NUTANIX | Partners

Performance+ Deal Registration Program & Guidelines

Get Started

To experience the full functionality of this document please view it in Adobe Acrobat Reader

Version 1.0

Welcome

Performance+ Deal Registration Program is a highly modernized and simple deal registration program designed to reward eligible partners in qualifying programs who identify, qualify, and close sales opportunities.

Performance+ Deal Registrations are opportunity-based and partners that initiate a Performance+ Deal Registration with Nutanix will receive a deal registration benefit over other potential partners for the time period prescribed for the registered opportunity. For a deal registration to be awarded, Nutanix will review the Performance+ Deal Registration information and evaluate if the criteria has been met.

Deal Registration Benefit Details

Simplified Product Portfolio SKUs

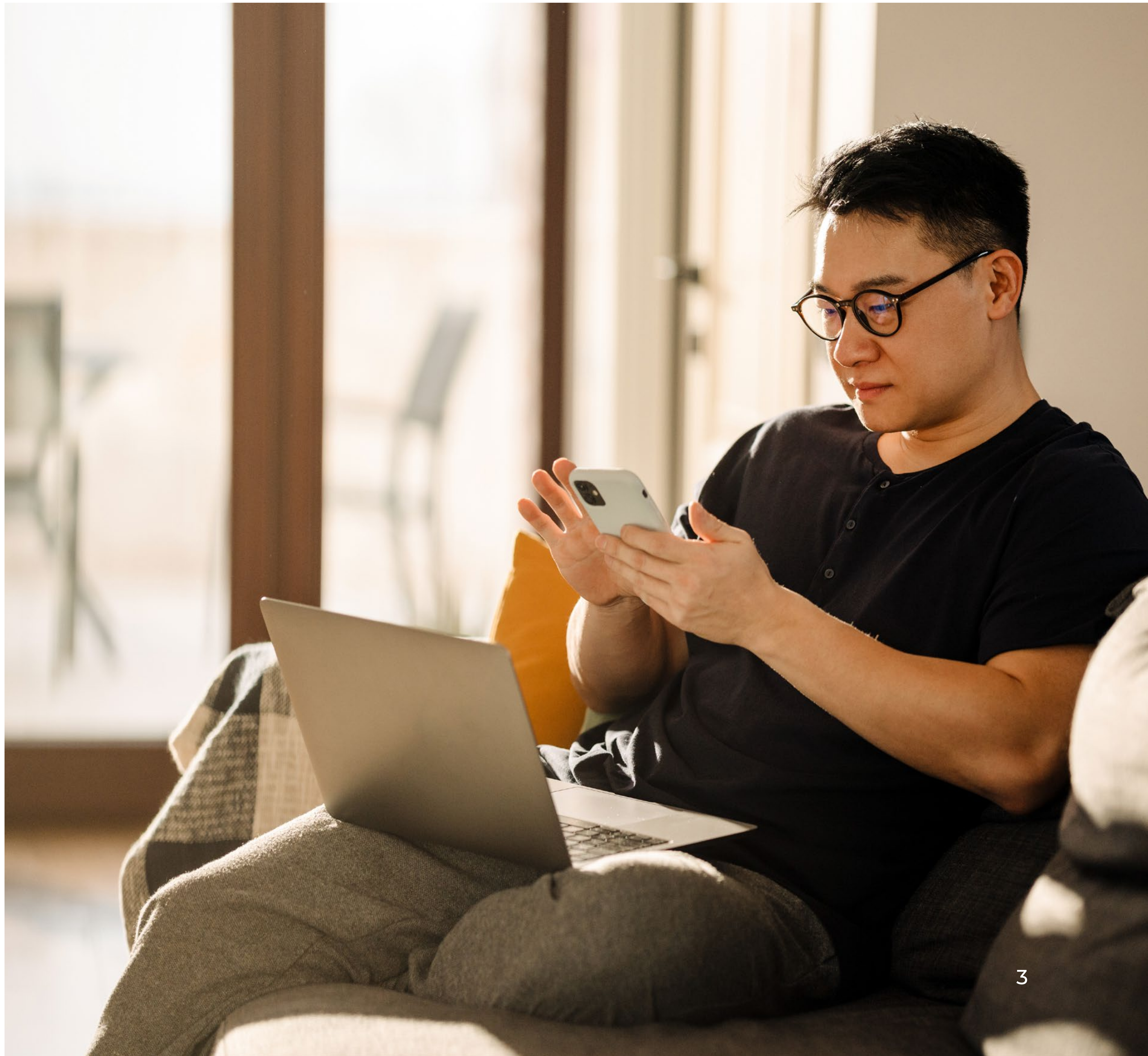
Nutanix will price the products to the relevant distributor such that the partner with an approved deal registration should receive up to a **22%*** discount advantage over other partners for the new Simplified Portfolio SKUs. Hardware support will have a **40%** discount advantage over other partners. Platform Integration Fee is waived, by discounting **100%**. Discount Advantage is calculated off List Price for products directly licensed by Nutanix.

