
MDF Program Guidelines 2022

Forcepoint Marketing Development Funds
Program

Forcepoint

Overview

The Forcepoint 2022 Marketing Development Funds (MDF) program is designed to support the growth of the Forcepoint brand through Forcepoint's Channel Partners and Distributors.

As a company focused on channel sales, Forcepoint understands how important it is to support Channel Partners and Distributors in their quest for greater profitability and sales success. That is why we've put together a MDF program that provides resources to help you achieve your goals. Available on a discretionary accrual basis to eligible Forcepoint Distributors and Partners, Forcepoint grants MDF to support Qualified Activities focused on demand generation, education and training, and incentive programs.

To get started, contact your Forcepoint Account Manager and Marketing Manager to discuss your marketing plan.

Partner Eligibility

- ▶ Must be Titanium or Platinum Level Channel Partner or an approved VAD (Value-Added Distribution)
- ▶ Must be active and in good standing in the Forcepoint Global Partner Program

MDF Percentages

Depending on your tier in the Global Partner Program, the 2022 MDF program offers the investment of MDF as follows:

Tier	Applicable MDF %	Accrued MDF
Titanium Level Channel Partner	3%	Applicable MDF % of Net New Bookings business.
Platinum Level Channel Partner	1.5%	Applicable MDF % of Net New Bookings business.
Value Added Distributor (VAD)	1.5%	Applicable MDF % of Net New Bookings business through Authorized Level Channel Partners.

Program Rules

Effective January 1, 2022 – December 31, 2022

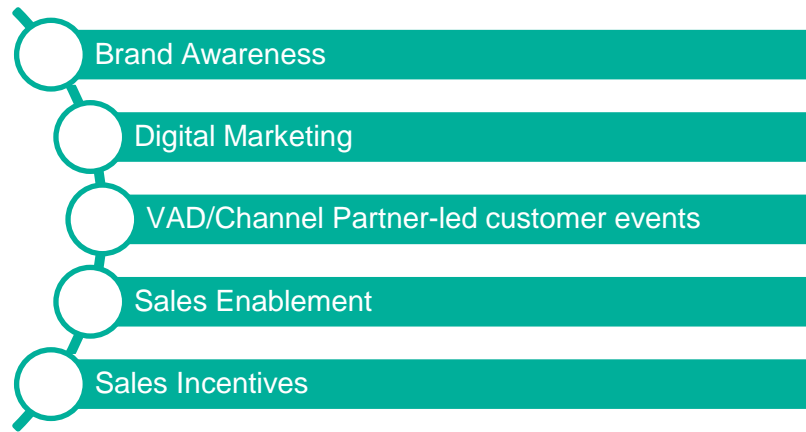
- ▶ Accrual rates
 - Pursuant to the MDF Program Process, Titanium and Platinum Level Channel Partners can accrue MDF in amounts up to 3% and 1.5%, respectively, on all Net New Bookings business
 - VADs can accrue MDF in an amount up to 1.5% on all Net New Bookings business through Authorized Level Channel Partners
- ▶ Accrual period
 - Titanium and Platinum Level Channel Partners and VADs can accrue MDF for the entire calendar year 2022 while eligibility is maintained
 - MDF Program runs 1/1/2022 – 12/31/2022
 - VADs and Channel Partners are encouraged to collaborate with their Forcepoint Channel Team on a marketing plan with qualifying activities that suits their forecasted/accrual budget for the entire calendar year 2022
 - MDF is distributed at Forcepoint discretion for marketing campaigns and initiatives that offer a clear, mutually agreed return on investment through qualifying activities agreed in the marketing plan

Example: If Titanium Level Channel Partner XYZ closed \$1,000,000 in booked net new business (ACV) in 2022, then \$30,000 of MDF will be made available to spend on Forcepoint marketing Qualifying Activities.

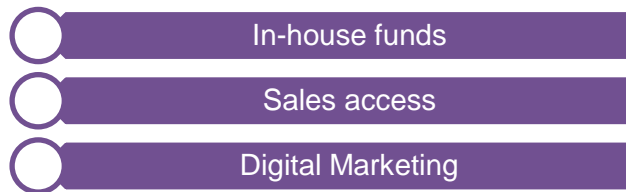
Matching Funds

Eligible Channel Partners and VADs can leverage incremental “matching funds” to add to their MDF accrual. Matching funds and activity must be approved by the Forcepoint Regional Marketing Manager pursuant to the marketing plan. Forcepoint will match the Channel Partner’s or VAD’s marketing investment that exceeds the MDF accrued amount, upon Forcepoint approval of the marketing plan.

