

nintex

# Nintex Partner Blueprint

# Table of Contents

- 3 Purpose**
- 3 Program Requirements**
- 3 Partner Code of Conduct**
- 5 Escalation & Resolution**
- 6 Nintex Partner Program**
- 6 Partner Program Entry & Levels**
- 7 Promotion and Releveling**
- 7 Revenue Requirements**
- 8 Training & Certification Requirements**
- 9 Financial Benefits & Discount Structures**
- 11 Opportunity Registration**
  - 11 Opportunity Registration Eligibility**
  - 11 Opportunity Registration Review & Approval/Denial**
  - 12 Opportunity Registration Expiration & Extension**
  - 12 Opportunity Registration Code of Conduct**
- 13 Relationship Termination**
- 14 Legal Policies**

# Purpose

The purpose of this document is to formally communicate to Nintex partners the definitions, processes, and expectations that govern our mutual engagement. This blueprint is designed to promote transparency, foster alignment, and ensure compliance with all applicable laws and corporate policies.

## SPECIFICALLY, THIS DOCUMENT AIMS TO:

- ✓ Align partner success with customer success as a shared objective.
- ✓ Minimize and proactively address potential conflicts between Nintex and its partners.
- ✓ Safeguard both Nintex and its partners from violations of anti-trust, anti-corruption, and other relevant governmental regulations and legal obligations.

Any breach of the policies, procedures, or legal requirements outlined herein may result in corrective actions, which may include, but are not limited to, the forfeiture of partner benefits and/or participation in the Nintex Partner Program (the “Partner Program” or “Program”).

# Program Requirements

Your participation in the Nintex Partner Program is guided by the program requirements, policies, and procedures we share through the Nintex Partner Portal, Program Guide, Partner Blueprint, and other official communications (together, the “Program Materials”). These materials are designed to clarify and explain how the Program works, and to help support your success as a Nintex partner.

We may update the Program Materials from time to time to keep the Program current. If there is ever a conflict between the Program Materials and the applicable Nintex Partner Agreement (including any addenda), the Partner Agreement will always govern. All binding terms and conditions of our partnership are contained in the applicable Partner Agreement.

# Partner Code of Conduct

Nintex is committed to conducting business with integrity, ethical conduct, and transparency. These principles are foundational to Nintex’s leadership and partner ecosystem and are essential to earning and maintaining customer trust.

Partners are expected to adhere to the obligations herein and comply fully with all applicable anti-corruption laws. These laws prohibit the offering, giving, or receiving of bribes or any other improper inducements to secure or retain business or gain an unfair advantage in any commercial transaction.

Partners must not, directly or indirectly, offer, promise, authorize, or provide any payment or anything of value—including but not limited to kickbacks, gratuities, gifts, favors, entertainment, loans, or fees—to any individual or entity for the purpose of improperly influencing any act or decision or securing business.

In addition, partners are required to comply with all applicable international and local antitrust and competition laws. The following conduct is strictly prohibited:

- ✓ **Price Fixing:** Coordinating or agreeing with Nintex or any competitor to fix, adjust, or control pricing, margins, or commercial terms.
- ✓ **Bid Rigging:** Collaborating on competing bids or manipulating bid processes to favor a specific competitor.
- ✓ **Market Allocation:** Dividing or assigning markets, territories, or customers among competitors.
- ✓ **Boycotts:** Engaging in collective refusals to deal with specific suppliers or customers.
- ✓ **Unfair Competitive Practices:** Including poaching, deliberate price undercutting, or any conduct that restrains fair competition.
- ✓ **Improper Coordination:** Discussing, planning, or arranging with customers, suppliers, or competitors any action that may result in an unfair restraint of trade or competition.

Partners must also refrain from listing, marketing, or selling Nintex solutions and/or services in a manner that violates these principles or applicable laws.

