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# Global Partner Program Deal Registration Guidelines

**FY2023**



Program Guidebook

Forcepoint Public

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# Forcepoint Deal Registration Guidelines

The Forcepoint Deal Registration program is designed to provide enhanced profitability opportunities for eligible Global Partner Program members. This global offering is designed to reward our Partners with financial incentives for the pre- and post- sales investment associated with securing new sales opportunities and retaining current End Users. Deal Registration provides our Partners with the potential to protect and increase the profitability of eligible New Business opportunities (collectively referred to as “Deal Registration”).

## Partner Eligibility

Partners eligible for the Deal Registration Program must:

- Have an active and valid membership in the Forcepoint Global Partner Program at an Authorized, Platinum or Titanium Level.
- Be a Forcepoint Partner in good standing.
- Satisfy relevant qualifying criteria defined below.

## Deal Registration Details and Criteria

	Deal Registration
Overview and Application of Deal Registration Discount	Applies to <b>New Business opportunities</b> . The Deal Registration discount is in addition to the standard Partner discounts that Forcepoint makes available. The Deal Registration discount is published in Forcepoint’s applicable and then current Discount matrix. If Partner purchases from a Forcepoint Distributor (Two Tier Channel), then any Forcepoint published discounts are suggestions only and all discounts are determined by the Forcepoint Distributor and Partner.
Deal Registration Application	Open to the <b>first Partner</b> to submit a valid Deal Registration request via the Lead Submission Form on the Partner Portal for an eligible deal and provides proof of deal progression.
Deal Registration Qualifications and Definitions	<p>The following types of New Business opportunities are eligible for Deal Registration:</p> <ul style="list-style-type: none"> <li>• <b>Net New Forcepoint End Users.</b></li> <li>• <b>Up-selling to an existing Forcepoint End User, namely the selling of additional subscriptions to an End User who has previously purchased the same solution.</b></li> <li>• <b>Cross-sells to an existing Forcepoint End User, namely the selling of a Forcepoint solution to an existing End User who has not purchased that solution before.</b></li> </ul> <p>New Business also includes a Forcepoint ex-End User whose subscription has been expired for 180 days or longer and Sales opportunities with current Forcepoint End Users who are purchasing eligible appliances. Deal Registration applies to the appliance portion of the opportunity only. The New Business annual contract value (ACV) of the opportunity must exceed \$10,000 USD, €9,000 EUR, or £8,000 GBP, as determined by Forcepoint, to be eligible for Deal Registration.</p>
Deal Registration Expiration	Deal Registration expires on the Forcepoint opportunity expiration date.

# Deal Registration Definitions and Procedures

Deal Registration	
Partner in good standing	<p><b>Defined as</b> a Channel Partner who has accepted the terms of the <a href="#">Forcepoint Channel Partner Program Agreement</a>, has fulfilled all the requirements of their Level on a timely basis, is not past due on payments to Distributor and/or Forcepoint, and has an acceptable and consistent on-time renewal rate.</p>
Deal Registration Procedures, and Policies	<p>The Partner must submit All Deal Registration requests via the Forcepoint Channel Partner Portal. Partner will receive an email response within 48 hours indicating the Denial or Approval of the Deal Registration request with a Deal Registration ID and next actions required.</p> <p><b>Action Required Upon Receipt of Deal Registration Approval:</b> The Partner must then complete the First Action with the registered account within 7 days of receiving Deal Registration Approval email from Forcepoint. Deal Registration may be revoked for failure to timely complete the First Action. "First Action" means:</p> <ul style="list-style-type: none"> <li>• <a href="#">Attending a face-to-face meeting with End User that includes Forcepoint personnel.</a></li> <li>• <a href="#">Conducting a Security Needs Assessment or Audit.</a></li> <li>• <a href="#">Installing a Forcepoint 30-day proof of concept/evaluation.</a></li> <li>• <a href="#">Completing additional first action alternatives to be discussed with and approved by Forcepoint.</a></li> </ul> <p>To receive the Deal Registration discount, a valid Deal Registration ID must be included on the purchase order when the order is placed. This ID is assigned to the Partner when a Deal Registration is approved. A deal cannot be registered after the PO has been received by Forcepoint.</p> <p><b>Deal Registration Revocation:</b> Deal Registration and Incumbency may be revoked at any time if Forcepoint, in its sole discretion, determines that the Partner is not progressing the deal or renewal with the End User. Examples of not progressing the deal include situations where: (a) failure to timely complete the First Action; (b) the Partner is unresponsive to Forcepoint or the End User; (c) the Partner is deemed not to be actively working the opportunity; (d) with respect to Deal Registration, 120 days have passed since the Deal Registration Approval date; (e) the Partner does not have the necessary procurement contract in place with the End User to transact the deal; (f) the End User requests in writing that the Partner's Deal Registration or Incumbency be revoked; or (g) the End User requests in writing that there be no Deal Registration or Incumbency discounts made available with respect to the opportunity.</p>