Matching funds can be applied to these types of activities:



Partner investment definition:



Example: Titanium Level Channel Partner XYZ would like to develop a marketing plan to generate business. As proposed, the total plan costs \$20K. Upon Forcepoint approval, XYZ’s marketing plan could leverage matching funds as follows:

Accrued MDF	\$5,000
Partner Investment	\$7,500
Forcepoint Matching Funds	\$7,500
Total Plan:	\$20,000

Qualifying Activities

Spend Type	Qualifying Activities
Demo and Proof of Concept	Activities to rent or purchase Forcepoint or third-party hardware / software for customer demonstration purposes. Must be linked to a valid live opportunity.
Enablement	Sales or technical training. Venue and hospitality costs. Training must be delivered by a Forcepoint representative.
Channel Partner/VAD Demand Generation	Telemarketing activities including legally purchasing customer lists to support Forcepoint specific telemarketing. Advertising activities such as print and online material, including direct mail/e-mail, newsletter, video and press release. Digital marketing, such as search engine optimization, search engine marketing, content automation and social media marketing.
Channel Partner/VAD Event	Activities such as tradeshow, live events and webinars, seminars, and strategic customer events. Preferred partner/3 rd party events/tradeshows; Key speaking opportunities; Room/booth space rental costs. Event literature costs; Invitations and event advertising costs. Telemarketing expenses for driving attendance; Costs associated with speaking engagements & presentations. Event merchandise (nominal, promotional branded items). Note: Charity events are not allowed.
Sales Collateral	Channel Partner or VAD developed product literature. Forcepoint branded or co-branded nominal merchandise item for use as a sales tool.
Sales Promotions and Incentives	For use only by Channel Partners or VADs to offer to their sales teams, time limited sales incentives for specific Forcepoint sales activities in respect of Forcepoint products/services.

MDF Program Process

MDF Request

- Discuss marketing activity proposals with your Forcepoint Account Manager and Marketing Manager
- Each proposal will be reviewed on its own merit, with special emphasis on the lead generation potential and net new customer acquisition
- If the Forcepoint team is in agreement, an MDF Request for the activity can be initiated

MDF Request Approval

- Forcepoint Account Manager will initiate a request for funding
- Channel Partner/VAD to review Forcepoint submitted MDF Request and accept the MDF Policy Guidelines
- Channel Partner/VAD will be notified of Approved or Denied status. Approval verification consists of a Forcepoint assigned Purchase Order number.

MDF Activity Completion

- Channel Partner/VAD will complete the marketing activity as defined in the approved activity details.
- All leads and proof of performance must be captured and submitted in the MDF Claim process.

MDF Claim

- Upon completion of the marketing activity, Channel Partner/VAD to complete the MDF Claim form for the approved MDF Request as listed in the Forcepoint Partner Portal.
- Channel Partner/VAD to attach required documentation including: Proof of Performance (see addendum 1) and Invoice to Forcepoint.
- All claims must be submitted within 45 days of the completion of the activity ("Claim Deadline" or the funds will expire and no reimbursement will be made. For approved claims, please allow up to eight weeks for payment processing.

MDF Program Terms and Conditions

- ▶ MDF is available to eligible Channel Partners and VADs on a discretionary accrual basis under the terms of the Forcepoint Global Partner Program and the following MDF Program Terms and Conditions.
- ▶ Channel Partners and VADs must be active and in good standing with Forcepoint in order to qualify for MDF and reimbursement
 - Channel Partners and VADs who have accepted the terms of the Forcepoint Global Partner Program, fulfilled all the requirements of their Level on a timely basis, are not past due on payments to Distributor and/or Forcepoint, and have a consistent on-time renewal rate.
- ▶ Net New (NN) Bookings are defined as the non-cancellable, non-refundable sale of Forcepoint software solutions into a customer who has not purchased Forcepoint solutions before, or the Upselling of solutions into an existing customer or the Cross-selling of solutions into an existing customer, all as recognized by Forcepoint. Upsell is the selling of additional subscriptions to a customer who has previously purchased the same solution(s). Cross-sell is the selling of a Forcepoint solution to an existing customer who has not purchased that solution before. Note that this will necessarily be different from the amount that the Channel Partner books from their end customer or the VAD books from their Channel Partner.

