



PARTNER PROGRAM GUIDE 2020

 Radware
Partner Program

INTRODUCTION

This Program Guide applies to the business relationship between Radware and its Partners and it outlines Radware's expectations from Partners, Radware's commitment to Partners and the work processes to be adhered to by Partner. It is designed to assist Radware to effectively enable, develop, reward and support Partners in their daily work in the promotion and sales of Radware's products and services and to enhance Radware's internal control.

Definitions:

"Partner" - Radware's direct or indirect distribution channel entities, including partners, resellers, value add resellers (VARs), system integrators (SIs), service providers (x-SPs), who is a party to a Partner Agreement in force.

"Partner Agreement" - an agreement signed between Partner and any Radware Company granting the Partner with right to resell and/or promote Radware Solutions in a certain Territory.

"Radware Company" - Radware Ltd. and its subsidiaries and affiliates.

"Territory" - the geographic region in which the Partner operates, as defined in the Partner Agreement.

"Radware Solution" - all Radware products & services listed on the Radware price list.

Partner Program Guide

This Program Guide provides Partners with an overview of the Benefits and Requirements of the Partner Program and is effective as of July 1, 2020.

This Program Guide is divided into clearly defined sections for easy reference. Please note that this Program Guide supplements your current Partner Agreement, and it may be amended, by Radware, at its sole discretion periodically. Radware has the right to terminate this Program and/or amend any of its terms, in whole or in part, from time to time as it deems necessary and at its sole discretion. Radware will provide written or email notice to Partners regarding any changes to the Program Guide. The most current version of this Guide can be obtained in the Radware Partner Portal <https://portals.radware.com/Partner/Home/>

PROGRAM OVERVIEW

Territory

As per the Agreement, Partners are only authorized to sell Radware Solutions, in the Territory. As such, the RPP is only applicable in that territory.

Partner Levels and Definitions

The Program Guide offers two tiers of Partners:

- Select Partner
- Premier Partner

Each Partner Tier has eligibility Requirements that the Partners must attain and sustain to qualify for their Tier Benefits, as defined below. Such Requirements include business planning, training certification, demonstration and support capabilities, as further set forth below. Each Partner Tier provides unique Tier Benefits to Partners and Radware will periodically evaluate the Partner's adherence to the Tier Requirements, as further stipulated below.

Select Partners – This Partner Tier is intended for Partners that are just beginning a relationship with Radware. The Select Partner is required to meet the applicable Tier Requirements and make limited commitment to developing a sales and marketing strategy with Radware. In return they will be eligible for the applicable Tier Benefits and Radware's Opportunity Registration Program ("ORP"), as set forth in Appendix A.

Premier Partners - This Partner Tier is intended for Partners with more extensive experience selling Radware Solutions. The Premier Partner is required to make a higher level of commitment to Radware as per the applicable Tier Requirements and as such will receive more Tier Benefit. Premier Partners are expected to make an investment as outlined in the Tier Requirements. In return they will be eligible for the applicable Tier Benefits and Radware's Opportunity Registration Program, as set forth in Appendix A.

Description of Benefits

Radware works with and supports industry-leading Partners through the Program Guide. Radware may provide tools, support and other resources as described in the Partner Program Benefits Matrix below to help Partners build a successful business reselling Radware Solutions. Partners may also receive unique benefits from time to time, including:

- Potential to earn significant revenue in rapidly growing market segments
- Potential to build a meaningful stream of recurring revenue
- Access to enhanced margin programs and incentives
- Access to technical sales and support resources
- Comprehensive reseller marketing programs

PARTNER PROGRAM BENEFITS MATRIX:

Partner Enablement	Select Partner	Premier Partner
Access to Radware Partner Portal	X	X
Access to Opportunity Registration Program	X	X
Partner Management & Inside Sales Support	X	X
Executive Sponsor		X
Business Development		
Access to Sales Leads		X
Access to Sales and Engineering Support	ORP Only*	X
Access to Radware Demonstration Cloud		X
Marketing and Sales Enablement		
Radware Logo/Branding Usage	X	X
Quarterly Event Planning		X
Marketing Content Development Support		X
Certification and Training		
Free Online Sales Certification Training	X	X
Access to Technical Presales Certification Training		X
Access to Technical Support Certification Training		X
Not for Resale Program		X
Partner-Use Licenses		X

* for opportunities registered and approved with the ORP

Description of Requirements

Partners must remain in compliance with this Program and with the Tier Requirements to maintain their participation in this Program. Specifically, they must meet the Requirements, as outlined below in the Partner Program Requirements Matrix table.

