

# Why sign up to the Riverbed Rise Partner Program

## Financial Benefits

As a Partner's expertise and investment matures with Riverbed, additional Financial Benefits become available to help you drive demand and profitability with Riverbed.

## Standard Discounts

Partners are eligible for Standard Discounts for Resale opportunities based on their Program Level.

## Deal Registration Discounts

Riverbed recognizes that sourcing new opportunities takes additional time and resources. Deal Registration allows Riverbed to reward Partners for sourcing, maturing, and closing Partner-Initiated Opportunities.

## Teaming Registration Discounts

Teaming Registration rewards Partners that provide valuable assistance to Riverbed in closing and/or transacting Riverbed-sourced opportunities.

## MSP Discounts

MSP Discounts are available to qualifying Partners that have embedded Riverbed products into their Managed Service offerings with associated Partner-branded support services.

## Business Development Funds (BDF)

Business Development Funds are an important Program benefit that help Partners build capabilities and drive demand for Riverbed Products and Services. Eligible Partners can submit proposals seeking funding for qualifying business development activities that create demand for Riverbed Products and Services, help acquire new Riverbed End Users, or aid in marketing to existing End Users.

## Renewals Incumbency

Riverbed recognizes the important role Partners play in developing, expanding, and supporting relationships to drive End User satisfaction and retention. Riverbed's Renewals Incumbency Policy rewards Partners for their investment identifying, developing and closing Renewal opportunities. Renewal Incumbents qualify for Incumbency Discounts in connection with certain Renewal opportunities.

## Not-For-Resale (NFR) Demo Discounts

Riverbed helps Partners establish their own labs by offering deeply discounted NFR Demo Products. Please refer to the NFR Demo Products Appendix for more information. Multi-Year Support Discounts Partners that purchase multi year support (Price List Categories B and K) contracts directly from Riverbed and pay for such support in full in advance (i.e., upfront billing) may be eligible to receive additional discounts based on the length of the multi-year support contract.

## Multi-Year Support Discounts

Partners that purchase multi-year support (Price List Categories B and K) contracts directly from Riverbed and pay for such support in full in advance (i.e., upfront billing) may be eligible to receive additional discounts based on the length of the multi-year support contract.