



HashiCorp Partner Network

Reseller and Systems Integrator
Program Guide

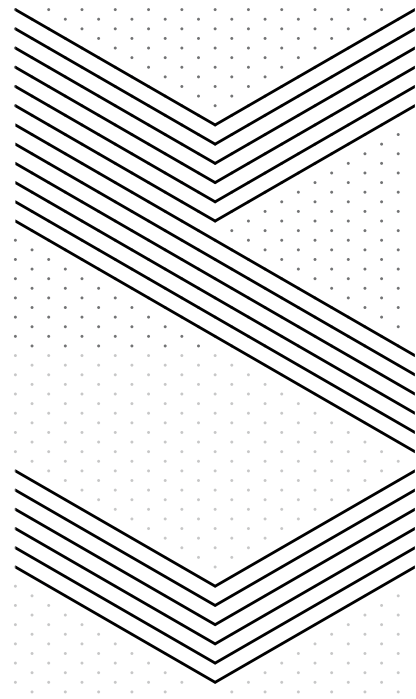


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HashiCorp Reseller and Systems Integrator Program Guide

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HashiCorp Partner Network

Reseller and Systems

Integrator Guide



HashiCorp Partner Network: Reseller and Systems Integrator Guide

Market Opportunity

Few would disagree that Covid-19 has exponentially accelerated organizations' impetus to focus on digital transformation. Those who were falling behind have been forced to reprioritize their cloud plans. In particular, a Twilio survey revealed that, 97% of executives say the pandemic sped up their digital transformation and 78% of them said they increased their budgets.¹

In addition, enterprises are fully embracing multi-cloud. According to the Flexera 2021 State of the Cloud Report, 92% of respondents have a multi-cloud strategy and 82% of respondents are taking a hybrid approach, combining the use of both public and private clouds.² These strategies necessitate cloud configuration tools of which Terraform is leading in adoption among both enterprise and smaller organizations.³

Current and future cloud trends guide an organization's digital decision process, vendor and technology selection, and investment strategies. These are opportunities for HashiCorp and our partners to demonstrate market expertise by providing industry leading tools and services to our customers. Together we can help SMB and enterprise organizations to effectively transition to the cloud with consistent workflows to provision, secure, connect and run any infrastructure for any application.

The HashiCorp Partner Network (HPN) Advantage

- **Multiple Entry Points:** DevOps provisioning/Infrastructure as Code, multi-cloud management, self-service infrastructure, centralized secrets management, data encryption, service registry and discovery, service mesh and container orchestration
- **Net New Account Penetration:** HashiCorp is a great wedge into accounts in which you may not have owned the legacy security or on-premise hardware but can differentiate with your transformation infrastructure as code investments in HashiCorp

¹ <https://www.forbes.com/sites/johnkoetsier/2020/09/10/97-of-executives-say-covid-19-sped-up-digital-transformation/?sh=30ad2b664799>

²³ https://info.flexera.com/CM-REPORT-State-of-the-Cloud?lead_source=PPC&utm_source=google&utm_medium=cpc&utm_campaign=NB-State-Of-Cloud&campaignid=10760212027&adgroupid=125385947451&utm_term=%2Bstate%20%2Bof%20%2Bthe%20%2Bcloud&gclid=CjwKCA-jw6fCCBhBNEiwAem5SO-rA4QrpbXIHxhgh5d0QpJRaBwEtgybHHFE8fznlEdPqcl3M-HmRoC2b0QA_VD_BwE

- **Expand Business Opportunities:** Start with entry points and quickly expand across the IT organization selling the full HashiCorp stack (Terraform, Vault, Consul and Nomad) as well as expand across datacenters and applications
- **Recurring Revenue Streams:** HashiCorp compensates all authorized partners on annual renewals and software subscriptions. Partners who are driving net dollar expansion will also qualify for additional discount incentives.
- **Partner Led Professional Services:** HashiCorp provides post sales training and online proctored certifications to obtain specializations in scoping, installing and deploying HashiCorp solutions. All opportunities require a certified HashiCorp professional services partner. Resell approved services from certified partners, as you ramp your services practices

Program Overview

Unlike traditional on-premise infrastructure partner programs, where revenue attainment is the initial driver of financial rewards, the HashiCorp Partner Network Program and associated financial rewards are aligned to a partner's capabilities and expertise first and foremost. The HPN program serves as the framework and engagement model for partners to both resell and deliver services to our joint customers. HPN provides resellers and systems integrators the ability to accelerate a partner's return on investment by jointly providing our customers with the expertise required to remove the friction for global enterprises to transition to the cloud.

Program Requirement & Tiers

The HashiCorp program is designed to accelerate partner performance and return on investment. The HPN program tier requirements are mapped to the financial rewards and incentives a partner will achieve. The greater levels of a partner's expertise and specialization across the HashiCorp portfolio the greater the financial rewards a partner will earn.

