

Firestarter Promotion

General Information and Promotion Rules

Topic	Description / Rules
Eligible Partners	All Mimecast Partners having a valid contract in place with Mimecast Germany GmbH under the Mimecast Global Partner Program.
Partner Contract Addendum	An addendum to the partner contract must be signed before partner becomes eligible to participate in the promotion.
Promotion timeframe	Monday, October 1st, 2018 until Friday, March 29th, 2019
Type of Customer	All verticals, however the customer/prospect must be new to Mimecast
Target territory	End customer must be located in EU/EFTA and not located in the UK and/or Ireland
Deal size	Equal or more than 50 seats
Products/ Services	All email security related services and products.
Deal registration	A deal registration must be issued in the partner portal by the Mimecast partner until December 31st, 2018 at midnight CET.
Deal close date	The deal, which was successfully registered beforehand and accepted by Mimecast as eligible under this promotion, must be closed and, while meeting all Mimecast order requirements, successfully ordered at Mimecast not later than Friday, March 29th, 2018 at 4pm CET.
Limitation	This Promotion is limited to the first 100.000 seats sold under it.

Competitive End Customer Price Match

Topic	Description/ Rules
Price matching for end customer	Mimecast will, upon request of a Mimecast Partner, match the end customer price for an existing competitive subscription-based service, product or license to the Mimecast Partner and will provide a comparable service for the same end customer price, if Mimecast is able to match the product's functionality. The price match will be calculated for a 1-year subscription.
Proof of end customer price	End customer must deliver proof of the paid end customer net price (e.g. invoice, copy of contract, etc.) per seat to the Mimecast partner who then shares this proof with Mimecast. If customer delivers a solid, and to Mimecast pricing schemes comparable, proof Mimecast will match the price as long as there is a clear connection between a real price being paid (Mimecast will not match for free products and services) and the service delivered. If end customer is not able to deliver such a proof to the partner, the end customer can call out a winning prize, which can, but must not, be accepted. If no product is existing and/or the Mimecast Partner is part of a competitive bidding for a new subscription period as well the competitive quotes might be considered as the winning price point.

Goodwill for end customer during the first year	During the first year Mimecast will deliver on top of the matched and comparable products and services a M2R service plus Large File Send (LFS) plus Secure Messaging (SM) for all seats without any additional costs.
Renewal after the first year	After the first year the customer can make the choice, if he would like to stay on the matched product only, or if he would like to keep the as a goodwill in addition received services extended, full or in parts. In any case the customer will still pay only the matched price if he decides to just stay on the matched service and do not want to use the additional offerings.

Partner Margins

Topic	Description/ Rules
Partner margin, initial first year subscription	Partner to receive full programmatic discounts based on current partner tier and deal registration discounts on the matched customer price in the first year of the subscription.
Partner margin, renewal for the second and following years subscription	Partner to receive full programmatic discounts based on the then current partner tier and deal registration discounts on the matched end customer price (if customer stays on matched product) or the then current end customer price (if the customer keeping goodwill products and services in parts or total) for the second and all following years.

Partner Sales Representative Incentives

Topic	Description/ Rules
Incentive for partner sales representative under this promotion	Sales Rep earns once 1€ per sold seat, uncapped, subject to income and social tax and as well other country specific deductions
Incentive pay-out threshold	Single Sales Rep must have earned at least 250€ to become permanently eligible for a pay-out
Incentive pay-out timelines	Pay-out will be done during the month following on the calendar quarter if the pay-out threshold was met (January 2019, April 2019)
Incentive pay-out method	Mimecast is paying out the incentive to the Mimecast Partner, who then pays out the incentive to the single individual Sales Rep working for the Mimecast Partner. Partner must take care of country specific income and social tax handling.

Miscellaneous

Topic	Description/ Rules
Other, non-specified end customer and competitive situations	All aspects which are not covered by this sheet or special customer projects with specific customer situations will be individually discussed and mutually agreed.

Contact the PAM to sign the Partner Contract Addendum for this promotion.