PARTNER PROGRAM REQUIREMENTS MATRIX:

Partnership Commitment	Select Partner	Premier Partner
Radware Reseller Agreement	X	X
Completed Partner Profile & Review	X	X
Annual Joint Business Plan		X
Quarterly Business Review/Update/Forecast		X
Competency Commitment		
Sales Solution Certification (Min One Track*)	X	2 Sales
Technical Pre-sales Certification (Min One Track*)		1 Sales Engineer
Sales and Marketing Commitment		
Radware Focused Marketing Initiatives		2/year
Self Sufficient Demonstration Capabilities		X

APPENDIX A

RADWARE OPPORTUNITY REGISTRATION PROGRAM (ORP):

Program Overview

The Radware Opportunity Registration Program is designed to recognize proactive selling by Radware Partners, and to reward those Partners with additional discounting and potentially higher margins. This program allows Partners to document their role in an opportunity and get properly rewarded for the pre-sales investment associated with securing new sales opportunities. By registering qualified opportunities with the Radware ORP, Partners will also gain immediate access to Radware sales and sales engineering resources to support their customer engagements.

Registration Process:

1. Login to the Radware Partner Portal and register your qualified opportunity request by completing the registration form at: <https://www.radware.com/partners/>
2. Submitted registration requests will be reviewed by a Radware Sales Manager (RSM) within 48 hours, and Partner will receive an email response indicating acceptance, rejection (with explanation), or the need for additional information.
3. Once accepted, a Radware RSM will contact Partner to discuss the opportunity and review the information in the opportunity registration. Also, Partner will receive an exclusive pricing discount, per the discount matrix, on that opportunity, and a Registration Number to associate with a Radware service contract.

Radware Opportunity Registration Terms and Conditions:

- To be eligible to register opportunities, Partner must be active and part of the Radware Partner Program (RPP) in good standing both at the time of the registration and at the time a deal is closed.
- All deals must be registered via the online Opportunity Registration form.
- Partners may not register entire companies or organizations, but rather particular opportunities.
- ORP pertains to new opportunities and does not apply to renewals for existing Radware customers
- Radware may require an opportunity to be further qualified before accepting an opportunity for registration.
- The first Partner to submit a new opportunity that is approved by Radware is the only Partner eligible to receive the ORP discount.
- Accepted opportunity registrations are valid for three months from the date of registration but can be renewed in three-month increments based on Radware Regional Director Approval.
- Partners must schedule an introductory call between Radware and the registered customer within 10 business days of the accepted registration date. Failure to do so may invalidate the registration.
- It is the responsibility of the Partner to manage their registered opportunities and request the extension of such registration prior to expiration. Radware will not be held responsible for the expiry of Partner ORP submissions.
- ORP discounts may not be combined with any other special pricing requests such as Non-Standard Discounts, unless approved in writing by Radware's RSM or Regional Director. In such case, ORP discounts may be reduced in a situation where excessive discounts are in place.
- Radware reserves the right to reject any registration submission and failure to comply with the Radware ORP Terms and Conditions, the Radware Partner Program (RPP) or the Partner Agreement, may result in the Partner's ineligibility to receive registration discounts.
- Radware reserves the right to modify or terminate this program at any time.

ABOUT RADWARE

Radware® (NASDAQ: RDWR) is a global leader of [cybersecurity](#) and [application delivery](#) solutions for physical, cloud and software-defined data centers. Its award-winning solutions portfolio secures the digital experience by providing infrastructure, application and corporate IT protection and availability services to enterprises globally. Radware's solutions empower more than 12,500 enterprise and carrier customers worldwide to adapt quickly to market challenges, maintain business continuity and achieve maximum productivity while keeping costs down. For more information, please visit www.radware.com.

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