Legacy Portfolio SKUs

Nutanix will price the products to the relevant distributor such that the partner with an approved deal registration should receive a net price advantage over other partners. This is done by the partner not holding the deal registration receiving a marked-up price of up to **25%***. Price Advantage is calculated from the Nutanix Total Contract Value (TCV) which consists of the sales of products directly licensed by Nutanix.

Hardware, Professional Services, Flex Credits, Training, and Events are excluded from the deal registration calculation. Please consult your channel manager if you need more details on the Performance+ Deal Registration Program.

*In some countries the actual % may be less.



Value of Performance+ Deal Registration to the Partner

The Performance+ Deal Registration Program rewards eligible partners with a deal registration advantage over all other potential partners for the same opportunity with like solutions.

In order to be eligible for Performance+ Deal Registration, the following criteria must be met:

- The partner must complete Performance+ Deal Registration information and submit to Nutanix for consideration. Incomplete forms will be sent back to the partner for completion.
- The partner must be actively engaged with the end customer account and the submission must be for a valid opportunity.
- Before submitting the Performance+ Deal Registration, the partner must have performed significant pre-sales efforts such as, but not limited to: meeting with the end customer, qualifying the deal and determining a need for a Nutanix solution, and helping the end customer to quantify a budget or project requirements for Nutanix products and services. At the request of Nutanix, the partner will submit documentation describing such pre-sales efforts.
- Nutanix must be able to successfully reach the partner contacts submitted on the Performance+ Deal Registration form.
- Deal registration must be submitted and approved within 30 days of identifying a qualified Nutanix opportunity.
- Deal registration must be submitted 15 business days prior to the end customer issuing their PO.
- Each deal must represent a single opportunity with a single end customer. Partners cannot register an entire account or combine opportunities. Performance+ Deal Registration is applied to a single opportunity/order at a time and additional opportunities will need to be registered individually.
- No other partner has an active and approved Performance+ Deal Registration on the opportunity within the registration period.
- The partner must present Nutanix (or OEM equivalent) as the primary solution to the end customer if awarded the Performance+ Deal Registration. Partners will not offer alternative competitive solutions when awarded a Performance+ Deal Registration.
- The opportunity is not the subject of a Public Tender that has been published. Public Tender means any public sector process that is subject to public procurement laws and regulations. If the opportunity is subject to a Public Tender, Nutanix may accept multiple deal registrations (so-called Non-Preferred Performance+ Deal Registration) as required by applicable laws.

