



Global Partner Program

Program Guide



Welcome to the Global Blanco Partner Program

We are excited that you've joined the Blanco Global Partner Program ("Program"). Our Partner Program has been designed with you in mind.

Blanco recognizes that the Customer landscape is continually evolving and your Partner business is adapting to stay ahead of the curve. Traditional approaches are not agile enough to meet your needs and as a result, we've designed ONE program to support your go-to-market and the sales motions you use.

In short, we're taking key steps to simplify how we do business, so our Partners can spend more time on the things that really matter.

Whether you resell, build services, create solutions, or distribute Blanco products, the Blanco Global Partner Program will address all your needs:

- ✔ **Simple** – Single-tier program for ease of use.
- ✔ **Efficient** – Clear, defined resources to help you succeed.
- ✔ **Relevant** – Predictable and rich incentives for your business.

The Blanco Global Partner Program provides participating partners valuable financial and business benefits. From deal registration discounts to rewards incentives for your employees and business, as well as resources to support you during every step of the sales cycle.

Financial Benefits

Profitability is key for all Partners whether you are building services, creating or offering solutions or integrating our products into your own.

We know that it takes extra effort to identify opportunities with new customers or new business practices and we want to make sure that your extra work pays off.

Therefore, when you register a qualifying opportunity we double the standard discount you are eligible for, to give you more margin.

Table 1.0 Blanco Global Partner Program Financial Benefits

Upfront Discount	Sell	Service	Build
Base Discount	5%	5%	5%
Deal Registration Discount (net new customers)	5%	5%	5%
Total (with approved Deal Registration)	10%	10%	10%

Deal Registration

One of the primary business benefits we offer our Partners is Deal Registration.

Registering a deal ensures we provide you with the support you need throughout the sales process and that you make more margin.

Deal Registration Rules are outlined here: [Deal-Registration-Process.pdf](#)

Deal registration is available to all partners via the Blanco Partner Portal at: [Deal Registration - Blanco](#)

Business Benefits

Our Blanco Global Partner Program has also been designed to support you along the sales process with Business Benefits that will accelerate your financial results.

Our goal is to ensure our Partners have the resources and support they need to be successful, from generating qualified leads to building customer loyalty. Our Partner Portal and our Distribution Partners make it easy for Partners to engage with us throughout the sales cycle on approved Deal Registrations.

From our Partner Portal you can gain access to Professional Services offerings for specific end client deals, if required, as well as training and certifications.

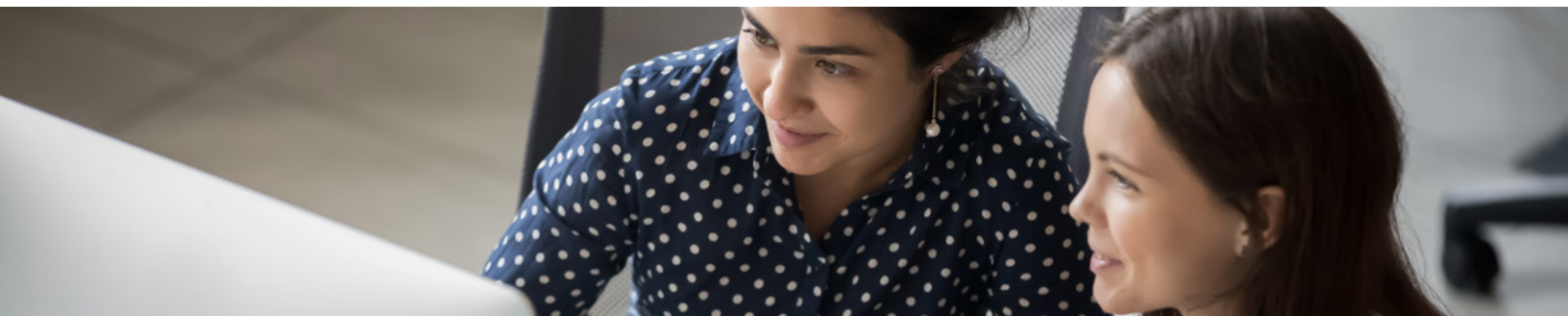


Table 2.0 - Blanco Global Partner Program – Business Benefits

Business Benefit	SALES MOTION		
	Sell	Service	Build
Marketing & Sales Support via Partner Portal or Distribution Partners	☑	☑	☑
Partner Marketing Packages via Partner Portal	☑	☑	☑
Deal Registration Benefits	☑	☑	☑
Access to Technical Resources via Partner Portal or on Approved Registered Deals	☑	☑	☑
Professional Services on Approved Registered Deals	☑	☑	☑
Support Options	☑	☑	☑

Partner Rewards

For participating Partners, the Blanco Rewards Program has been designed to motivate your teams by providing incentives targeted towards value-based activities that advance the sales cycle.