## Anti -Bribery & Anti -Corruption Compliance

Partners must comply with all applicable anti-bribery and anti-corruption laws, including the U.S. **Foreign Corrupt Practices Act (FCPA)** and the **UK Bribery Act**. Partners shall not offer, promise, authorize, or provide any form of bribe, kickback, or improper inducement to any individual or entity in connection with Nintex-related business.

Partners must maintain accurate records of all transactions and cooperate with any compliance reviews initiated by Nintex.

## Export Control & Trade Compliance

Partners must comply with all applicable **export control laws, economic sanctions, and trade regulations** when marketing, selling, or distributing Nintex products. Nintex solutions may not be exported, re-exported, or transferred to restricted countries, entities, or individuals as defined by U.S. and international law.

Partners are responsible for ensuring that their activities do not violate any applicable trade restrictions.

## Conflict of Interest & Non-Compete Disclosure

Partners must disclose any actual or potential conflicts of interest that may impair their ability to represent Nintex fairly and objectively. Partners may not promote or sell competing solutions in a manner that undermines Nintex's market position or violates exclusivity provisions, where applicable.

Nintex reserves the right to evaluate and address any conflict of interest concerns at its discretion.

Failure to comply with this Code of Conduct may result in disciplinary action, including but not limited to the suspension or termination of partnership status and associated benefits.

## Escalation & Resolution

From time to time, issues may arise within the partnership that require resolution or escalation. Nintex is committed to addressing such matters promptly and professionally to preserve the integrity of our partner relationships.

Partners are also expected to report, without delay, any suspected or observed violations of the Nintex Partner Code of Conduct section herein or any applicable laws.

If you suspect that another Nintex partner is engaged in conduct that violates the Partner Code of Conduct or applicable legal standards, you are required to report the activity immediately.

The escalation process is outlined below to ensure efficient and effective resolution:

### 1. Initial Contact

Raise the issue via email with your designated Nintex point of contact (Partner Account Manager).

- ✓ If the concern involves your direct contact or if a satisfactory resolution cannot be reached, proceed to the next step.

### 2. Formal Escalation

Escalate the matter to Nintex's Head of Partner Sales & Strategy by contacting [Brian.Kuettel@Nintex.com](mailto:Brian.Kuettel@Nintex.com).

- ✓ Nintex strictly prohibits retaliation against any individual who reports a concern in good faith or participates in an internal investigation.

# Nintex Partner Program

The development of a successful and forward-looking global partner ecosystem is a strategic priority for Nintex. Our Partner Program is designed to align with the diverse business models of our partners by offering tailored incentives and rewards that reflect the unique expertise and value each partner delivers to customers.

Nintex is committed to a channel-first approach, ensuring consistent support and engagement across our global partner network. Through the Program, we aim to accelerate speed to market, enhance partner experience, and deliver scalable offerings to our customers.

For comprehensive details regarding the structure, benefits, and requirements of the **Nintex Partner Program**, partners should refer to the **Nintex Partner Program Guide**. This guide outlines the criteria associated with each program level and serves as the authoritative source for program governance. Nintex will apply these benefits and requirements consistently across all similarly situated partners to ensure fairness and transparency.

## Partner Program Entry & Levels

Participation in the Nintex Partner Program requires acceptance of the Nintex Partner Agreement—our formal contract that governs the relationship between Nintex and its partners. To simplify onboarding, certain partner types will accept the Nintex Partner Agreement through a streamlined click-through process in the Partner Portal. Acceptance of the Partner Agreement signifies your commitment to complete the onboarding activities, training, and program-specific tasks as outlined in the **Nintex Partner Program Guide**.

The Nintex Partner Agreement encompasses all partner types and associated benefits, which may be granted only upon prior written approval by Nintex. Participation in specific program elements is subject to Nintex's sole discretion.

### THE NINTEX PARTNER PROGRAM IS STRUCTURED INTO FOUR DISTINCT LEVELS:

1. **Registered**
2. **Certified**
3. **Premier**
4. **Aggregator**

Your program level is determined based on your demonstrated commitment, investment, and performance. All new partners enter the program at the Registered level. Legacy partners—those engaged with Nintex prior to the launch of the current program—will be assigned a level based on a review of their activities and performance over the preceding 12 months.