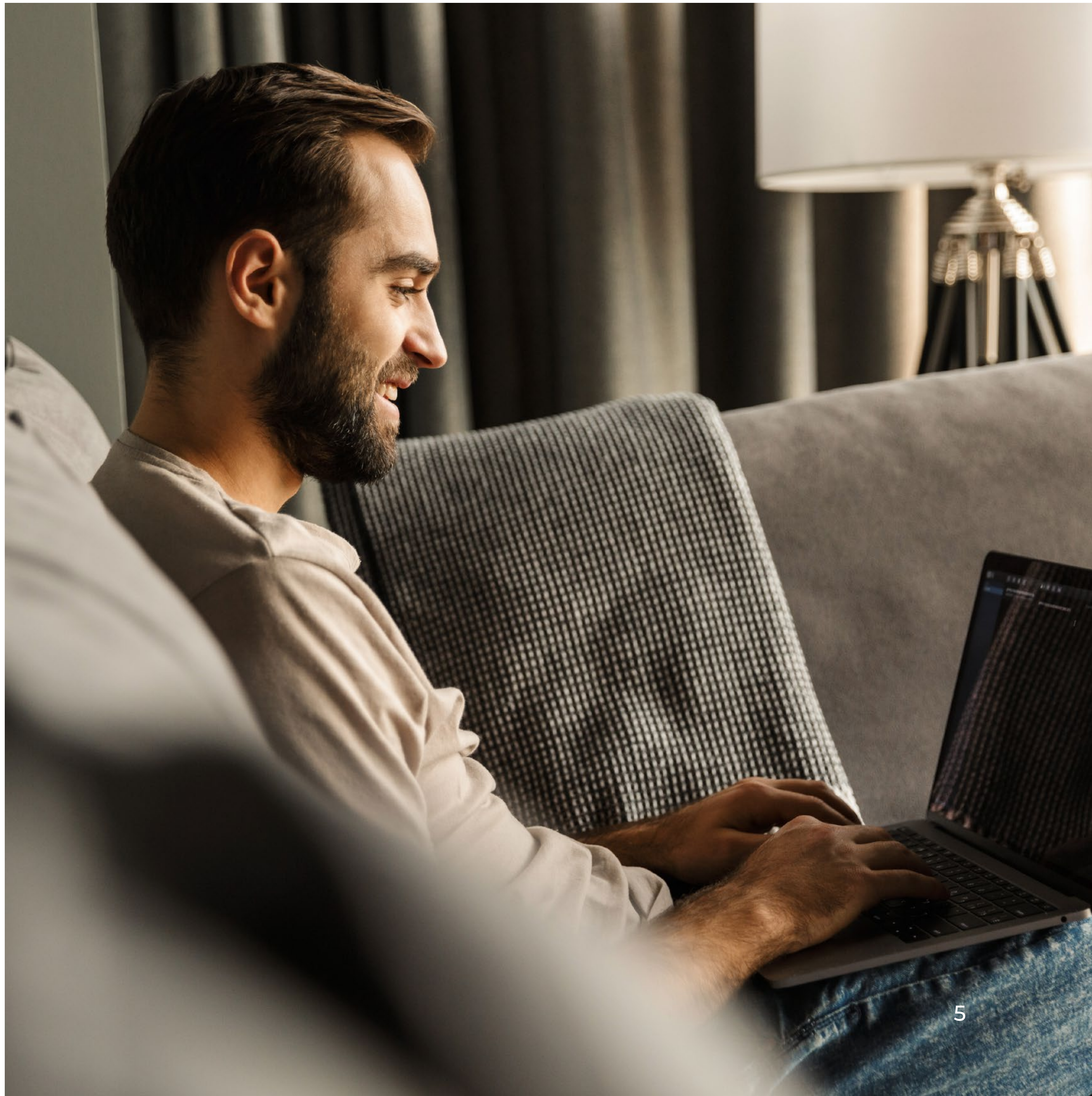
Note: Nutanix will provide a deal registration advantage for the individual opportunities to the distributor involved in the deal. Partner will receive the actual pricing for the opportunities from the distributor.

Guidelines

Performance+ Deal Registration Period

Registrations are valid for 180 days after the approval date. Nutanix may grant additional 60 day extensions to such registration at its sole discretion. Several details are considered by Nutanix before granting extensions, including but not limited to, active partner engagement and progression of the opportunity every 30 days.

Performance+ Deal Registration Status	
Submitted	Performance+ Deal Registration has been successfully submitted to Nutanix for review.
Pending Sales Review	Performance+ Deal Registration has been reviewed by Nutanix Channel Operations for accuracy and has been sent to sales for review.
Approved	Performance+ Deal Registration has been approved by Nutanix and quotes can be provided.
Denied	Performance+ Deal Registration has been declined by Nutanix.
Expired	Performance+ Deal Registration is expired and a request to extend is submitted if the opportunity is still open.



Guidelines

Non-Preferred Performance+ Deal Registration

In the event that Nutanix is required to accept multiple deal registrations by more than one partner, Nutanix will make that determination and notify all partners involved.

Reasons for Cancelling a Performance+ Deal Registration

Registration is limited to those partners who are in good standing. Nutanix reserves the right to revoke a Performance+ Deal Registration at any time in its sole discretion.

Benefits of Performance+ Deal Registrations may be withheld temporarily or permanently at Nutanix's sole discretion.

Factors that may cause a Performance+ Deal Registration to be denied or withheld include but are not limited to the following:

- Customer expresses dissatisfaction with the partner and provides objective information that supports the customer's contentions (In such scenarios, the customer is responsible for communicating this information to the partner and Nutanix in writing. Additionally, the customer must include all applicable documentation or information).
- Partner is not sufficiently responsive to the customer and/or Nutanix.
- Partner agreement with Nutanix has expired or has been terminated.
- Partner is actively positioning a competing solution to the end customer.

