Vendor Accelerate

Program Guide

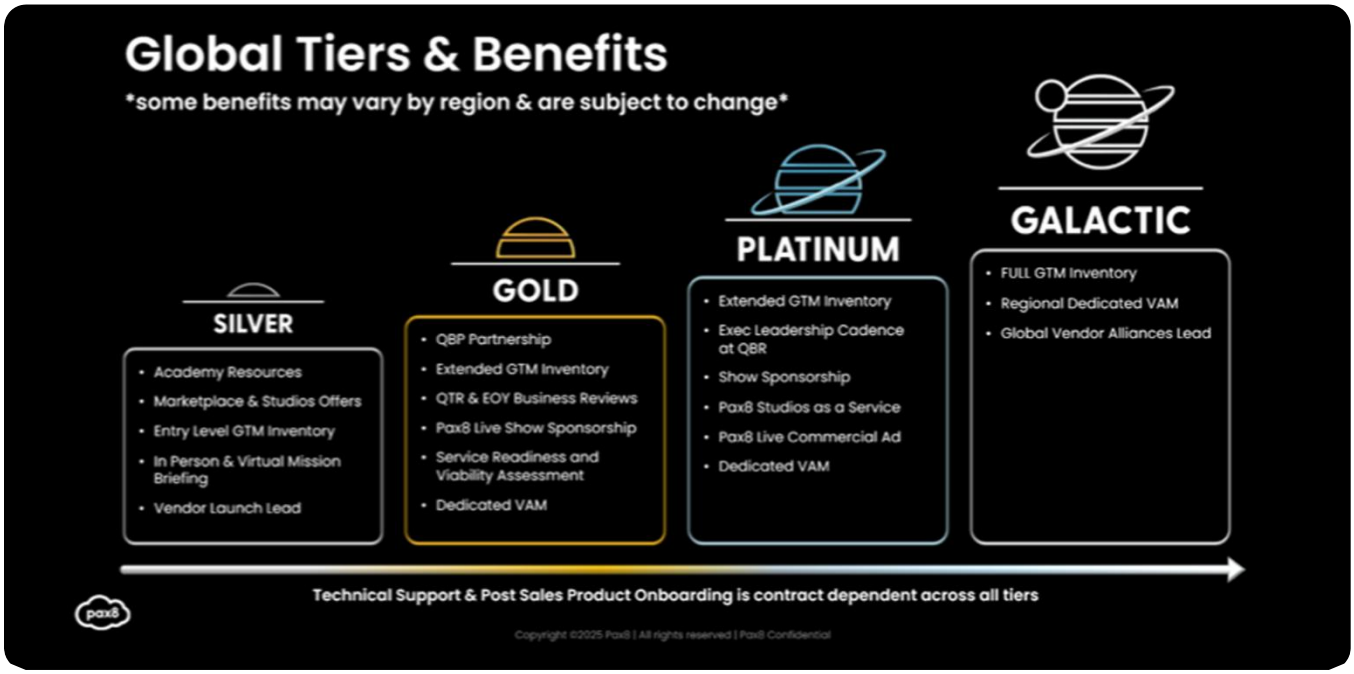
Welcome! This guide is to help you successfully navigate the Pax8 Accelerate Program. Pax8 may modify the Pax8 Accelerate Program from time to time by posting a modified version of this guide on **our website or any successor site. You will be notified by email of any material changes to the Pax8 Accelerate Program at least 30 days prior to the effective date of the changes**.

As you explore the exciting possibilities that come with your enhanced tier, we encourage you to take advantage of the Accelerate Program GTM Inventory Prospectus. This resource offers a detailed overview of the inventory and opportunities available to you.

Program Guide Contents

Tier Overview

The Pax8 Accelerate Program strategically cultivates the vendor community through a tiered, incentivized value add program. It allows Pax8 to serve you effectively and deliver the best-in-class go-to-market offerings and engagement programs



What is Pax8 Accelerate?

The Pax8 Accelerate Program is a specialized enablement and growth program created for technology vendors to help you effectively market, sell, and scale your solutions within our Pax8 Cloud Marketplace. It offers direct access to the Pax8 extensive managed service provider (MSP) partner network, marketing resources, and expert support to accelerate your go-to-market efforts and revenue growth.

