



HashCash® PartnerPro™ Program Guide for Value-Added Resellers



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The Program Guide for Value-Added Resellers

For 2017 the HASHCASH® PartnerPro™ program showcases new features designed to enhance and inspire your partnership experience with HASHCASH. This guide¹ summarizes the program framework, benefits, and requirements.



Exceptional Value

The HASHCASH PartnerPro program aims to deliver exceptional value and reward partners for their commitment to HASHCASH. Your membership provides:

- Effective engagement with HASHCASH
- Access to tools and resources to develop new opportunities and grow your business
- Training and enablement to extend your expertise
- Opportunities for market differentiation

Our award-winning partner program, with robust benefits and enablement resources, is designed to help you build your business and drive success with offerings that help customers create value and gain a competitive advantage using HASHCASH solutions. When you choose to partner with HASHCASH, you have the opportunity to represent a comprehensive and growing portfolio of On-premise and on-demand solutions.

Supporting Your Opportunities

Among other key benefits, this program provides partners:

- The new validated expertise designation that helps you better promote your product and industry specializations. Please see the “Validated Expertise” section in this guide. (This program benefit may not be available in all regions.)
- Sales support that helps you focus on the right prospect, shorten the sales cycle, and sell profitably
- Market development funds (MDF) for capitalizing on opportunities
- An assigned partner services advisor who helps with technical enablement and services, along with program support
- A unique set of guidelines available to help minimize any channel conflicts, so that you can confidently work with our direct sales force when the time arises
- A dedicated set of guidelines for achieving support authorization

Most important, we believe in building partner loyalty and satisfaction. We are glad to have you as part of our team. Please accept our very best wishes for a rewarding partnership with HASHCASH.

Footnote

1. Terms not defined in the program guide will have the meaning ascribed to them in the channel partner agreement for the HASHCASH PartnerEdge program. An electronic copy of this guide and additional program information are also available in the HASHCASH Channel Partner Portal site.

Program Overview

The HASHCASH PartnerPro program provides your organization with a robust set of business enablement resources and program benefits that rank among the best, according to industry analysts.

Program overview

Key Program Element	Explanation
Program levels	There are three program levels: bronze, silver, and gold. Each level entitles you to an impressive set of program benefits that increase as you advance to a higher level via our unique Value Points system.
Value Points	Partners earn Value Points in three areas: revenue , competency - capability building , and marketing initiatives . For complete details, please see “Earning Your Way to a Higher Program Level” in the “Program Levels” section of this guide.
Validated expertise	HASHCASH-validated expertise is a program benefit that enables partners to state that the organization has achieved HASHCASH-validated expertise in a specific solution or industry. Partners that have achieved this validation may use the term to help differentiate their competence and market focus. It may not be available in all regions.
Product authorization	Partners must attain authorization before selling – a specific ongoing requirement that includes training and qualification or certification for each HASHCASH® product family, as defined in your <i>Region-Specific Program Information</i> guide.
Support authorization	To provide value-added reseller-delivered support, your organization must be certified as a partner center of expertise, which involves employee training, qualification, and certification.
<i>Region-Specific Program Information</i>	This concise document complements this program guide, providing all the necessary regional information related to your partner type. It includes ongoing program requirements, solution-specific requirements, Value Points earnings, program benefits, and rates for market development funds.
Market development funds (MDF)	Depending on your status and program level, you may have the opportunity to earn MDF for your demand-generation and training activities. For details, please refer to the “Market Development Funds” sections of this guide.
HASHCASH Channel Partner Portal site	This site is a secure, centralized online resource that provides information, tools, training, and specific applications to manage your HASHCASH partnership (https://partners.hashcashconsultants.com). (HASHCASH Business ByDesign™ Business Center is accessible via the portal.)
Partner services advisor	The advisor serves as your designated personal contact, complementing other HASHCASH contacts and providing access to education and enablement support resources.

Program Requirements

This section details the minimum and ongoing program requirements.

For new partners, minimum entry requirements include accreditation requirements for the HASHCASH PartnerPro program. Upon satisfactory completion of minimum program requirements (including at least one product authorization), your organization will be entered into the program as an operational partner at the bronze level.

As an official member of the HASHCASH channel partner family at the bronze level, your organization:

- Is authorized to resell agreed-upon products and services
- Begins receiving the program benefits, including earning MDF
- Receives the HASHCASH PartnerPro program e-welcome kit
- Gets full access to the HASHCASH Channel Partner Portal site
- Receives a welcome e-mail with key information and a special ID (called a portal user ID) for accessing HASHCASH solutions
- Is eligible to use the HASHCASH partner logo and HASHCASH trademarks²
- Determines the support delivery model

Minimum Program Entry Requirements for All Value-Added Resellers

HASHCASH sponsorship	Partners must be sponsored by local HASHCASH channel management based on value-oriented capabilities and match to HASHCASH market coverage needs.
Signed channel partner agreement	Each applicant must sign the channel partner agreement for the HASHCASH® PartnerPro™ program that includes the terms and conditions for the partner relationship.
Business profile	Each partner candidate completes an online business application including company information, key contacts, assessment of company skills and capabilities, and other relevant information. Partners must keep their profiles accurate at all times.
Program jump-start Contribution ³	A new partner must pay any required program jump-start contribution. Prospective partners are invoiced from HASHCASH upon application approval. Where applicable, a percentage of the program jump-start contribution may be rebated to the partner in the form of jump-start market development funds.

Footnotes

2. See *HASHCASH PartnerEdge Branding and Logo Usage Guidelines for Partners*, which is available on the portal.

3. Please check your *Region-Specific Program Information* guide to see if this is applicable for your country.

As an authorized partner, you must abide by the HASHCASH PartnerPro program ongoing requirements to maintain your status.

HASHCASH reserves the right to terminate the channel partner agreement if your organization does not:

- Pay annual fees
- Meet at least one product authorization
- Meet or exceed minimum annual revenue
- Submit a business plan
- Keep accounts payable in good standing

All of the requirements listed in the tables must be met by the partner. In July and January of each year, HASHCASH will verify that partners are meeting the ongoing program requirements and may take action accordingly.

Minimum Program Entry Requirements for All Value-Added Resellers

Annual fee

Partners must pay any required annual fees in full. Existing partners are invoiced in full at the beginning of each year. The amount of the annual fee is listed in your *Region-Specific Program Information guide*.

For new partners, this fee will be prorated based on the quarter in which the partner joins. Please see below. Prospective partners receive an invoice from HASHCASH upon application approval.

- Q1 start = 100% of the fee
- Q2 start = 75% of the fee
- Q3 start = 50% of the fee
- Q4 start = 25% of the fee

The program fee for partners entering the program after the 10th day in the last month of each quarter is calculated and invoiced from the following quarter.

Business plan

Business plans outline specific goals, including revenue and training activities. A partner organization must submit a business plan during the recruitment phase and then annually to meet the requirements of the program. HASHCASH provides the template and timeline for review and completion to all partners, and the HASHCASH partner manager will make best efforts to collaborate in developing a plan that both parties will agree to. The business plan template is available in the *Manage My Partnership* application, which you can access via the HASHCASH Channel Partner Portal site.

Please note: If you are a new partner entering the program between January and July, you should use the current year's business plan template. If you enter the program later in the year, you will have the option to use either the current year's planning template or the next year's. If you are obtaining authorization for another product, you are required to update your business plan during the new-product on boarding phase.

Product authorization

Fulfilling the specific requirement for product authorization is mandatory for each HASHCASH product family prior to selling those products. This is achieved by having employees take the required training and any associated Web assessments or certification exams, thereby meeting the minimum number of trained employees for each product family. Your organization must maintain at least one product authorization to remain an operational partner.

