

HiveMQ Partner Network (HPN)

Partner Rules of Engagement Policy

Version 1.4

Introduction

HiveMQ has established a robust set of guidelines to help our **HiveMQ Partner Network (HPN)** members effectively navigate sales opportunities. We prioritize transparent communication at every stage—identifying, registering, and closing deals—ensuring partners are supported throughout the process.

These Rules of Engagement comprehensively address how HiveMQ sales teams collaborate with partners in a variety of scenarios.

Commitment to Professional Standards

HiveMQ upholds predictable engagement processes, reliable support systems, and unwavering integrity in all partner dealings. Our goal is to foster your success and build a mutually beneficial relationship. A well-communicated and consistently applied Rules of Engagement policy forms the foundation for lasting trust within the Program.

1. Goals of the Policy

The Rules of Engagement program is designed to leverage our partners as a strategic force multiplier to enhance and support the HiveMQ customer base. The key goals include:

1. **Closing Opportunities:** Enabled partners play a crucial role in helping HiveMQ close sales opportunities. They assist by connecting us with key influencers, providing technical validation of MQTT architectures, and demonstrating proof of value.
2. **Influencing Customer Decisions:** Partners serve as trusted advisors. By integrating HiveMQ technologies into broader IoT and Industry 4.0 solutions, they help shape the direction of client engagements.
3. **Maintaining a Positive Customer Experience:** We prioritize delivering a seamless experience for enterprise customers. Our partners are instrumental in ensuring that deployment and integration are smooth.
4. **Protecting Investment:** Ensuring that partners who invest time and resources in pre-sales activities are financially rewarded and protected from channel conflict.

2. Customer Choice and Engagement

- **Customer Choice First:** Customers ultimately choose whether to purchase directly from HiveMQ or through a partner. However, existing partner relationships are prioritized for renewals and new opportunities within that account.

- **Customer Communication:** All communications with customers regarding a registered opportunity should be inclusive and collaborative between HiveMQ and the Registered Partner.
- **Customer Mandate:** If a customer explicitly refuses to work with a Registered Partner, the registration may be rescinded. **Crucial:** Before discussing this with any customer or prospect, this must be escalated to HiveMQ Channel Management, as revocation can only be approved by the HiveMQ CRO or GVP of Alliances and Partners

Customer Purchase History Guidelines:

- If a customer has historically purchased through a partner (Incumbent), future subscriptions, services, and new opportunities should continue to route through that partner, unless otherwise instructed by customer.
- If a customer has purchased directly from HiveMQ previously, HiveMQ may continue to accept direct orders unless the customer requests to move to a partner model.

3. Partner Models & Roles

To ensure clarity, HiveMQ engages with partners through specific models defined by the **Master Partner Agreement (MPA) and applicable addendum(s):**

- **Resell:** Partners purchase HiveMQ subscriptions at a discount and resell to end customers. **(Requires signed MPA + Reseller Addendum) .**
- **Referral:** Partners refer qualified leads to HiveMQ and receive a referral fee. **(Requires signed MPA + Referral Addendum)**
- **Professional Services.** To become a HiveMQ subcontractor to deliver implementation or professional services, partners must have a signed **(MPA + Professional Services Agreement(PSA))**

Tiers & Benefits:

Engagement levels are defined by the HPN tiers: **Authorized, Premier, and Elite.** Pricing and support levels are determined by these tiers as outlined in the *HPN Program Guide*.

4. Opportunity Management

Identification & Registration

Partners may identify opportunities independently (Partner-Sourced) or may be invited into opportunities by HiveMQ (Partner Preferred/HiveMQ-Sourced).

Registration Process:

1. **Submission:** Partners must submit the formal Opportunity Registration via the the **HiveMQ Website** <https://www.hivemq.com/info/partner-deal-registration/>
2. **SLA Commitment:** HiveMQ strives to review and respond to all registrations within **96 hours (4 business days).**
3. **Qualification:** Only fully completed registrations meeting the "Net New" criteria will be

approved.

4. **Approval Period:** Approved registrations are valid for **90 days**. One extension of 60 days may be requested with proof of sales progression.

Criteria for Valid Registration:

- **Net New:** The opportunity is not currently being actively pursued directly by HiveMQ sales teams.
- **Qualified Lead:** HiveMQ verifies submission and checks if the deal is not already registered by another partner
- **Pre-Sales Effort:** The partner has made reasonable pre-sales efforts (e.g., meeting decision-makers, qualifying the use case, defining budget).
- **RFP Exclusion:** The deal is not part of an active public RFP/Tender, unless the partner was integral in shaping the RFP requirements prior to release.

