

The logo features the word "ELEVATE" in a bold, white, sans-serif font. The letter "V" is stylized with a green-to-yellow gradient. Below "ELEVATE" is the text "PARTNER PROGRAM" in a smaller, white, all-caps, sans-serif font. The entire logo is centered within a large, glowing diamond shape composed of two concentric lines. The left side of the diamond is blue, and the right side is green, with a gradient transition. The background is a dark, atmospheric scene with clouds and a light source on the right.

ELEVATE

PARTNER PROGRAM

FY22 RESELLER PROGRAM GUIDE

SUCCESS TODAY | BUILT FOR TOMORROW

Your Future, Together.

Nutanix is your partner for ease of business. At Nutanix, our partners have rated us at 80+ NPS, and we're investing to continue building partner delight.

With our competency-based approach, the Nutanix Elevate Partner Program is designed to help you build innovation and profit in the era of "everything-as-a-service".

We enable your success through an industry leading software platform that provides limitless offering options; outcome focused certification paths; and tools to accelerate the sales, technical and marketing cycles to drive your success.

This guide will help you learn more about how to leverage the Elevate Reseller Partner Program, to own your future, together with Nutanix.

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Program Competency Level Structure

The Nutanix Elevate Reseller Partner Program is a competency-based program. The program is designed to reward partners who develop deep skillsets around selling, delivering, and developing services around the Nutanix portfolio.



Authorized Reseller

Those early in their Nutanix partnership who have signed a partnership agreement and have started to obtain fundamental sales and technical competencies.



Professional Reseller

Partners who have invested in their Nutanix expertise, through sales and technical training and certifications, who can develop integrated solutions around Nutanix solutions.



Champion Reseller

Nutanix experts with deep sales, technical and services delivery competencies who consistently sell the full Nutanix portfolio.

Zone 1		Zone 2		Zone 3
Americas	Canada	APAC	Hong Kong	All countries not in Zones 1 & 2
Americas	United States	APAC	South Korea	
APAC	Australia	APAC	Taiwan	
APAC	China	APAC	Thailand	
APAC	India	EMEA	Italy	
APAC	Japan	EMEA	Netherlands	
APAC	Singapore	EMEA	Switzerland	
EMEA	France			
EMEA	Germany			
EMEA	United Kingdom			

We engage and evaluate our partnerships within geographical Zones. Zones are based on the size of the market in each region and are defined by market opportunity and historical business activity.



Program Requirements and Checkpoint Timeline

Competencies	Zone 1	Zone 2	Zone 3	Zone 1	Zone 2	Zone 3	Zone 1	Zone 2	Zone 3
Sales									
Nutanix Certified Sales Representative 2022 - NCSR 2022*	2	1	1	4	3	2	4	3	2
Nutanix Certified Sales Expert - NCSX	0	0	0	0	0	0	2	1	1
Technical									
Nutanix Certified Systems Engineer - NCSE Core (formerly NCSE Level 1)	1	1	1	3	2	2	3	2	2
Services									
Nutanix Certified Professional - Multicloud Infrastructure - NCP-MCI (formerly NCP 5.XX)	0	0	0	0	0	0	2	2	1
Nutanix Certified Services Core Professional - NCS Core	0	0	0	0	0	0	2	2	1

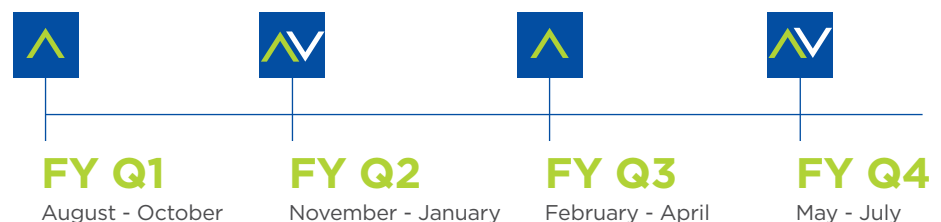
*Partners with the legacy NCSR Levels 1-3 have until the end of Q2 FY22 (January 31, 2022) to obtain their NCSR 2022.