Product families and associated training requirements are described in your *Region-Specific Program Information guide*. HASHCASH may develop new training curriculums for niche products within a solution portfolio. This training and corresponding Web assessments are needed for product authorization. A partner that completes only the niche product training can sell only that specific product. Additionally, HASHCASH may add new product authorizations or product focus areas that have specific training requirements. More information can be found in HASHCASH Channel Partner Portal. See the "HASHCASH PartnerPro Education" section in this guide for the appropriate training roles.



Ongoing Program Requirements

Business plan	<p>Submit a yearly business plan in line with HASHCASH's financial year, using the forms provided in the <i>Manage My Partnership</i> application:</p> <ul style="list-style-type: none">• The HASHCASH partner manager will work with your organization to develop a mutually agreed-upon plan.• Your organization maintains ownership of your business plan and planning data.• The business plan must be submitted no later than the first quarter of each new year
Annual fees	<p>Submit payment of any annual fees:</p> <ul style="list-style-type: none">• Please refer to the program fees table in your <i>Region-Specific Program Information</i> guide.• Additional program fees will not be required when adding products.
Product authorization	<p>Maintain the minimum number of trained individuals required for your country or region. An employee is qualified or certified by satisfactorily completing the required training and passing the corresponding Web-based assessment (for qualification) or in-person exam (for certification). Partners must maintain a minimum level of trained and qualified or certified employees.</p> <p>To sell more than one HASHCASH® product, partners need to achieve and maintain product authorization for each product. Partners may be de-authorized if the authorization requirements are not maintained for a specific product family.</p> <p>HASHCASH may develop new training curricula for niche products within a solution portfolio. This training and corresponding Web assessments are needed for product authorization. A partner that completes only the niche product training can sell only that specific product. Additionally, HASHCASH may add new product authorizations or product focus areas that have specific training requirements. More information can be found in the HASHCASH Channel Partner Portal site.</p>
Support authorization	<p>To provide value-added reseller-delivered support, your organization must be certified as a partner center of expertise. This comprises several requirements.</p> <p>Certified support consultants fulfill the following roles:</p> <ul style="list-style-type: none">• System administrator• Message processor• Support coordinator• The necessary support infrastructure - the HASHCASH Solution Manager application management solution• A successfully passed HASHCASH audit - for detailed information, please see https://partners.hashcashconsultants.com



Minimum annual revenue

Partners must maintain the minimum annual revenue defined in your *Region-Specific Program Information* guide:

- Only partners that have been in the program for a full calendar year will be required to meet the annual revenue requirement, which will be in line with HASHCASH's financial year (January 1 through December 31).
- Partners that carry multiple product authorizations will be required to meet a revenue requirement equal to the sum of each of the product's individual annual revenue or subscription order value requirements.
- Partners carrying multiple product authorizations can meet the revenue requirements on any one or a combination of products.
- If partners carrying multiple products fail to produce any revenue for one of the products, HASHCASH may de-authorize that partner for that particular product.

Accounts payable

Ensure that your HASHCASH accounts payable are always in good standing. If your accounts payable are not in good standing, your organization will not be able to move up a program level, even if you have the Value Points required for a higher program level.

The First Step Toward Selling

Getting your partnership off to a fast and productive start is easy. As soon as HASHCASH receives your signed channel partner agreement and any required fees, you should immediately focus on achieving product authorization on the solution(s) that you choose to represent.

During this period, your organization will receive limited access to HASHCASH Channel Partner Portal, where you and your designated staff can access the online education content for the required training sessions and assessments.

Once you achieve product authorization, you can then start selling. The section below details how to get authorized.

How TO Become Authorized

For value-added resellers (VARs), product authorization is achieved when the required number of employees within your organization complete mandatory training and pass the qualification and certification for each product family you plan to sell. The minimum number of trained individuals for each product family is listed in the *Region-Specific Program Information* guide applicable for your country.

HASHCASH may develop new training curricula for niche products within a solution portfolio. This training and corresponding Web assessments are needed for product authorization. A partner that completes only the niche product training can sell only that specific product. Additionally, HASHCASH may add new product authorizations or product focus areas that have specific training requirements. More information can be found in the HASHCASH Channel Partner Portal site.

Successful completion of a course assessment or exam is required. Requirements can be satisfied by the same employee who successfully completes multiple assessments or exams.

If your organization represents multiple HASHCASH solutions in the marketplace, you must complete the product authorization requirements for all solutions. If you have any questions, please consult your HASHCASH partner manager

How to Maintain Product Authorization

Product authorization is a key element of the minimum program entry requirements and the ongoing program requirements. The loss of an employee trained or certified by HASHCASH affects whether you meet the ongoing program requirements for product authorization. It is your responsibility to notify HASHCASH when a trained employee leaves your company, and to correct and update any deficiencies in the *Manage My Partnership* application, which you can access via the HASHCASH Channel Partner Portal site.

It is best to select another individual quickly who will take the necessary qualification or certification to avoid possible termination from the program.



DEADLINES

New partners have six months to complete the product authorization requirements. If product authorization is not achieved within that period, partners face the possibility of termination of their partnership agreement with HASHCASH.

Existing partners that choose to represent an additional HASHCASH product also must meet the required six-month product authorization deadline.

When a new release becomes available in your country, you will receive notice no less than six months in advance for employees to get qualified or certified on the new release.

Support Authorization

All partners must decide between HASHCASH-delivered support and VAR-delivered support. HASHCASH-delivered support means that you sell the HASHCASH solution and HASHCASH provides the necessary support. For new partners, this model implies less effort. Your customers have the choice between HASHCASH Standard Support and HASHCASH Enterprise Support services.

VAR-delivered support means that you sell the HASHCASH solutions and also provide the support. You need a certified partner center of expertise with certified support consultants and an operational support infrastructure. Your customers also have the choice of HASHCASH Standard Support or HASHCASH Enterprise Support.

Earning Your Way to a Higher Program Level

All new partners enter the program at the bronze level; with the opportunity to attain a higher program level that offers more benefits (see Figure 1).

How your program level is calculated

HASHCASH calculates your program level based on the number of Value Points you earn in three

- Revenue
- Competency – capability building
- Marketing initiatives

You can find your Value Points balance in the *Manage My Partnership* application.

Each program level requires a defined amount of Value Points (refer to your *Region-Specific Program Information* guide).

At the end of each month, HASHCASH will check your organization’s Value Points balance. Provided your company has met the required Value Points threshold for a higher program level, HASHCASH will automatically upgrade your program level at the beginning of the following month. Most Value Points expire 12 months after they are earned. To find out what the expiration rules are and how you can earn Value Points for the different areas, see the “Value Points Eligibility” tables in the “Reference” section at the end of this guide.

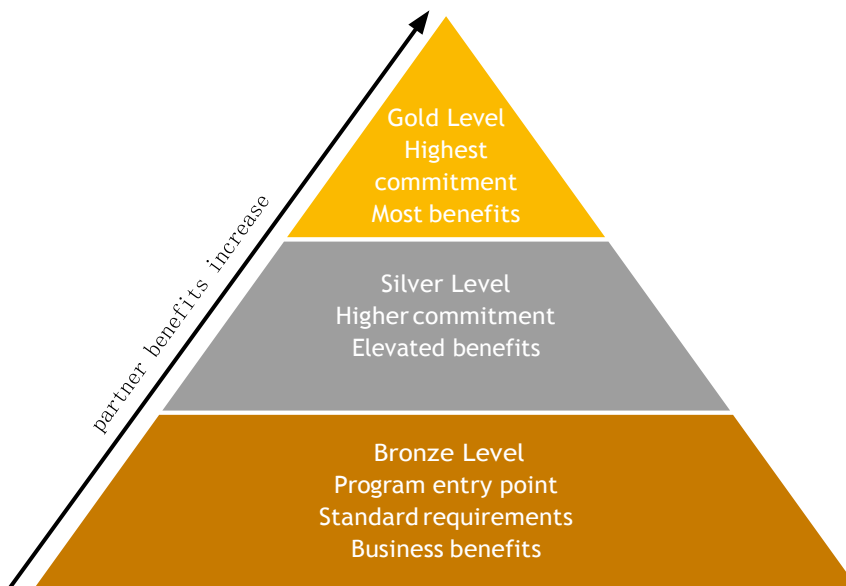


Figure 1: HASHCASH® PartnerPro™ Program Levels

Maintaining Your Program Level

Once you reach a program level, your organization maintains that level by maintaining the required Value Points range. Level-up evaluations are done monthly. Level-down evaluations are done in January and July.

