

DigiCert Certified Partner Program

Marketing Development Fund Guidelines & Policies

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Grow Your Business With DigiCert

The DigiCert Partner Marketing Development Fund (MDF) is administered as part of the DigiCert Certified Partner Program and is designed to help DigiCert Partners grow their business by selling DigiCert solutions. Designed for Platinum, Platinum Elite and Encryption Everywhere Partners, the program provides funds to top performers for a variety of activities, to help them grow market sales using a DigiCert-approved business proposal. At this time, MDF funds are only available to our Partners selling SSL products. MDF funding is not currently available to Partners reselling PKI or IoT products.

We encourage Partners to work closely with DigiCert account teams, to develop plans that will return investment quarter after quarter. For this reason, Partners must participate in go-to-market planning—including sales, marketing and development—before receiving MDF funds.

The MDF program is intended to help Partners succeed in today's competitive environment. This guide explains how to earn MDF, what to use it for, and how to navigate the process. It is the Partner's responsibility to be familiar with and adhere to these rules and guidelines.

General Requirements

Funds belong to DigiCert, and DigiCert reimburses Partners for DigiCert-approved activities at its sole discretion. DigiCert reserves the right to alter or withdraw this program at any time. However, such changes will not affect funds approved prior to any announcement. DigiCert also reserves the right to audit and verify MDF claims and request additional documentation such as proof of performance prior to payment of a claim. Partners that do not comply with the guidelines and requirements outlined may become ineligible for the MDF program for a period of time.

DigiCert reserves the right not to reimburse for activities deemed inappropriate or ineligible. In the event of a change of ownership of the Partner entity, MDF will no longer be available unless DigiCert gives prior written consent and the new owner has been granted the appropriate DigiCert Certified Partner Program status.

In the event of a Partner agreement termination, Partners will have 60 days from the notice date to submit claims for approved activities conducted prior to the date of termination. Claims submitted after the 60-day period will not be accepted. Any previously allocated funds will be forfeited.

The primary purpose of all MDF activities must be to sell DigiCert products and services. MDF is to support the DigiCert sales and marketing activities of registered Partners in the Certified Partner Program.

Programs must not be misleading or deceptive. They must not violate federal, state or local regulations. Programs must be in good taste and reflect favorably on DigiCert. All registered marks, trademarks, copyrights and disclaimers of DigiCert must be properly used as described in the DigiCert Partner Enablement Kit.

Advertisement Requirements

The DigiCert logo must appear on all collateral or advertisements and at all trade shows or other activities that DigiCert is funding. You must designate your entity as a Partner. If there are multiple sources funding the same activity, our logo must be consistent with the amount we are funding. For instance, if DigiCert is funding 50 percent and another source is funding 50 percent, our logos must be the same size.

- Ads must promote the Partner and DigiCert, or DigiCert products and Partner with non-competitive software and peripheral equipment as a total end-user solution as approved by DigiCert.
- Ads containing insufficient DigiCert product content, or not adhering to the DigiCert Certified Partner Program may not be eligible for reimbursement.

- Ads must include the appropriate Partner logo, and have the DigiCert logo prominently displayed with correct use of DigiCert trademarks.

Expiry Rules

Unused MDF allocations cannot be carried over from quarter to quarter. Funds earned must be used for a requested activity the quarter prior to the activity date by the Partner, and approved by DigiCert no later than the final day of the quarter. Requests for funding received in the same quarter of the activity will be reimbursed (if approved) the following quarter.

How to Earn MDF

MDF is only available to Platinum, Platinum Elite and Encryption Everywhere Partners in the DigiCert Certified Partner Program, unless pre-approved by a DigiCert Channel Marketing Manager. Partners are required to submit go-to-market plans prepared with their DigiCert sales and marketing account managers, prior to submission for MDF funds. At this time, MDF funds are only available to our Partners selling SSL products. MDF funding is not currently available to Partners reselling PKI or IoT products.

Funding projections are agreed quarterly, based upon the go-to-market plan and business growth objectives. This plan details revenue goals and specific activities to be executed. All requests for funds should be submitted six weeks before the start of the quarter.

Funding Programs & Allocations

Proposal-Based Funds

Partners receive funding through a proposal-based system. Here, Partners can submit requests for funding for review and approval by their Regional Channel Marketing Manager at their discretion. Proposals will be evaluated based on:

- Project details submitted, including campaign start and end dates, program type, brand focus and sales objectives
- Platinum, Platinum Elite or Encryption Everywhere status in the DigiCert Certified Partner Program
- Quarter funding request form completed prior to the activity start date
- Go-to-market (GTM) plan completed with Account Manager and approved by channel Marketing Manager
- Up-to-date Partner branding requirements
- Current with DigiCert invoices (none past due)

Important Note

Qualifying activities will be funded at the discretion of the DigiCert Channel Marketing Manager. Funding is not guaranteed. DigiCert reserves the right to adjust the dollar amount of funding.