Partner Opt-in & Seller Registration Process

Partners that wish to participate in Blanco Rewards, where individuals build points that can be converted into a wide range of rewards, will need to enroll in the Blanco Rewards Program and their employees will then register to earn these benefits.

The opt-in and registration process have been fully documented within the Blanco Partner Rewards Guide located on our Partner Portal.

Rewards Program

All Partners in the Blanco Global Partner Program are eligible to participate in Blanco Partner Rewards. All Sell and Service sales motions are eligible where opportunities are registered and approved through the Partner Portal.

Partner Rewards recognizes and rewards investments made in training and the selling process. Rewards points will be earned for each sales accreditation and technical certification per individual as well as each stage of an approved deal registration, as illustrated in Table 3.0.

These seller benefits can be stacked for a given opportunity, so a Partner seller can earn 250 points per deal!

(e.g. New Approved Deal Registration (150 points) + Closed Approved Deal Registration (200 points)).

Table 3.0 Partner Rewards Seller Benefits

Sales Accreditation 100 points per accreditation	New Approved Deal Registration 150 points
Technical Certification 100 points per certification	Closed Approved Deal Registration 200 points

Rewards Tracking & Redemption

Participating Partner individuals will be able to earn Blanco Rewards points starting July 1, 2023. Earned Rewards points can be viewed and redeemed in the Blanco Rewards Platform going live in Q1F'24. Rewards points do not expire and can be redeemed for virtual Visa and gift cards based on your physical location.

Opportunity & Revenue Eligibility for Program Recognition or Benefits

- ① All qualified opportunities must have an approved Deal Registration.
- ① Orders must be booked during the qualifying Program period.
- ① Orders must be free of any contingencies on the date the order is placed with Blanco.
- ① The term "Contingencies" means a right of return; payment terms that extend beyond the standard terms granted to the partner; an order without a valid end-user purchase order or without some other legally binding confirmation that a valid end-user purchase order has been obtained; a future product order; or a circumstance similar to any of the foregoing.
- ① Revenue must be recognized by Blanco to qualify for program incentives. Late or delayed shipments and invoices that are issued outside of the program period will not qualify.
- ① Partners must enroll in the Blanco Partner Rewards program and Partner employees must register to qualify and receive Partner Rewards. Please refer to the Blanco Partner Rewards Guide on the Partner Portal for the step-by-step process.
- ① Eligibility and qualification requirements for each Blanco Partner Reward is detailed in the Blanco Partner Rewards Guide on the Partner Portal.
- ① Partner Rewards are stackable with other Blanco Program benefits.

Partnership Requirements

Partner Agreement

All Partners must accept the online Global Partner Program terms that authorize the Resale or use of Blanco products and services. Only authorized signatories should accept these terms on behalf of the partner company.

The Partner agreement also ensures Partners are eligible for all Blanco Global Partner Program benefits.

New Blanco Partners

New Partners should apply to become a Blanco Partner by completing the online application found on our homepage under Partners.

Your application is subject to review and acceptance by Blanco. Verifiable and company specific information is required for successful Blanco Global Partner Program enrollment. Use of other details not specific to the Partner company and the applicant, including the use of public email domains, group email aliases and post office boxes in lieu of the company's physical address, may not be permitted. Applicants may be required to provide additional information as part of the Blanco Global Partner Program on-boarding verification process.

Once the application is approved by Blanco you will receive an email inviting you to accept the Program Terms and Conditions.

Good Standing

Partners must be in 'good standing' to participate in our Program. Partners must comply with all explicit payment obligations, while not being subject to any form of sanction, suspension, or disciplinary censure from governing authority in which the Partner does business.

Partners must have transacted with us within 2 calendar years, or they will be removed with a 60-day notification.

Partner may also not sell, service, or distribute Blanco solutions into restricted countries.

