

Revised Marketing Guidelines for Channel Partners

FY22

Current Guidelines:

Base Camp - one marketing activity per quarter, no MDF, no marketing support

Vista - two marketing activities per quarter, MDF, marketing support

Summit - three marketing activities per quarter, MDF, marketing support

New Guidelines:

Base Camp

- No marketing activities required per quarter
- No MDF
- No consistent marketing support
- One marketing planning session per quarter (at partner's discretion)

Vista

- Two marketing activities required per quarter
 - Can be social media-based
- MDF support up to \$10K/year
 - Still proposal-based
- Consistent marketing support
- Monthly marketing meetings
- One marketing planning session required per quarter
- Successful events highlighted in CloudBees sales newsletter

Summit

- Three marketing activities required per quarter
 - Two of the three can be social media-based
- MDF support up to \$75K per year
 - Still proposal-based
- Consistent marketing support
- Bi-weekly marketing meetings
- One marketing planning session required per quarter
- Successful events highlighted in CloudBees sales newsletter