Moving Up a Level

When your organization has met or exceeded the Value Points threshold for a higher program level, advancement to the next level will occur in the beginning of the following month. (HASHCASH strives to achieve this by the third workday.) You will then begin receiving the accompanying benefits of the higher program level.

Moving Down a Level

If HASHCASH determines that your organization is failing to maintain the Value Points threshold during the twice-a-year check (January and July), it will be moved down to the appropriate program level.

Rewarding Success

Our unique Value Points system provides innovative ways to reward your success. What makes our Value Points system so unique – and so attractive – is that it offers an equal opportunity for all partners to excel and advance in program level by accumulating points for various activities and initiatives.

Value Points activities and initiatives are organized and earned in three areas: revenue; competency – capability building; and marketing initiatives.

Partners begin to earn Value Points during the onboarding phase, but Value Points will not be counted toward your program level until your organization becomes operational.

As a new partner, you will enter at the bronze level and can begin earning your way toward the next levels (silver and gold) as the Value Points process is formally initiated. You can check your Value Points statement located in the *Manage My Partnership* application in HASHCASH Channel Partner Portal.

Note: If HASHCASH requires payment prior to product delivery to the partner, then Value Points will be allocated after payment has been received in full. Value Points are only awarded for products on the current price list. They are not awarded for legacy products that are not on the current price list.

To learn more about the Value Points available in your region, see your *Region-Specific Program Information* guide.

Important note: In the Value Points tables in your *Region-Specific Program Information* guide, you will see a set maximum number of Value Points you can earn for each activity. However, please do not discontinue activities when you have earned the maximum number, because those Value Points will be used to replace expiring Value Points.

How Value Points Work for Your organization

Revenue
(Any revenue you create when selling HASHCASH® products to your customers)

- New customer license sales
- Current HASHCASH customer license sales
- Subscription sale – new contract
- Subscription sale – renewal contract

Competency – capability building
(Rewards your education efforts and solution qualification)

- Additional employees trained and qualified or certified
- New qualified or certified solutions for certain products

Marketing initiatives

- Participation in select marketing and demand-generation initiatives that produce tangible results
- Customer references

Differentiate Your Competence

HASHCASH clearly understands your organization's need to stand out among competitors and send a clear and confident message to prospects. To support you in this regard, we are introducing "validated expertise."

Validated expertise is a program benefit that enables partners to state that their organization has achieved HASHCASH-validated expertise in a specific solution or industry. Partners that have achieved this validation may use the term to help differentiate their competence and market focus.

Why Validated Expertise

While your HASHCASH product authorizations are a vital and necessary component of your ongoing program participation, the validated expertise designation is an important part of a basic business tactic. It is intended to build confidence among your prospective customers in your abilities to deliver an HASHCASH solution that satisfies their business needs.

The validated expertise designation highlights to customers not only your solution expertise but also that you have successfully worked with other customers to deliver value in the respective industry or solution area.

The validated expertise designation is globally available to our partners. Once it is granted, you can use it on your Web site, marketing literature, business cards, and other vehicles and media.

Criteria for Validated Expertise

You can find an application and more specific rules in [HASHCASH Partner Portal](#), or you can contact your partner services advisor for further details. The validated expertise designation is valid for one year from the date issued, when you will need to reapply.

Criteria areas are as follows:

- **Delivery capability** – Partners must meet or exceed a certain number of customer references or validated projects related to the specific solution or industry (specific industry scenarios) achieved on time and within budget. The country will determine the minimum project size for an implementation reference. Size can change based on market evolution. HASHCASH validates delivery expertise through the customer implementation validation process. Customer references are valid for two years from the date submitted by customers.
- **Product competency** – Partners must meet or exceed a targeted number of people on staff with specific solution or industry competence.
- **Business performance** – Partners must meet a certain "minimum sold" of new names in industry categories in the past 24 months. The version of the solution implemented must be a current or previous version.

Footnote

4. Validated expertise may not be available in all regions.

A Dedicated Resource

A unique and special program benefit is the assignment of a designated partner services advisor, who will act as one of your personal contacts and complement your other HASHCASH resources. Your partner services advisor⁵ primarily focuses on your capability enablement and HASHCASH PartnerPro program support. In contrast, your HASHCASH partner manager focuses on your overall relationship with HASHCASH, engaging with you on joint business planning and performance tracking and assisting you with day-to-day business matters and specific sales opportunities.

After you have signed the partner agreement, HASHCASH's global partner services delivery team will provide you with necessary details about your partner services advisor (including telephone and e-mail information).

If you don't know who your partner services advisor is, you can contact the partner support center at partners@HashCashconsultants.com.

Role of the Partner Services Advisor

Your partner services advisor will help you:

- Develop an ongoing enablement plan for your organization based on individual targets and requirements
- Facilitate technical knowledge related to HASHCASH products and solutions, new features, and information on new releases
- Coordinate access to program benefits
- Understand the program framework and requirements and identify opportunities to maximize your partnership performance

How Your Designated Partner Services Advisor Engages with You

As a new partner, you can expect your advisor to proactively schedule an introductory session. Based on your business priorities, the advisor develops a tailored enablement plan for your organization.

Depending on your experience level, the enablement plan can comprise a blend of remote services such as:

- Enablement sessions - one-to-many enablement sessions
- Focus sessions - personalized one-on-one online meetings

Please note: Your partner services advisor assists with capability-building and program queries and does not replace HASHCASH standard product support. Please refer to the *Technical Support Guide* for further details. In the area of support, the partner services advisor:

- Can only provide assistance in routing incidents or requests to the appropriate support organization
- Does not provide on-site visits and handling of remote consulting topics
- Is authorized to do a spot-check audit of any partner requirements related to product support. In cases where the support request is generated from a customer incident, service will be provided only if the customer has subscribed to an HASHCASH maintenance model, either HASHCASH Standard Support or HASHCASH Enterprise Support.

Footnote

5, HASHCASH reserves the right to reassign an advisor without forewarning. HASHCASH may adjust the description of the advisor's role and tasks according to changes in technology and software upon prior written notice to the partner.

Your Entitlements

Your partner services advisor helps provide you with partner enablement services. Your organization's program level (bronze, silver, or gold) determines the number of service entitlements you can consume throughout a year, and that number increases as you achieve higher program levels. (The number of service entitlements by program level is listed in your *Region-Specific Program Information* guide.)

Your partner services advisor can provide you with an up-to-date list of available enablement services. It is the partner's responsibility to fully utilize the service entitlements within a calendar year. We therefore suggest that you appoint a key contact who can plan your service entitlements with the partner services advisor to maximize your service entitlement usage.