Approved MDF Activities

Subject to Appendix A – MDF Activity Details, here are some examples of how MDF funding may be used:

API Integration

Integrate an Application Programming Interface (API) with the DigiCert internal Partner portal.

Lead/Demand Generation Programs

Generate sales leads to acquire new customers and to upsell or cross-sell DigiCert products to existing customers.

Marketing Materials

Create co-branded marketing materials to promote sales and drive Partner success.

Website Development

Enable Partner websites to accelerate the growth of DigiCert products online.

Partner Sales Rep Incentive Programs

Promote product sales with incentive programs designed specifically for the Partner entity.

Competitive Certificate Replacement Programs

Promote DigiCert solutions to differentiate offerings from competitors.

Certificate Renewal Programs

Develop customer retention and renewal programs.

Event Sponsorships

Display and sell DigiCert products at trade shows in conjunction with the Partner's value add. Up to 50 percent of event costs may be shared subject to approval. This amount may be reduced if the Partner

is also promoting a competitor's solution at the event. Other restrictions apply.

Partner Training

Offer programs and events designed to help Partner employees develop knowledge, skills and competencies including certification in the DigiCert Certified Training Modules.

<https://www.digicert.com/digicert-tls-ssl-certified-expert/>

Other

Consult your Partner Success Manager or Channel Marketing Manager for activities not defined above.

Non-Qualifying MDF Activities

- Discounting DigiCert products
- Search engine marketing purposes (e.g., Google Ad Words, Bing)*
- Equipment for supporting normal business operations
- Non-DigiCert software
- General purchase of sporting event admission fees**
- General customer appreciation events or entertainment for end users
- Partner President's Clubs
- Travel expenses to and from DigiCert events, unless pre-approved by DigiCert
- Gifts, gratuities or entertainment
- Costs to develop marketing materials that don't include DigiCert products or brands
- Association membership fees
- Non-DigiCert certification(s) or training costs
- Partner travel costs to attend training events
- Other sales or technical training courses outside of DigiCert Partner authorization training

- Non-DigiCert business activities, functions or programs
- Billboard signage
- Funded employee(s)
- DigiCert sponsored conferences
- Capitalized equipment
- Events that do not include DigiCert business units
- Fees to attend trade shows where the Partner is not displaying DigiCert products
- Illegal activities (e.g., lotteries in some states)
- Partner's business expenses that include:
 - Company business cards
 - Company stationery or forms
 - Property costs
 - Equipment, including hardware or software unless pre-approved by DigiCert
 - Furniture
 - Employee benefits
 - Employee taxes
 - Employee sales/training meetings (except for DigiCert competency training)
 - Other internal company meetings
 - Donations to charitable organizations
 - Employee recruitment (e.g., job fairs, help wanted ads)
 - DigiCert sponsored activities such as VISION, Partner Engage and DigiCert World Wide Sales Conference
 - Booth at DigiCert events
 - Legal, tax consulting, or accounting fees
 - Telephone expenses/charges
- Cancellation expenses as a result of non-execution of the activity by the Partners
- Events or sponsorships that include attendees participating in physical activities

If you have a question regarding MDF qualification criteria for a marketing program, please contact your Partner Success Manager or Channel Marketing Manager.

* With possible exceptions on a case-by-case basis. Please discuss your specific case with your Account Manager and Regional Marketing lead.