Partners at all competency levels must meet \$75,000USD revenue minimum for the prior 12 months. This is based on the bookings of Nutanix software, services and support products (Total Contract Value-TCV), or the Nutanix software element of approved OEM offerings. Hardware value will not be included. This requirement must be met by the end of Q2 FY22 (January 31, 2022).

All partners who do not meet the minimum competency level of Authorized Reseller will be considered Enrolled, along with any new partners.

Checkpoint Timeline

Partners can be promoted at the end of each quarter if they have met requirements from a higher competency level. Level demotions are performed at the end of the first half and the end of the fiscal year or when a new requirement is being reviewed. Partner levels are not adjusted outside the quarterly checkpoints.



Additional Requirements

Partner Agreement

All partners must be enrolled in the Nutanix Partner Network, have accepted the Nutanix reseller terms and conditions and currently be in good standing to qualify for Nutanix Elevate Reseller Partner Program benefits.

Program Compliance

As a Nutanix partner, we encourage you to conduct all business engagements with integrity, to be ethical and accountable with your customers and Nutanix.

Program Non-compliance

- To make sure that partners are operating at the appropriate Elevate Reseller Partner Program competency level, the Nutanix Channel Sales and management team will conduct quarterly checkpoints to determine compliance. Partner competency levels may be adjusted based on the results.
- Checkpoints will review all requirements outlined on the **Requirements & Checkpoint Timeline.**
- Notwithstanding the foregoing, Nutanix has the right to terminate this Program and the Nutanix Partner Network Program agreement in accordance with the terms of the agreement.

Regional Requirements

There may be incidents where partners will need to abide by additional regional program requirements. Your local regional Nutanix sales team will provide information to you if you have additional regional requirements.

Training and Certified Requirements

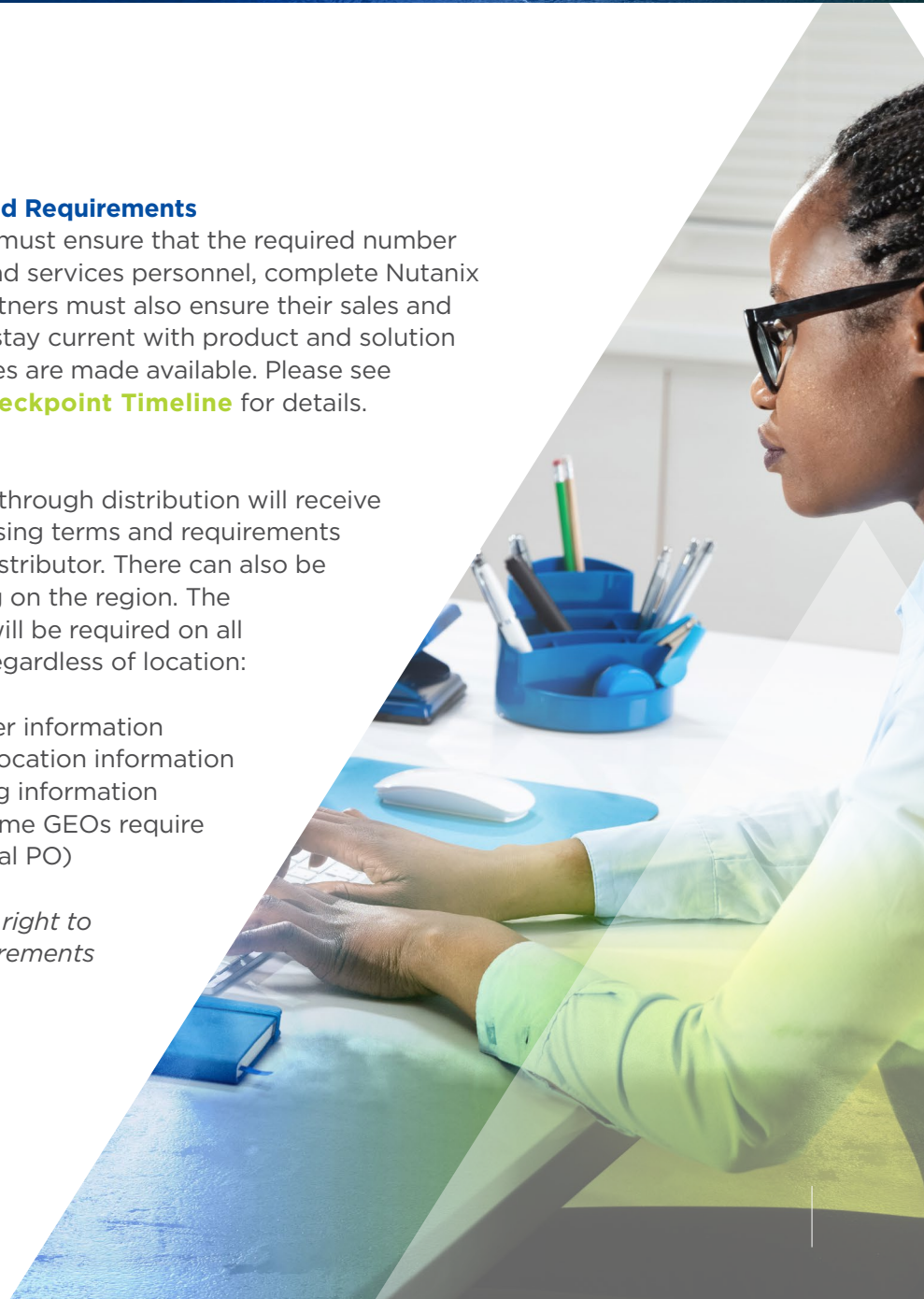
Partners at all levels must ensure that the required number of sales, technical, and services personnel, complete Nutanix product training. Partners must also ensure their sales and technical personnel stay current with product and solution training when updates are made available. Please see **Requirements & Checkpoint Timeline** for details.

