



Together, we secure business

Thales Accelerate Deal Registration Guide

Thales Accelerate Deal Registration Program Guide

The Thales Accelerate Deal Registration Program is designed to increase our partners' profitability by rewarding Resale Partners and providing them a strong, competitive advantage when they bring new business opportunities to Thales and register deals through the [Thales Accelerate Partner Portal](#).

Benefits

Partners who proactively generate, register, and close qualifying new deals for Thales are rewarded with a deal-based position with Thales called "Preferred Partner", which means such partner will have access to highly competitive discounts while also providing top-notch collaboration and top priority sales support for a registered opportunity. See diagram below.



Partner Eligibility

Partners must meet the following eligibility criteria for the Thales Accelerate Deal Registration Program:

- > **Resellers** - Must be an approved Silver, Gold, Platinum, or Global Reseller or a Global System Integrator participating in the Thales Accelerate Partner Network with an active partner agreement. The partner must also hold authorization for products intended to be registered and the sales territory in which the product will be sold.
- > **Distributors** - *Approved Distributors in specific regions are also eligible to submit on behalf of their Reseller Partners (exceptions apply). Distributors must submit on behalf of their Reseller Partner, who is approved and part of the Thales Accelerate Partner Network, and comply with all terms and conditions set throughout this document.

- > **Deal Registration Program Terms and Conditions Acceptance** - The partner must understand, accept, and adhere to the Thales Accelerate Deal Registration Program Terms and Conditions specified in this document.
- > Per Thales code of conduct, the partner will participate in the Deal Registration Program in an honest and good faith manner. Any significant breach of conduct will result in deal registration disqualification and or termination of the partnership.
- > Applicable to all Value Added Resellers who are in good standing with Thales, except Enrolled Resellers.
- > Partner has necessary certifications and authorizations to sell the applicable products. The partner must hold a minimum of one Pre-sales Technical Professional Certification (PSTP).
- > The partner must have and maintain the appropriate resources to support the customer on that specific deal, such as but not limited to, proven expertise, an existing relationship with the customer, and the necessary financial capacity to purchase the entire solution for the deal.

Product and Deal Eligibility

Partners must only register deals that are comprised of the program eligible products; deal registrations submitted for unqualified products specified in the [Ineligible Products](#) section will automatically be declined. To qualify for the Preferred Partner benefits, the partner with the approved deal registration must purchase eligible products from the authorized distributors indicated on the deal registration form in the [Thales Accelerate Partner Portal](#).

*Approved Distributors who are eligible to submit deal registrations are determined by Thales. Please contact your Regional Channel Programs Team for more details.

Eligible Products

The Thales Accelerate Deal Registration Program applies to all Thales CPL product orders, including initial SafeNet Trusted Access (STA) projects (except product and services specified under [Ineligible Products](#) section). STA Re-subscriptions resulting from active sales are also eligible, but subject to Thales approval.

Ineligible Products

The Deal Registration Program *does not* apply to maintenance, maintenance renewals, professional services, customer or partner trainings, or Data Protection on Demand (DPOD) deals.

Deal registration is not required for deals with list price below USD/EUR/GBP 5K in EMEA and APAC Regions. For the Americas region, deal registration does not apply for deals under 5K USD.

Deal Eligibility Criteria

In order to qualify for deal registration benefits, the opportunity must meet all of the following criteria:

- > **Channel Generated** - The deal must have been identified and qualified by a partner, and must be registered via the [Thales Accelerate Partner Portal](#). Deals identified by Thales and passed on to partners are not eligible for deal registrations. (Exclusions may apply to marketing leads dispatched to partners).
- > **First to Register** - The partner must be the first to submit the deal registration with complete and accurate deal information that has been formally accepted by Thales.
- > **Net New Opportunity** - The registered deal must meet *any* of the following conditions:
 - Registered opportunity is with a net new customer
 - A net new project with an existing customer
 - An opportunity with an existing customer who has not purchased from Thales in the past twelve months
 - A different purchasing location of an existing customer
 - A competitive product is being displaced by a Thales solution
- > **The opportunity has not been provided by the Thales sales team.**
- > **Single Sale Opportunity** - The registered deal must be for a specific project for a stated customer, not a company-wide registration. A partner is not granted exclusivity to a customer.

- > **5K Deal Size** - The estimated deal value with list price below USD/EUR/GBP 5K in EMEA and APAC Regions are not required for deal registration, it applies automatically. For the Americas region, the estimated deal value must be above USD 5K.
- > **Special Pricing Clause** - Non-standard priced deals are not eligible for additional deal registration discounts.