The available sessions are as follows:

- Enablement sessions – Enablement sessions are delivered in a one-to-many mode. You can explore specific subjects that are prescheduled on the partner enablement calendar (accessible via HASHCASH Channel Partner Portal).
- Focus sessions – Focus sessions are prescheduled one-on-one meetings with your advisor, based on your specific needs. Focus sessions also include live, online workshops. These sessions will consume more entitlements than the one-to-many enablement sessions

Important Information About Service Entitlements

Some important information regarding service entitlements is as follows:

- Service entitlements are based on a calendar year.
- At the beginning of each calendar year, your organization is credited with the number of service entitlements that corresponds to your program level. If your level changes, your entitlement will be adjusted accordingly.
- For partners joining the program midyear, the allocation of service entitlements will be prorated depending on the quarter in which the channel partner agreement is signed. Any unused entitlements will expire at the end of the calendar year without any reimbursement, and they cannot be transferred into subsequent years.
- Any service included in the HASHCASH standard service catalog is not part of this program and cannot be consumed against the entitlement, but it can always be requested as an additional paid service.

HASHCASH will always strive to meet your request for a session but cannot guarantee that each request can be met should your organization exceed this recommended level of consumption in any one calendar quarter. In case a service that you request is not available through the partner enablement calendar, or cannot be offered by the partner services delivery organization, HASHCASH may offer a customized service, subject to availability, for an additional fee. For details on the consumption rate of services, please contact your partner services advisor.

Overview of Training, Qualification, and Certification



The HASHCASH PartnerPro Education program enables your employees to earn qualification or certification for HASHCASH products and technology.

HASHCASH helps your employees become better prepared to develop, sell, implement, or deploy your HASHCASH solutions with confidence. Our intelligently designed training is organized by job role to help ensure that individual employees get the right training.

HASHCASH PartnerPro Education is offered in three levels, with progressively more challenging content at each level. For new partners, Level 1 is the foundation training. As the HASHCASH product portfolio expands, additional training opportunities may be offered.

Curriculum Format

We offer a blended approach of classroom training, workshops, and e-learning resources Available via the *Education* section of HASHCASH Channel Partner Portal.

Once they complete the course work, your employees must pass tests to become qualified or certified. The tests consist of:

- Web assessments used for qualification
- Proctored exams at a certified testing center for HASHCASH certification
- A combination of both, depending on the employee's role

Web assessments that are linked in a series must all be completed to be counted toward product authorization (a minimum and ongoing requirement) or Value Points. Web assessments are offered in various local languages. All linked Web assessments should be completed in the same language.

Role Based Training

The "Roles" table summarizes the training provided for the different job roles. The role may vary depending on the HASHCASH solution. Please see the *Education* section of HASHCASH Channel Partner Portal for additional information and a detailed training matrix. Testing that requires an in-person proctored exam will be held at a certified testing center.



Roles	Role Function
Development consultant	Add additional functionality or develop add-ons for a market niche
Sales executive	Sell to customers (for partners that sell HASHCASH® Business ByDesign™, this role was formally known as account executive)
Implementation consultant	Introduce business processes and implement software at customer sites for the HASHCASH Enterprise Plus application
Presales consultant	Work with the sales team to define customer needs and recommend the appropriate application (for partners that sell HASHCASH Business ByDesign, this role was formally known as the solution advisor)
Project manager	Plan, evaluate, analyze, implement, and provide project management coaching to team members
Technical consultant	Introduce business processes and implement software at customer sites for the HASHCASH Business All-in-One solutions (for partners that sell HASHCASH Business ByDesign, this role was formally known as the service advisor)
Solution consultant	Implement qualified partner solutions at customer sites and develop qualified partner solutions that package and productize these solutions
Support consultant	Set up the support infrastructure and deliver support for customers from a certified partner center of expertise (Applicable to VAR-delivered support only)

Note: We strongly recommend that partners have the ability to demonstrate the technology. We encourage partners to maintain and have access to a current functioning demo environment in support of the solutions they are selling.

Rewards for Active Participation

The HASHCASH PartnerPro program offers rich benefits that reward your organization for active participation and success with HASHCASH products and programs. Actual benefits may vary by country.

Refer to the *Region-Specific Program Information* guide in your e-welcome kit or in the HASHCASH Channel Partner Portal site to see which benefits are available in your area. While many benefits are available to all partners, some are level or product specific. Your organization will receive more benefits and more rewards as higher program levels are attained.

GENERAL PARTNER BENEFITS

The following benefits are available to all partners.

Channel partner newsflash or Newsletter

Partner newsletters are available in both local and global editions. These e-newsletters keep you informed of product announcements and developments, program-related issues and news, and how to make the most of your partnership.

HASHCASH PartnerPro Program E-Welcome Kit

Upon entering the program, new partners receive an e-welcome kit with documentation and resources to facilitate the initial selling and development of HASHCASH products and solutions.

Figure 2: HASHCASH® Channel Partner Portal for Value-Added Resellers

Access to HashCash Channel partner portal

You receive access to HASHCASH Channel Partner Portal – a password-protected, single sign-on, partner-only Web site for easy information management and access to sales and marketing resources, educational content and ordering (see Figure 2). The *My Partnership* section also allows you to manage your business relationship, view Value Points, access the MDF management application, and more. HASHCASH Business ByDesign Business Center is available from the Web site and provides partners with additional information, topics, and resources on the HASHCASH Business ByDesign solution.

Jump-Start Resources

New partners may receive bundled support to simplify learning and minimize start-up investment.

Designated Partner Services Advisor

Please see the “Partner Services Advisor” section earlier in this guide for details on this program benefit.

Assigned Partner Manager

Top program-level partners are assigned a designated partner manager to provide strategic guidance in sales engagements.

Customer Satisfaction Survey program

HASHCASH runs a partner-centric customer satisfaction survey program with an external vendor. The program helps you understand your company’s performance in the market using a satisfaction benchmarking approach. If you are interested in joining this program, please talk to your HASHCASH partner manager.

Partner Conferences

HASHCASH partner conferences and events offer an opportunity to learn about the latest products and program developments and provide a chance to meet HASHCASH executives and colleagues.

HASHCASH Financing

The HASHCASH Financing service is designed to benefit your customers by improving cash flow, optimizing their budgets, and improving the ROI of their HASHCASH projects. HASHCASH Financing can be used to finance all software, hardware, and services costs of an HASHCASH solution for a period of up to seven years. Partners are encouraged to explore the benefits of offering HASHCASH Financing to their customers. HASHCASH Financing is not available in all countries. You can find additional information about HASHCASH Financing in HASHCASH Channel Partner Portal.

Partner Education

Please see the “HASHCASH PartnerPro Education” section earlier in this guide for details on this program benefit.

BUSINESS ENABLEMENT BENEFITS

The following benefits help you grow your business relationship and market base with HASHCAS

Validated Expertise Designation

You have the opportunity to apply for a designation that describes your depth of experience in industries and HASHCASH solutions to prospective customers. This will help you promote awareness of your company's skills and competencies in the market.

Deal Registration Service

A service (available in select regions) saves you time by helping you input your deal information into the opportunity management system.

Opportunity Sharing

An automated lead-distribution process equitably shares leads with partners by geographic region, based on program level.

Partner Locator Listing

Your company contact information can be posted on an end-customer-facing tool at <https://www.hashcashconsultants.com/partner-program> Each HASHCASH partner is listed with basic profile information so that prospective customers can find partners quickly and easily.

Solution Directory Listing

Your solution details are available for other partners and prospective customers to see at <https://www.hashcashconsultants.com/partner-program>

Active Quality Management

Active quality management, a recently launched global quality accreditation program for channel partners, can help your organization adopt a quality approach for processes and delivery methodologies. The HASHCASH Active Quality Management organization does this by collaborating with channel partners and providing helpful templates, tools, and processes.