Purchase Orders

Partners purchasing through distribution will receive their specific purchasing terms and requirements from their elected Distributor. There can also be variations depending on the region. The following elements will be required on all Nutanix purchases regardless of location:



- Complete End-User information
- Complete Install Location information
- Complete Shipping information
- End-User PO# (some GEOs require a copy of the actual PO)

Nutanix reserves the right to change the PO requirements at any time.



Program Benefits

Elevate competency levels are built to reward partners who develop deep sales, technical, and services skill sets to deliver successful customer outcomes with the Nutanix portfolio. We offer simplified pricing structures, deal registration, incentives and rebates that enable you to increase profits, revenues and margins while closing business faster.

Benefits	 AUTHORIZED RESELLER	 PROFESSIONAL RESELLER	 CHAMPION RESELLER
Performance+ Deal Registration Pricing Advantage	✓	✓	✓
New Customer Acquisition Rebate on First Deal (and subsequent deals within 270 days)*	<ul style="list-style-type: none"> • 2% on initial deal • 1% on subsequent deals 	<ul style="list-style-type: none"> • 4% on initial deal • 3% on subsequent deals 	<ul style="list-style-type: none"> • 7% on initial deal • 5% on subsequent deals
Top Partner Rebate (Minimum bookings and invitation required)			✓
Portfolio Products Rebate (designated products)			2%
Business Development Funds (BDF)		Proposal-based	Proposal-based
Partner Portal Access	✓	✓	✓
Inclusion in Partner Locator	✓	✓	✓
Access to XLAB software licenses		✓	✓
Access to Partner XTRIBE Community + Rewards	✓	✓	✓

*Eligibility for New Customer Acquisition Rebate requires a Channel Initiated Deal Registration (CID) on initial deal

Performance+ Deal Registration

The Performance+ Deal Registration Program is a simplified, highly-modernized program that replaces our previous deal registration process. With Performance+, there is no ambiguity related to pricing and your pricing advantage is consistent across deals.

Every Nutanix deal has a registration that is identified as either a Channel Initiated Deal (CID) or a Nutanix Initiated Deal (NID).

With CID, when you bring a deal to Nutanix, you will receive the highest partner pricing advantage. NID will offer a basic partner pricing advantage, and our sales team will assign the appropriate partner to work with on the deal.



