

Third Party Network Program



The new **CEIA USA Third Party Network Program (CEIA USA TPNP)** is a multi-tiered model with three levels. Each level offers access to a variety of benefits that help develop expertise and increase the capability to sell and deliver CEIA and CEIA USA technologies.

Features:

- ▶ The new CEIA USA TPNP includes three (3) levels: **Agent, Reseller** and **Partner**
- ▶ The program framework includes new requirements for consideration and third party acceptance.
- ▶ Rules of engagement and compliance requirements to maintain good standing.
- ▶ Guidelines for CEIA USA to resolve third party conflicts and dispute resolution.
- ▶ A TPNP Deal Registration Portal as a central location for an **Authorized Third Party (ATP)** to register deals.

Deal Registration Overview

Authorized Third Party **Resellers** and **Partners** are invited to submit prospective opportunities through the TPNP Deal Registration Portal. If a proposed deal qualifies under the program, it will be considered a registered opportunity.

How it works:

- ▶ ATPs are welcome to register a deal via the TPNP Deal Registration Portal that meets the CEIA USA Third Party Network Program criteria.
- ▶ If the deal registration is approved, the ATP receives a notification.
- ▶ Registered deals are valid for 90 days after approval.
- ▶ A registered deal is eligible for a one term (90 day) extension at CEIA USA discretion, in accordance with the program and that the third party is working actively in good faith to drive the deal to closure.



Accessing the Portal:

An ATP needs to register via the [TPNP Deal Registration Portal](#) and must be in active status to participate in deal registration. CEIA USA may provide access to the portal at our discretion, and access may be revoked at any time.

Deal Registration Policies

Program Eligibility & Administration

- ▶ The **Third Party** must be a CEIA USA **Authorized Third Party** (ATP) to qualify for the Program.
- ▶ The **ATP** must be in good standing and compliant with the CEIA USA Third Party Training Program.
- ▶ The **ATP** must register eligible sales opportunities via the CEIA USA TPNP Deal Registration Portal.
- ▶ The **ATP** must adhere to complete program guidelines via the current CEIA USA Third Party Network Program Guide (DOC-MKTG-0056).

Program Benefits

| BENEFITS | PARTNER | RESELLER | AGENT |
|------------------------------------|---------|----------|-------|
| SALES SUPPORT | | | |
| Deal Registration | ⊙ | ⊙ | |
| Competitive Discount | ⊙ | ⊙ | |
| Channel Manager assigned | ⊙ | Shared | |
| Renewal Tracking and Alerting | ⊙ | ⊙ | |
| Not-For-Resale Demo Program | ⊙ | ⊙ | |
| Promotions & Rewards | ⊙ | ⊙ | |
| MARKETING SUPPORT | | | |
| Access to Joint Marketing Programs | ⊙ | ⊙ | |
| Provide Qualified Leads | ⊙ | ⊙ | |
| Access to Marketing Campaigns | ⊙ | ⊙ | |
| Channel Marketing Manager | Shared | Shared | |
| COMMUNICATION | | | |
| Webinars | ⊙ | ⊙ | |
| Third Party Network Program Portal | ⊙ | ⊙ | ⊙ |

⊙ = Applies

For more information, including the complete Third Party Network Program Guide, contact your CEIA USA Regional Sales Representative at:
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