F5 Partner Central Portal Launch Training

FOR PARTNERS

You Spoke, and We Listened!

NEW F5 PARTNER CENTRAL OVERVIEW

We received direct feedback that you need more enablement tools, more automation, and more visibility into account and deal progress.

Key Features of the New Platform Include:

- Personalized experience based on theater, partner type/tier, and role
- Visibility into deal registrations and accepted deal forwards
- Partner opportunity management and deal collaboration
- Curated role-based content

Agenda: F5 Partner Central Portal

New F5 Partner Central Portal Overview

The Partner Portal Experience

F5 Partner Central Sales Processes

- Deal Registration
- Deal Forward
- Opportunity Management

Next Steps

Partner Roles

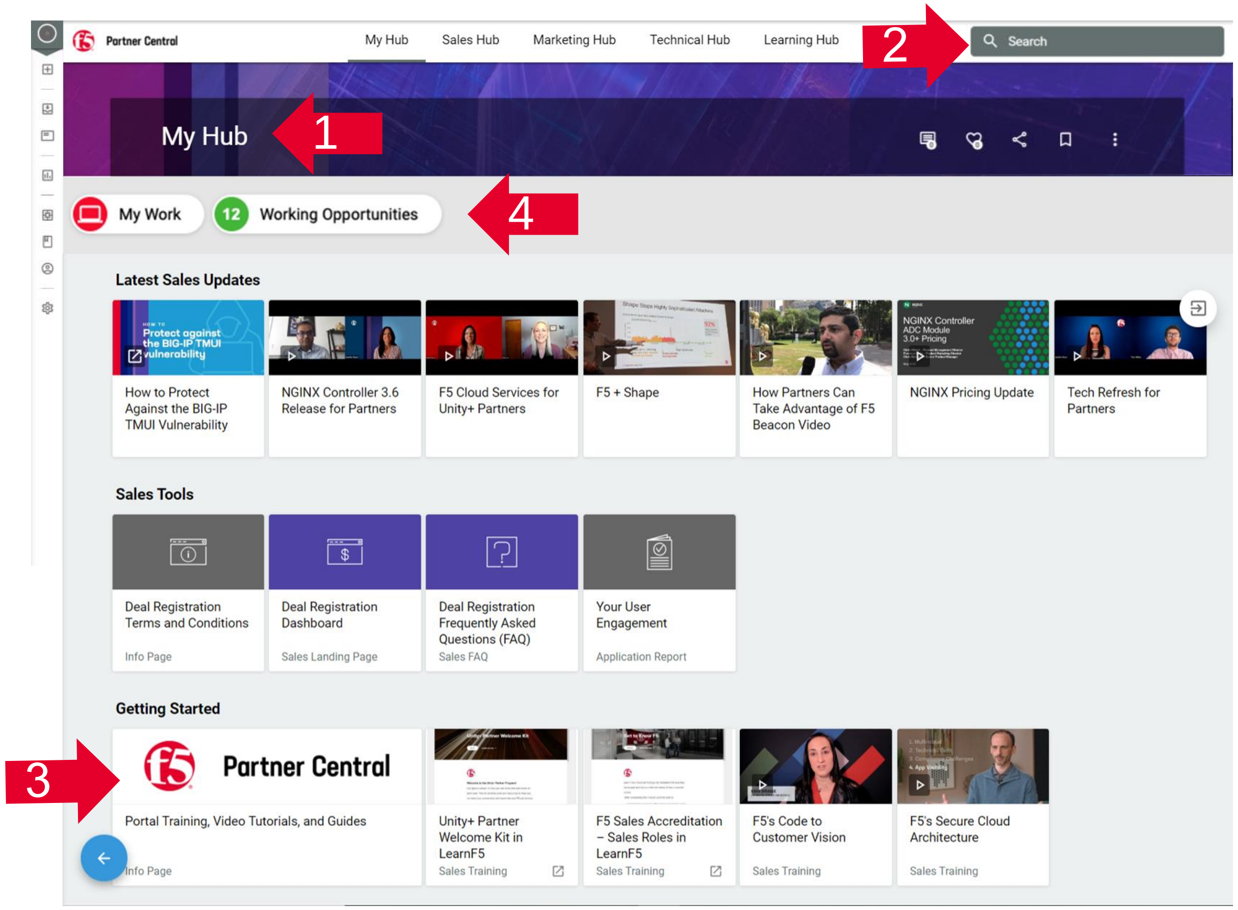
NEW F5 PARTNER CENTRAL OVERVIEW

ROLE	RESPONSIBILITIES
Sales	• Sales rep on an opportunity • Responsible for deal registrations, deal forwards, and opportunity management
Technical	• Technical resource on an opportunity
Marketing	• Manages marketing activities for the partner • Manages co-marketing activities with F5
Principal	• Primary contact at the partner • Executive responsible for the F5 relationship
Partner Admin	• Adds/removes contacts for the partner • Manages role assignments for the partner • May be assigned in addition to other roles
User Impersonation	• Registers deals and accepts deal forwards on behalf of partner sales reps • May be assigned in addition to other roles