Global Program Incentives Summary

New Customer Acquisition Rebate

August 1, 2021 - July 31, 2022

Gain net new customers to Nutanix and get rewarded for your initial win as well as subsequent deals you close to that same end customer for the next 270 days. Partners must have an approved Channel Initiated Deal (CID) registration.

- Authorized Reseller:
2% initial, 1% subsequent
- Professional Reseller:
4% initial, 3% subsequent
- Champion Reseller:
7% initial, 5% subsequent



Top Partner Rebate

August 1, 2021 - July 31, 2022

Enhance your profitability for accelerated growth. Champion Resellers meeting a FY 2021 minimum bookings amount are eligible to earn a quarterly rebate for achieving a sales growth goal. Partners are invited into the program and receive their rebate targets in Nutanix FYQ1 and FYQ3.

- Quarterly payout based on goal attainment



Portfolio Products Rebate

August 1, 2021 - January 31, 2022

Increase your profitability with an additional rebate paid on all sales of designated Nutanix Portfolio Products.

- 2% paid quarterly
- Designated portfolio products subject to change quarterly at Nutanix discretion



NUTANIX PARTNER REBATE CENTER

The Nutanix Partner Rebate Center is the central location for your Nutanix Partner incentive needs. Through the Nutanix Partner Rebate Center you can view and manage your current programs. Shown here are incentive summaries only, please reference full terms and conditions and other details on the Promo and Incentives page on the Nutanix Partner Portal.



How to Access Nutanix Training

Your Nutanix journey

Your Nutanix training and certification journey begins on the enhanced Partner Portal. The Learn page is your centralized hub to access Nutanix training, certifications, and enrichment content located on Nutanix University.

All of the Nutanix training for both sales and technical professionals on Nutanix University enables you to effectively deliver the value of Nutanix solutions to your customers. A majority of the training is offered on-demand and is broken into convenient segments making it easy to complete.

Within Nutanix University you can see the latest news and releases pertaining to Nutanix training and certifications. And within the Partner Portal you can view your real-time Nutanix certifications to track your learning progress.

For any additional training specific questions, please contact education@nutanix.com



Competencies

Sales Certifications



COMING SOON

Nutanix Certified Sales Representative 2022 (NCSR 2022)

Delivered as a self paced modular eLearning experience with 3 hours worth of content and an hour-long exam. This course will build awareness around who Nutanix is, what we do and why we do it. Product and solutions portfolio are highlighted along with the basic use cases they fulfill. Learners will be equipped with solution selling in a competitive environment and also an understanding of channel partners and distributors and the importance in which we place them.

The NCSR 2022 certification replaces the previous NCSR Levels 1-3 certifications.



Nutanix Certified Sales Expert (NCSX):

This is by nomination from your Nutanix Channel Sales team. You will present in front of a panel of Nutanix experts and demonstrate how you deal with sales challenges.

Technical Certifications



Nutanix Certified Systems Engineer Core (NCSE Core):

This technical pre-sales certification validates that you have demonstrated the knowledge and ability to evangelize, size, propose, and handle competitive objections for core solutions on the Nutanix Enterprise Cloud platform.

The NCSE Core certification replaces the previous partner technical certifications: NCSE Level 1 and NCSE Level 2.

Competencies

Services Certifications



Nutanix Certified Professional - Multi Cloud Infrastructure (NCP-MCI):

NCP-MCI 5.x certification holders have demonstrated the skills and knowledge to manage Nutanix AOS nodes, blocks, and clusters in the datacenter. Earning it validates your ability to deploy, administer, and troubleshoot Nutanix AOS, proving your mastery of key concepts from VM management to lifecycle operations.

Please note, this is the same certification formerly called NCP 5 - just with a new name to better reflect the technology and skills reflected by its holders.



Nutanix Certified Services Core Professional (NCS Core):

This certification exam tests your skills and abilities to deliver cluster deployment services. Successful NCS Core candidates are able to assess customer environments, collect appropriate data, complete sizing and effectively present solutions. The exam is delivered in a remotely proctored environment to add security and help ensure the seriousness, authenticity, and credibility of the certification.



Proposal-Based BDF

Nutanix is pleased to offer an updated Business Development Funds (BDF) program for eligible partners in our FY22.