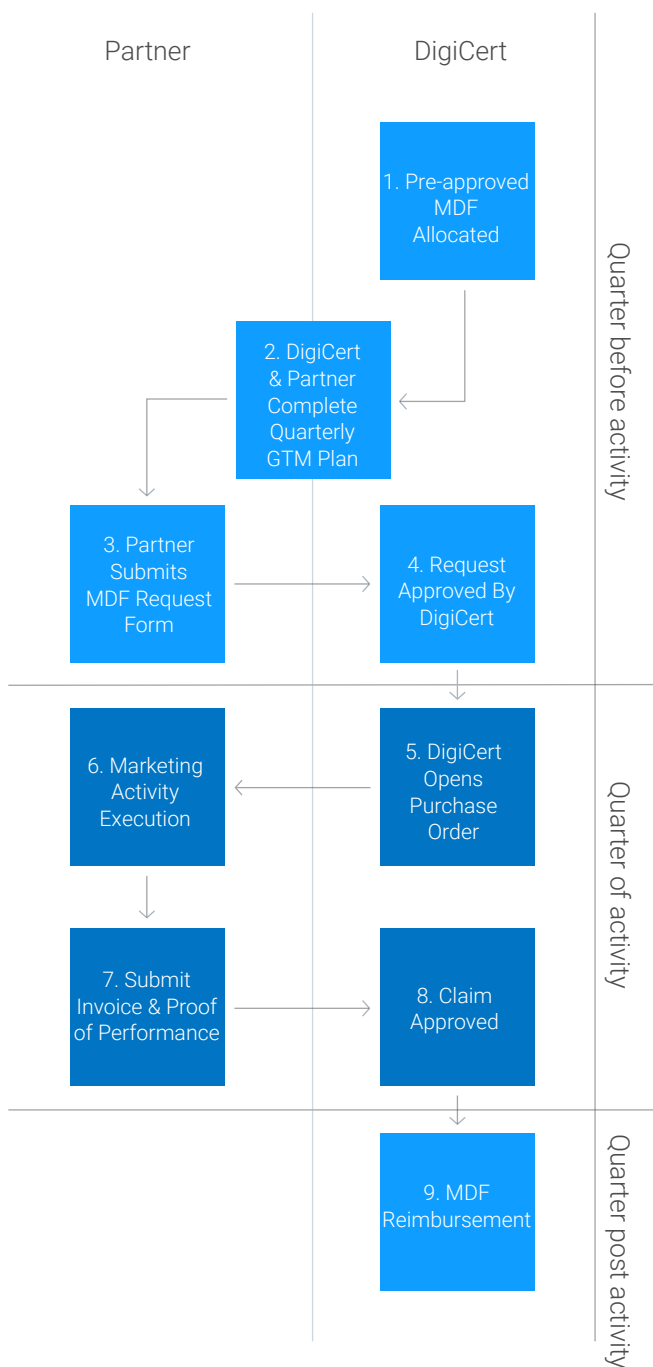
** Sporting event admission fees and general appreciation events will only be considered as a qualifying activity if the event includes a DigiCert solution presentation, end-user briefing, Partner training event, roundtable discussion or any other pre-approved activity.

How to Request MDF

To request MDF funding, a Partner must first complete a quarterly go-to-market plan. Once the plan is reviewed by the DigiCert Account Manager and Regional Marketing Manager, the Partner can proceed using the following steps:

1. Before starting any activity, discuss the planned activity with your Sales Account Manager and designated Channel Marketing Manager.
2. After discussing and agreeing on the MDF supported activity or project, Partner needs to complete the Marketing Development Fund Request Form and send it to the Channel Marketing Manager.
3. The Channel Marketing Manager will review the written Marketing Development Fund Request and approve or reject the request before sending a written reply to the Partner.
4. Approved requests will be followed by the DigiCert MDF Purchase Order made out to the Partner for the approved MDF amount.
5. Partner may commence their approved MDF activity or project.

MDF Claims Processing & Timelines



Reimbursement Requirements & Proof of Performance

Partners will be eligible to receive funds after activity starts. They must submit an invoice along with proof of performance of the activity to receive payment.

1. Once your MDF request is approved, DigiCert will open a Purchase Order (PO) for you to invoice against to receive your funds. You will receive an email with detailed instructions and a copy of your PO.
2. Work with your Channel Marketing Manager to execute the program.
3. Submit the proof of performance examples to your Channel Marketing Manager.
4. Submit invoice, stating the PO, to accountspayable@digicert.com

Requirements

Proof of performance submission deadline are as follows:

- Q1 MDF proof of performance submission deadline is by the 4th Week of Q2
- Q2 MDF proof of performance submission deadline is by the 4th Week of Q3
- Q3 MDF proof of performance submission deadline is by the 4th Week of Q4
- Q4 MDF proof of performance submission deadline is by the 4th week of Q1

Partner will not be eligible to receive MDF until proof of performance for prior MDF activities has been submitted and accepted by DigiCert.

Partner will not be eligible to submit a new request for MDF in a given quarter, if by the end of the sixth week of that quarter, outstanding proof of performance for prior activities has not been submitted and approved by DigiCert.

In the instance that outstanding proof of performance is received and accepted by DigiCert after the sixth week of the quarter, the Partner will only be eligible to submit a request in the following quarter.

Within 60 days of receipt of a timely, complete and accurate invoice, and all required supporting documentation, DigiCert will reimburse you the approved MDF amount.

For invoices received more than 180 days after the end of the DigiCert fiscal quarter in which that project or portion thereof was scheduled for completion, the project or portion thereof will be canceled and no claim for payment thereafter will be accepted by DigiCert.

Submission of the required documentation is your responsibility. Reimbursement will not be distributed without complete submission of all relevant materials. DigiCert, with sole discretion, may choose not to issue any MDF reimbursement to you if you fail to pay any monies due to DigiCert. You are not permitted to offset any MDF claims against monies or other obligations you may owe to DigiCert.