## Incumbency Protection

Incumbency Protection	
Incumbency Protection	<p>Renewal opportunities are not eligible for Deal Registration. Instead, Forcepoint automatically makes available renewal protection to the Incumbent Partner. The Incumbent Partner is the last Partner that sold the product subscriptions being renewed into the End User's account, within the previous 24 months of the subscription expiration date and maintains Incumbency status at the time of the renewal.</p> <p>This protection is available to all Incumbent Partners in good standing regardless of Level. Incumbency Protection will only apply to the actual products on the order immediately preceding the subscription renewal for such products.</p>

# Maintaining Deal Registration and Incumbency Protection

Maintaining Deal Registration and Incumbency Protection	
Overview	<p>Partners will maintain Deal Registration until expiration or revocation, and Incumbency protection until revocation.</p> <p><b>Deal Registration and Incumbency Revocation:</b> Deal Registration and Incumbency may be revoked at any time if Forcepoint, in its sole discretion, determines that the Partner is not progressing the deal or renewal with the End User.</p> <p>Examples of not progressing the deal include situations where: (1) with respect to Deal Registration, a) failure to timely complete the First Action, or b) 120 days have passed since the Deal Registration Approval date; and (2) with respect to Deal Registration and Incumbency, a) the Partner is unresponsive to Forcepoint or the End User, b) the Partner is deemed not to be actively working the opportunity, c) the Partner does not have the necessary procurement contract in place with the End User to transact the deal, d) the End User requests in writing that the Partner's Deal Registration or Incumbency be revoked, or e) the End User requests in writing that there be no Deal Registration or Incumbency discounts made available with respect to the opportunity.</p>

Deal Registration and Incumbency discounts will not be available if restricted by law or any other company policy. Forcepoint reserves the right to modify or terminate the Deal Registration or Incumbency program at any time. All decisions by Forcepoint regarding Deal Registration or Incumbency eligibility are made at Forcepoint's sole discretion and are final. For more information on Deal Registration, Incumbency, and Partner requirements, please log in to the Partner Portal at <https://partners.forcepoint.com/s/login/> or email us at [Partner@forcepoint.com](mailto:Partner@forcepoint.com).

Please refer to the [Forcepoint Deal Registration Information](#) document for a complete list of Forcepoint Commercial Deal Reg Product Families.

## Appendix: Deal Registration FAQs

### Q. Who is eligible to register deals?

To be eligible for Deal Registration, a Partner must:

Have an active and valid membership in the Forcepoint Global Partner Program at an Authorized, Platinum or Titanium level. Be a Partner in good standing with Forcepoint. Satisfy relevant qualifying criteria defined in Deal Registration Guidelines.

### Q. Where do I find documentation for the latest program updates?

Log in to the [Channel Partner Portal](#) and you will see the latest policy on the main tile.

### Q. Which categories of opportunities are eligible for Deal Registration?

Net new business to Forcepoint, Cross-sells, and Up-Sells are eligible for Deal Registration.

### Q. What is the Deal Registration submission process?

All requests for Deal Registration must be made through the [Channel Partner Portal](#) by completing and submitting the 'Lead Submission Form'.

### Q: Am I able to have a Forcepoint sales rep enter my Deal Registration request?

Forcepoint is committed to providing a consistent and fair Deal Registration program. Partners are empowered to submit their own Lead Registration Forms which are reviewed and processed within 48 hours by the Forcepoint Deal Registration Desk.

### Q: Where and how do I submit a Deal Registration request?

Log into the [Channel Partner Portal](#), click on the 'Deal Management' tab, then click on the 'Lead Submission Form'. Before submitting, please complete the fields of the 'Lead Submission Form', including those for *End User information*, *Submitted for Reseller Name*, *Submitted for Reseller Address*, *Partner Sales Rep Name*, *Partner Sales Rep Phone Number*, and *Partner Sales Rep Email*, and make sure to choose 'Deal Registration' under *Submission Type*.

### Q. How do I log in to the Channel Partner Portal?

Your account must be enabled to access the [Channel Partner Portal](#). If you have not been enabled in the past, please reach out to your Channel Account Manager, or email us at [Partner@Forcepoint.com](mailto:Partner@Forcepoint.com). Once enabled, you will receive instructions to login via email.

### Q: What if I get an error when attempting to log in to the Partner Portal?

Try a different browser or email [Partner@Forcepoint.com](mailto:Partner@Forcepoint.com) for assistance.

## Appendix: Deal Registration FAQs

### Q: How long will it take to get a decision on my Deal Registration request?

You will be notified via email within 48 hours.