Per the Nutanix Elevate Partner Program for Resellers, Champion and Professional partners are eligible to submit proposals for BDF investment to help you grow your Nutanix business.

BDF is comprised of two funding types:

- Marketing Development Funds (MDF)
- Sales Development Funds (SDF)

Together, both funding types can be supported within the Nutanix BDF Program.

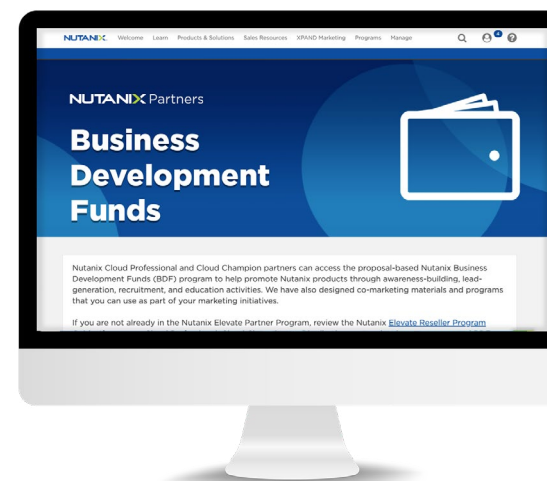
What's new with the BDF Program for FY22?

- Definition of MDF vs SDF funding types, to enable clearer planning, request, and approval processes
- Details on the types of activities that can be supported with MDF and SDF
- Details on reimbursement levels for the supported types of MDF and SDF activities
- Integration of the BDF tool into the Nutanix Partner Portal, with improvements in the request process and reporting, making it even easier to do business with Nutanix

Please refer to the [Nutanix Elevate Partner Program Guide](#) for information on additional program benefits beyond BDF.

Partners can access BDF information and resources as well as submit and manage BDF requests in the Nutanix Partner Portal.

To manage and request BDF for your organization, you must have the proper BDF admin access on the partner portal. If your organization is eligible for Nutanix BDF and you require this access, please email partnermarketing@nutanix.com.



Resources

As a valued partner, leverage these resources to help you learn, market, and sell Nutanix products and solutions better and faster.

The Nutanix Partner Portal gives you an integrated business tool to grow and manage your business.

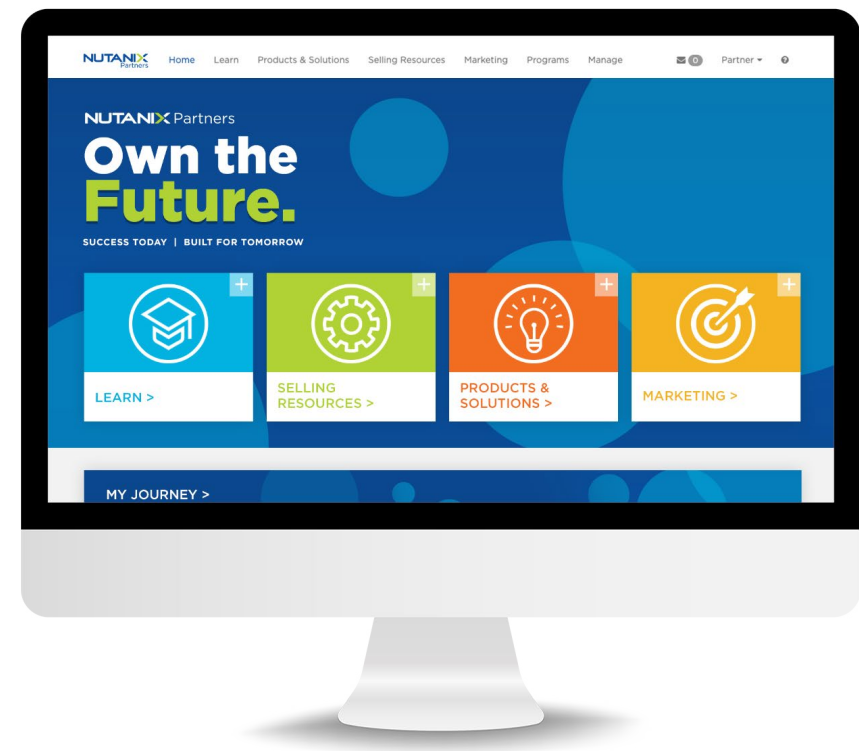
Partner Portal Benefits:

Sales Reps: Quickly access learning and selling tools and assets, view your deal registrations and opportunities, estimate incentives earned on closed deals, create and send custom emails to prospects.

