



## Trustwave Channel Partner Rules of Engagement

Trustwave values our Channel Partners, and it is our goal to cultivate strong relationships, build trust, and help our partners grow their businesses. Trustwave's global partner program, PartnerOne, delivers award-winning cybersecurity products and services, along with enablement tools, go-to-market resources, and partner support.

To minimize channel conflict related to sales opportunities and client engagement, Trustwave has developed these Channel Partner Rules of Engagement. Situations not described or defined below will be handled on a case-by-case basis with the channel partner(s).

### Our Commitment to You:

- Trustwave is a channel-neutral organization. Therefore, once your registered opportunity has been accepted, our direct sales team will work with our channel account managers and you to win your opportunity. Trustwave will not share information between partners or between separate types of channels.
- Trustwave offers price parity across our indirect channel partners for like-for-like services and products.
  - Note: In some circumstances, Trustwave may offer discounts or one-off pricing to help progress or win an opportunity, through a pre-approved commission reduction or price reduction of our services or products, or combination of both.
- Trustwave will make every effort to maintain contact with you through the stages of an open opportunity and any renewal process. If we are unable to reach you or someone from your organization, we will continue to progress the opportunity to ensure we are supporting and prioritizing the client.

### **PartnerOne Portal Deal Registration:**

- Trustwave requires all channel partner-led opportunities be entered into our PartnerOne deal registration portal at <https://trustwave.ziftone.com/>.
  - Note: If you do not have access to the portal, you can request access on the home page. We aim to grant access within 24 hours, but more urgent requests for access may be sent to [partneronesupport@trustwave.com](mailto:partneronesupport@trustwave.com).
- Deal registration guarantees that if this is the first time the opportunity has been seen by our organization it locks out other partners.
- The partner channel team will review your deal registration and approve or decline it within 72 hours, based on their ability to reach you and confirm the accuracy of client and opportunity details.
- Once we approve the deal, you "own" the opportunity. However, if you do not contact us within 30 days, our deal registration commitment to you expires and the applicable client opportunity may be moved to "open" status.
- On the other hand, if we reject the deal, you may appeal the decision to your channel account manager.
- We ask that you, as the client's trusted advisor, introduce Trustwave as soon as the deal registration is approved so that we may further scope the project and determine if there are additional or other services required.
- If a deal is registered for the same opportunity from more than one partner, the internal channel team will determine ownership based on original submission date, approval date, and communications with the partners.
  - Note: Due to the setup of our deal registration portal, it would be difficult to submit a deal registration with an incorrect account name, resulting in a duplicate opportunity. If by chance this occurs, the same rules above apply.
- If a third party is required to enter a deal registration on your organization's behalf (i.e., a TSD), Trustwave relies on the accuracy of the information provided by that third party and representative of your organization, and all rules of engagement still apply.

### **Standard Engagement Guidelines:**

- Channel partners must enter all quote requests into our deal registration system within the PartnerOne Portal.
- The channel partner will work with the Trustwave sales team to facilitate meetings with clients throughout the initial sales cycle and then through the term of the relationship.
- The Trustwave direct sales and channel teams will work with the channel partner to help progress any open opportunities and renewals.
- You must demonstrate influence and an ongoing relationship with the client and participate throughout the Trustwave sales process (both for new and existing relationships) to ensure full residual compensation.
- If sales expand with an existing client, the channel partner must demonstrate that they directly influenced the additional services or offerings to receive compensation for those expanded services or offerings.
  - Note: In certain cases, another partner or our direct sales team may sell expanded services or new offerings to an existing client, and the original partner will not receive additional compensation, if we determine the original partner had no influence on the expansion.
- If a client wants to transact through Microsoft Azure Marketplace, an agreement must be in place between the partner, the client, and the TSD or distributor if they are directly contracted with the partner. The opportunity must still be submitted through our deal registration portal.
  - Note: Once a deal has been sold under a select TSD or Distributor, Trustwave will not move clients to another TSD or Distributor.
- If a client would like to request to move from one partner to another, or from our direct team to a partner, a formal written request can be sent to [SalesGPLeaders@trustwave.com](mailto:SalesGPLeaders@trustwave.com) and include reason for change and services/products they would like moved. We will review each request on a case-by-case basis. If we approve the transfer, we will not transfer any residual compensation or commission for services or products already sold to the new partner.

### **Disputes and Escalations:**

- It is Trustwave's goal to be fair, transparent, and impartial to all our channel partners. In the event of a dispute or escalation related to Trustwave's rules of engagement, please contact your channel account manager. If they are unable to resolve this dispute, please email [SalesGPLeaders@trustwave.com](mailto:SalesGPLeaders@trustwave.com) outlining terms of the dispute, including client name, dispute details, and any other partner or direct team involvement.