My Hub

THE PARTNER PORTAL EXPERIENCE

1. **My Hub** is where you'll access content and collateral curated just for you including updates to help you stay on top of our latest offerings and F5 news, tutorials and training to help you get started, and curated Resources.
2. Use the **Search** bar to find content by tag or keyword. Filter your search to drill down to what's most useful for you.
3. Content is listed on a page within widgets
4. The **Key Actions** bar at the top of the page will display any pending or working items for which you are a collaborator.

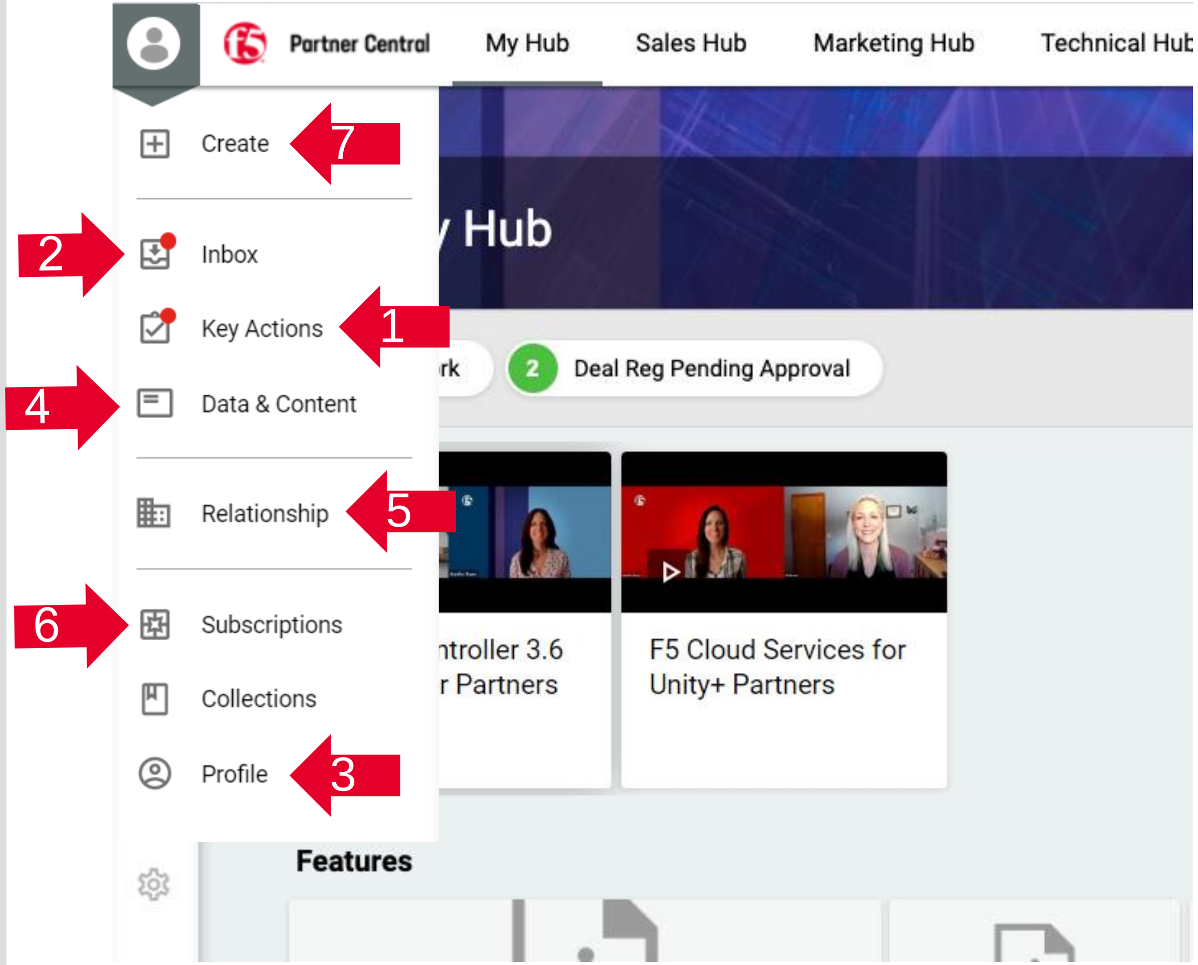


SOURCE: INFORMATION EXAMPLE

Left Navigation Bar

THE PARTNER PORTAL EXPERIENCE

1. **Key Actions** can also be viewed here.
2. **Inbox** shows received notifications. A red dot indicates new items have arrived.