Partner Requirements

Requirements	Enabled	Specialized	Hyper-Specialized
Sales Performance		Growth Partner	Focus Partner
Reseller Revenue Attainment	N/A	500K	2M
SI Influenced Revenue	N/A	800K	2M
Register Deal Targets (partner sourced)	No Target	8	10
Business Planning	N/A	Bi-annual Review	Quarterly Review
Training & Certifications	Enabled	Specialized	Hyper-Specialized
Pre-Sales Accreditation	Min of 5 (or 10%) Cloud Sellers & SEs	Min. of 10 (or 25%) of Cloud Sellers & SEs	Min. of 30 (or 50%) of Cloud Sellers & SEs
Pre-Sales Technical Accreditation	Min of 5 (or 10%) Cloud Sellers & SEs	Min. of 10 (or 25%) of Cloud Sellers & SEs	Min. of 30 (or 50%) of Cloud Sellers & SEs
Post-Sales Product Certification	N/A	Min. Single Product Cert.	Two Product Certs.
Specialists- Certification Levels	N/A	Two Advanced Certs.	Two Advanced Certs (on 2 of 4 Commercial Products)
TFCB Accreditation	Min of 2 (or 5%) Cloud Sellers & SEs	Min. of 5 (or 10%) of Cloud Sellers & SEs	Min. of 10 (or 25%) of Cloud Sellers & SEs
Host Bi-Annual On-Site Sales Training	N/A	Yes	Yes
Attend 1/2 Day SE2SE Training	Annually	Bi-Annually	Bi-Annually
Enterprise Professional Services	Enabled	Specialized	Hyper-Specialized
CHIP*	Min 1 (one) CHIP Required or subcontract services via CHIP Partner	Min 2 (two) CHIP Engineers	Min 2 (two) CHIP Engineers across min of 2 (two) commercial products
Services SOW Delivery	No min	Yes, 1 (one) per quarter	Yes, 2 (two) per quarter

*CHIP (Certified HashiCorp Implementation Partner) Training and Certification

Marketing and Demand Generation	Enabled	Specialized	Hyper-Specialized
HashiCorp Approved Demand Generation Program	N/A	Min. 1x per year, based on program availability	Min. 2x per year, based on program availability

Partner Benefits

	Enabled	Specialized	Hyper-Specialized			
Financial Incentives						
Standard Non-Registered Discounts	Standard VDP					
Deal Registration Discount off VDP *	Channel Out VDP + 5%	Channel In VDP + 10%	Channel Out VDP + 8%	Channel In VDP + 15%	Channel Out VDP + 8 %	Channel In VDP + 18%
Net Dollar Expansion (NDE) Incentive**	N/A		+2% discount on a renewal with a NDE Rate*>130%		+2% discount on a renewal with a NDE Rate*>130%	
Renewals with NDE >/= 120%	Same as year 1 (unless annual price increase applies)		Same as year 1 (unless annual price increase applies)		Same as year 1 (unless annual price increase applies)	
Renewals with < 120% NDE	Discount may be subject to up to 3% reduction in discount		Discount may be subject to up to 3% reduction in discount		Discount may be subject to up to 3% reduction in discount	
Opportunity Acceleration Program (OAP)	N/A		Max. of 1 OAP funds request per quarter		Max up to 3 OAP funds request per quarter	
TFCB Seed Bundles	N/A		Upon request and approval		Yes	
Adoption Workshop Funding	N/A		Upon request and approval		Yes	
HPN Resources						
	Enabled	Specialized	Hyper-Specialized			
Listing on HashiCorp Website	N/A	Yes	Yes			
Access to HashiCorp Partner Portal	Subject to availability	Unlimited	Unlimited			
HashiCorp Partner Sales Management	Online & Email Support	General Support	Dedicated Support			
Regional Sales Engineering Support	Online & Email Support	General Support	Dedicated Support			
Business Planning Support	N/A	Yes	Yes (Required)			
Partner Advisory Council Eligibility	N/A	Invite Only	Invite Only			
Access to Executive Briefing Center (EBC)	N/A	Upon Availability	Both Partner and Customer Briefings			
Product Management Briefings	N/A	Annually as part of EBC	Bi-annually as part of EBC			
Sales Enablement and Training						
	Enabled	Specialized	Hyper-Specialized			
Access to Online Training	Yes	Yes	Yes			
Monthly Technical Briefing	Yes	Yes	Yes			
Regional Joint Selling and Account Planning	N/A	Yes	Yes (Required)			
HashiConf Passes (discounted)	N/A	1	2			
Promotion & Incentives	N/A	Upon Availability	Upon Availability			
NFR Non-Production Internal/Lab Licenses	N/A	25 TFE Workspaces, Vault Clients, Consul & Nomad Nodes	50 TFE Workspaces, Vault Clients, Consul & Nomad Nodes			
Annual Partner Summit	By Exception	Limited	Yes			