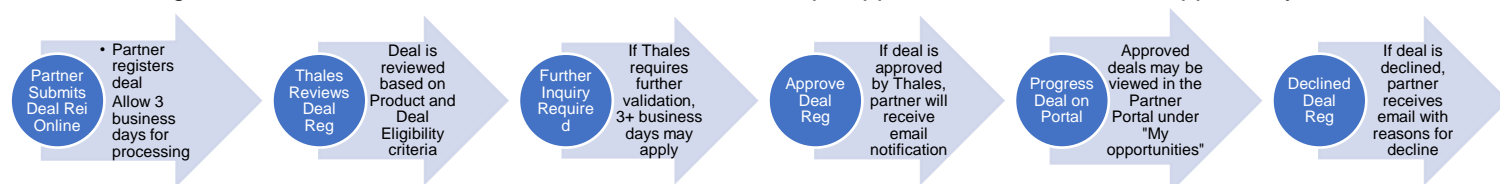
Program Rules and Requirements

The registered deal must comply with the following requirements:

- > **Online Submission** - All deal registration applications must be submitted through the Deal Registration Tool, which is accessible via the [Thales Accelerate Partner Portal](#).
- > **Deal Registration Form** - The partner must accurately complete all fields in the online deal registration form. Partner must provide sufficient information during the deal submission process that would allow Thales to clearly determine if the partner is well positioned to service the deal and customer. It is recommended partners preserve all documentation associated with the pre-sales efforts related to the registered deal for presentation if and when requested by Thales. If a Distributor is submitting on behalf of a partner, the applicable Reseller *must be* specified in the registration form.
- > **Deal Registration Validity Period** - Approved deal registrations are valid for 120 days from the deal registration approval date. For deal registration discounts to apply, the approved deal registration must be valid.
- > **Deal Registration Expiration and Extension Policy** - If an opportunity remains active after the initial 120 days, partners may request a one-time deal registration extension for an additional 120 days to give ample time to close the deal. (Subject to Thales CPL approval per business justification).
 - The partner with an approved Deal Registration may only request an extension within 30 days prior to the deal registration expiration date (Subject to Thales approval)
 - Once a Deal Registration expires, a new Deal Registration will be required for the same opportunity; once approved, an additional 120 days will apply (Subject to Thales approval)
- > **Deal Registration and Order Fulfilment** - Opportunities must be registered and approved before the order is placed.
 - A valid and active deal registration number must be provided on the Purchase Order in order to receive the deal registration discounts
 - Deals must be registered at least 30 days before the deal is closed (excludes Authentication products)
 - Purchase Orders placed with valid deal registrations that have been submitted in less than 30 days will *not* qualify for the additional deal registration discount
- > **Public Tenders** - Deals must be registered at least 30 days before RFP public announcement. Deals with an existing public request for proposal (RFP) are not eligible for Deal Registration.

Deal Registration Approval Process

Note: All partner leads are eligible for registration in the [Thales Accelerate Partner Portal](#), but only qualified deals that meet all the eligibility criteria specified in the [Product and Deal Eligibility](#) section will be reviewed for approval. A standard deal registration workflow is depicted in the “Deal Registration Workflow Diagram” below, exceptions may apply, depending on the complexity of the deal or partner eligibility. Once a partner has a registered and approved Deal Registration, Thales field sales teams are available to help support and close the sales opportunity.



Thales CPL Additional Deal Registration Terms and Conditions

The following terms and conditions must be accepted by partners participating in the deal registration program:

- > The submission of a deal by a partner for Deal Registration consideration signifies the acceptance of the Terms and Conditions of this program as described in this document.
- > Thales CPL reserves the right to amend or eliminate this program at will.
- > Deal Registration Invalidity - For the approved registered deal, Thales products and any complimentary products may only be positioned in the customer account. An attempt to sell other competitive products for the same opportunity will void the partner's Deal Registration and the discount will be given to an alternative partner.
 - If the partner is terminated, suspended, or placed on corrective actions, all benefits for any Deal Registration submitted by the partner will be removed immediately
- > The rules and guidelines for the Thales Accelerate Deal Registration Program will be implemented as is, no exceptions.

For additional questions about the Deal Registration Program, partners may contact their respective account owner or send an email to the Regional Channel Programs Team:

- > AMER: AccelerateAMER@thalesgroup.com
- > EMEA: AccelerateEMEA@thalesgroup.com
- > APAC: AccelerateAPAC@thalesgroup.com