3. **Profile** allows you to maintain your portal settings and preferences.
4. **Data and Content** shows your set of My Work. A red dot indicates you have unresolved work.
5. **Relationship** shows your company's profile, and any content shared with you by your F5 Partner Account Manager.
6. **Subscriptions** lists the Interests you have created. **Collections** lists the Collections you have created.
7. **Create** allows you to create content to share with your partners.



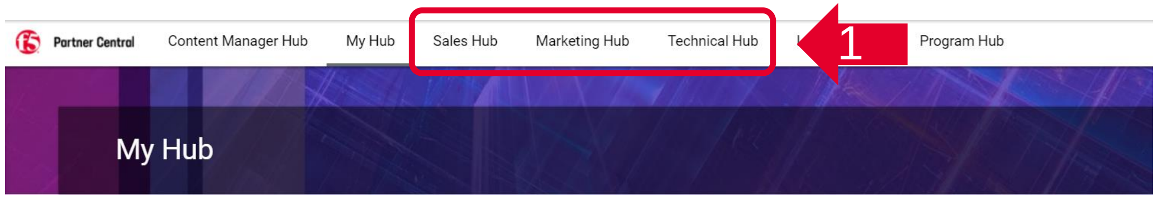
SOURCE: INFORMATION EXAMPLE

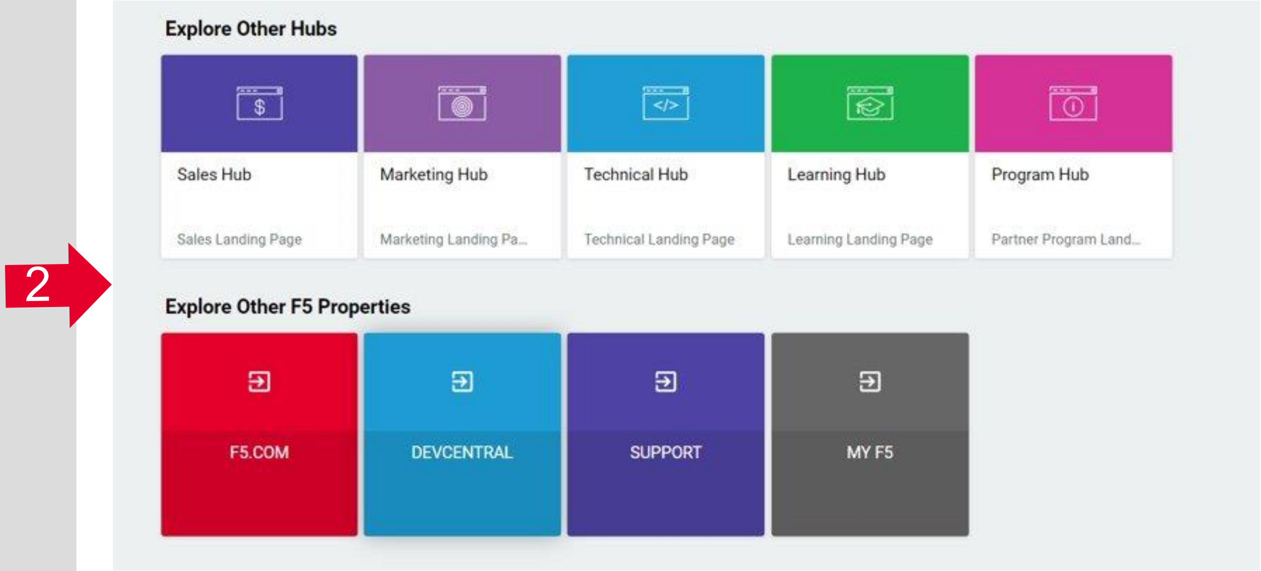
Portal Navigation

THE PARTNER PORTAL EXPERIENCE

1. To access content not contained in your My Hub experience, just visit the Sales, Marketing, or Technical Hub to browse those resources.