In addition to the above, the deal registrant must provide sufficient information when registering the opportunity to enable Nutanix to make an informed decision on whether the partner is well-positioned to lead the opportunity progression and closure for the requested opportunity. Insufficient information may be grounds to deny or terminate Performance+ Deal Registration at Nutanix's sole discretion.

Partner is required to update the status of transaction progress regularly and promptly in the Nutanix Deal Registration portal website. Failure to do so at least every 30 days, may result in registration termination.

In a scenario wherein the end customer elects at any point in their procurement process to initiate an RFP, Nutanix may terminate the deal registration at Nutanix's sole discretion.

If any submitted information is false, misleading, inaccurate, or defamatory, Nutanix may, in its sole discretion, terminate the registration.

Partner is required to process all orders within 48 business hours of receipt. Failure to do so may result in registration termination and loss of all incentives.

All sales are final, non-cancellable, and non-contingent on the actions of any other party. Nutanix will not accept any return(s).

Performance+ Deal Registration Extension

If a registration is about to expire or has expired within 2 weeks, an extension can be requested as long as no other partner has an approved Performance+ Deal Registration. Partners will need to submit a request to the Nutanix sales rep requesting an extension. If approved, an additional 60 days will be added.

Procurement Route

Prior to Deal Registration submission a Partner must decide if their procurement route is through the Nutanix Channel or OEM. Partners who plan to procure through the Nutanix Channel should submit the Deal Registration to Nutanix. Partners who plan to procure through an OEM would not submit the Deal Registration to Nutanix, the OEM should submit the Deal Registration to Nutanix.

Changes to Deal Registration approval to allow for an OEM to obtain Deal Registration approval will not be permitted.

Guidelines

OEMs

OEM partners must, when submitting a Performance+ Deal Registration, choose between direct or channel deals. If an OEM is selling to their channel, they need to include the partner information on the registration form in order for it to be submitted and reviewed.

Partners are not allowed to withdraw their Deal Registration approval status with Nutanix to allow for OEM Deal Registration to Nutanix. Partners must decide procurement route to market prior to Deal Registration submission.

Service Providers

Service Providers who intend to retain title for an end customer deal must select “Yes” for the question “Is this a service provider opportunity where you will retain title to the software?”. Select “No” for the question if the title is going to be transferred to the end customer.

Other Partner Programs

In addition to traditional resellers and OEMs, Nutanix may make other partner programs eligible for Performance+ Deal Registration Program benefits. Examples of new partner programs may include programs for system integrators and any other new business models that Nutanix supports.

SLAs

Nutanix will in good faith attempt to provide all partners with a response within 72 hours on whether or not their Performance+ Deal Registration is approved or denied. If the end customer is identified as a global account, or a US federal account, Nutanix will attempt to provide a response within 7 business days.

Pricing

Exception pricing for Standard deals will not be granted without Deal Registration.

Disputes

Partners must submit any disputes to the Performance+ Deal Registration Program within 14 business days of occurance to your Nutanix Channel Sales Manager or channelprograms@nutanix.com. A detailed explanation of the dispute, with supporting materials, must be submitted for review prior to any legal action or formal dispute resolution process.

Agreement

Any registration granted or denied as described in the Guidelines will be subject to the Nutanix Indirect Reseller Agreement (NIRA) or other partner program Agreements between partner and Nutanix (either, an “Applicable Agreement”). Any conflict between these Guidelines and an Applicable Agreement shall be resolved in favor of the Applicable Agreement.

Tenant Registration

Purpose and Intent

Tenant registration is a formal process through which Service Providers register customer opportunities with Nutanix. This process:

- Establishes deal ownership and eligibility for incentives.
- Provides structured support and strategic alignment.
- Enhances visibility into the sales pipeline, enabling better forecasting and planning.

Registration Requirements

To be eligible for tenant registration benefits, Service Providers must:

- Submit a complete and accurate registration form via the Nutanix Deal Registration portal.
- Demonstrate active engagement with the end customer, including pre-sales activities such as needs assessment, budget discussions, and solution qualification.
- Ensure that no other partner holds an active registration for the same project.
- Submit the registration within 30 days of identifying the opportunity and at least 15 business days before the customer issues a purchase order.