Our structured, proven framework gives you better visibility, drives your engagement with our MSP partners, and optimizes your channel success through a structured, proven framework, including:

- A go-to-market roadmap with incremental benefits.
- Streamlined processes and aligned global and regional resources that provide you with scalability and efficiency; and
- Data that you can leverage to maximize the monetization of your assets and enhance your profitability in your go-to- market strategy.

Pax8 Accelerate Program Benefits

The two benefits categories in the Pax8 Accelerate Program are **Free and Premium benefits**. Each tier unlocks more services as you progress.

Service	Description	Silver	Gold	Platinum	Galactic
Partner Enablement	Vendor Content Housed in Pax8 Academy LMS	✓	✓	✓	✓
	On Demand Training and Demos	✓	✓	✓	✓
	Catalog of Vendor Enablement Resources	✓	✓	✓	✓
Account Management	Pax8 Account Management		✓	✓	✓
	Quarterly Business Review Meetings		✓	✓	✓
	End-of-Year Executive Review Meeting			✓	✓
Marketing	Marketplace Advertising and Promotion	✓	✓	✓	✓
	Pax8 Partner-Facing Monthly Vendor Webinar	✓	✓	✓	✓
	Pax8 Events	✓	✓	✓	✓
Sales	Microsoft Teams Channel Access to Pax8 Sales	✓	✓	✓	✓
	Vendor Deal Explorer	✓	✓	✓	✓
	Pax8 Sales Team Virtual Trainings	✓	✓	✓	✓
	Vendor Funded Headcount Engagement	✓	✓	✓	✓
Operational Support	Billing and Provisioning Support	✓	✓	✓	✓
Marketplace Support	Marketplace Support	✓	✓	✓	✓

Data-Driven Performance Management

The Pax8 Accelerate Program includes robust analytics and reporting systems from Pax8 that you can leverage to improve MSP partner engagement and your sales outcomes.

Performance Metrics

You will have access to detailed analytics and reporting on your marketing campaign performance, sales data, and partner engagement, allowing you to measure success and optimize your marketing strategies.

Market Insights

Our reporting tools include insights into market trends, MSP partner behavior and their customers' needs to help you refine your approach and stay competitive.

Resource Library

The program includes templates, guides, and other resources that you can use to enhance their marketing and sales efforts.

How it Works

The Pax8 Accelerate Program is designed to give you a transparent and predictable way to manage your go-to-market activities and engagement with Pax8. The tiered structure allows you to unlock access to more sales, marketing, and business development support as you earn points based on key quantitative and qualitative metrics that drive your success.

Enrollment

You are automatically enrolled in the Pax8 Accelerate Program after you accept the Pax8 Vendor Terms or you otherwise enter into a mutually agreeable contract with Pax8. If you are a current Pax8 Marketplace vendor, but you are not enrolled in the Pax8 Accelerate Program, you may enroll by accepting the current Pax8 Vendor Terms or by amending your agreement with Pax8 to enroll in the Pax8 Accelerate Program. If you are not enrolled in the Pax8 Accelerate Program, you are not eligible to receive any of the Pax8 Accelerate Program benefits, such as custom Pax8 Marketplace services, access to research studies funded by Pax8, or new Pax8 Marketplace functionality. In addition, if you are not enrolled, you are not eligible to purchase any of the go-to-market inventory available through the Pax8 Accelerate Program.

Unless we otherwise agree in writing, you will be assigned initially to the Silver tier. We provide newly launched vendors with an onboarding ramp-up grace period of six months. During the ramp-up period, you may receive additional support to address any onboarding challenges.

You earn points and unlock incremental value-added benefits on an annual cycle. In January of each year, Pax8 will review your points accrual based on your prior 12-month activity. During each review, you are placed in the tier corresponding to your achievement of key quantitative and qualitative measures. As a result of the review, you may move up one or more tiers, remain at the same tier, or move down a tier. You will be informed of any changes in eligibility for Pax8 Accelerate Program benefits as your tier changes.

- If you achieve the required key metrics to move up a tier, you will advance at the start of the semi-annual review period.
- If you maintain the required key metrics, you will remain in your current tier.
- If you are notified that you have not met the key metrics to retain your current tier, you will have 90 days post notification to achieve the required key metrics to maintain your current tier. If within those 90 days, you have not been able to achieve the required key metrics, you will be transitioned to the next lower tier.

