



Partner Onboarding Bot (RAG)

Ask anything about your **partner program**: MDF, enablement assets, deal registration SLAs, onboarding steps, etc.



How is the Impact Score calculated?



- The Impact Score is a weighted sum of four components:
 - Revenue Contribution (40%)
 - Certifications (25%)
 - Pipeline Activities (20%)
 - Customer Success (15%)

Sources:

- RAG_Partner_Network_Guide.pdf



What are the scores for each tier, and when do tiers update?



- The minimum Impact Score to maintain each tier is as follows:
 - Seed: 0 - 59
 - Scale: 60 - 149
 - Summit: 150 and above
- Tiers update annually in January, based on the rolling 12 months' Impact Score.

Sources:

- RAG_Partner_Network_Guide.pdf



What are the basic rules for Opportunity Lock?



- Eligibility: You must have spoken with the prospect, defined their need, identified the decision window, and secured contact at an influencer/decision-maker level. All details should be recorded in the Console.
- SLAs: Acknowledgement within 24 hours, decision within 72 hours, and the lock is valid for 12 months (with a one-time relock option if there's a 70% probability of closing the stage).
- Conflicts: No exclusivity; customer preference, enablement level, and references determine the best fit when two partners pursue the same customer.

Sources:

- RAG_Partner_Network_Guide.pdf



What funding can I get from Co-Marketing Credits?



- Up to 50% co-funding for eligible activities, capped at \$5,000 per fiscal year.
- Eligible activities include webinars, paid campaigns, co-branded collateral, and local roundtables.
- Price discounts, gifts, travel, equipment, and competitive activities are not eligible for funding.

Sources:

- RAG_Partner_Network_Guide.pdf