

APJ Net-New Customer Sales Incentive

The Team that Wins Together Gets Rewarded Together!

What is the incentive?

Partner sales teams consisting of one SR (Sales Representative) and one SE (Sales Engineer) can earn cash incentives for progressing and closing Partner-Sourced opportunities of Cohesity software, subscriptions, and support to net-new customers. Incentives are paid out in three key stages of the sale cycle to encourage consistent momentum, engagement, and deal progression. Incentives may vary depending on the Cohesity forecast bookings or billings values once closed.

Qualified Deal:

Cohesity defines a deal as qualified once a successful meeting is completed involving the partner, Cohesity, and the customer. The meeting must occur within forty-five (45) calendar days of deal registration approval, address the value proposition of Cohesity, and result in clear alignment with the customer’s business needs and solution scope. The table below lists incentive amounts by Cohesity Forecast Sales Value.

Advanced Stage:

Advanced Stage deal progression must reach a technical win, moving the deal forward in negotiation. The table below lists incentive amounts by Cohesity Forecast Sales Value.

Cohesity Forecast Billings Value (USD)	Net New Customer Qualified Deal Max incentive amount per individual SR or SE (USD)	Net New Customer Advanced Stage Max incentive amount per individual SR or SE (USD)
\$50,000 - \$99,999	\$250	\$500
\$100,000 - \$149,999	\$350	\$750
\$150,000 - \$249,999	\$500	\$1,000
\$250,000 - \$1,000,000+	\$750	\$1,500

*Hardware, professional services, education, Consumption (incl PPU and NBU Consumption products), GSI, MSP, OEM, and TSPG transactions are not eligible for incentives.

Deal Closed Won:

The Closed Won incentive is for the first qualifying deal sold by a partner to a net-new Cohesity customer. The table below lists incentive amounts by Cohesity Billings Value.

Cohesity Billings Value (USD)	Net New Customer Closed Won Max incentive amount per individual SR or SE (USD)
\$50,000 - \$99,999	\$600
\$100,000 - \$149,999	\$1,500
\$150,000 - \$249,999	\$3,000
\$250,000 - \$999,999	\$6,000
\$1,000,000+	\$8,000

*Hardware, professional services, education, Consumption (incl PPU and NBU Consumption products), GSI, MSP, OEM, and TSPG transactions are not eligible for incentives.

How does Cohesity define a net-new customer?

Cohesity defines a net-new customer as an end user account purchasing Cohesity products or services for the first time. After the first sale, a customer is no longer considered net-new.

When is the incentive period?

August 1, 2025 thru January 31, 2026

Who is eligible?

Only ANZ, ASEAN, Hong Kong, Macao, and Taiwan Cohesity partner teams (consisting of one SR and one SE) in good standing are eligible for this incentive.

What are the program rules?

- Partner SRs and SEs must opt-in to participate in this incentive program. Opt-in instructions can be found on the partner portal. Terms and conditions can be found on the required opt-in form [here](#).
- All deals must be registered by the partner and the deal registration must be approved as Partner Sourced by Cohesity to qualify for the incentive. Teaming registration and opportunities identified by

Cohesity and brought to the partner do not qualify.

- Deals booked with participating Cohesity Platform Partners are also eligible for the incentive. They must be registered and approved in the [Cohesity deal registration system](#) to qualify. The incentive amount is determined by the Cohesity billing value booked and invoiced during the program term.
- Participating Cohesity Platform Partners include Cisco and HPE.

Training Requirements

1) Partner SRs must complete the accreditations detailed in the table below for each incentive stage on or before the date the deal moves to the stage to qualify for the incentive.

Net New Customer Incentive Stages	Accreditation Requirements
Qualified Deal	N/A
Advanced Stage	<ul style="list-style-type: none"> • Cohesity Foundations Associate • Cohesity Data Protect Sales Associate
Deal Closed Won	<ul style="list-style-type: none"> • Advanced Stage Requirements • + Cohesity Cyber Resiliency Sales Associate

2) Partner SEs must complete the accreditations detailed in the table below for each incentive stage on or before the date the deal moves to the stage to qualify for the incentive.

Net New Customer Incentive Stages	Accreditation Requirements
Qualified Deal	N/A
Advanced Stage	<ul style="list-style-type: none"> • Cohesity Foundations Associate • Cohesity Data Protect Technical Sales Associate
Deal Closed Won	<ul style="list-style-type: none"> • Advanced Stage Requirements • + Cohesity Cyber Resiliency Technical Sales Associate

Payment Timing

- The Qualified Deal incentive will be paid on the first approved Partner Sourced deal registration where the opportunity moves from Stage 1 to Stage 2 in the Cohesity system and is confirmed as qualified by

Cohesity.

- The Advanced stage incentive will be paid on the first approved Partner Sourced deal registration where the opportunity moves from Stage 2 to Stage 3 in the Cohesity system and is confirmed as a technical win by Cohesity. The partner must submit evidence of the win to the Cohesity SE and meet the opt-in and training requirements.
- The Closed Won incentive will be paid once the first qualifying deal sold by a partner to a net new Cohesity customer account is billed and invoiced in the Cohesity system and the opt-in and training requirements are met.

General Terms and Conditions

- The incentive is available to partner SRs and SEs for a resale deal, which is a deal where the partner company resells Cohesity products and/or services to an end user customer.
- The maximum total incentive payout for qualifying deals to a net-new customer is \$10,250 USD per individual SR or SE. One person cannot act as both the primary SR and SE on the same deal to collect the entire incentive.
- Qualified and Advanced stage incentives deals must be registered and approved between August 1, 2025 and January 31, 2026.
- Closed Won stage incentive orders must book between August 1, 2025 and January 31, 2026
- A qualifying deal is represented by a single opportunity in the Cohesity system and cannot be split into multiple, smaller opportunities to increase the incentive payout amount.
- Rebook, asset transfers, and contingent orders will not be considered as an Eligible Order. Examples would include, but are not limited to, right of-return (ROR), product feature commitments, and extended payment terms.
- For Eligible Orders booked on an invoicing schedule, incentive will be calculated for the amount invoiced within the fiscal quarter the order is booked
- At the time the incentive is paid, the partner SR/

SE must be employed by the partner company that booked the deal that qualifies for the incentive.

- Government accounts do not qualify for the net-new customer sales incentive. Government accounts include Federal/National, State, and Local government entities.
- Partner agrees to comply with [Cohesity's Channel Partner Code of Conduct](#).
- Cohesity reserves the right to modify or discontinue the Americas net-new customer incentive in its sole discretion, upon thirty (30) calendar days published notice on the Cohesity Partner Portal.

How do I get started?

- Review the terms and conditions on the program [opt-in page](#) and confirm your participation in the program.
- Register your opportunities through the [Cohesity Deal Registration](#) program (access to the Cohesity Partner Portal is required).
- Complete the training requirements (if you have not already). Sales and Technical Sales learning plans

are located in the [Cohesity Academy](#) on the Cohesity Partner Portal.

When will I (Partner SRs/SEs) get paid?

- You can expect to receive your funds approximately sixty (60) calendar days after the end of the calendar month in which each stage is qualified by Cohesity and all other incentive requirements have been met.
- Register in the XTRM global payment platform so Cohesity can quickly pay you for closing qualifying deals. The following links include more information about XTRM and how to register:
 - [New account](#)
 - [Support documents](#)
 - [Transferring funds](#)

For More Details

This document and other details can be found in the [Partner Portal](#).

Questions?

Please contact partnersupport@cohesity.com

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