Proof of Performance

Subject to Appendix A – MDF Activity Details, the following chart shows examples of the proof of performance requirements needed before DigiCert will release funds

Activity Type	Supporting Documentation Examples
Application Programming Interface (API) Integration	<ul style="list-style-type: none"> • Invoice from a third party vendor showing total costs incurred for API integration project • Screen shots of new SSL web interface post integration
Lead/Demand Generation Programs	<ul style="list-style-type: none"> • Original or photocopy of the marketing piece • Copy of the email • Invoice from third-party agency with description of services provided • Receipts from printing, postage, or other marketing related purchases • Telemarketing script
Marketing Materials	<ul style="list-style-type: none"> • Copies of new marketing materials created showcasing the DigiCert brands • Invoice from third-party agency with description of services provided • Invoice from print or direct mail vendor with description of services provided
Website Development	<ul style="list-style-type: none"> • Screen shots of before and after pages • Invoice from third-party agency with description of services provided • Website traffic statistics report comparing results before and after development work

Activity Type	Supporting Documentation Examples
Partner Sales Rep Incentive Programs	<ul style="list-style-type: none"> • Invoices/receipts pertaining to the items purchased for the incentive • Program/promotion flyer or email announcement used to promote the sales program • Report showing the qualifying sales for the promotion
Competitive Certificate Replacement Programs	<ul style="list-style-type: none"> • Copy of the email, web banner image, website screen shot or any other images that highlighted the promotion of the program to customers • Report showing the customer names and associated sales from the promotion
Certificate Renewal Programs	<ul style="list-style-type: none"> • Copy of the email, web banner image, website screen shot or any other images that highlighted the promotion of the program to customers • Report showing the customer names and associated sales from the promotion
Event Sponsorship	<ul style="list-style-type: none"> • Photo showing DigiCert representation at the event, in the booth and on any other promotional items used • Invoice showing the total cost of sponsorship • Report showing the total amount of contacts/leads captured during the event
Partner Training	<ul style="list-style-type: none"> • List of partner reps who attended the event • Copy of training materials used • Invoice showing the total costs for space rental and food and beverage

Appendix A - MDF

Activities Details

Activity Type: Events

Description: Events include activities such as tradeshow, live events and webinars, seminars, and strategic customer events.

Conditions

- Approved Event activities will need to demonstrate focus on achieving pre-determined business outcomes agreed upon and aligned with the Partner Success Manager (PSM) and DigiCert's Channel Marketing Manager.

Hospitality and entertainment, including meals at events, provided to third parties using funds are subject to internal DigiCert pre-approval limits (e.g., the Global Travel and Reimbursement Policy) and employee reporting requirements (Office of Ethics & Compliance). This includes hospitality and entertainment provided as part of demand generation. All hospitality and entertainment for the proposed event must meet the following criteria under the Global Anti-Corruption Policy:

- Business entertainment must be associated with accessory to a documented DigiCert program/event and should NOT be a standalone activity
- Not intended to bribe, or influence the outcome of a specific transaction, or to create a sense of obligation on the receiver;
- Does not cause the recipient to be in violation of their own policies;
- Business entertainment does not involve representatives from public sector or quasi-public sector;
- Cannot be considered extravagant, excessive or too frequent.

Total value of all hospitality and entertainment provided does not exceed the following unless approved by the Office of Ethics and Compliance:

- Commercial Partners and Customers - \$250 USD per person per occasion
- Non U.S. Public Sector or quasi-public sector - \$40 USD or agency limit whichever is lower (hospitality only);
- U.S. Public Sector - \$20 USD or agency limit whichever is lower (hospitality only).
- The Channel Marketing Manager should submit a request for pre-approval to DigiCert's Office of Ethics & Compliance via EthicsLine.

High risk activities such as boat racing, exotic car racing, bungee jumping etc. will require additional pre-approvals from the Risk Management team.

If the Activity has not been entered and approved prior to execution, it will not be claimable.

The Event must be a prime opportunity for partners and DigiCert to gain exposure and mindshare in front of partner sales representatives, executives and managers.

Participation and display of DigiCert products in trade shows for computer products or related vertical markets for the purpose of selling DigiCert products in conjunction with partner's value add.