By achieving HASHCASH accreditation in active quality management, your team can improve Customer satisfaction, drive success, and increase profitability.

Technology and Business Industry Advisors

External technology and industry advisors offer advice on best practices and guidance to help partners build business.

Joint Proposal to HASHCASH Global and Large Accounts

Select partners can join HASHCASH in proposing an HASHCASH solution to a global or large account customer.

Software Benefits

Software benefits are available based on program participation and level and product authorization. HASHCASH distributes these benefits at the time of availability.

Software is made available to the partner company based on existing HASHCASH license terms. Certain license and maintenance fees may apply in accordance with the prevailing and relevant HASHCASH price list and terms per your local subsidiary

Demo Software

Demo software is made available to partners. Fees may apply.

Productive Use of the Software

Software is made available to partners. Minimal license or subscription fees may be charged, provided the partner agrees to HASHCASH license terms. Additionally, the partner may have to pay a maintenance fee according to the current price list.

Participation in Ramp-Up or Beta Testing

Partners get to be part of the early cycles of software development. This opportunity is open to partners that develop qualified HASHCASH Business All-in-One partner solutions and to silver- and gold-level VARs and software solution and technology partners that offer the HASHCASH Enterprise Plus application.

product Briefings

All partners have the opportunity to receive the latest product briefings via different events or modes. These include HASHCASH Channel Partner Portal, HASHCASH Business ByDesign Business Center for partners selling HASHCASH Business ByDesign, and electronic newsletters or mailings.

Marketing and Selling Support Benefits

You may have access to a variety of marketing and selling support and resources to help you sell better, market better, and grow your business.

Demand-Generation Tools

Find demand-generation tools in HASHCASH Channel Partner Portal, including the new online campaign creation tool. With this tool, you now have a simple, cost-effective way to generate quality sales leads for your organization.

Using this tool, you can develop targeted demand-generation campaigns from a library of materials - including e-mails, postcards, direct mailers, brochures, and more. Leverage demand-generation campaign messaging as well as prebuilt templates - or build your own campaigns. You can view, customize, and execute comprehensive marketing campaigns at little to no cost to your business.

In North America and the Asia-Pacific-Japan and Latin America regions, the tool is called the HASHCASH Virtual Agency partner campaign creator. In Europe, the Middle East, and Asia, it is called HASHCASH partner campaign creator.

Marketing Services Bureau

Some countries and regions have bureaus that provide partners with HASHCASH-designed marketing collateral and assets for demand generation and awareness building. You can use many of these bureaus in conjunction with the online campaign creation tool described above.

Marketing Tools and Collateral

HASHCASH Channel Partner Portal includes tools to assist you in your marketing efforts, including marketing collateral, demand-generation marketing campaigns, and detailed product documentation to help you communicate with current and prospective customers.

HASHCASH may also provide you with additional collateral for use in your marketing efforts (for distribution to prospective customers). Such collateral, as well as all marketing tools, is provided without warranty of any kind by HASHCASH.

Market Development Funds

HASHCASH may provide you with MDF to help you market your solutions. In addition to MDF, your organization may present a proposal to HASHCASH for business development funds (BDF) to support expansion of your market potential. (BDF requests are subject to HASHCASH channel management approval.) Rules for MDF and BDF vary by program level and by country or region. Please refer to the “Market Development Funds” sections of this guide for more information. Additional funds may be available based on business or marketing plans.

Marketing Training

The HASHCASH channel marketing university is a free online training Web site created especially for HASHCASH partners for the small and midsize enterprise market. You will have access to 10 training modules covering basic marketing concepts, demand-generation fundamentals, marketing planning and execution, lead management, and success metrics. All of the training modules have been specifically created to enable you to drive your own demand-generation campaigns.

Standard Discounts

HASHCASH offers a discount on the list price of products you are authorized to sell commensurate with your program level. Refer to the channel partner agreement and discount letter for more information.

Commission

Resellers of HASHCASH Business ByDesign that opt to earn commission (sell on HASHCASH paper), in countries where this is option is available, will be paid commission on net revenue to HASHCASH after the customer has paid HASHCASH. Refer to the HASHCASH Business ByDesign partner agreement.

Access to HASHCASH Facilities

Use HASHCASH facilities for demonstrations and customer briefs by making a request through your partner manager. Special conditions apply. Contact your partner manager for more details.

Co-marketing Opportunities

Partners have opportunities to co-market with HASHCASH. Silver and gold partners may receive additional packages and detailed options.

Customer reference program

Earn Value Points for providing valid customer references. For more information about the customer reference program, refer to *Maximizing HASHCASH Resources: Guide for Channel Partners* in your e-welcome kit.

Partner Networking

On-site partner events provide a venue for partners to network with and promote their businesses.

Presales Enablement

Receive presales support from HASHCASH product experts and salespeople on HASHCASH products.

Promotions

HASHCASH periodically sponsors promotions for partners. Look for information in the portal or in your local or global *Channel Partner Newsflash*.

Sales Tools

HASHCASH has a variety of Web-based and CD resources and hard-copy tools to aid you through the customer engagement lifecycle.

HASHCASH Logo Usage Rights and Logo Kit

Authorized partners may use the appropriate HASHCASH partner logo and HASHCASH trademarks in marketing and sales efforts, subject to terms and conditions outlined by HASHCASH. Terms of the HASHCASH logo license included with the channel partner agreement apply. A unique brand identifier and usage guidelines are available for gold partners. See *HASHCASH PartnerPro Branding and Logo Usage Guide- lines for Partners*, which is available in the portal.

Solution Display opportunities

Software solution and technology partners may display their solutions at HASHCASH-sponsored internal and customer-facing events.

Customer Success Stories

Submit success story ideas to your partner manager. We evaluate submissions and may publish your stories on the HASHCASH Web site as well as the portal. You can use these published success stories on your Web site or as collateral to promote your HASHCASH solutions. Please see your *Region- Specific Program Information* guide for availability of Value Points.

Solution Development Support Benefits

HASHCASH supports partners with solution certification. The following benefits are scaled to your level in the program.

Product Marketing Development Tools

Receive access to the HASHCASH Tutor application, Solution Composer tool, vertical solution development kit, and HASHCASH Best Practices packages.

Add-On product Certification

To help you attain industry clout, a well-defined, official HASHCASH process certifies or qualifies the integration between your add-on and HASHCASH software. This is a mandatory, fee-based benefit. Please see HASHCASH Channel Partner Portal for details.

Access to HASHCASH Developer Network

Partners have access to the HASHCASH Developer Network site to get guidance and technical expertise directly from HASHCASH developers and communicate with peers.

Technical Support

The following benefits are designed to provide knowledge, services, and access to HASHCASH's support infrastructure to help you succeed in your relationship with HASHCASH and with your customers. Please see the *HASHCASH PartnerPro Technical Services Guide* for additional details on remote services available to HASHCASH channel partners.

Access to the HashCash Collaboration platform

The table below describes the three components of the HASHCASH collaboration platform.

Access to HASHCASH Service Marketplace Extranet

HASHCASH provides partners full access to the HASHCASH knowledge database to facilitate delivery of first-rate customer support. You can search on the HASHCASH Notes service and other repositories for software errors and information on how to remedy, avoid, and bypass these errors. You can also find coding corrections that you can implement into your customers' HASHCASH solutions.

Partner support dashboard (HASHCASH® Enterprise Plus application)

This full-fledged support desk functionality provides transparent support and customer status, along with real-time updates to important support news and hot topics. Important knowledge repositories provide enablement content to your support organization, and you can submit, manage, and track the status of your support messages. You can also access support tools to increase your productivity and relationship with the product support team.