Pax8 Accelerate Program Tiers and Measurement

Your Pax8 Accelerate Program tier is determined through a combination of quantitative and qualitative measures achieved during a semi-annual cycle. You must meet the eligibility requirements in the two quantitative and the one qualitative measure to qualify for each tier as follows:

Quantitative: Measured by a composite of your gross monthly recurring revenue (GMMR) and number of transacting partners.

- 1 Point for every $500 USD in Gross Monthly Recurring Revenue (GMRR)
- 1 Point for every 10 new MSP partners purchasing your products

Qualitative: Measured by demonstration of your agreement to achieve your business goals in the Pax8 Marketplace through your investment into, and deployment of, the Pax8 Accelerate Program inventory. You can earn points through this qualitative measure through average revenue growth over a six-month period, co-marketing investments, and your regional presence.

The points you can earn through these qualitative measures include:

- Co-marketing and MDF Inventory
  - Points associated: 1 point for every $500 USD invested in co-marketing or Pre-paid Marketing Development Funds (MDF Inventory).
  - Co-marketing and MDF Inventory spending not in USD will be converted to a standard rate outlined in the Pax8 Accelerate Program Guide Appendix 4. This rate is subject to change at Pax8's discretion with 30- day notice. Please note that the currency conversion rate is solely for use of programmatic Accelerate points and does not affect invoiced amounts in regional currency.
  - If you have not paid for Pax8 Accelerate Program Co-marketing and/or MDF Inventory within the Pax8 Accelerate Program payment terms, all Co-marketing and/or MDF Inventory items will be withheld for purchase by MSP partners from you until you have paid for the inventory in full. o If you allocate funds to an MDF Inventory through Pax8, those funds will count towards the period in which the Pre-paid Marketing Development Funds are invoiced and paid by you.
- Six - Months Average Growth
  - Points associated: 50 points for positive 6 month-over-month (MoM) average growth in GMRR.
  - To advance through higher tiers, you will develop a formal business plan with your assigned VAM and/or Community Director point of contact (POC). Your POC and you will agree to a specific annual revenue growth target and track actual growth rates.
- Regional Presence and Alignment
  - Points associated: 25 points for each geographic region our of APAC, EMEA, and North America where you are transacting and provide support, up to a total of 75 points if you are in all 3 regions.

  - We encourage you to grow into new markets and add additional regions to help you facilitate your agreed-upon growth targets.

  - You must dedicate at least one person to a region to obtain 25 points. The person must be a vendor employee who is responsible for the region. This person must also focus on growth and enablement for at least one or more countries in the region on a full-time basis. The residential location of this employee does not matter.

- Accurate and Timely Invoicing
  - Unless otherwise agreed in writing by Pax8, you must provide a consolidated invoice and a separate reconciliation report to Pax8 by the third business day of each calendar month for the previous calendar month. Your invoice must include product names, quantity, and rates. Your reconciliation report must include: (a) SKUs for each item, and (b) MSP partner and customer level usage detail by SKU. If you issue three or more consecutive invoices or reports that do not comply with the requirements (each, a Non-Compliant Invoice), we reserve the right to charge an administrative fee equal to 2.5% of the total value of the NonCompliant Invoices. You may not invoice us for, and we will not be obligated to pay, any charges for products that were incurred more than 120 days prior to the date of the invoice ("Back Charges"). Any invoice that contains Back Charges will be considered a Non-Compliant Invoice.

- Operational & Technical Health Measurements
  - The qualitative measures include requirements related to your operational and technical proficiency to uphold operational excellence and technical efficiency, which will help to ensure your financial success in the Pax8 Marketplace. You will engage with Pax8 in Operational & Technical Measurement reviews semi-annually. These reviews are designed to ensure that we work together to: (1) assess any technical or operational matters that limit or impede your growth or impose undue burdens or expense on you or Pax8, and (2) propose resolutions for any identified issues. If there are operational or technical issues, Pax8 reserves the right to delay your move within the tier structure until such concerns are resolved to Pax8's satisfaction. Each of the operational health measures outlined below are worth 25 points for a total of 175 available points.

