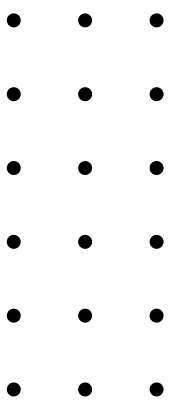




June 2023

# PARTNER PROGRAM GUIDE

IMPELIX IMPACT Platform



# Table Of Contents

**03** Program Objectives

**04** Partner Onboarding

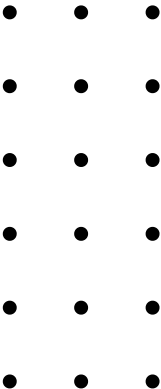
**05** Program Benefits

**06** Training/Support

**07** Deal Registration / Renewals

**08** Marketing Development Funds

**09** Contact Information



# PROGRAM OBJECTIVES



## Partners First

Our Partners are our first priority and goal is to drive their success.



## Strong Partnerships

Building relationships through co-branding and marketing efforts.



## Drive Enablement

Providing industry leading solutions to help partners stay competitive.



## Training Support

Outcome Based Training Paths  
On going Partner Support

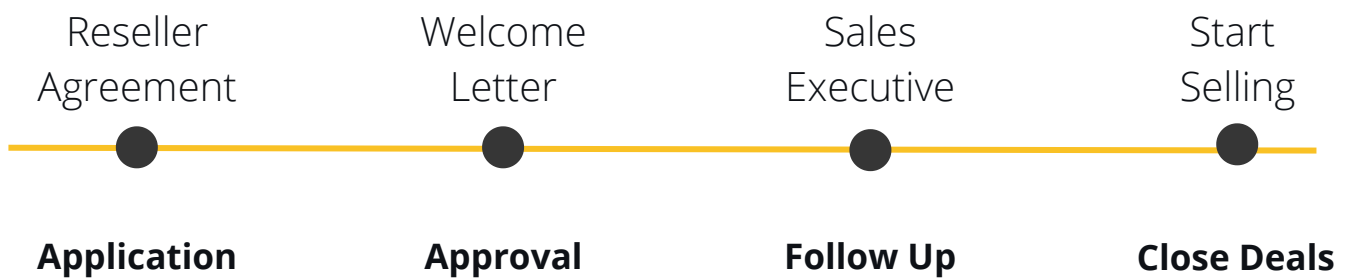
Impelix is excited to introduce our Partner Program, designed to help partners expand their business and reach new customers while providing them with high-quality products and exceptional customer service. This program offers various benefits to our partners, including training, marketing support, deal registration, and more. We believe in building long-term partnerships with our channel partners and working together to create value for our customers.

The Impelix Partner Reseller Program is a document to support the Impelix Reseller Agreement. This document is designed to define the obligations, requirements, and benefits of the Impelix Reseller Program to provide support in the partner relationship. A comprehensive description of the necessary definitions can be found in the Reseller Agreement.

The Reseller Program will enhance the program and communicated said updates through means of email distribution and Marketing newsletters. Resellers will have a reasonable period of time to implement changes by Impelix within 30 days of communication date.

# Onboarding Process

Fast and simplified onboarding process.



- 1.) Prospective partner requests application to program. Upon approval access to Impelix Partner Portal is granted to registered user.
- 2.) Partners will then have access to training materials, sales decks and view the progress of their deals through the Impelix Partner Portal.
- 3.) Sales Account Executive will follow up with correspondence upon deal approval.
- 5.) Complete Assigned Training Path
- 4.) Once a deal is registered through the Impelix Partner Portal the partner will receive a notification that their deal has been received and can monitor progress through the portal.

# Program Benefits

	Referral	Reseller
<b>Margins and Renewals</b>		
Deal Registration		✓
Renewal Incumbency		✓
Demo/POV		✓
Internal Use Discounts	✓	✓
<b>Sales Enablement</b>		
Access to Partner Portal	✓	✓
Subscription to Newsletter	✓	✓
Designated Business Partner Manager		✓
<b>Marketing Support</b>		
Online Marketing Tools	✓	✓
Co-Branding Materials		✓
Proposal Based MDF		✓
<b>Training and Education</b>		
Sales Training		✓
Technical Training		✓
Access to Sales Engineer		✓
<b>Incentives</b>		
Eligible for SPIFFs		✓
Rebates tied to Business Goals		✓

Impelix Partner Programs recognize partnerships based on value and volume of opportunities. The more opportunities and investment will result in greater rewards.

# Training & Support

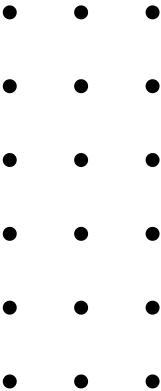
## Training and Certification

Our partners will have access to our training and certification programs to help them develop the skills necessary to sell and support our products effectively. We offer a variety of training options, including online courses, webinars, and in-person training sessions.

## Technical Support

We provide technical support to our partners, helping them resolve any technical issues their customers may encounter. Our technical support team can be reached via phone or email.

Feature	Enterprise Edition
Technical Support Requests	Unlimited
Designated Support Contacts	Up to 3
Web Support Portal URL	servicedesk.impelix.com
Email Support Address	cyrvant_support@impelix.com
Telephone Support Number	1-888-311-3002
Support Availability	8:00 a.m. – 5:00 p.m. ET (GMT-5) excluding weekends and holidays



# Deal Registration & Renewals

## Deal Registration

Registering your Impelix sales opportunity allows the Impelix sales team to work closely with your organization instead of your competitors, providing you with the resources you need to close the opportunity.

Our deal registration program allows our partners to register their opportunities, giving them exclusive access to support from our sales team. Our partners can register their deals via our online portal or through the Order Form, and once approved, they will receive support from our sales team, helping them close the deal successfully.

## Renewal Guidelines

At Impelix, we value customer satisfaction and strive to provide a seamless experience during the renewal process. Impelix will engage the customer and the partner of record 90 days before the expiration date of their contract to initiate the renewal process.

1. The partner of record will have a 30-day window to engage the customer and complete the renewal process. If the partner of record fails to engage the customer during this window, Impelix reserves the right to engage the customer and complete the renewal process.

2. If a customer expresses interest in purchasing Impelix solutions from a non-incumbent partner, Impelix will consider providing equivalent pricing on renewal quotes. However, the customer must provide a written message from a Proper Authority indicating their interest in purchasing from another partner, and the incumbent partner will have 48 hours to cure any satisfaction issues prior to the quote being delivered to the non-incumbent partner.



# Marketing Development Funds

Partners with provided business plans and opportunity commitments are eligible to receive MDF to support pipeline and revenue generation activities.

Proposal based and not accrued or earned by a partner as a percentage of their revenue.

Partners submit a request for funds to Marketing for approval at [marketing@impelix.com](mailto:marketing@impelix.com)

Claims for reimbursement must be submitted for approval with 30 days from activity end date identified on the Request.





# Contact Information



+1-888-311-3002



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