What Qualifies

Life Events

- Breakout training sessions
- Preferred partner tradeshow/vendor demos (does not include the purchase/leasing of equipment)
- Key speaking opportunities
- Sponsorships of awards banquets, dinners or luncheons - see third party pre-approval condition above

Trade Shows

- Room/booth space rental costs
- Electrical costs and other set-up costs
- Audiovisual costs

- Portable booths
- Refreshments served at seminars
- Trade show Premiums, or fees (per the established Trade Show guidelines)
- DigiCert literature costs
- Invitations and postage
- Advertisements for the seminar
- Telemarketing expenses
- Costs associated with speaking engagements & presentations

What Doesn't Qualify

- Capitalized equipment
- Attendance only with no participation
- Events that do not include DigiCert business units or that compete with DigiCert
- Entertainment expenses (e.g., sporting events)
- Gifts (beyond nominal, promotional DigiCert branded items)
- External conference / events fees, training or travel expenses for partners and end customer (e.g., CloudCon, RSA, etc.)
- Construction expenses
- Telephone expenses/charges
- Fees to attend trade show where partner is not displaying DigiCert products

Proof of Performance

- Invoice from a third party vendor showing total costs incurred required
- If DigiCert is the only sponsor of event: Documentation showing what the event will entail. Invoices including line items such as conference room rental fees, cost of production of DigiCert banners, and food expenses as applicable.
- If multiple sponsors are involved with event: Documentation showing the offered levels of sponsorship (Platinum, Gold, Silver, etc.) and what that level of sponsorship entails (30 min of presentation time, a booth, and name on banner).

- List of attendees (companies, individuals names and titles as available)
- Pictures of event showing DigiCert representation, OR
- Copy of presentations that include DigiCert, OR
- Copy of Invite and/or Mailers

Return on Investment

- Number of Attendees
- Number of Leads Generated

Activity Type: Telemarketing

Description: Telemarketing includes activities such as calling campaigns, outreach for promotions, events, etc.

Objectives

- Lead Generation
- Grow Opportunities
- Impressions

Conditions

Script development, call fees, list rental costs, outbound fulfillment, lead follow-up (via telemarketing), and agency fees with the following requirements:

- Script must mention DigiCert at least once in the introduction and once in the closing
- Must be identified as an authorized DigiCert Partner in the introduction
- Limit telemarketing efforts to the DigiCert areas you are competent to service
- Services must be rendered by a third-party professional telemarketing agency or the partner's sales group in compliance with telemarketing laws
- No advance payment for services not yet rendered
- List usage from a third party requires a one-time usage contract

Proof of Performance

- Invoice from a third party vendor showing total costs incurred required
- Statement of work (include detailed scope of services)
- Target List
- Lead List
- Copy of script
- Call report summary

Return on Investment

- Number of Targets
- Number of Impressions
- Number of Leads Generated

Activity Type: Advertising

Description: Advertising includes activities such as print and online material, including: newsletters, signs, inserts and banners, and non-standard catalogue placements.

Objectives

- Impressions
- Lead Generation

Conditions

- Ads must promote the partner and DigiCert or DigiCert products and partner with non-competitive software and peripheral equipment as a total solution to the end-user's needs as approved by DigiCert.
- Ads must include the appropriate partner logo and have the DigiCert logo prominently displayed with correct usage of DigiCert trademarks.
- Follow DigiCert's current Marketing & Branding Guidelines.

Qualifying Activities

Radio

What's covered: Media cost (airtime only), production costs, and agency fees for advertisements broadcast.

Required elements include:

- Script
- Location/region the spot will air
- Date(s) of placement and itemized costs
- Media Plan

Online Marketing

What's covered: Fees associated with creation and delivery of Web marketing and Social media materials.

Required elements include:

- Draft of marketing materials showing DigiCert and partner logos
- Locations (advertisement/banner)
- Date(s) of placement
- Itemized costs
- Circulation/Reach
- Media Plan

Print Ads

What's covered: Ad space, production costs and agency fees in daily, Sunday and weekly newspapers qualify.

Audited and controlled weekly, monthly or quarterly circulation magazines, trade journals, catalogs, & newsletters. Required elements include:

- Proposed ad with descriptive copy about DigiCert products
- Mock-up of graphics, name of publication
- Circulation/Reach of Publication
- All print ads will be reviewed by DigiCert Channel Marketing Manager and Corporate Branding to ensure messaging is consistent with DigiCert's image

Proof of Performance

- Invoice from a third party vendor showing total costs incurred required
- Media Plan, OR
- Copy of an ad (print), OR
- Link to ad (online) or banner design in jpeg, gif or other common formats, OR
- Script or recording (radio)

Return on Investment

- Number of Impressions
- Number of responses/click through

Activity Type: Sales Collateral and Tools

Description: Sales Collateral and Tools such as literature, demo CDs, and newsletters. The collateral and tools must be tied to demand generation activities and not just production of materials.