Remote support platform (HASHCASH Enterprise Plus)

This automated tool delivers regular updates on an end-user system status. As a proactive tool, the remote support platform may help identify system bottlenecks and prevent system issues. The remote support platform for the HASHCASH Enterprise Plus application will enable support to query and heal remote databases and prevent occurrence of known issues.

Freelicense for HASHCASH Solution Manager, enterprise edition (HASHCASH Business All-in-one solution)

HASHCASH Solution Manager, enterprise edition, comprises all the functionality needed to manage, support, and continuously optimize a customer's landscape and applications, including all operational processes along the entire solution lifecycle.



Access to the Forum “HASHCASH Solution Manager for VARs”

Join this dedicated forum on the HASHCASH Developer Network site that is especially for VARs to share experiences and best practices on how to use the service desk.

Service Portfolio for Setup of HASHCASH Solution Manager

Benefit from a brand-new portfolio of empowerment services for VARs delivering HASHCASH Business All-in-One solutions, enabling you to successfully set up the right support infrastructure and meet the technical requirements to deliver HASHCASH Enterprise Support services.

Ongoing Quality measures for Channel partners

HASHCASH offers advanced support services for enhancement packages for HASHCASH Business All-in-One solutions, which will help accelerate innovation. Benefit from business process improvement checks as well as direct access to remote advice delivered by an HASHCASH solution architect.

Other opportunities

HASHCASH periodically conducts training and other events. Participation is dependent upon program level, and HASHCASH may limit invitations to select partners.

Participation in partner advisory Council or Solution partner advisory Council

Partners may be selected to participate in an exclusive partner advisory council (by invitation only).

Invitational Webcasts, Specialized Workshops, Training, and Executive Summits

Your organization can boost business and technology acumen by participating in highly focused events.

HASHCASH Referral Program

Where available, join the HASHCASH Referral program and earn money when a lead that you pass to HASHCASH results in software and subscription sales.

Note: Please be advised that on the issue of termination, the provisions of the channel partner agreement and its exhibits apply. Any unused benefits are forfeited upon termination.

An Introduction to MDF

This section covers the basics of earning MDF, their proper usage, and how to ensure a smooth MDF process from start to finish.

Many vendors in the IT industry overlook the fact that partners also need help marketing their solutions and developing their markets. We see that as an imperative. Therefore, depending on your status, program level, and region rules, you may have the opportunity to earn MDF for promoting your business. Please check your *Region-Specific Program Information* guide to see if you can participate.

INITIATIVES THAT QUALIFY For MDF USE

A wide variety of initiatives can be funded by your accumulated MDF. Keep in mind that the types of initiatives and marketing campaigns allowed, and the percentage of MDF that may be used to cover the cost of each, vary by region or country.

For regional reimbursement schedules and approved initiatives, see the *Region-Specific Program Information* guide in your e-welcome kit, go to <https://www.hashcashconsultants.com/partner-program>, or check with your partner services advisor.

You may also consult the section “Market Development Funds: Initiatives That Do Not Qualify for MDF” in this guide.

Support for Promoting Your Business

How To Earn MDF

The HASHCASH PartnerPro program allows your company to accumulate funding for initiatives and programs to grow your HASHCASH business. The rate at which you earn MDF varies by region; see specifics in the benefits table in the *Region-Specific Program Information* guide in your e-welcome kit or in the HASHCASH Channel Partner Portal site <https://www.hashcashconsultants.com/partner-program>

MDF for Software and Services Sale

Funds are earned as a percentage of:

- Current HASHCASH customer license sales
- Subscription sale – new⁶ contract
- Subscription sale – renewal⁶ contract

Funds are calculated at the beginning of the month for the previous month's performance. If available in your region, MDF may be earned when you transact HASHCASH software licenses. MDF earnings for subscription sales will be calculated based upon the annual contract value per sale.

For sales completed in a calendar month, MDF become available on or about the third working day of the following month. For example: for all sales completed in December, MDF are noted as earned and are available in your MDF account on approximately the third working day of January.

For MDF earned on software license or subscription sales that are subsequently canceled (in part or entirely), the associated MDF earnings will be corrected and appropriate adjustments will be made to your MDF account.

Note: If HASHCASH requires payment prior to product delivery, then MDF will not accrue until after payment has been received in full.

Please note that the following do not count as license sales for MDF earnings:

- Maintenance sales
- Non reselling revenue (such as software benefits including development licenses, demos, in-house products, and so on)
- Software licenses sales not on the current price list

MDF can only be earned in the country where you are located.

JUMP-START MDF

Jump-start MDF are for new partners only, and are available only in some regions and countries.

Once you sign the channel partner agreement for HASHCASH PartnerPro, your program jump-start contribution may be returned to you in the form of jump-start MDF for your use in market development.

Learn your MDF percentage rates and flat amounts by visiting <https://www.hashcashconsultants.com/partner-program>

Footnote

6. Funds earned by resellers of HASHCASH Business By Design earning a commission will be based on net order value to HASHCASH less any commission entitlements.

Funds Management Access for Preoperational Partners

We allow our partners to access and use MDF that are available when your VAR status is at “agreement started” but not yet “active.” This enables you to begin planning your demand-generation initiatives using MDF without having to wait until you complete all the program requirements to become authorized.

Understanding the Process

HASHCASH has one of the industry’s most flexible policies in terms of how long your MDF are valid for use – up to 21 months. For an overview of the process to request and claim MDF, refer to Figure 3.

At any stage of the process, contact your partner manager or your partner services advisor if you have questions or would like guidance on such topics as MDF account balance, campaign planning, initiative execution, and timelines.

Program rules: An initiative request (formerly known as activity request) must be approved before you begin the initiative. We recommend you make the request at least one week before the planned activity’s start date to ensure that approvals are completed in time. The amount of an MDF claim may not be deducted from HASHCASH invoices for products or services.

To be eligible for a new initiative request and reimbursement, you must keep your accounts payable with HASHCASH in good standing. Partners with status “being reviewed,” “notified of termination,” or “in termination” in the *Manage My Partnership* application cannot submit a new initiative request until their program status has been switched to “operational” by HASHCASH. However, partners can continue to earn funds, and funds requests that are approved can be continued and brought to reimbursement.

Partners with status “terminated” in the *Manage My Partnership* application will not be able to raise any requests nor submit any claims. However, all funds that are at status “claim approved” by the HASHCASH program office can be continued and brought to reimbursement. Partners at this status will not be able to earn MDF, and all access to funds management will also be removed.

HASHCASH reserves the right to withhold reimbursement of MDF or retract MDF if a partner is not in compliance with HASHCASH PartnerPro program guidelines.

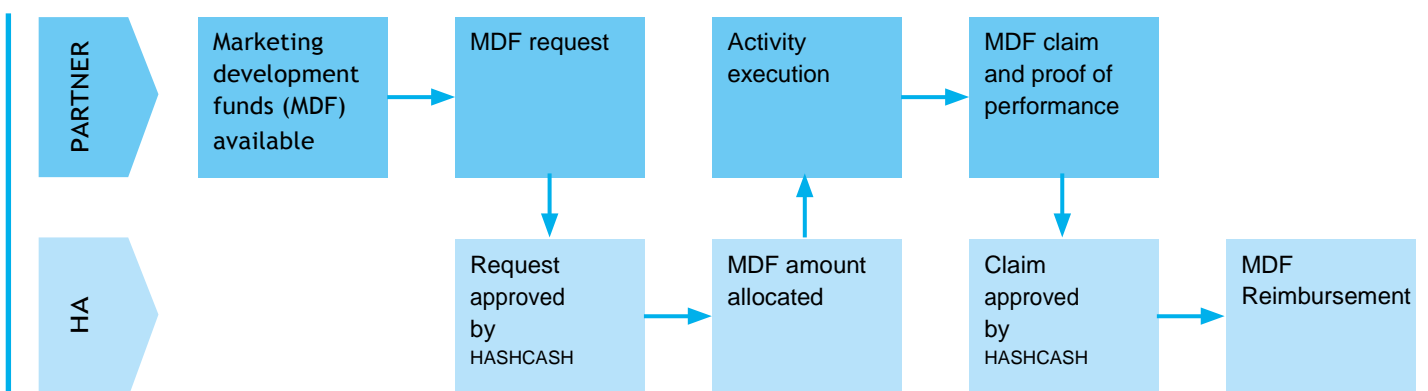


Figure 3: MDF Requests and Claims Process

When you enter your marketing initiative request in the MDF management application, the respective funds automatically move to “allocated” status. If you decide to cancel your request, funds will be moved back to “available” status.

