deal registration is expired, re-registration is available and is subject to approval from NetWitness.

INCREMENTAL	VALUE DEAL REGISTRATION
<p>Either an Incremental Net New Logo Deal or an Incremental Expansion Deal.</p> <p>Incremental Expansion Deal — A deal for eligible products for a new opportunity within an existing Netwitness customer that NetWitness has not forecasted and is determined by Netwitness that NetWitness Sales is not already working the opportunity.</p> <p>Incremental Net New Logo Deal — A deal for eligible products for (i) a customer that does not own any NetWitness products and (ii) NetWitness Sales have neither forecasted or is already working the opportunity, both as determined by NetWitness. Customer is defined at the global parent entity level.</p>	<p>Provides partners with the ability to register deals that are not incremental but where the partner is still providing what Netwitness considers to be ‘value’ to that opportunity or project.</p> <p>If a current Deal Registration exists for an opportunity, additional partners who submit a deal registration will be rejected. Value Deal Registration does not qualify for upfront discount.</p> <p>An RFP is not deal registration eligible. If an approved deal registration is converted to an RFP, it will be deemed a Value deal registration.</p>

CRITERIA FOR APPROVAL

- For Incremental Deal Registration, the opportunity must be Net-New business to Netwitness and not previously forecasted by Netwitness.
- The partner must agree to position only Netwitness products. If a partner is discovered attempting to sell competitive products without Netwitness consent, then the approved registration may be voided at any time at Netwitness discretion.
- The partner must have the ability and resources to close the opportunity within 180 days.
- The opportunity must not be internal — in other words, the partner may not register any opportunities for themselves or any of its subsidiaries.
- Distributor, reseller, and end user must be in same territory or structured as per contract.

DEAL EXTENSION

Forty-five (45) days prior to the expiration of the deal registration, the incumbent partner can extend the deal registration for another 180 days.

- Opportunities may only be extended once to qualify for the Deal Registration Discount.
- If the Deal Registration has not been closed within 180 days after extension, and if no other Netwitness Partner has shipped such Netwitness Products to such customer, the deal is open for re-registration to any partner.
- All requests for deal extension will be validated by Netwitness. If approved, the partner will be granted an additional 180 days after the date on which the approval was received.

RE-REGISTRATION

Re-registrations must be requested within [Netwitness Partner Communities](#). The re-registration can be made after the deal expires. Re-registrations will be a one-time additional 180 days and subject to Netwitness approval. In the event of a re-registration, by the partner who initially received the approved registration, it is at the discretion of Netwitness to re-approve an Incremental status.

Opportunities may only be re-registered once to qualify for the Deal Registration Discount. If the opportunity is registered by a partner other than the initial partner who registered the deal, the Deal Registration discount will not apply but that partner will be considered the sole recipient of any subsequent cost relief on that deal for the duration of the registration. This is known as Value Deal Registration.

PRODUCT Amendments

Product amendments are covered under the Deal Registration program. The same upfront discount will be applied to the amendment if it is deemed an incremental opportunity.

MAINTENANCE RENEWAL DEAL REGISTRATION

Netwitness is now able to offer maintenance renewal deal registration protection globally. This deal registration will act as value deal registration, providing the partner with deal

protection and sole access to NSP discounting. All Deal Registrations need to be closed within 30 days of the contract expiring to earn the discount. Maintenance renewal registrations are not eligible for Deal Extension or Re-registration.

Partner Requirements:

- The Partner must be an incumbent, meaning having done business with the end user in the past 12 quarters.
- The Partner must be Gold, Platinum, or Titanium level.

Renewal Deal Registrations are submitted via the [Netwitness Partner Communities](#). You will need an active account to access the [Netwitness Partner Communities](#).

FREQUENTLY ASKED QUESTIONS

Below are some common scenarios for Incremental and Value deals, along with guidelines to assist in determining eligibility.

1. A partner finds a new opportunity that has not been identified by another partner or Netwitness. Is this opportunity Incremental?

Yes: This opportunity is Incremental because the partner found the opportunity and brought it to Netwitness. Since Netwitness did not have this opportunity on forecast, and another partner has not identified the opportunity, it is Incremental.

2. One customer has two projects happening and is working with different partners, A and B, on each of these separate opportunities. In fact, Partner A has already registered the first project with Netwitness. Now Partner B is submitting a request to register the second project. Netwitness has no knowledge of this project. Is this opportunity Incremental?

Yes: Since these are separate projects, they are different opportunities, even if Partner A and B are positioning the same product. Partners register a particular opportunity, not an account. No other partner has yet identified the opportunity Partner B is working on, so it qualifies as an Incremental opportunity also.