2. The bottom of each portal page makes navigating to other portal hubs and F5 properties easy.



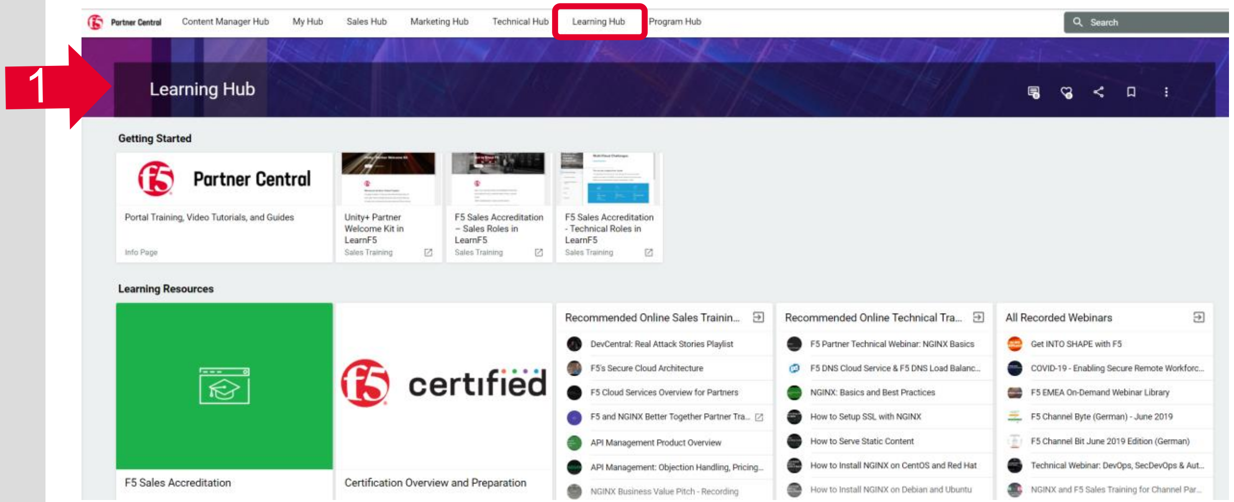


SOURCE: INFORMATION EXAMPLE

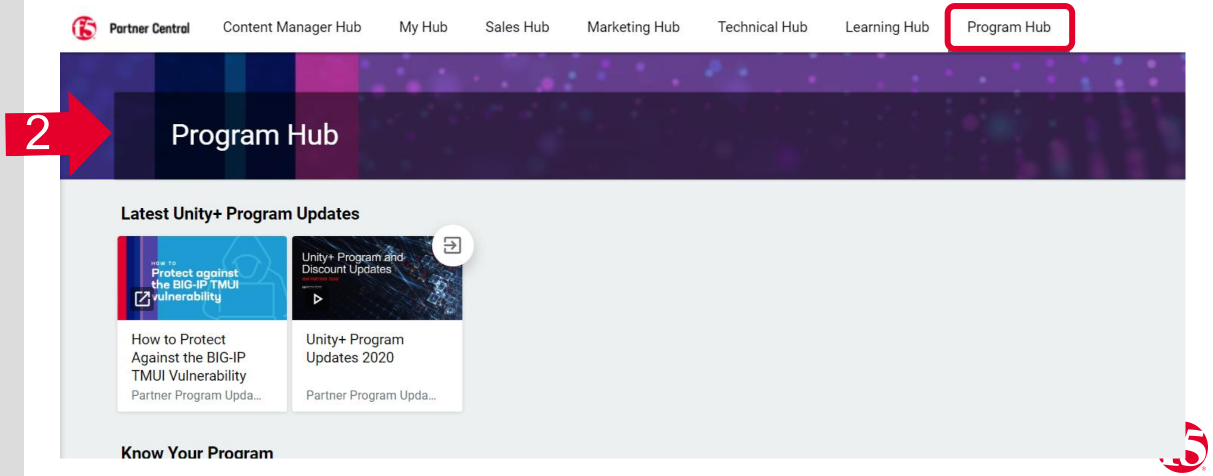
Portal Navigation

THE PARTNER PORTAL EXPERIENCE

1. The Learning Hub has more information on Unity+ Accreditations, F5 Certifications, and other training opportunities.

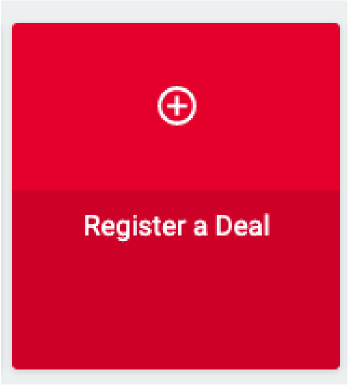


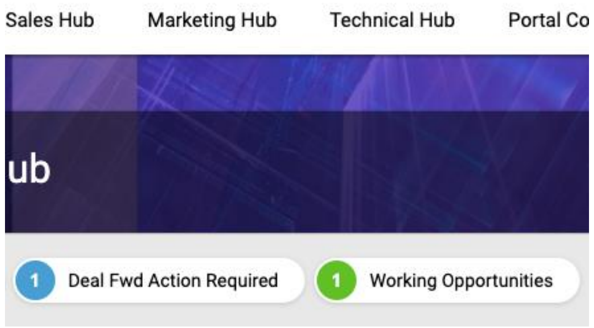
2. The Program Hub is where you'll find everything you need to know about the Unity+ Program.

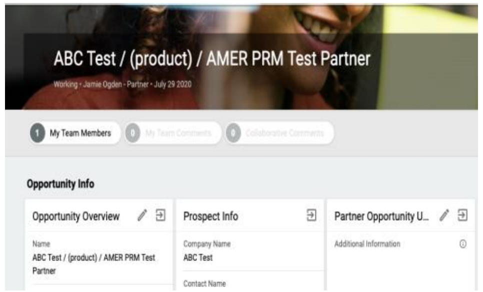


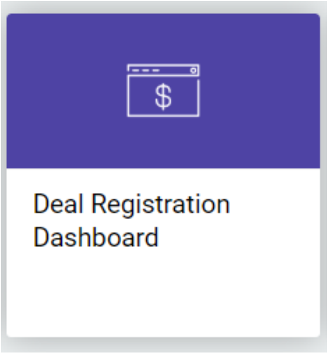
Deal Registration Process

F5 PARTNER SALES PROCESSES









- Click **Register a Deal** on MyHub and complete form
- Deal has a status of *Pending Deal Registration*