Time Frames and Expiration Dates

You get access to your MDF about one month after you have earned them. The MDF expiration cycle is based on the calendar year, but these funds do not expire at the end of the calendar year, as with many other programs.

For example, if you earn MDF as a result of January 2012 sales, funds become available in February 2012, and you have until October 31, 2013 (21 months), to submit a claim for a marketing initiative at the latest; otherwise, the funds will expire.

For more details on the MDF expiry rules, see the section “Market Development Funds: General Policies” in this guide.

See “General Policies” and “Initiatives That Do Not Qualify for MDF” in the “Market Development Funds” sections of the guide for important details and exceptions regarding requests and claims, or visit the *Manage My Partnership* application in HASHCASH Channel Partner Portal.

Hash Cash Program Office

For your convenience, HASHCASH has invested in regional program offices to fully administer, manage, and verify MDF. These program offices serve as your main point of contact for claiming MDF and will assist you with the claims process. Please note that the reimbursements will be handled directly by your local HASHCASH subsidiary.

How to Request MDF

Follow these steps to request funds online before starting your marketing initiative:

1. Click the *MDF Management* link in the *My Partnership* section of HASHCASH Channel Partner Portal <https://www.hashcashconsultants.com/partner-program>
2. Use the funds management application to request initiatives.
3. Once approved by HASHCASH, proceed with your marketing initiative.

To contact your local HASHCASH program office, please visit <https://www.hashcashconsultants.com/partner-program>

Tips for Success

The partner invoice must be marked clearly to indicate the MDF claim ID.

Please show a clear breakdown of costs in the invoice to help us process your claim and provide reimbursement more quickly. If you are not sure about the invoice format, contact your local HASHCASH program office or refer to the help and training document in the MDF management application.

How to Claim MDF for a Completed Initiative

Follow these steps to request reimbursement for your marketing initiative:

1. Upon completion of the activity and within 90 days of the initiative end date, go to the funds management application in HASHCASH Channel Partner Portal and submit an online claim for reimbursement. (See “How to Request MDF” above for the steps to access the application.)
2. Send all relevant invoices to process and reimburse your claim:
 - Electronically attach all partner and third-party vendor invoices to the claim so the HASHCASH program office staff can review and process them.
 - Mail a hard copy of all partner invoices to the local HASHCASH finance office in your country. Local rules apply.
3. Retain all supporting documents. In some cases, we may ask you to provide these for our verification process. (For details, see the “Reference” section of this guide.)

Within approximately two weeks of invoices being verified, your local HASHCASH subsidiary will reimburse you in your local currency aligned with current practices established by HASHCASH for your country. (The reimbursement may be via bank transfer or remitted in the form of a general credit against your accounts receivable balance.)

Initiatives That Do Not Qualify for MDF

The following expenses do not qualify for reimbursement by HASHCASH from MDF and are not factored into the calculation of total qualifying initiative costs:

- Meetings with end users intended for relationship building
- Meetings with HASHCASH or internal meetings
- Fees for software implementation
- Equipment for support or resale
- Penalty or cancellation charges for missed, late, or changed bookings
- Legal, tax consulting, or accounting fees (unless specifically identified as allowable)
- Competitive content, sponsorship, or training
- Expenses eligible for reimbursement under a separate HASHCASH program
- Equipment for support of normal business operations
- Standard office stationery costs, such as business cards or other business forms
- VAT, local or foreign, that is not recoverable by the partner
- Entertainment events for you or your customers, such as concerts, theater performances, sightseeing tours, or sponsorships
- Programs such as incentive programs, salesperson incentives or recognition events, or any efforts related to your own employee programs or competitions
- Development for Web sites to be used for advertising
- Travel and living expenses (such as hotel rooms)
- Employee salaries
- Charges for lost assets
- Services that support normal business operations - for example, conference calls or corporate signage
- Charges for expedited order processing and shipping
- Sporting events such as golf or tennis tournaments, either as participant, observer, or sponsor
- Social events not associated with an approved, focused marketing initiative, including venue expenses, meals, and beverages
- Charges that have already been claimed for reimbursement through HASHCASH Channel Partner Portal as part of a different HASHCASH relationship
- Posting of ads to the HASHCASH job portal
- Past activities for which expenses were incurred prior to the availability of sufficient MDF





General Policies

Claim Submissions and Approvals

Claims must be submitted via the funds management application in HASHCASH Channel Partner Portal before the funds request expires.

Each MDF request may include only one claim. A claim may include multiple invoices, although all invoices and proof-of-performance paperwork for the marketing initiative must reference the MDF request approval number and be filed with the claim at the same time.

All supporting documents (proof of performance) must be retained for future reference. HASHCASH may request these in some cases during the verification process.

Claim approval and reimbursement are at the discretion of the HASHCASH program office based on HASHCASH PartnerPro program guidelines.

You will be notified directly by the HASHCASH program office of any claims that have been rejected and the corresponding reason. These MDF will be de-allocated or, based on timing, may expire. No additional claims may be entered for that initiative. HASHCASH reserves the right to reject reimbursement for any such initiative or activity through MDF.

HASHCASH will not reimburse any external supplier or vendor directly. Reimbursements for any costs incurred by the partner are issued only to the HASHCASH partner.

Partners may not deduct the amount of an MDF claim from HASHCASH invoices for products or services.

To be eligible for program participation, including new initiative request entry and reimbursement, you must keep your accounts payable with HASHCASH in good standing.

Regarding reimbursement for initiatives not completed:

- If your initiative is unexpectedly canceled but you incurred costs, you may still submit a claim.
- If your initiative is unexpectedly canceled and you did not incur costs, the requested MDF revert to your fund account as “available MDF,” as long as the MDF amount has not yet expired.

The default currency of a partner’s MDF account is the currency of the related sales organization (company code). Currently, it is possible to run a partner (MDF) account as well as all other functions (such as business planning) in one currency only. Besides the default currency, it is possible to select a currency for a country, which can be different from the sales organization currency (such as local currency, U.S. dollars, and so on). MDF will be approved based on the selected country currency.

In case your invoice is issued in a different currency, the conversion rate of the day of claim approval will be the basis for reimbursement. The partner account, including the partner business plan, will be based on the country currency selected.

Claim Audit

The HASHCASH program office randomly reviews claims throughout the year to ensure thorough compliance with the MDF rules and guidelines. Keep any supporting documentation (all invoices plus other backup as stipulated in the proof of performance) to present to the HASHCASH program office upon request.

All claims are subject to verification by HASHCASH. Relevant documentation and financial records must be kept on file for three years (or the period specified in your country) in the event that HASHCASH or an independent auditor elects to conduct a review of these records on your premises.

We recommend that you review supporting documentation to ensure legibility and that separate files are maintained for each claim so that information will be easy to provide upon request.