3. There are two partners, A and B, actively involved with a customer on a particular opportunity. Partner A is working on the opportunity and has not informed Netwitness.

Partner B registers the opportunity. Netwitness has no prior knowledge of this opportunity. Is this opportunity Incremental?

Yes: In this case, the opportunity is Incremental. Partner A has not yet identified the opportunity, so Netwitness would have no way of knowing about their involvement. Since Netwitness was previously unaware, it is Incremental, and the registration can be granted to Partner B.

4. A partner provides Netwitness with a list of account names, which is scrubbed to eliminate any existing Netwitness customers. From the remaining accounts on the list, Netwitness arranges and schedules a call blitz with the partner. The partner follows up with several customers and submits a deal registration request for each to Netwitness. Are these opportunities Incremental?

Yes: These are Incremental opportunities because the project is a result of partner-provided account names. Netwitness involvement in the call blitz would be considered an investment rather than Netwitness own opportunities.

5. Partner A is working on an opportunity and involves Netwitness. Although they intend to register the opportunity, they have not yet done so due to travel conflicts. Partner B finds the opportunity and submits a Deal Registration request to Netwitness. Is this opportunity Incremental?

No: In this case Partner A has already involved Netwitness and is therefore aware of the opportunity. Partner B's registration would be declined. Although Partner A should have registered right away to ensure their protection, there were circumstances that interfered with that process. A future registration request from Partner A would be approved or declined at the discretion of Netwitness.

6. Netwitness is aware of an opportunity. A partner attempts to register the opportunity. Is this opportunity Incremental?

No: Although the partner found this opportunity, Netwitness was already aware of it and involved in the opportunity. This being the case, it is not an Incremental opportunity, and no upfront discount would be considered. It can, however, be registered as a Value Deal Registration.

7. Partner A has an approved deal registration for an opportunity. Partner B becomes involved in the opportunity and submits a registration request. Is Partner B eligible for a deal registration?

No: Another partner has already identified the opportunity with Netwitness. Registered partners have protection that prohibits other partners from receiving any non-standard pricing on the opportunity. Although Partner B may still compete within the opportunity, no registration and no

special pricing discounts will be granted to anyone other than Partner A.

8. Partner A and Partner B are both working with the same Customer, but Partner A is qualifying a different product from the one Partner B is qualifying. Is Partner B eligible to deal register the opportunity?

Yes: Although both Partner A and Partner B are working with the same Customer, each case is eligible for incremental Deal Registration since the opportunities are with two different Netwitness products.

9. A Netwitness sales representative finds a new opportunity. They fill out a lead form and involve a partner on the opportunity. The partner submits a registration request. Is this opportunity Incremental?

No: The partner did not find the opportunity. Netwitness had already identified the opportunity and involved the partner after the fact. This being the case, Netwitness was already aware of the opportunity, and it would not be considered Incremental. The registration would be approved at Value deal registration.

10. Partner A's existing deal registration for a particular opportunity has expired. Partner B is now involved in the opportunity and submits a request to register the opportunity, since Partner A's has expired. Is this opportunity Incremental?

No: Although the existing registration has expired, the opportunity is no longer considered Incremental because it has already been identified by another partner. It would be considered a Value Deal Registration.

11. Partner B submits a request to register an opportunity they are working on. Partner A does not have the opportunity registered, although A had previously requested non-standard pricing on the same opportunity by submitting a Special Pricing Request to their Netwitness Distributor. Is this opportunity Incremental?

No: This would not be an Incremental opportunity because it has already been identified by another partner. No registrations would be approved since it is not Incremental and cost relief has already been provided to another partner. In this case, however, other partners can submit for cost relief to better compete with Partner A.

12. Partner A discovers an opportunity with one of their subsidiaries and submits a request to register the opportunity. Is this opportunity Incremental?

No: To be eligible for deal registration, the opportunity must not be within Partner A's own company or with one of their subsidiaries/federated companies.

DEAL REGISTRATION PROCESS

Registration

Deals must be registered in the opp, via [Netwitness Partner Communities](#)

Confirmation

Confirmation email is received. (This does not indicate acceptance)

Validation

Deal information is validated internally.

Decision

If approved, deal reg. code is communicated. If rejected, reason for rejection provided.

Deal Won

Order placed via distribution with valid deal registration code attached.
Upfront discount applied.

About NetWitness

NetWitness provides comprehensive, yet flexible, and highly scalable threat detection, investigation and response capabilities for the largest organizations worldwide. The NetWitness Platform delivers complete visibility combined with applied threat intelligence and user behavior analytics to detect, prioritize, investigate threats, and automate response. This empowers security analysts to be more efficient and stay ahead of business-impacting threats.



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