Forcepoint Deal Registration Guide



Forcepoint

Brochure

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Deal Registration allows all Channel Partners to formally notify Forcepoint of a partner-originated or marketing-generated sales lead via the Deal Registration system located on the Forcepoint Portal. If the sales lead meets the necessary criteria, then the Channel Partner is eligible for Deal Registration and the associated benefits that Forcepoint may make available, including the incremental Deal Registration discounts based on the Channel Partner Tier level.

Deal Registration Guidelines and Eligibility

The sales lead must be registered by the Channel Partner or their distributor through the Forcepoint Portal.

The two types of sales leads eligible for Deal Registration are

- **New:** Sales opportunity where Forcepoint has had no significant interaction with the Customer during the prior 180 days.
- **Cross-sell:** Sales opportunity where the Customer has one or more Forcepoint solutions and wants to acquire another Forcepoint solution.

The sales lead must include a Forcepoint validated sales and/or pre-sales First Action to promote Forcepoint. First Actions can include, but are not limited to

- Attending a virtual or face-to-face meeting with the Customer that includes Forcepoint personnel.
- Conducting a security needs assessment/audit or other appropriate consulting engagement.
- Installing a Forcepoint 30-day proof of concept/ evaluation.
- Conducting a Forcepoint Demo.
- Conducting a discovery/architectural workshop with Forcepoint Sales Managers to develop a first meeting deck and Customer account strategy to develop a specific opportunity within a targeted prospect account.

First Action alternatives need to be discussed with and approved by Forcepoint.

Deal Registration is applicable to the Forcepoint Product family for a specific opportunity. A Customer or an account may not be registered.

Only one Channel Partner will receive Deal Registration per Forcepoint Deal Registration Product family. For clarity, Channel Partners may continue to compete on opportunities where they do not have Deal Registration but will not receive the associated benefits that Forcepoint may make available (e.g., the Deal Registration discount).

The Deal Registration discount that Forcepoint makes available is as specified in the applicable Forcepoint quote. Included for illustration and discussion purposes only, the following discount percentages only represent Forcepoint suggested discounts. The actual discount the Channel Partner receives will be reflected in the price quoted to the Channel Partner. Please contact an authorized Forcepoint distributor for actual discounts and pricing.

Forcepoint Suggested Deal Registration Discounts

- **Titanium:** 30%
- **Platinum:** 20%
- **Authorized:** 15%



Deal Registration: Submission and Approval/Denial Process

Acknowledgement

Once the Deal Registration request form has been submitted by the Channel Partner, the Channel Partner will receive an immediate email notification that the Deal Registration request form has been received.

Validation and Approval

Once a deal is submitted, a Channel Account Manager (CAM) will review the Deal Registration request and typically respond within two business days. The CAM will confirm the First Action and begin the evaluation process. The Deal Registration request will be approved or denied based on the following

- → Whether the CAM is able to validate the First Action;
- → Whether the sales lead already exists and has been actively worked by Forcepoint within the last 180 days; or
- → Whether Deal Registration has already been approved for another Forcepoint Channel Partner.

The Channel Partner will be notified of the status of their Deal Registration request through email.

Disputes

Disputes may be escalated to the CAM, and the Channel Partner will be notified of the status through email.

Field Engagement

Once the Deal Registration is approved, the CAM will introduce the Channel Partner to the identified Forcepoint sales representative to collaborate on and define a joint plan of action to ensure an efficient and productive sales cycle. The plan will also include identifying roles and responsibilities throughout the sales cycle and how on-going relationship support is provided.

The Channel Partner with approved Deal Registration will be the only Forcepoint Deal Registered approved Channel Partner of record for the duration of the opportunity and have access to the associated benefits that Forcepoint may make available, including the applicable Deal Registration discount based on the Channel Partner Tier level.

Discretionary Discounts

If a Discretionary discount is required to meet a Customer pricing requirement, then Forcepoint may make available the same Discretionary discount in relation to all Channel Partners bidding on the opportunity.

Termination

Approved Deal Registrations may be terminated for various reasons including, but not limited to, the following

- → The Customer or Channel Partner terminates the consideration of Forcepoint Products as a possible solution;
- → The sales lead opportunity no longer meets the Deal Registration criteria; or
- → The Channel Partner is not progressing the deal or actively participating in the closing of the deal, or has not secured the necessary means (e.g., Customer procurement contract) to close the deal.

Eligibility

Channel Partners must be in good standing with Forcepoint at the time of Deal Registration request form submission.

RFx and Tenders

For a Channel Partner participating in an RFx who wants to request Deal Registration, the Channel Partner must be capable of demonstrating their fundamental involvement in the creation of the RFx/ Tender and their plan to get Forcepoint positioned to win the opportunity.

Changes

Forcepoint reserves the right to change this Deal Registration Guide at any time without notice.

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About Forcepoint

Forcepoint enables Self-Aware Data Security, an AI-native approach that helps enterprises and governments know their data everywhere, adapt to evolving risks and regulations in real-time, and protect at scale with a unified, single-policy framework. Based in Austin, Texas, Forcepoint creates safe, trusted environments for customers and their employees in more than 150 countries. Engage with Forcepoint on www.forcepoint.com, LinkedIn, Instagram and YouTube.

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