- Support Operational Health
  - Support Escalations: 25 points
    - This metric underscores the importance of effective support escalation management and rewards you for maintaining or enhancing your operational performance within the Pax8 Marketplace. To pass this operational health measure, you must demonstrate performance improvement by ensuring an average increase in support escalations that is below 5% over a baseline period of six months compared to your previous baseline.
- Support Ticket Time to Resolution: 25 points
  - This metric highlights the significance of maintaining or improving your efficiency in resolving escalations and emphasizes your commitment to timely issue resolution and overall operational excellence. To pass this operational health measure and earn 25 points, the vendor must ensure that the average increase in the ratio of Pax8 in-house escalations solve time to vendor-escalated solve time does not exceed 5% over a baseline period of six months compared to your previous baseline.
- Billing Operational Health
  - Billing Accuracy: 25 points
    - This metric underscores your commitment to minimizing billing errors and maintaining a high standard of accuracy in financial transactions within the Pax8 Marketplace.

- Billing Error Rate: 25 points
  - This metric assesses the occurrence of billing errors that you cause. To pass this operational health measure and earn 25 points, you must ensure that the number of billing errors you cause during a baseline period of six months does not increase by more than 5% compared to your previous baseline.
- Integration of Operational Health
  - Provisioning API Error Rate: 25 points
    - This metric emphasizes your commitment to efficient and reliable API provisioning processes and promoting a high standard of operational performance within the Pax8 Marketplace. To successfully pass this operational health measure and earn 25 points, you must ensure that the frequency of errors associated with provisioning your API operations is maintained at less than 20% for the six-month review period.
- Vendor Experience
  - Upgrades
    - You will provide Pax8 with access to any upgrades to your products and use commercially reasonable efforts to incorporate new features, functionality or bug fixes that [may be reasonably requested by Pax8, Pax8 MSP Partners, or Customers] OR [that you make commercially available?].
- Adherence to Required Terms
  - To maintain your tier in the Pax8 Accelerate Program you must be in good standing with Pax8 under the Pax8 Vendor Terms or your contract with Pax8. If you breach the Pax8 Vendor Terms or your contract with Pax8, as applicable, then we may deduct 25 points from your points accrual
- Timely MDF Payments
  - You hereby acknowledge and agree that you are responsible for the payment of all inventory purchases outlined under the Accelerate Program or as otherwise mutually agreed upon by you and Pax8. Pax8 shall issue an invoice for inventory purchases within thirty (30) calendar days following the availability of Vendor Products on the Pax8 Marketplace. You further agree to remit payment in full within thirty (30) calendar days from the date of receipt of Pax8's invoice.
- Vendor Content Accuracy: 25 points
  - This metric requires that you maintain accurate and up-to-date product enablement content. You are required to review and refresh your product enablement content as you make changes to your product. The VAM or Director of Community at Pax8 will facilitate a semi-annual review of your content to ensure that all data fields are accurate and complete, and all resources are current. This proactive approach enables improved sales, support, and overall commitment, and equips the Pax8 team with the latest information to better know and understand you and your products. To successfully pass this operational health measure and earn 25 points, you must verify and confirm the accuracy of information within vendor enablement engines both internal and external facing at least every six months and within five business days of any product changes that would render any prior content inaccurate.
- Marketing Materials
  - You will make available to Pax8 any marketing materials including, but not limited to, user manuals, training materials, Documentation, and other materials describing the Vendor Products (**Marketing Materials**). During the Term, you hereby grant Pax8 a non-exclusive, non-transferable, right and license to use, reproduce, co-brand, and distribute the Marketing Materials for the purpose of promoting, marketing, and providing the Vendor Products to current and prospective Partners and Customers. Pax8 may also develop its own promotional materials for the Vendor Products.

- Press Releases
  - Prior to issuing a press release, we each agree that we will obtain the other's prior written consent
- Extra Credit Categories
  - We have created additional opportunities to earn points on top of the three Operational Health measurements to reflect our strategic alignment with you and to reward you for your proactive efforts in areas that reflect our commitment to shared goals and values within the Pax8 ecosystem. This category encompasses criteria that align with the future strategy of the Pax8 Marketplace. The Extra Credit categories carry a combined weight of **50 extra credit points**.
- Nonprofit Engagement
  - Nonprofit SKU: 12.5 points
    - This initiative recognizes and incentivizes you to contribute to social impact programs through nonprofit product offerings, which aligns with our commitment to contributing positively to the greater community. To earn these extra credit points, you need to have a nonprofit SKU for your products featured in the Pax8 Marketplace.
- Pax8 Marketplace Vendor Connect Transition
  - Pax8 Marketplace Integration: 10 points
    - This extra credit incentive promotes your enhanced billing and operational efficiency and aligns you with our commitment to optimizing Pax8 Marketplace processes. To earn these extra credit points, you must successfully complete your integration with, and maintain your integration with, the Pax8 Marketplace Vendor Connect during the review period.
- Account mapping in review period with MSP partner details (1 per year)
  - Strategic Alignment Measure: 12.5 points
    - This extra credit incentive requires your collaboration, data transparency, and strong partnerships to support the success of the Pax8 Accelerate Program. To earn these extra credit points, you must participate in the Account Mapping and Business Overlap Exercise, which requires that you conduct an annual exercise with Pax8 to determine which MSP partners you are already selling to through the Pax8 Marketplace and which you are not.