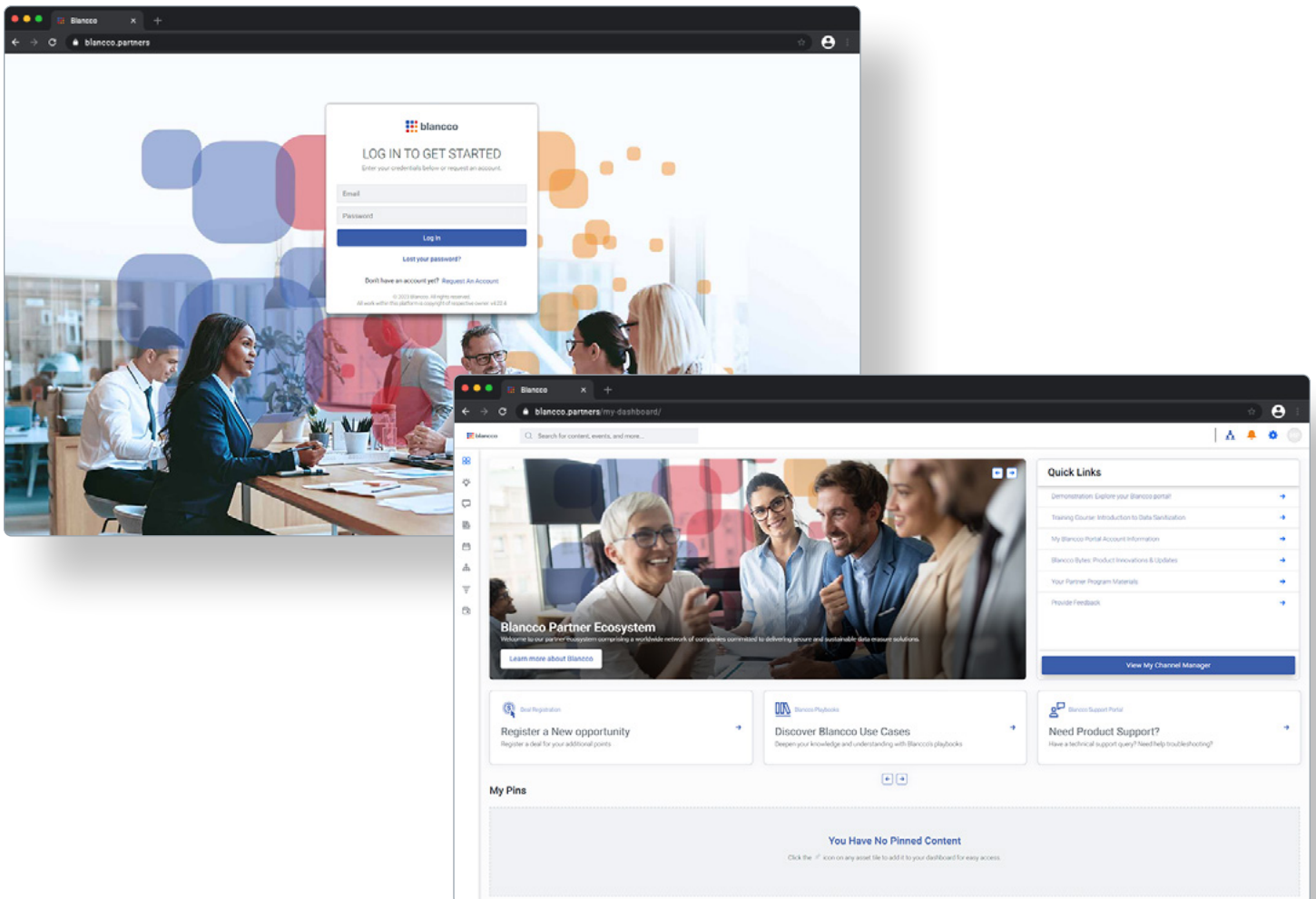


Partner Portal

Blanco's Partner Portal is your One-stop shop for everything you need when partnering with Blanco. Start by requesting an account at: blanco.partners.

Provided your company has accepted the Blanco Global Partner Program Terms and Conditions, your email domain will be recognized and you will be able to create your personal account.

Each portal user at your company will have to create their own personal account and accept the Portal terms and conditions.



Blancco's Anti-Bribery and Anti-Corruption Policy

Blancco's policy is to conduct its business activities in compliance with applicable anti-bribery and anti-corruption laws, including the U.S. Foreign Corrupt Practices Act (FCPA) globally and other applicable anti-bribery and anti-corruption laws in countries where Blancco conducts business (applicable anti-corruption laws).

Blancco employees or third parties shall not make, give, pay, offer, promise, authorize, or accept directly or indirectly, including through a third party, a bribe, a kickback, or anything of value in exchange for obtaining (or retaining) business or an improper advantage. Blancco and its employees can be held criminally liable for payments to third parties and other representatives and consultants (including channel partners, suppliers, and vendors) if such payments are made with awareness of a high probability or a belief that all or part of the payments will be used by the third party or other representatives and consultants, in whole or in part, to make an improper payment to a non-U.S. government official, a U.S. government official, or a private person.

Consequently, Blancco's Partners must comply with all applicable anti-corruption laws, and with their obligations as stated in the underlying Partner Agreement between Blancco and the Partner.

Termination or modification of the program

Blancco reserves the right to modify or terminate this program and the Partner's participation with a 30-day notice period, however, the Partner will remain entitled to any benefits earned or accrued up to the moment of termination, unless termination was due to the Partner's breach of any of the program terms and conditions.

If you have any questions,
please contact your Blancco
channel manager or email
partners@blancco.com.

