

Partner Incentives Need to Align to Value Activities

Reward partner's discrete role, including both transactional and non-transactional activity, to maximize ROI

Prevalence of Benefits Offered¹:

		Influence & Sell Functions					Service Functions				Build Functions		
		Co-Market	Influence	Source	Refer	Sell With	Sell For	Distribution/ Fulfill	Support	Implement (Prof. Serv)	Managed Service	Interoperate	Platform Extension/ Embedded
33%	Finder's Fee				Offered								
--	Commission						Offered						
100%	Discounts			Offered	Offered	Offered	Offered	Offered					
22%	Rebates						Offered	Offered					
56%	MDF	Offered	Offered	Offered									
78%	Training & Certifications					Offered	Offered		Offered	Offered	Offered	Offered	Offered
33%	Other Dev Funds				Offered	Offered	Offered	Offered	Offered	Offered	Offered	Offered	Offered
22%	Training Credits								Offered	Offered	Offered		

Structuring Partner Program Benefits

Partner incentive structures moving away from flat-rate discounting to role-based metrics and rewards to efficiently allocate incentives, boost partner engagement and maximize program ROI

Prevalence of Practice for Partner Program Benefits

	Prevalence %	Minimum	Average	Max
Discounts	100%	5%	33%	60%
Training & Certifications	78%	33%	67%	100%
MDF	56%	Proposal-based		
Referral Fees	33%	3%	9%	15%
PDF	33%	Proposal based		
Rebates	22%	5%	15%	25%

Incentive Structure Evolution					Frequency of Use	
Volume-Based Structure	Tier	Resell Discount			33%	
	1	% % %				
	2	% %				
Deal Involvement Structure	Tier	Base	Fulfilment	Deal Value*	Renewal	33%
	1	% %	% % % %	% % % % %	% % %	
	2	% %	% % %	% % % %	% %	
Product Mix Structure	Tier	Product A	Product B	Product C	Product D	33%
	1	% % %	%	0%	% % % %	
	2	% %	%	0%	% % %	
3	%	%	0%	% %		

*Deal Value may include Deal Registration in combination with specific value activities such as specializations, services add-ons, or leading the deal from inception to close without vendor involvement.