Declaration Requirements

To be eligible for tenant declaration benefits, Service Providers must:

- Submit a complete and accurate registration form via the Nutanix Deal Registration portal.
- Must provide verified Tenant ID at time of declaration.
- Register each opportunity individually.
- You must declare the tenant within 30 days of cluster activation.

Registration Validity & Duration

Each approved deal or tenant registration will have a fixed validity period:

- Initial Duration: Registrations are valid for 180 days from the date of approval.
- Extension: If the partner demonstrates active opportunity progress, they may request a 60-day extension before expiration.
- Expiration: If no opportunity activity is recorded within the 180-day period, the registration will automatically expire.
- Declaration: Partners are able to declare the tenants they sold to from August 1st 2025. You can only declare tenants within 30 days of cluster activation.

Review and Approval

All submissions are subject to review by Nutanix. Approval is granted at Nutanix's sole discretion based on completeness, partner engagement, and compliance with program criteria.

To ensure technical alignment and expedite processing, deal registration approvals will be managed by designated Service Provider specialists.

Tenant Registration

Incentives

The following incentives may apply as a result of successful tenant registration:

- Per-Tenant Rebates: Rebates provided for each new tenant onboarded.
- New Logo Rebates: Additional incentives for acquiring net new customers.
- Migration Support Incentives: Rewards for partners facilitating customer migrations to the Nutanix platform.

Partner Responsibilities

Service Providers must:

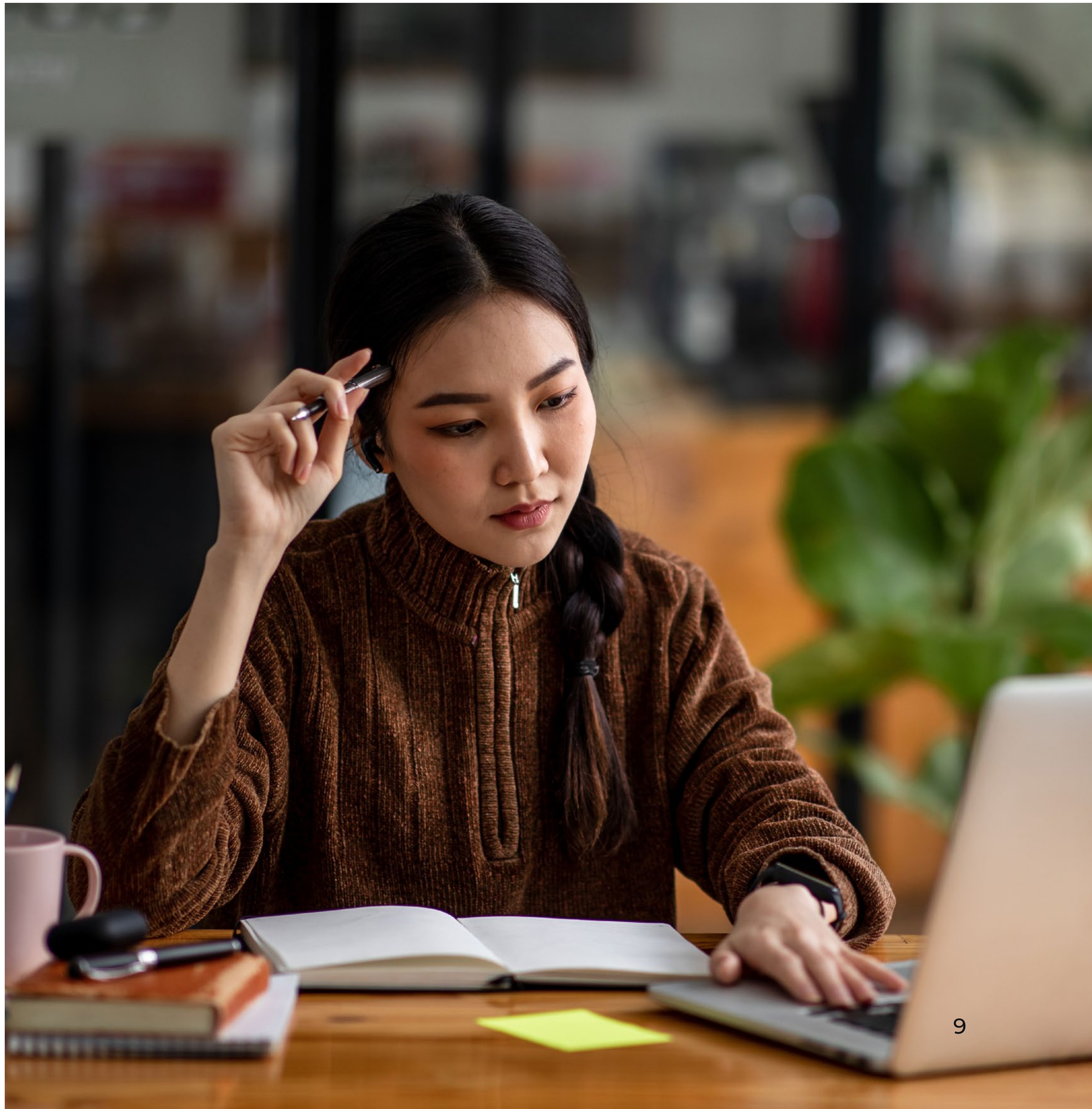
- Maintain accurate and up-to-date opportunity information.
- Avoid promoting competing solutions once a registration is approved.
- Respond promptly to Nutanix and customer communications.
- Update opportunity status at least every 30 days to avoid expiration or termination.