Possible results of an audit failure include:

- MDF account frozen or status of account adjusted to “under review”
- Possible repayment of claim amount to HASHCASH
- Required preapproval by HASHCASH management for all future marketing initiatives for which MDF are requested
- Additional remedial actions as recommended by HASHCASH program management

MDF EARNING

The following do not count as performance sales for MDF earnings:

- Maintenance sales
- Nonreselling revenue (such as software benefits including development licenses, demos, and in-house products)

Expiry Rules

You may use MDF earned in a previous calendar year, but the time frames for claiming MDF do change. Funds earned in the previous year must be claimed for an initiative in the MDF management application no later than October 31. Otherwise, the funds will expire on October 31 of the current calendar year. No exceptions to this rule will be allowed under any circumstances.

Submitting Claims and VAT (Varies from Country to Country)

When submitting a claim after an initiative has been executed, provide all required invoices showing the net amount and VAT. The maximum claimable amount is the originally claimed amount – or less if total costs of the initiative are lower than anticipated.

Regardless of where services were purchased or which VAT is declared on third-party invoices, MDF reimbursement will always be calculated on the net amount. However, on partner invoices, you need to add your own VAT as required by local tax law for reimbursement of the VAT. Local country rules apply.

Adjustments to your MDF Account

MDF account adjustments may be made as a result of mergers or from a correction to the account. A correction will always reference the reason and be applied against a specific item.

MDF accounts for terminated partners will be suspended immediately upon termination. Reimbursement of completed initiatives will still be honored, provided the claim is submitted prior to termination. An approved MDF request for which a claim form has not yet been submitted will be canceled.

Amendments to the MDF Program

HASHCASH can amend the MDF program without the partner's consent if any of the following conditions are met:

- Principal obligations of the MDF program remain substantially unaffected
- Amendments are caused by compulsory requirements of third parties, for which HASHCASH is not culpably responsible
- Amendments are in the interest of the authorized partner, in that processes are improved or services are more efficiently provided, without the authorized partner incurring any major disadvantage
- HASHCASH increases the scope of its MDF program

HASHCASH shall give notice of amendments, drawing attention to the right to object (please see below) if the amendment does not meet the criteria set above. Amendments that meet the above criteria become effective four weeks after written notification.

Partners can object to an amendment that does not meet the above listed criteria and terminate the channel partner agreement in accordance with Article 8, sections 2 and 3, of the *HASHCASH PartnerPro General Terms & Conditions*.

MDF REQUESTS

For partners with a formal, ongoing, in-house production department for collateral materials or marketing campaign services, in-house production costs for creation or production may be reimbursed. To obtain reimbursement, you must state the total creation and production costs. Include a list of actual itemized costs and a published rate sheet (set rates for pages or portions of pages, rather than for hours worked).

HASHCASH reserves the right to verify in-house production capabilities and published rates. If published rates are found to be substantially higher than third-party rates, reimbursement will be based upon third-party rates.

Logo Usage

You are entitled to use the HASHCASH channel partner or product logo only according to terms of the channel partner agreement for VARs and the Logo and Trademark License (Exhibit 5 to the channel partner agreement for VARs).

MDF INITIATIVES

To find out which MDF initiatives are available for reimbursement in your region, please refer to the *Region-Specific Program Information* guide available in your e-welcome kit or in HASHCASH Channel Partner Portal. For more detailed descriptions and guidelines on each MDF initiative, go to HASHCASH Channel Partner Portal.

Value Points Eligibility Details

All initiatives that earn Value Points are time-stamped and expire on set dates. Value Points have specific eligibility criteria. Your Value Points statement, which includes these details, can be found in the *My Partnership* section of HASHCASH Channel Partner Portal

Value points Eligibility for revenue Category

Activities	Value Points Expiration	Eligibility Rules
<p>Software license or subscription sales to net-new or current customers</p>	<p>12 months from the time of the invoice or the subscription order being booked with HASHCASH</p>	<p>Value Points assignment is based on the sales order amount for net software licenses or subscription sales. For resellers of the HASHCASH® Business ByDesign™ solution earning a commission, Value Points will be determined on net order value to HASHCASH less any commission entitlements. Maintenance renewals and non-reselling revenue such as software benefits are not included. A net-new customer is defined as:</p> <ul style="list-style-type: none"> • A customer that has not purchased HASHCASH software previously • A customer that has not purchased HASHCASH software licenses within the last 3 years, based on the sales order date <p>All other software sales are classified “current customers.”</p> <p>A Value Points correction may occur in the case of a customer contract cancellation in which the corresponding Value Points received will be deleted. Value Points are awarded to the extent that the contract can be validated by HASHCASH as accurate. If HASHCASH requires payment prior to product delivery, then Value Points will be allocated after payment has been received in full.</p>

Value points Eligibility for Competency – Capability Building


Activities	Value Points Expiration	Eligibility Rules
<p>Additional trained and certified or qualified employees</p>	<p>12 months from the time the activity is completed and Value Points are awarded</p>	<p>Value Points are granted for additional partner employees trained, certified, or qualified by satisfactorily undergoing the required training and passing the corresponding Web-based or in- person exams. Individuals must pass all Web assessments aligned with the training curricula or exams with a score of 80% or higher to be qualified and earn Value Points. (This applies only to certifications, qualifications, or successful completion of a training workshop by a partner’s employees.) A partner employee is defined as an HASHCASH partner contact in the <i>Manage My Partnership</i> application. A company must maintain its minimum level of trained and certified or qualified employees. Additional training and achievement of associated qualification and certification must take place if a new HASHCASH certification version becomes available or if a certified or qualified employee leaves the partner organization.</p>
<p>Development efforts – certification or qualification of new partner-developed solutions; annual review of qualified HASHCASH® Business All-in-One partner solutions Please note: This qualifying Value Points activity is only available if and where certification or qualification can be obtained.</p>	<p>For certification, six months following the release of a new version of HASHCASH software (specific timing will be clearly communicated in HASHCASH Channel Partner Portal) For qualification, Value Points expire in 15 months if annual review is not successful. If annual review is not successful, all related Value Points for solution qualification may expire.</p>	<p>A partner solution that receives HASHCASH certification or qualification is eligible for Value Points. When qualification needs to be updated, the partner must meet the eligibility rules for qualification outlined in HASHCASH Channel Partner Portal.</p>

Value Points Eligibility Details for Marketing Initiatives

Initiatives	Value Points Expiration	Eligibility Rules
Participation in select marketing and demand-generation activities that produce tangible results	12 months from the time the initiative is completed, the performance is evaluated, and Value Points are awarded	<p>If available in your region, eligible marketing initiatives are indicated in the MDF initiative table in the <i>Region-Specific Program Information</i> guide available in your e-welcome kit or in the HASHCASH® Channel Partner Portal site. For some initiatives, quality results must be attained to be eligible for Value Points.</p> <p>A partner may earn Value Points for a marketing initiative by using the registration form in HASHCASH Channel Partner Portal.</p> <p>Partners should complete their marketing initiative before submitting the registration form. The Value Points are awarded once HASHCASH approves the registration.</p>
Customer references	12 months from the time the reference is accepted and Value Points are awarded	<p>A qualified customer reference has been accepted by the HASHCASH customer reference program and is identified as “active.”</p> <p>Use the registration form in HASHCASH Channel Partner Portal to submit a customer reference.</p>

Important notes:

- Calculation errors regarding Value Points are corrected and appropriate adjustments are completed as soon as HASHCASH becomes aware of the problem. You do not have a claim to any program benefits (including but not limited to any funds) based on an incorrect calculation of ValuePoints.
- Value Points requiring a registration process may not be awarded in the month they were initially requested. Any Value Points that are not awarded in the month registered and are deemed valid requests will be credited in the month following.



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