Objectives

- Impressions

Conditions

- DigiCert will reimburse for partner-developed product literature, demonstration compact disc, audiotape or videotape that the partner submits for advance approval. The material must demonstrate the partner's value-added services integrated with DigiCert product suite. The material may promote DigiCert products and partners with non-competitive software and peripheral equipment that is part of a total solution to the end-user as approved by DigiCert. Items must include the appropriate partner logo and DigiCert products, along with the partner's approved value-added solution.
- When developing sales collateral and tools, the partner should coordinate with the DigiCert Channel Marketing Manager.

Qualifying Activities

Literature

What's covered: Original artwork, production costs and printing. Required elements include:

- Proposed literature piece and mock-up of graphics
- Quantity
- Itemized costs

Demo CD, Audiotape or Videotape

What's covered: Script development, copywriting, graphics design, production and distribution of CD, audiotape or videotape. To complete prior approval, required elements include:

- Target audience
- Script/storyboard
- Distribution plan
- Quantity
- Itemized costs

News Releases

What's covered: Production costs of press releases. Total production costs may not exceed \$1,000 USD. Press releases containing insufficient DigiCert product content or multiple products will be prorated. Joint press releases or press releases quoting DigiCert must be pre-approved by DigiCert, in writing, including a representative from DigiCert Corporate Communications. To complete prior approval, required elements include:

- Description of the news release
- Submit proposed copy and distribution list
- Itemized costs

Direct Mail or E-mail

What's covered: Production costs, printing costs, postage costs, collation, mailing list rental (audited circulation) and telemarketing. List rental must be verified with one-time usage contract and comply with spam laws. To complete prior approval, required elements include:

- Description of the news release
- Submit proposed copy and distribution list
- Itemized costs

Newsletters

What's covered: Production and postage costs associated with distribution of the newsletter. List rental must be verified with one-time usage contract and comply with spam laws. To complete prior approval, requirements include:

- Proposed newsletter and mock-up of graphics
- Targeted audience
- Quantity
- Itemized costs

Proof of Performance

- Invoice from a third party vendor showing total costs incurred required
- Copy/sample of produced piece(s)

Return on Investment

- Reach / Coverage (i.e. number of recipients)

Activity Type: Sales Promotions and Incentives

Description: Sales Promotions and Incentives include activities such as Sales Person's Incentive for Future Sales ("SPIFFS"), contests, and giveaways. SPIFFS are incentive programs designed for a sales organization within a partner company or designed for a group of similarly situated partner companies to effectively promote the product sales of DigiCert. A well-planned incentive can increase DigiCert and partner sales for a particular DigiCert product or product line during a specified timeframe.

Objectives

- Lead Generation
- Grow Opportunities

Conditions

- SPIFFS should be outlined in detail and pre-approved by the partner sales and marketing departments, the DigiCert sales account and marketing managers, and DigiCert Legal Sales or Marketing.
- Funds may only be used by partners to offer to partner's employed sales individuals or sales teams time limited sales incentives for specific DigiCert sales activities in respect of DigiCert products/services.
- Funds shall not be used by partners to run external rewards or incentives for partner's customers. Prizes with an outward appearance of being excessive or lavish, or where applicable program terms are non-compliant with the DigiCert Corporate Policies or other compliance requirements will not be approved.
- Partners who will request reimbursement for SPIFF incentives, are wholly responsible for drafting terms and conditions, conducting the incentive for its sales employees and for any tax, legal, and compensation matters resulting from the provision of such incentives for its employees. Such incentive terms must state that DigiCert is released from all liability in connection with the incentive, and DigiCert cannot be identified in the incentive terms or any Partner collateral as the sponsor or administrator, where Partner will seek reimbursement for its SPIFF incentive covering DigiCert products/ services. Any partner running an incentive is under strict obligation to comply with all applicable laws and regulations, and any local, state, and federal tax reporting at the conclusion of any such funding or the incentive.
- Conversely, in the case where DigiCert is identified as sponsoring or administering the Partner sales incentive, terms must be reviewed and drafted by DigiCert Legal Sales or Marketing, which may be subject to an outside service charge.

Proof of Performance

- Invoice from a third party vendor showing total costs incurred required
- Copy of Partner SPIFF or Incentive Terms and Conditions
- List of Winners
- Reimbursement Invoice to DigiCert
- Photo of event (optional)

Return on Investment

- Results to target
- Number of leads generated
- Number of leads closed
- Proof of percentage increase in DigiCert product sales during incentive period

Activity Type: Purchasing Customer Lists

Description: Legally purchasing customer lists to support events and telemarketing activities. Not available for Partners or campaigns that target end customers in EUROPE.

Objectives

- Impressions

Proof of Performance

- Third party invoices detailing individual expense line items

Return on Investment

- Accuracy of List Data (%)

Activity Type: Business Transformation

Description: Funding to assist with the business transition into Managed Service Provider (MSP) or Solution Provider.

