BRAND OFFERING: Adoption play SaaS and OnPrem Products

**Play No: 1:15**

# Description:

**Quarter Play First Released:** 2Q 2024

**Target:** Existing Clients

**Titles:** Technical Manager, I/T Executives

**Size:** All customers

**Industries:** All

**Locations:** Worldwide

## Introduction:

Expectation is to continue to utilize optimal price where possible with Existing Clients to acquire new products from our portfolio; however, if your opportunity requires additional discounting, please submit a request to your first line manager for analysis.

## Objectives:

- Drive sales of more products from our portfolio to Existing Clients.

- Provide aggressive pricing for additional purchases for Existing Clients to combat strong pricing pressures from competitor(s).

- Applies to all offerings.

Existing Client: To qualify for this pricing play, client will be considered “Existing” if they have history of past negotiations with the company that concluded in a business transaction. This also applies to previously lost clients that are resuming business relationships with the company, however, only if they have signings for the prior 12 quarters.

- Pre-approved discounting for up to 35% off entitled for each offering in the bid.

Discount requests exceeding the 35% cap will not be automatically approved but will be reviewed on an individual basis.

- Bids using this play can also include Future Pricing Options at a 15% improvement over the initial discount.

- For SaaS, an additional 5% should be added to the default price change within subscription field.

- For SaaS, an additional 5% should be added to the default renewal term price change fields unless the renewal option is set to terminate at the end of the term.

- If client has existing or lapsed entitlements, those should be recovered (reach back or reinstated) prior to selling new.

Process:

Requester will utilize the “Existing Client Validation” form, and attach the evidence to the SQO quote. Only opportunities validated in ISC will be eligible;

Evidence (screenshot) must be attached to the bid, otherwise, may result in a possible UPC.

# APPLIES TO ALL OFFERS

## Terms and Conditions

- Play may be offered by company’s Direct Sales or Channel Representative to either the end customer or to an Authorized Business Partner.

- Limited to one offer per client ID.

- Offer cannot be combined with any other play.

- Entitlements are as described in the base license agreement.

- All terms and conditions in the product License Information remain unchanged.

- Bid expiration must be at quarter end.