- ▶ The Forcepoint Partner Portal will serve as the system-of-record for all processes and status updates for the Forcepoint MDF Program. Channel Partners and VADs will be notified by email of any status changes.
 - Please add MDF@Forcepoint.com to your contact list to ensure receipt of notification emails related to the MDF process
- ▶ Channel Partner and VAD agrees to provide accurate data and documentation as required under the Forcepoint MDF Program.
- ▶ Approved MDF activities must:
 - Promote Forcepoint solutions and show Forcepoint benefit: current and appropriate Forcepoint logo / branding, and messaging – Please refer to the co-brand guidelines located in the Resources tab of the Partner Portal for additional guidance
 - Be approved by Forcepoint prior to execution of the activity
 - Have a valid Purchase Order number provided by Forcepoint. Activities may not begin until the Purchase order is sent by Forcepoint
- ▶ MDF Claims for reimbursement
 - All claims must be submitted through the Forcepoint Partner Portal before the Claim Deadline. If not received by Forcepoint before the Claim Deadline, the funds will expire and no reimbursement will be made. Forcepoint will not be obligated to reimburse Participant for any claims submitted after the Claim Deadline
 - Forcepoint will not pay claims to Channel Partners or VADs that are on credit hold.
 - Channel Partners and VADs may not deduct claims from Forcepoint product invoices.
 - Forcepoint will not reimburse Channel Partners or VADs for activities that were not executed.
 - Allow up to eight weeks for MDF reimbursement payment processing from Forcepoint
- ▶ Required Documentation for MDF Claims for Reimbursement
 - Invoice to Forcepoint for approved and valid marketing costs or proof of cost. Please reference the assigned Forcepoint Purchase Order number on the invoice.
 - Copies of third party receipts / invoices showing the actual costs incurred for the approved marketing activity.
 - Proof of Performance: See Addendum 1
- ▶ Privacy
 - Any personal data provided by Forcepoint is Confidential Information and is subject to the Data Protection Requirements. For information that it collects independently of its relationship with Forcepoint, Channel Partners and VADs are solely responsible for (i) having the authority, rights, or permissions to use any information or data; (ii) obtaining any necessary consents or authorizations from any third parties, including any necessary contractual relationships; and (iii) maintaining all permissions, authorizations, licenses, and approvals to access and use the data and information accessed, displayed, or processed (including all output and data developed or derived) as a result of its relationship with Forcepoint. The Channel Partner or VAD is solely responsible for any claim arising from or related to Channel Partner's or VAD's obligations under this section.
 - Leads List Policy: Lead lists must be provided if indicated as a required Proof of Performance

For questions, please contact partnermarketing@forcepoint.com

Proof of Performance Addendum 1

Proof of Performance must show Forcepoint benefit: current and appropriate Forcepoint logo / branding, and messaging – Please ask your Regional Marketing Manager for co-brand guidance.

Activity Type	Proof of Performance Required
Demo and Proof of Concept	<ul style="list-style-type: none"> ○ Third-party invoices detailing individual expense line items ○ Copy of proposal (incl. date/time/venue) ○ Invoices for equipment
Enablement	<ul style="list-style-type: none"> ○ List of attendees ○ Registration website ○ Copy of invitation ○ Copy of training materials
Channel Partner/VAD Demand Generation - Telemarketing	<ul style="list-style-type: none"> ○ Third party invoices (listing individual expense line items) ○ Statement of work ○ Target list OR purchased lead list ○ Telemarketing script ○ Non editable telemarketing response performance report, must include number of calls ○ Leads list
Channel Partner/VAD Demand Generation - Advertising	<ul style="list-style-type: none"> ○ Third party invoices ○ Copy of print ad or link to online ad, showing Forcepoint logo ○ Copy of email, with open rate and click through rate ○ Copy of produced video, newsletter or press release ○ Forcepoint logo is required on all advertising activity ○ Activity Results
Channel Partner/VAD Demand Generation – Digital Marketing	<ul style="list-style-type: none"> ○ Third party invoices ○ Copy of digital marketing material including screenshot of online media showing URL / address bar and date (date should be visible within screenshot) ○ Forcepoint logo is required ○ Activity results e.g. impressions, click to open rate, landing page views, downloads, social interactions
Channel Partner/VAD Event	<ul style="list-style-type: none"> ○ Third party invoices ○ List of attendees ○ Picture of event showing Forcepoint representation ○ Copy of presentation ○ Copy of invite ○ Merchandise/literature – copy, photo or image of produced item (creative will not be accepted) ○ Leads list
Sales Collateral	<ul style="list-style-type: none"> ○ Third party invoices ○ Merchandise/literature – copy, photo or image of produced item (creative will not be accepted)
Sales Incentives	<ul style="list-style-type: none"> ○ Copy of Partner Incentive Terms and Conditions ○ Winners names and details of prizes awarded including monetary value