

Ivanti® Expert Solution Provider Program Guide – Americas

The Ivanti Expert Solution Provider (ESP) Program

For more than two decades, Ivanti has relied on relationships with trusted and innovative partners to grow and develop the business. Resellers have been significant contributors to the success of both Ivanti, and will continue to be central to our future as we move forward together into new markets and opportunities.

To ensure the success of Ivanti and our partners, we are pleased to introduce an improved and updated Expert Solution Provider (ESP) program. This program provides key partners with both the financial and technical support needed to focus their efforts on driving sales of Ivanti products, within existing and emerging markets.

“Ivanti has always been a partnering-focused business with a strong ecosystem of innovative and creative partners. We will continue to rely on our strong partner base as we work together to open doors into new markets and opportunities.”

— Mitch Rowe, SVP Global Sales

Program Requirements

ESP program members offer solutions and services to a wide customer base, ranging from small businesses to large enterprises. ESP partners are willing and able to take a customer through the entire sales cycle, and can answer most customer inquiries with minimal help from the Ivanti team.

In order to participate in the ESP program, a partner must comply with the following requirements, which include technical and sales certifications, revenue minimums, and other commitments to Ivanti product lines. This program has four levels—ESP, Silver ESP, Gold ESP, and Platinum ESP—with additional benefits and discounts granted to our most successful partners.

Ivanti ESP Program Levels and Requirements

Requirements	Reseller	Expert Solution Provider (ESP) Partner Levels			
	Basic	Basic	Silver	Gold	Platinum
Minimum Annual New/Volume Sales	\$0	\$50k	\$200k	\$500k	\$1M
Certified Sales Individuals	0	1	1	2	3
Certified Engineers/Architects	0	1	1	2	3
Requirements to Submit Business Plans	No	No	Yearly	Quarterly	Quarterly

In 2017, an ESP partner can meet the requirements of any partner level by focusing on either the Ivanti product line, and is not required to sell both product lines in order to achieve partner status levels.

Program Components and Benefits

For ESP partners, Ivanti offers additional resources, training, and support to help grow the Ivanti business within their organization. The benefits provided to ESP partners are summarized in the Benefits Matrix, then described briefly immediately afterwards. Please see your Ivanti Channel Account Manager for more detailed information on the components of this program.

Ivanti ESP Program Benefits Matrix

Reseller	Reseller	Expert Solution Provider (ESP) Partner Levels			
		Basic	Silver	Gold	Platinum
Partner Level Discount (off MSRP) (1)	0.0%	7.5%	10%	12.50%	15%
Registration Discount - Renewal*	0.0%	Up to 8%	Up to 10%	Up to 10%	Up to 20%
Registration Discount - Volume*	0.0%	Up to 10%	Up to 10%	Up to 10%	Up to 25%
Registration Discount - New* (2)	0.0%	Up to 20%	Up to 20%	Up to 20%	Up to 25%
Additional Benefits					
Can register opportunities	No	Yes	Yes	Yes	Yes
Access to field sales support	No	Yes	Yes	Yes	Yes
Channel account management	No	Limited	Limited	Yes	Yes
Ivanti marketing tools and activities	No	Yes	Yes	Yes	Yes
Ivanti-generated leads	No	Limited	Limited	As Available	As Available
Partner conference sponsorship and participation	No	Yes	Yes	Yes	Yes
Access to Partner Portal registration and reporting system	No	Yes	Yes	Yes	Yes
Marketing Co-op with field and corporate marketing	No	Yes	Yes	Yes	Yes
Customized marketing programs	No	By Invitation	By Invitation	Yes	Yes
Technical support	No	25 Incidents	150 Incidents	Unlimited	Unlimited
Access to online and live training	No	Yes	Yes	Yes	Yes
NFR (Not For Resale) License Product Program	No	Yes	Yes	Yes	Yes
Display Ivanti or AppSense products on website	No	Yes	Yes	Yes	Yes
Partner newsletter	No	Yes	Yes	Yes	Yes
Customer case studies	No	Yes	Yes	Yes	Yes
Business Plan (Quarterly/Yearly)	No	Yes	Yes	Yes	Yes

(1) Partner Level Discount percentages off of MSRP may differ by geographic region. Please note that partner level discounts do not apply to professional services or training.

(2) Maximum registration discount for professional services is 15%.

Account Management—Each ESP partner will have access to a Ivanti Channel Account Manager who is responsible for ensuring that the partner's needs are being met. This highly trained and effective representative will be available to help you build your business and ensure you are successful in selling Ivanti products and services.

Technical Support—ESP partners are eligible for free technical support through the award-winning Ivanti support organization. Support levels vary by program level and are designed to meet the needs of each partner type.

Deal Registration—In an effort to ensure and maximize partner profitability, we are pleased to offer a deal registration program that provides up-front discounts and price protection when you are granted registration status. Once a deal is reviewed by the Ivanti sales team and registration is granted, a partner may receive additional discounts off of Ivanti's published partner pricing. To qualify for the highest-level discounts, partners must be able to complete all components of the sales cycle with minimal help from Ivanti. For specific discount amounts, please contact your Channel Account Manager.

Training—We understand the need to keep our partners up to speed on Ivanti technology. To help do so, we offer free and significantly discounted seats at live and online instructor-led courses (based on availability). Each ESP partner also receives a complimentary subscription to the Ivanti eLearning Library, which contains multiple training modules. In addition to these training resources, we have partner training tracks that are specific to the sales or technical partner representative. These tracks will be available for all of our products, and will be accompanied by an accreditation exam and certificate. Please speak with your Channel Account Manager if you have questions about how to access these benefits.

Partner Portal—As an ESP partner, you will have access to a partner portal that contains important materials to assist you in your selling efforts. Highlights of this site include links to product information, training and certification modules, marketing campaign materials, registration links, communications, partner-specific presentation materials, and much more. To access these resources, please go to: selling.ivanti.com

Marketing Development Funds (MDF)—Marketing Development Funds may be available to select partners for the purpose of building their Ivanti and/or AppSense business. These funds are allocated at the discretion of Ivanti and may be used for activities such as sales training, demand generation, events, promotions and incentives. To see if you qualify for these funds, please work with your Ivanti Channel Account Manager and the Channel Marketing team.

Not-For-Resale (NFR) Software—To deepen your understanding of Ivanti technologies, partners may receive Not-For-Resale copies of our products. Please refer to the Benefits Matrix for details about the NFR software available at each partner level.

Vertical Discounts and Programs—Ivanti extend competitive Education, Healthcare, and Government discounts to help you sell into these verticals. As an ESP partner, you are eligible to sell into these verticals, and may receive additional discounts and special pricing to ensure you are competitive in these markets.

**For more information on these programs,
please contact your Channel Account Manager.**