Pax8 Accelerate Program Additional Terms

All points accrual rates are subject to change at Pax8's discretion with 30-days' notice. Currency conversion rates are solely for the purpose of calculating Pax8 Accelerate Program points and do not affect the invoiced the calculation of payments due in regional currency .

Tier Promotion and Relegation

Your participation in the Pax8 Accelerate Program, including your eligibility to participate, your tier assignment, and your points accrual, will be reviewed in January of the calendar year. You will be notified not later than 30 days in advance of the date and time for your review. Your review will be conducted in collaboration with your VAM and/or your Community Director.

Your transition to a new tier will occur within 90 days of the completion of your review. During these 90 days, the VAM or Director of Community will introduce your new Vendor contact(s), if applicable. The VAM or Director of Community will be your project manager at Pax8 to facilitate your transition to your new tier. The Director of Community will mutually agree on dates and timelines to complete your transition. You need to effectively cooperate with us in, and commit the necessary resources to, this

process or there may be delays in your transition. We may change the transition timeline in our sole discretion, including if you have not provided us with the support that we request.

If you are moving from Platinum to Galactic tier status, your new tier will be highlighted in the Pax8 Marketplace.

All Pax8 services are subject to local resourcing and service availability and therefore may not be available to each vendor at the time or in the region requested.

Pax8 reserves the right to establish an optimization plan and or grace period following a semiannual review to ensure that both the vendor and Pax8 can support the scale and growth required for upward tier transitions. Completion of a tier upgrade is contingent on the satisfactory implementation and execution of such plans. Optimization plan requirements for the vendor are determined by Pax8 Vendor stakeholders based on the technical and operational review categories as described above.

Operational Requirements

Margins and Pricing

We must agree to margins and pricing prior to the launch of your Products in the Pax8 Marketplace. Pricing must be sent to us via email at vpopricing@pax8.com. Promotional pricing must be approved in advance in writing by Pax8.

Modifications, Additions and Changes

We must agree to the following modifications, additions and changes: (a) changes to any products you are selling in the Pax8 Marketplace, such as name changes, price changes, and end-of-life announcements; (b) adding any new products; and (c) any changes to your billing logic that could impact billing and provisioning in the Pax8 Marketplace, including but not limited to minimum purchase commitments, volume discounts, or shifts from current billing models (entitlement, usage, etc.).

Change of Channel

You will support the transfer of licenses to your products, and you will share any existing processes for such transfers with Pax8: (a) any transfers of licenses by an MSP partner from you to Pax8, and (b) any end-customer requests to move end-customer licenses from one MSP partner to another MSP partner or other distributor or reseller.

Taxes

Any fees Pax8 charges you or collects from you are exclusive of all local, state, federal, and foreign taxes, levies, or duties of any nature (**Taxes**), excluding taxes on your income.

Next Steps:

1. **Review & Implement** – Take time to review the key takeaways and start integrating the recommended best practices into your workflows.
2. **Engage with Pax8 Resources** – Leverage the extensive support available, including training sessions, community events, and expert consultations.

3. **Connect & Collaborate** – Network with other partners, share strategies, and explore collaboration opportunities to enhance your business initiatives.
4. **Stay Informed** – Keep up with industry trends, Pax8 updates, and evolving best practices to remain competitive and adaptable.
5. **Take Action** – Set clear goals and measurable objectives based on what you've learned, and start executing your plan for success.

Thank you for being part of the Pax8 Accelerate Program. Your journey doesn't end here—continue to build, innovate, and accelerate toward new opportunities. We look forward to seeing the impact you create!