Marketing	Enabled	Specialized	Hyper-Specialized
Joint Marketing Plans	N/A	Yes	Yes
Channel Field Marketing Resources	N/A	Yes	(Required)
Market Development Funds (MDF)	N/A	Plan Based	Yes
HashiCorp Logo Usage	Yes	Yes	Yes
Co-branded Collateral and campaigns	Upon Availability	Upon Availability	Yes
Partner Led Press Releases	N/A	Upon Approval	Upon Approval

***VDP = Volume Discount Price List**, Not Standard List Price (SLP)

****NDE = Net Dollar Expansion****. Any opportunity that expands >130% where the partner delivers Services*** the partner qualifies for additional discount points.

*****Services =** Any partner delivered services including implementation services or adoption workshops qualify for NDE discount bonus. Services SOW must be shared with HashiCorp partner sales team for tracking.

HPN Channel Investment Portfolio

Market Development Funds (MDF)

HashiCorp MDF program is designed to reimburse qualified partners for a portion of expenses incurred by the partner for executing specified activities developed to drive demand for HashiCorp products. HashiCorp MDF is 100% discretionary and not guaranteed based on accruals or performance. SI Only partners that qualify for Co-op accrual funds will be required to follow the same spending guidelines as the HashiCorp MDF investments. See [HashiCorp MDF Guidelines document](#), which can be found on the HashiCorp Partner Portal.

Deal Registration

Deal registration is the cornerstone to achieving greater margins and profitability. As an HPN partner, you have the opportunity to protect your HashiCorp qualified opportunities while you are engaged in the sales process. The HPN Online Deal Registration program allows you to submit qualified opportunities via the HPN partner portal for sales approval and price protection. Partner deal registrations are not leads and should only be submitted once all deal registration approval criteria has been met. Refer to the [HPN Deal Registration Guidelines](#).

Relevant Promotions and Incentives

As an approved HPN partner, you have the opportunity to participate in quarterly and on-going promotions and incentives that are relevant to your sales organization's compensation model. HPN's rewards program

is designed to incent your engineers and sales teams for performing specific activities that accelerate the HashiCorp sales cycle. Check the HashiCorp partner newsletter and the HPN partner portal quarterly for new and on-going partner promotions.

Training and Accreditation

Maintain your trusted advisor and specialization status with your customers by staying current on the changing cloud landscape, customer use cases, and why cloud changes everything. The HPN portal provides partners with on-line training and accreditation to help partners identify opportunities, position solutions, demonstrate ROI, handle objections, combat the competition and deliver pre and post sales professional services.

Product Certification

Achieve greater partner status and demonstrate acknowledged success to our joint customers with HashiCorp Certifications. The HashiCorp certification track identifies and tests partners' technical staff's capabilities of delivering HashiCorp Enterprise software tools in customer environments. Partners can now take the first step towards greater financial benefits in the HPN program and recognition by earning an Associate Certificate via our remote proctored online exam offered anywhere in the world. Additional advancement to Expert level is achieved by demonstrating customer excellence in the form of success stories and/or use cases. Find detailed information on the [HashiCorp Certification program here](#).

The program provides individuals the opportunity to demonstrate their capabilities and communicate their credentials publicly and for organizations to qualify for specific tiers within the program. The program is based on a combination of technical proficiency and real-world deliverables. The HashiCorp Certification program delivers the following partner benefits:

- HashiCorp end-users can easily identify partner skills specific to HashiCorp
- Validation from 3rd party verification of individuals' credentials specific to HashiCorp
- Provides enhanced development path for partner's technical staff

Technical Certification Levels

Levels	Intermediate	Advanced	Expert
	Systems Integrator	Systems Integrator	Systems Integrator
Current Sales and Technical Sales Certification	X	X	X
Associate Certification	X	X	X
Demonstrated Excellence		2 (at least one should be a customer story)	5 (at least three should be customer success stories, must cover all use cases, including enterprise)
Panel Review			X

Basic Program Terms & Guidelines

- All HPN program benefits and requirements described in this program guide will remain valid through March 1st, 2023, or otherwise notified.
- All HPN partners must have a signed HashiCorp partner agreement on file to be eligible to earn HPN program benefits.
- All partners must be current and in good financial standing with HashiCorp to receive the HPN partner program benefits.
- To maintain your HPN partner benefits, minimum training, marketing, revenue targets, and product certification will be required annually (or pro-rated if you are on-boarded within the year).
- All partners will have the opportunity to be promoted 2x per year (February 1st and August 1st)



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