Objectives

- Partner Investment
- Partner Enablement

Conditions

Qualifying business transformation activities include:

- Sales Process Development
- Business Plan Development
- Sales Proposal Development

Proof of Performance

- Transformation Business Plan showing Revenue Growth Target

Return on Investment

- Achieved Growth

Activity Type: Partner Sales or Technical Training

Description: Funds may be used for fee-based sales or technical training on DigiCert products or services.

Objectives

- Partner Investment
- Partner Enablement

Conditions

- Partner training must be delivered by DigiCert Education Services or an Authorized DigiCert Education Center
- Proof of training delivery and attendance must be supplied

Funding requests proposals for training requires:

- Description of type of training (specify whether technical or sales, whether requiring hire of third-party local training instructor, whether requiring flying an instructor into country, etc.)

- A listing of the product categories covered
- Indication of whether it's virtual or live instruction
- Extended travel beyond the dates of the training event are not permitted hospitality/entertainment related expenses (including meals and travel costs must be submitted to the Office of Ethics & Compliance for pre-approval by a DigiCert employee if the total value exceeds the company's business courtesy limits)

Where the training includes a final examination, the trainee must pass the exam for the cost of the class to be funded.

For example, at testing center, funds may cover costs of the certification exam at testing center only if the partner employee passes the exam. The testing center cost receipt and a copy of the exam score is required as documentation to fund the costs.

Complete attendance throughout the full length of the training—no shows or incomplete attendance regardless of reason, will result in denial of funding.

Proof of Performance

- Invoice from a third party vendor showing total costs incurred required
- List of attendees
- Copy of training materials, OR
- Picture of event showing DigiCert representation

Return on Investment:

- Number of Attendees
- Pass rate of attendees

What Qualifies

- DigiCert Educational Services courses tuition and training fees
- DigiCert Validation training and exam costs
- Travel costs incurred during the training event
- Refreshments served at session
- Reasonable equipment rental costs

What Doesn't Qualify

- Other Sales or Technical training courses outside of DigiCert Partner
- No reimbursement for expenses incurred to attend non-DigiCert sponsored courses (i.e., third-party software vendor courses)

Activity Type: Demo and Proof of Concept

Description: Activities to rent or purchase DigiCert or third-party hardware / software and augment to the cost of facilities.

Objectives

- Partner Enablement

Conditions

- Funds may be used to purchase or rent DigiCert relevant third party demonstration hardware and software. Any third party hardware or software must be used in conjunction with DigiCert products and services.
- Funds may be used to create, extend or refurbish demonstration facilities.
- New or improved demonstration facilities must prominently feature the DigiCert name and logo. Evidence of this is required as outlined below.
- Hardware must meet the minimum specification recommended by DigiCert for each product/solution.
- Invoices for equipment and or refurbishment must be supplied.

Proof of Performance

- Invoice from a third party vendor showing total costs incurred required
- Copy of proposal (incl. date/time/venue)
- Invoices for equipment and or refurbishment
- Photographs of demo facilities

Please contact your Channel Marketing Manager to learn more about DigiCert appliances purchased for DEMO and Proof of Concept use with MDF monies and the DigiCert Partner Hardware Demonstration Unit Program.

Activity Type: DigiCert Conference Sponsorship

Description: Conference Sponsorship such as a DigiCert conference attendee or visit to a DigiCert Executive Briefing Center.

Objectives

- Partner Enablement

Conditions

Qualifying events include:

- WTS (Worldwide Technical Symposium)
- Vision (Worldwide)
- Partner Engage / Partner Link
- DigiCert conference / events fees and / or travel expenses for partner
- Partner travel limited to air-ticket OR hotel accommodations
- Conference registration fees
- Government Symposium requires an additional level of approval

Hospitality/entertainment, including meals at events, provided to third parties using funds are subject to internal DigiCert pre-approval limits (e.g., the Global Travel and Reimbursement Policy) and employee reporting requirements (Office of Ethics & Compliance). This includes hospitality and entertainment provided as part of demand generation. All hospitality and entertainment for the proposed event must meet the following criteria under the Global Anti-Corruption Policy.

- Business entertainment must be associated with/accessory to a documented DigiCert program/event and should NOT be a standalone activity

- Not intended to bribe, to influence the outcome of a specific transaction, or to create a sense of obligation on the receiver;
- Does not cause the recipient to be in violation of their own policies;
- Business entertainment does not involve representatives from public sector or quasi-public sector;
- Cannot be considered extravagant, excessive or too frequent.
- Total value of all hospitality and entertainment provided does not exceed the following unless approved by the Office of Ethics and Compliance;
- Commercial Partners and Customers - \$250 USD per person per occasion
- Non U.S. Public Sector or quasi-public sector - \$40 USD or agency limit whichever is lower (hospitality only);
- U.S. Public Sector - \$20 USD or agency limit whichever is lower (hospitality only).