Revocation and Disputes

Nutanix reserves the right to revoke or deny registration at its discretion, including but not limited to:

- Customer dissatisfaction substantiated with documentation.
- Lack of responsiveness or engagement.
- Misrepresentation or submission of false information.
- Initiation of a public tender or RFP by the customer.

Disputes must be submitted within 14 business days of occurrence, accompanied by supporting documentation, to Nutanix.



Nutanix Performance+ Deal Registration FAQ

General Information

Q: What is a deal registration?

A: Deal registration is the program by which a partner notifies Nutanix about a potential sales opportunity. This process allows the partner to claim on the opportunity, ensuring they receive the appropriate support, pricing, and protection against competition. By registering a deal, partners can secure benefits such as special discount advantage and priority over other partners for the same opportunity.

The Performance+ Deal Registration Program rewards eligible partners who identify, qualify, and close sales opportunities with significant advantages, including up to a **22%** discount on Simplified Product Portfolio SKUs, **40%** on hardware support, price protection ensuring a net price advantage, priority support, and exclusive benefits like waived platform integration fees. By participating, partners can enhance their sales efforts, secure better pricing, and receive dedicated support from Nutanix, driving successful sales outcomes.

Q: How do I register a deal with Nutanix?

A: To register a deal with Nutanix, log into the Nutanix Partner Portal. Once logged in, navigate to the "Deal Registration" section. Here, you will find a form that requires detailed information about the sales opportunity, including customer details, partner team and expected timelines. After filling out the form, submit it for review. Nutanix will then evaluate the registration and notify you of the approval status.

Q: What criteria must a deal meet to be eligible for registration?

A: For a deal to be eligible for registration with Nutanix, it must meet several criteria:

- The deal must be new and not previously registered by another partner.
- It should meet the minimum deal size or qualification criteria set by Nutanix.

Q: What benefits do I get from registering a deal?

A: Registering a deal with Nutanix provides several benefits, including:

- Discount advantage: Access to discounts that are not available to unregistered partners.
- Protection from Competition: Priority over other partners for the same opportunity, reducing the risk of losing the deal to a competitor.
- Support: Enhanced support from Nutanix's sales and technical teams to help close the deal.

Nutanix Performance+ Deal Registration FAQ

Process and Timelines

Q: How long does it take to get a deal registration approved?

A: Typically, deal registrations are reviewed and approved within 3-5 business days. The exact timeframe can vary depending on the complexity of the deal and the responsiveness of both the partner and Nutanix's sales team. During this period, Nutanix may request additional information or clarification to ensure all criteria are met.

Q: My deal registration hasn't been approved within the SLA timeframe. What could be the reasons?

A: If your deal registration hasn't been approved within the expected timeframe, it could be due to several reasons:

- Incomplete or inaccurate information provided in the registration form.
- The need for additional validation or information from the sales team.
- Conflicts with another registered deal that may require further investigation.
- Delays in communication or responsiveness from either party.

Q: My deal registration hasn't been approved within the SLA timeframe. What could be the reasons?

A: If your Deal Registration (DR) request is not processed within the SLA timeframe, you should submit a detailed explanation of the dispute, along with supporting materials, to your Nutanix Channel Sales Manager or email it to channelprograms@nutanix.com within 14 business days of the occurrence. This step is necessary before any legal action or formal dispute resolution process can be initiated.