- Email notification received when deal is approved by F5
- Click on **Working Opportunities** on MyHub to view and manage your opportunity

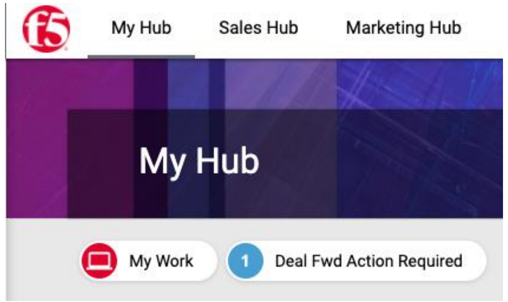
- Add to **My Team Members** to add collaborators on your opportunity.
- Work with your F5 Account Manager to advance your opportunity

- Email notification received when deal is *Closed Won* or *Closed Lost*
- View all deals and opportunities and their statuses in the Deal Registration Dashboard on MyHub

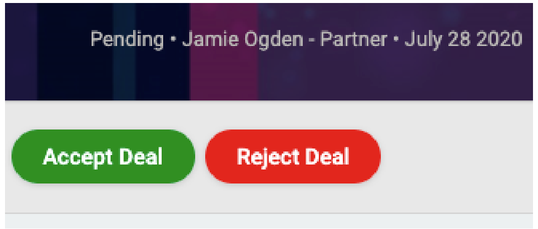
SOURCE: INFORMATION EXAMPLE

Deal Forward Process

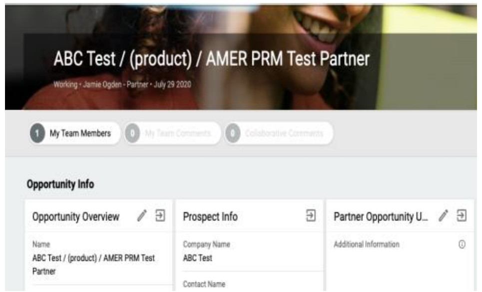
F5 PARTNER SALES PROCESSES



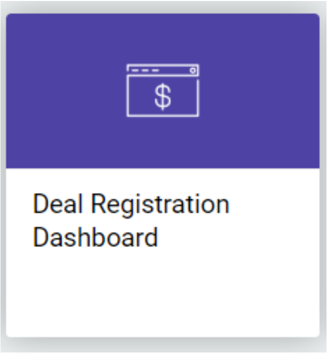
- Email notification received
- Click on link in notification or click the **Deal Fwd Action Required** button on MyHub to view deal