5. Rules of Engagement: Execution

Qualified Lead Validation Principle

Sourced margin protection is granted to the partner who first submits a *qualified* opportunity that is reviewed and approved by HiveMQ demonstrating partner-led origination and engagement.

Timestamp alone does not determine eligibility. Approval is based on the completeness, qualification level, and verifiable partner involvement in creating the opportunity.

Engagement Protocol:

- **Exclusivity of Support:** HiveMQ Sales and Solution Engineers will proactively support the *Registered Partner*. We will not provide proactive sales support to non-registered partners for the same opportunity.
- **Information Protection:** Confidential details regarding pricing, strategy, and architecture discussed with the Registered Partner will *not* be shared with other partners.
- **No Direct Competition:** HiveMQ will not actively pursue opportunities direct where there is an existing, approved Partner Registration in place.

HiveMQ-Sourced (Partner Preferred) Opportunities:

- Occurs when HiveMQ identifies an opportunity and assigns it to a specific partner based on geography, vertical expertise, or technical capability.
- The partner has **four (4) business days** to accept the lead. Upon acceptance, it is treated as a registered opportunity.

Revocation of Registration:

HiveMQ reserves the right to revoke a registration if:

- The partner disengages or fails to provide updates for 30+ days.
- The partner positions a competitive MQTT broker, UNS, Edge or related service against

HiveMQ.

- The partner loses their good standing in the HPN program.

6. Pricing and Margin Management

Partner-Led Pricing

- **Resell Transactions:** HiveMQ provides a discount off the List Price to the Partner (the "Buy Price").
- **End-User Pricing:** The Partner is solely responsible for determining the final price provided to the End Customer (the "Street Price").
- **Collaboration:** While HiveMQ can advise on pricing strategy, we will defer discount negotiations with the customer to the Registered Partner.

Margin Protection

HiveMQ ensures that Registered Partners receive preferred margins (Sourced Discount) compared to non-registered partners (who may only receive standard or no discount).

- **Authorized:** Up to [7.5]% margin net new business & 4% for renewal of 1st year ARR
- **Premier:** Up to [10]% margin net new business & 5% for renewal of 1st year ARR
- **Elite:** Up to [12.5]% margin net new business & 6% for renewal of 1st year ARR

7. Services and Support

Professional Services (PS)

- **Right of First Refusal:** For Partner-Sourced opportunities, the partner has the right of first refusal to deliver implementation and professional services.
- **HiveMQ PS:** The HiveMQ Partner Network (HPN) program benefits from and encourages partner-delivered Professional Services, as HiveMQ does not offer its own.

Collaborative Support

HiveMQ Support teams will work with partners to resolve technical issues. Partners are encouraged to provide Level 1 support, but the official maintenance contract is typically between HiveMQ and the End User (unless an MSP or OEM agreement is in place).

8. Renewals and Account Management

Incumbent Advantage

- **Definition:** The "Incumbent Partner" is the partner who transacted the most recent sale or renewal for that customer.
- **Protection:** Incumbent partners are protected. HiveMQ will not offer renewal quotes to other partners.
- **Requirement:** Incumbents must be proactively engaged in securing the renewal 90 days prior to expiration. If an Incumbent is unresponsive, protection may be lost.

Takeover Protocol (Change of Channel)

- If a customer wishes to switch partners for a renewal, they must provide a written **Letter of Record (LOR)** or official email stating their intent to switch.
- **No Discount for Poaching:** Non-incumbent partners taking over a renewal are generally **not eligible** for Sourced/Resell discounts unless explicitly approved by HiveMQ management. They will typically transact at List Price or a reduced margin.

9. Governance

Compliance

Strict enforcement of these Rules of Engagement is maintained. Partners must adhere to the **HiveMQ Master Partner Agreement (MPA)**, including all anti-corruption (FCPA) and compliance clauses.

Program Evolution

HiveMQ reserves the right to modify this policy or the HPN program at any time. Partners will be notified of material changes via the Partner Newsletter or Portal updates.

Dispute Resolution

Any conflicts regarding opportunity ownership or rules of engagement should be escalated to partners@hivemq.com. The HiveMQ GVP of Alliances and Partners serves as the final arbiter for all program disputes.