Q: What is the typical deal registration period?

A: The typical deal registration period at Nutanix is valid for 180 days from the date of approval. During this period, the partner has exclusive rights to the registered opportunity. If the deal is not closed within this timeframe, partners can request an extension, provided there is evidence that the deal is still active and progressing.

Q: My deal registration is about to expire, but the deal is not closed yet. What are my options?

A: If your deal registration is about to expire, you can request an extension for an additional 60 days through the Nutanix Partner Portal. To qualify for an extension, you must provide evidence that the deal is still active and progressing. Nutanix will review the request and, if approved, extend the registration period.

Q: How can I check the status of my registered deals?

A: You can check the status of your registered deals by logging into the Nutanix Partner Portal and navigating to the "Deal Registration" section. Here, you will find a dashboard that displays the progress and status updates of all your registered deals, including whether they are pending, approved, or require additional information.

Q: Can I modify or update a registered deal?

A: Modifications to a deal registration are only allowed before the deal registration is submitted. Once the deal registration is submitted, partners are required to update the status of the transaction progress regularly and promptly in the Nutanix Deal Registration portal. These updates must be made at least every 30 days to avoid termination of the registration.

Q: I received an approved deal registration and it states that the customer account is "Channel-Led". What does that mean?

A: "Channel-Led" refers to Nutanix's customer segment where there is no direct Field Sales coverage. Instead, the customer will be supported by a combination of your preferred Distributor and Nutanix's Channel-Led Sales and SE resources (referred to as CLARC). There is a rebate associated with this segment, and partners should check the Elevate guide for detailed information on the benefits and incentives.

Nutanix Performance+ Deal Registration FAQ

Conflict and Resolution

Q: What happens if two partners register the same deal?

A: If two partners register the same deal, Nutanix typically gives priority to the partner who first submitted the registration, provided all eligibility criteria are met. This ensures fairness and encourages timely submissions. However, Nutanix may also consider the quality of the registration and the partner's engagement with the customer.

Q: Can a registered deal be transferred to another partner?

A: No, deal registrations are non-transferable. Once a partner registers a deal, only that partner is authorized to work on the opportunity. This policy ensures that the partner who identified and qualified the opportunity retains the benefits and support associated with the registration.

Q: Are there any penalties if the deal does not close after registration?

A: There are no direct penalties if a deal does not close after registration. However, Nutanix monitors the performance of partners, and repeated instances of registering deals without closure may impact future deal registration approvals. It is important for partners to ensure they are registering viable opportunities to maintain a good standing with Nutanix.

Q: What happens if my deal registration is rejected?

A: If your deal registration is rejected, you will receive an email detailing the reasons for rejection. Common reasons include incomplete information, conflicts with another registered deal, or failure to meet eligibility criteria. You can correct any issues and resubmit the registration for reconsideration.

Q: I received a "Return" status for my deal registration. What does that mean?

A: A "Return" status means that your deal registration was returned for further information or clarification. You will need to provide the requested details and resubmit the registration for approval. This status indicates that Nutanix requires additional information to make an informed decision about the registration.

Q: What if multiple registrations are submitted for the same customer opportunity across different routes to market, Channel, OEM or Service Provider?

A: Only one registration is allowed per project. Partners must decide their procurement route - Channel, OEM, or Service Provider - before submitting a Performance+ Deal Registration. Once submitted, the registration is non-transferable and cannot be withdrawn to allow another route to obtain approval.

If the customer changes their route to market after registration, Nutanix will honor the original registrant's benefits, provided all eligibility criteria were met. This ensures exclusivity per account and prevents duplicate registrations.

Nutanix Performance+ Deal Registration FAQ

Special Cases

Q: Can I register a deal for a product that has already been sold to the customer?

A: No, deal registrations must be for new opportunities where the customer has not already made a purchase decision. The purpose of deal registration is to secure new business and provide partners with the support and benefits needed to close new sales opportunities.

Q: I just received an approved deal registration as "Non-preferred". What does that mean?

A: A "Non-preferred" status means that while your deal is registered, another partner may have a higher priority on the same opportunity. This status may limit some of the benefits you would typically receive, such as exclusive pricing or support. However, you can still pursue the opportunity and work with Nutanix to close the deal.

Q: I have a deal registration and the customer has decided to put it out to RFP. Does this affect my deal registration advantage?