- Click on Accept Deal or Reject Deal
- If accepting, agree to the terms and conditions and select from the list of approved distributors in the customer's country



- Email notification is received when deal assignment is completed by your F5 Account Manager
- Add collaborators and work with your F5 Account Manager to close the opportunity

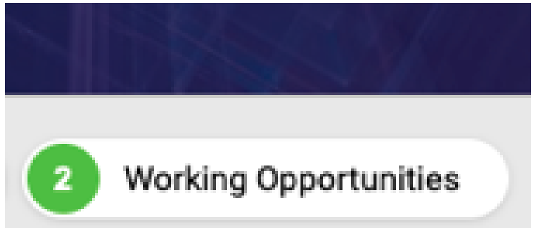


- Email notification received when deal is *Closed Won* or *Closed Lost*
- View all deals and their opportunities and their statuses in the Deal Registration Dashboard on MyHub

SOURCE: INFORMATION EXAMPLE

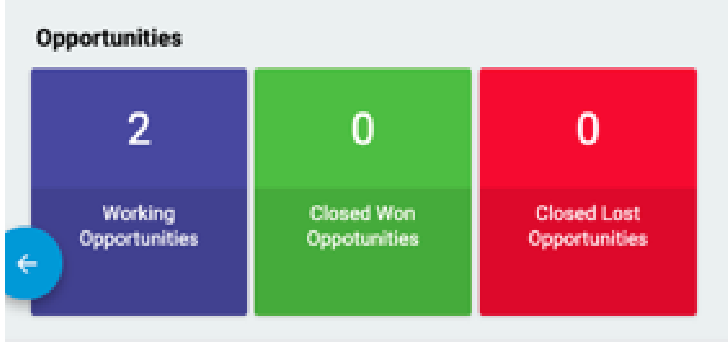
Opportunity Management Process

F5 PARTNER SALES PROCESSES



- Email notification received
- Click on link in notification or click the **Working Opportunities** button on MyHub to view opportunities

- Click on opportunity to update **Registered Products**, **Solutions**, or provide **Additional Information**
- Use **Opportunity Overview** to supply distributor with *Deal Registration ID* or *Deal Reg Expiration* if needed



- Click on Registration Dashboard on My Hub page to review status of opportunities

Next Steps

Login and explore!

- Browse **My Hub**
  - Start by checking out the **Latest Updates**.
  - **Getting Started** highlights important assets to help you utilize the portal and maximize your F5 partnership.

Terms and Definitions

NEW F5 PARTNER CENTRAL OVERVIEW

TERM	DEFINITION AND USES
Hub	• Portal page with content organized by a specific topic, such as My Hub (personalized landing page by role), Sales, Marketing, Technical, Learning (training materials), and Program (policies and procedures, benefits, incentives, etc.)
Notification	• An email sent to you with a portal link when an event occurs that is assigned to you. • You may view notifications in your Inbox within the portal • You may define the frequency of notification delivery in your Profile*
Interest	• A subscription to a topic that is specific to you • When new content is added that meets your criteria, it will display first within your interests • You may define multiple interests
Collection	• A set of content items that you wish to retain for future reference • You may define multiple collections • You must explicitly add or remove content in a collection
Widget	• A content item on a portal page that may be clicked to view additional detail • Widgets have controls depending on the type of content (Play button for video, Download button for documents, etc.)

Terms and Definitions

NEW F5 PARTNER CENTRAL OVERVIEW

TERM	DEFINITION AND USES
Profile	• Your personal profile, where you define your preferred language and time zone, content viewing preferences, and notification preferences.
Owner	• The portal user that has responsibility for a content or data item in the portal. • A partner sales rep with the Sales role is the Owner of a Deal data item for their assigned deals.
Collaborator	• A portal user allowed to view and/or update a content or data item as specified by the Owner • Your assigned Partner Account Manager is automatically assigned as a Collaborator on your Deals, Deal Forwards, and Opportunities in order to assist you
My Team	• Other contacts within your organization that also have profiles within the F5 Partner Central Portal • My Team is restricted to only members of your organization
My Work	• The set of Key Actions, Data, and Content that are specific to you
My Data	• Deal Registrations and Deal Forwards that you are currently working (e.g. Deal Reg Pending Approval, Deal Forward Pending Approval)
Key Actions	• Actions that have been assigned to you and require your response (e.g. Accept Deal Forward, Reject Deal Forward)