

HiveMQ Partner Network (HPN)

Deal Registration Fact Sheet

Version 1.4

HiveMQ PROPRIETARY/CONFIDENTIAL – FOR HIVEMQ PARTNERS

NOT TO BE FURTHER DISTRIBUTED

At HiveMQ, we value members of the **HiveMQ Partner Network (HPN)** and work to reward those partners that proactively find and pursue new opportunities. This Opportunity Registration Fact Sheet provides details on how to qualify and register your opportunities to achieve the greatest program rewards and margin protection.

Program Qualification

In our commitment to advance, promote, and incentivize our partner community, HiveMQ has structured the Opportunity Registration program to include two primary paths for qualification:

1. **Partner-Sourced:** The Opportunity is directly registered by the partner through the HPN Partner Portal.
2. **HiveMQ-Sourced (Partner Preferred):** HiveMQ identifies an opportunity and passes it directly to a specific partner for acceptance and fulfillment.

The Deal Registration Benefit

Opportunity Registration is an exclusive HPN benefit that allows HiveMQ partners to register sales opportunities to earn **Margin Protection** and **Sales Support** exclusively available to the registrant.

- **Resell Margins:** Approved registrations unlock "Sourced" margin levels (ranging from **[7.5]% to [12.5]%** based on Partner Tier).
- **Referral Fees:** Approved referrals secure fees ranging from **3% to 10%** depending on partner engagement
- **Registration:** Deal registrations must be entered via our website to be eligible <https://www.hivemq.com/info/partner-deal-registration/>
- More information is available to prospective and current partners upon request

Opportunity Registration Criteria

To be eligible for approval, a registration must meet the following criteria:

1. **Net New Business:** The opportunity must be a new project or use case. It cannot be an opportunity actively being pursued directly by HiveMQ sales teams at the time of submission.

2. **Registration Criteria:** The opportunity has not already been registered by another partner and the submissions include the company name, use cases and project details. It is optional to share customer contact information but preferred. It will help in vetting process and expedite the time to
3. **Active Pre-Sales Effort:** Before registering, the partner commits that it has made reasonable pre-sales efforts, such as:
 - Meeting with the end-user's decision-makers.
 - Qualifying the technical use case (MQTT/IoT requirements).
 - Helping the end-user define project requirements to include HiveMQ solutions.
 - *Note:* Partners must provide a description of these efforts in the justification section of the submission.

Guiding Principles

The guiding principles around rules of engagement are universally enforced:

- **Single Partner Exclusivity:** Opportunity Registration is valid for a single opportunity. Only **one** partner registration may be active for a specific opportunity at any given time.
- **Opportunity-Based, Not Account-Based:** Benefits are earned per opportunity. Owning a registration for "Project A" at a customer does not automatically grant rights to "Project B" at the same customer; each must be registered independently.
- **Support Priority:** For an approved registration, HiveMQ will offer proactive sales and technical support to the registered partner. Other partners requesting support for the same deal will receive only standard/reactive support.
- **Confidentiality:** HiveMQ will not share confidential information gathered from your collaboration on a registered deal with other partners.

Participant Eligibility

Partners must be in **good standing** within the HiveMQ Partner Network (HPN), meeting the requirements of their assigned tier (**Authorized, Premier, Elite**) and holding a valid, executed **Master Partner Agreement (MPA)**.

- **Resell Rights:** To register a deal for *resell margin*, the partner must have an active Reseller Sub-Agreement.

Opportunity Registration Process

Partners must adhere to the following steps:

1. **Submission:** Submit the opportunity via the **HiveMQ Website** <https://www.hivemq.com/info/partner-deal-registration/>
2. **Review:** HiveMQ strives to review and notify partners of approval or denial within **96 hours (4 business days)** of submission.
3. **Acceptance (HiveMQ-Sourced):** If HiveMQ passes a lead to a partner, the partner has **four (4) business days** to accept or reject the opportunity.
4. **Distributors:** Authorized Distributors may submit registrations on behalf of a partner,

provided they identify both the Partner and the End-User. The approval and margin benefits are awarded to the Partner, not the Distributor.

Approval Period & Extensions

- **Standard Validity:** Approved registrations are valid for **90 days** from the date of approval.
- **Extensions:** If an opportunity is progressing but requires more time, a partner may request a **60-day extension**. This request must be made in writing (via email: partners@hivemq.com) prior to expiration and include evidence of sales progression.

RFP and Public Sector Exclusions

- **Public Tender:** Projects resulting from a public bid/RFP/Tender (Federal, SLED, International Gov) are generally **not eligible** for standard registration exclusivity, as procurement laws often mandate open competition.
- **Exception:** A partner may qualify for registration benefits if they played an **integral role** in shaping the RFP requirements to position HiveMQ effectively (pre-RFP work).

Revocation of Registration

HiveMQ reserves the right to revoke an Opportunity Registration if the partner is no longer acting in the best interest of winning the deal. Causes for revocation include:

- **Inactivity:** The partner fails to actively pursue the opportunity or update HiveMQ for 30+ days.
- **Loss of Eligibility:** The partner no longer meets HPN program requirements (e.g., lapsed certifications).
- **Competitive Positioning:** The partner actively positions a competing solution alongside or against HiveMQ in the registered opportunity.
- **Customer Request:** The end customer explicitly requests to work with a different partner or directly with HiveMQ (subject to internal review).

Summary of Commitment

To enable our valued HPN members to realize the greatest return on their relationship, HiveMQ commits to the following:

1. **Active Support:** We will operate in good faith to actively support the registered partner with sales engineering and executive alignment.
2. **Margin Protection:** The registered partner will be the **only** partner eligible for "Sourced" discount levels on that opportunity.
3. **Non-Compete:** HiveMQ will not sell the deal direct when an existing, approved Partner Registration is in place

Contact Information

For questions regarding specific registrations or program rules, please contact:
partners@hivemq.com