A: If the customer issues an RFP (Request for Proposal), your deal registration will still provide some advantages. However, you may need to compete with other partners during the RFP process. Nutanix will support you in presenting a competitive proposal to the customer.

Nutanix Performance+ Deal Registration FAQ

Service Providers

Q: What is the purpose of tenant registration?

A: Tenant registration is designed to formally recognize and support Service Providers who bring customer opportunities to Nutanix. The process serves a dual purpose: it functions both as a registration and a declaration mechanism.

- As a registration, it establishes formal deal ownership, ensuring that Service Providers are protected from channel conflict and are eligible for partner incentives such as rebates and strategic support.
- As a declaration, it applies when a deal has already been sold and the Service Provider declares the customer relationship to Nutanix. This declaration ensures the Service Provider receives appropriate rebates and support, even if the deal was not registered in advance. It validates the partner's contribution post-sale and aligns with Nutanix's commitment to honoring original registrants, maintaining exclusivity per account, and denying duplicate registrations.

Q: Who is eligible to register a tenant opportunity?

A: Service Providers are eligible to register opportunities if they are actively engaged with the end customer and intend to retain title to the software or services. During the registration process, they must indicate whether they will retain title by answering "Yes" to the relevant question. If the title will be transferred to the customer, they should select "No." Additionally, the opportunity must not already be registered by another partner.

Q: What are the requirements for submitting a valid registration?

A: To submit a valid registration, Service Providers must complete the registration form accurately through the Nutanix Deal Registration portal. They need to provide a verified Tenant ID, demonstrate active engagement with the customer through pre-sales activities, and ensure that the registration is submitted within 30 days of identifying the opportunity. It must also be submitted at least 15 business days before the customer issues a purchase order. Each opportunity must be registered individually, as bundled or account-wide registrations are not allowed.

Q: How long is a registration valid, and can it be extended?

A: Once approved, a registration is valid for 180 days. If the Service Provider can show that the opportunity is progressing, they may request a 60-day extension before the original registration expires. However, if there is no recorded activity within the 180-day period, the registration will automatically expire.

Q: What incentives are available for registered opportunities?

A: Service Providers may be eligible for several types of incentives. These include per-tenant rebates for each new tenant onboarded, additional rebates for acquiring new customers (referred to as "new logo" rebates), and migration support incentives for helping customers transition to the Nutanix platform.

Q: What responsibilities do Service Providers have after registration?

A: Once a registration is approved, Service Providers are expected to maintain accurate and up-to-date information about the opportunity. They should not promote competing solutions and must respond promptly to communications from both Nutanix and the customer. Additionally, they are required to update the opportunity status at least every 30 days to prevent the registration from expiring or being terminated.

Q: Who reviews and approves the registrations?

A: All registrations are reviewed by Nutanix and approval is granted at their sole discretion. The review process considers the completeness of the submission, the level of partner engagement, and compliance with program criteria. To streamline the process and ensure technical alignment, approvals are managed by designated Service Provider specialists.

Nutanix Performance+ Deal Registration FAQ

Service Providers

Q: Can a registration be revoked, and under what circumstances?

A: Yes, Nutanix reserves the right to revoke or deny a registration at any time. This may happen if there is documented customer dissatisfaction, if the Service Provider is unresponsive or disengaged, if false or misleading information is submitted, or if the customer initiates a public tender or request for proposal (RFP).

Q: What should I do if I disagree with a revocation or decision?

A: If a Service Provider wishes to dispute a decision, they must submit their case within 14 business days of the occurrence. The dispute must include supporting documentation and be submitted directly to Nutanix for review.

Q: Can resellers submit a tenant registration?

A: No, tenant registrations can only be submitted by partners who are officially registered as Service Providers within the Nutanix Partner Portal. Resellers do not have access to this functionality.

Q: How do I notify Nutanix once my registered deal has been closed?

A: To notify Nutanix of a closed registered deal, Service Providers must email serviceprovider@nutanix.com and partnerhelp@nutanix.com. The notification should include the tenant registration number and relevant tenant details to ensure proper tracking and processing.

Support Resources

Partner Portal

Partner Help

NUTANIX

Contact Us

Nutanix Corporate Headquarters
1740 Technology Drive, San Jose, CA 95110, United States

Telephone 855.NUTANIX (855.688.2649)
Facsimile 408.916.4039
Email channelprograms@nutanix.com
Website nutanix.com
Social @nutanixpartners

August 12, 2025