Marketers: Customize and launch full digital demand generation campaigns, manage leads, request and manage Business Development Funds.

Business Managers/Administrators: View organizational business and training performance, view your Elevate Program Status, manage your Nutanix Partner Locator Profile.

To request Partner Portal administrator access for your organization email partnerhelp@nutanix.com.



Resources

Learning Resources



Nutanix University

Access Sales and SE certification courses as well as online and instructor-led training.



Partner XTRIBE

Get rewarded and enabled by completing fun challenges to test your Nutanix skills.



Partner Webinar Library

Access and view on-demand sales, technical, and marketing-based webinars exclusively for our partner community.



Partner News Center

The latest and greatest partner news on Nutanix products, programs, and incentives.

Selling Resources



Deal Registration Portal

Submit and view your Nutanix deal registrations to better manage your business and protect your opportunities.



Nutanix Test Drive

Test Drive Nutanix products and features through a guided, real-time experience.



Nutanix Sizer

Create design scenarios, size workloads and download BOM.



Partner Collateral Library

Integrated with Nutanix's internal sales content management system, access the same product/solution assets and enablement content as Nutanix sellers.



Manage Your Business

View information on your current Nutanix deal registrations, opportunities, and training certifications.

Marketing Resources



XPAND Partner Demand Center

Automated digital demand platform: Create full funnel campaigns, send custom, co-brandable Nutanix demand generation content and syndicate rich social media content to your prospects, plus get real-time notifications of the leads they generate.



Partner Locator

The Locator lets customers search for a Nutanix partner in their area, providing information to customers around the varied skills, certifications, and specializations each partner offers. Partner Portal admins can modify your Locator information.

Terms and Conditions

Compliance with Laws

As a Nutanix Partner, you are required to conduct your business and any transaction that involves Nutanix with integrity and in compliance with all anti-corruption, anti-bribery laws and applicable rules and policies in countries, regions or territories where you conduct business.

Each party represents that it has not and will not violate any applicable laws in relation to the receipt or spend of MDF or incentive program compensation. Furthermore, each party represents and warrants that it has not and will not violate any applicable anti-corruption law in relation to the receipt or spend of any funds or compensation from Nutanix.

Intellectual Property Rights

Nutanix does not grant its Partners any ownership or other interest in any copyrights, patents, trademarks, know-how, inventions and trade secrets (Intellectual Property), including its and registrations and applications of its Intellectual Property.

Limitation of Liability

Nutanix shall not be liable for any loss of profits or for special, consequential, incidental, indirect, reliance, punitive or exemplary damages, either in contract or tort, whether or not the possibility of such damages was disclosed to, or could have been reasonably foreseen by Nutanix, which result from or relate to, a Partner's participation in the Elevate Partner Program.

Taxes

Each party is responsible for its own respective income taxes or taxes from MDF funds or other incentive program compensation based upon gross revenues, including but not limited to, business and occupation taxes. Partners shall be responsible for any and all applicable taxes related to its receipt of the Nutanix contribution, including but not limited to any sales, use, goods and services, consumption, business, value added, or other taxes or comparable levies, transaction privilege taxes, gross receipts taxes, net receipt taxes, any withholding taxes and other charges such as duties, customs, tariffs, imposts, contributions and other government-imposed surcharges.

The information contained in this Partner Program Guide supplements the Nutanix Partner Network Agreement. It includes an overview of the Partner Program, its benefits and requirements. Decisions made by Nutanix regarding the Elevate Partner Program are made at Nutanix's sole discretion. Nutanix reserves the right to update this Program as needed and information in this document is subject to change. If you have questions regarding Elevate Reseller Partner Program specifics, please contact your Nutanix Channel Sales team.

Contact Us

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AUGUST 3, 2021

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