The Channel Marketing Manager should submit a request for pre-approval to DigiCert's Office of Ethics & Compliance via EthicsLine.

- High risk activities such as boat racing, exotic car racing, bungee jumping etc. will require additional pre-approvals from the Risk Management team.
- If the Activity has not been entered and approved prior to execution, it will not be claimable.

Proof of Performance:

- Invoice from a third party vendor showing total costs incurred required
- Attendance at the event including registration records

Activity Type: Third Party, Partner and DigiCert Consulting Services (Technical)

Description: IT Consulting - When end customers have very large and diverse IT organizations with complex needs, consulting expertise may be required in a

pre-sales capacity to provide recommendations on the type and quantity of DigiCert products required or a post-sales capacity for successful implementation for the overall solution.

Objectives

- Partner Enablement

Conditions

What qualifies

- Pre-sales services engagements:
 - Health Checks, Proof of Concepts, Penetration Tests, Design and Architecture

NOTE: There can be no connection on pre-sales activity and a potential sale, e.g. Partner cannot require or condition providing pre-sales activity to obtain the sale.

- Pre-sales services engagements are limited to 3 engagements per quarter at an aggregate value of no greater than \$50K.
- Partner led training/education
- Partner led post-sales services:
 - Implementation of design and architecture
 - Installation, configuration, rack and stack of appliances
- Post sales consulting cannot exceed 2% of the actual total sale.
- Customer satisfaction post sales services;
- Must solely be for post sales customer satisfaction issues regarding installation and configuration issues.
- A customer satisfaction issue must be entered via the Technical Support Services.
- Limited to the lesser of \$25K or 100 hours per quarter.

NOTE: Partner cannot list any post-sales consulting and customer satisfaction services as a discount to the customer: e.g. Partner will only be eligible for Funds if such post-sales consulting is included at no charge and no value is indicated to the customer. For IT Consulting, the Fund can be used to pay for this outside resource under the following conditions:

- The opportunity must be registered in SFDC and referenced in the claim submission
- The Region/Area (Country) Sales Director must approve bringing in the outside resource

What doesn't qualify

- DigiCert Consulting Services may not be used in any services (whether pre-sales, or post-sales)
- DigiCert Business Critical Services
- Services that present a conflict of interest between the bona-fide third party vendor and DigiCert are prohibited. DigiCert may not engage a vendor/provider affiliated with or owned by a DigiCert employee
- Consulting expenses that qualify as third party "intermediary" fees or payments related to business development in support of a particular sales transaction (i.e., paid for business development)

Proof of Performance:

- Invoice from a third party vendor showing total costs incurred required
- Statement of Work
- Customer design proposal
- Third party invoices detailing individual expense line items (where applicable)
- Sales Director approval
- Technical Support Incident (for Customer Satisfaction issues)

Activity Type: Third Party Consulting Services (Marketing)

Description: Marketing Consulting - Partners may contract with a bona fide third-party vendor consultant or consulting firm to assist with the development, analysis and marketing tools and services for marketing DigiCert products and the partner's added value.

Conditions

What qualifies

- For Marketing Consulting, the proposed services must address a specific and definable DigiCert marketing objective, delivered in a specific timeframe. Includes planning and development expenses and vertical marketing development.

What doesn't qualify

- Marketing services may not be used to provide additional support for the partner's normal marketing functions. DigiCert may refuse reimbursement for such expense if it determines in its sole judgment that consulting services is not legitimate.

Non-qualifying Expenses:

- Contracts that extend beyond six months
- Legal consultation, retainer fees and employee salaries
- Consultants' meals, travel and other expenses beyond the approved consulting fee
- Development of strategic marketing plans not related to a specific marketing event

Services that present a conflict of interest between the bona fide third-party vendor and DigiCert are prohibited. DigiCert may not engage a vendor/provider affiliated with or owned by a DigiCert employee.

Objectives

- Partner Enablement

Proof of Performance

- Invoice from a third party vendor showing total costs incurred required
- Marketing plan with specific objectives, OR
- Specific list of deliverables and timeframe for completion of each project, OR
- Proposal prepared by vendor detailing services that will be offered with detailed objectives

Return on Investment

- Number of leads generated

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DigiCert is the go-to provider of identity, authentication, and encryption solutions for the web and IoT devices. We help enterprises of every size deploy PKI security that aligns with industry standards and best practices. Our SSL tools and enterprise-grade platform simplify management, automate certificate tasks, and give organizations the power to customize workflows to best fit their needs.