### Q: Will I be notified as the Deal Registration progresses?

Yes, you will receive 2 different emails: 1) A confirmation email that your request has been submitted and received with a subject line: *Deal Registration Request Received* and 2) A status update email. For approved Deal Registrations, you are required to complete a First Action within 7 days.

### Q: What are my next steps when I receive an Approved Deal Registration email?

You are required to complete a First Action with the End User. Forcepoint recommends that you begin working with your Forcepoint Sales Representative to progress the opportunity as soon as possible.

### Q: When can I create a quote with Deal Registration for my End User?

Forcepoint recommends that you not quote your End User with Deal Registration until the Forcepoint quote has been fully approved.

### Q. What are examples of First Actions?

First Action includes, but is not limited to:

- Attending a face-to-face meeting with End User that includes Forcepoint personnel.
- Conducting a Security Needs Assessment or Audit.
- Installing a Forcepoint 30-day proof of concept/evaluation.
- Completing additional first action alternatives to be discussed with and approved by Forcepoint. First Action alternatives should be discussed with your Forcepoint Sales Representative.

### Q: How do I know when the Deal Registration has been approved?

You will receive an email Approval with the subject line: *Forcepoint Deal Registration Approver for {End-User Name}*.

### Q: Are there any deal size minimums that must be met to qualify for Deal Registration?

Yes, they are \$10,000 USD, €9,000 EUR, or £8,000 GBP for the annual I contract value (ACV) of the opportunity as determined by Forcepoint.

## Appendix: Deal Registration FAQs

### Q: Is Technical Support eligible for Deal Registration?

Technical Support mirrors Deal Registration discount from the core Product with which it is associated. If the subscription/license to Software has Deal Registration discount, then Technical Support will get the Deal Registration discount automatically. Partner does not need to submit a separate Deal Registration for Technical Support.

### Q: Are warranties on Hardware or Appliances eligible for Deal Registration?

No, warranties on Hardware and Appliances are not eligible for Deal Registration.

### Q. Are Services Offerings (e.g., Professional Services, Implementation Packages, Trainings) eligible for Deal Registration?

No, Services Offerings are not eligible for Deal Registration.

### Q. Do User/Device additional seats/devices receive Deal Registration?

Yes. The purchased additional Permitted Capacity (e.g., User/Device adds) is eligible for Deal Registration. This includes User/Devices adds purchased on their own.

### Q. How do I register renewal deals as the Incumbent Partner?

Renewals are not eligible for Deal Registration. Renewal opportunities are eligible for Incumbency Protection. Please refer to the Global Partner Program Requirements and Benefits document for additional details.

### Q. When a Deal Registration on an opportunity has expired, when can a new Partner request Deal Registration on this deal?

As soon as the next day. This is done by having the new Partner submit a Deal Registration request.

### Q. What are the expiration dates for Deal Registration?

Deal Registration expires on the Forcepoint opportunity expiration date.

### Q. How long after the expiration of an End User's Subscription until it becomes eligible for Deal Registration?

180 days.

## Appendix: Deal Registration FAQs

### Q. What if my End User is crossing Product families?

When crossing Product families, the first qualifying Partner is eligible to register.

Example: Partner has Deal Registration approved for Web Security which is part of the “Web Security” Product Family and now the End User is purchasing a license for Forcepoint DLP Endpoint which is part of the “DLP” Product Family. The Partner has Deal Registration protection on the “Web Security” Products within the Web Security family, but the Partner must submit a separate Deal Registration request and receive approval for the “DLP” Products to receive the protection of Deal Registration for the DLP Product Family.

### Q. Can my Distributor submit Deal Registration on my behalf?

Yes, Distributors can submit Deal Registration on behalf of their Channel Partners. If your Distributor of Choice is submitting Deal Registration on your behalf, please ensure that they complete and submit the Lead Submission Form, including those for End User information and the following fields: “Submitted for Reseller Name,” “Submitted for Reseller Address,” “Partner Sales Rep Name,” “Partner Sales Rep Phone Number,” and “Partner Sales Rep Email”.



## About Forcepoint

Forcepoint simplifies security for global businesses and governments. Forcepoint's all-in-one, truly cloud-native platform makes it easy to adopt Zero Trust and prevent the theft or loss of sensitive data and intellectual property no matter where people are working. Based in Austin, Texas, Forcepoint creates safe, trusted environments for customers and their employees in more than 150 countries. Engage with Forcepoint on [www.forcepoint.com](https://www.forcepoint.com), [Twitter](#) and [LinkedIn](#).

For questions, please contact your Forcepoint representative or email the Forcepoint marketing team at [partnermarketing@forcepoint.com](mailto:partnermarketing@forcepoint.com).

Thank you.