For complete details regarding program levels, benefits, and requirements, please refer to the **Nintex Partner Program Guide**.

# Promotion and Releveling

Nintex conducts an annual review of each partner's performance and compliance with program requirements over the preceding 12-month period. If a partner is found to be deficient in meeting the criteria for their current program level, Nintex will issue a written notice outlining recommended corrective actions. This notice will be provided at least thirty (30) days prior to any potential releveling.

Upon successful completion of the requirements associated with a new program level, the partner will be eligible to receive the corresponding benefits during the next 12-month term, and must maintain the applicable performance requirements to remain at the new level in subsequent terms.

Assignment of a partner's level—whether in a new or legacy partnership—is determined solely at Nintex's discretion. The **Nintex Partner Program Guide** and this **Partner Program Blueprint** serve as an explanatory resource to the terms and conditions of the Nintex Partner Agreement, providing additional clarity regarding the rights and obligations of partners within the Nintex ecosystem.

# Revenue Requirements

Entry into and advancement within the Nintex Partner Program is contingent upon meeting defined revenue thresholds. These thresholds are based on total partner-attributed bookings—including Partner-Sourced, Partner-Influenced, and Renewal opportunities—that have reached a specified stage of progression within the sales cycle and have been recognized within the applicable financial year.

## DEFINITIONS OF QUALIFYING OPPORTUNITY TYPES ARE AS FOLLOWS:

- ✓ **Partner-Sourced Opportunity:** An opportunity initiated by the partner and registered through the **Opportunity Registration Page** on the Nintex Partner Portal. The opportunity must be formally accepted by Nintex. Refer to the terms and conditions of Opportunity Registration outlined below in this document .
- ✓ **Partner-Influenced Opportunity:** An opportunity originated by Nintex in which a partner is actively engaged to support and close the transaction. The opportunity must be completed under Nintex's standard agreement terms.
- ✓ **Renewal Opportunity:** An existing customer engagement managed by the partner that results in a renewal extending beyond the current contractual term.

Partners must maintain accurate and complete records of all opportunities, transactions, and related customer information associated with the Nintex Partner Program. Partners are required to provide timely reports to Nintex in the format requested and, upon reasonable notice, supply supporting documentation to validate revenue attribution and confirm eligibility for program benefits.

## Renewal Incumbency Criteria

To maintain incumbency on renewal opportunities, partners must demonstrate consistent business growth and value contribution. This includes meeting or exceeding annual revenue thresholds, expanding customer adoption, and contributing to pipeline development. Nintex reserves the right to reassign renewal opportunities if a partner fails to meet these performance benchmarks.

# Training & Certification Requirements

The Nintex Partner Program emphasizes continuous learning and expertise development to ensure partners have the knowledge and skills to successfully represent, sell, and implement Nintex solutions. To maintain active participation in the program and advance to higher tiers, partners must meet defined training and certification requirements measured through Nintex Partner Certification Units (NPCUs).

## Nintex Partner Certification Units (NPCUs)

All certifications within Nintex University (<https://learn.nintex.com>) are assigned NPCU values based on their complexity and depth:

- ✓ **Level 100/200 Certifications:** 1 NPCU each
- ✓ **Level 300/400 Certifications:** 2 NPCUs each

## Minimum NPCU Requirements by Program Level

Partners must achieve and maintain the following minimum NPCU thresholds to qualify for and remain at each program level:

- ✓ **Aggregator:** 5 NPCU minimum
- ✓ **Registered:** 5 NPCUs minimum
- ✓ **Certified:** 10 NPCUs minimum
- ✓ **Premier:** 20 NPCUs minimum

## Mandatory Certification Categories

Regardless of program level, every partner must complete certifications in the following two mandatory categories:

1. **Nintex Partner Sales Certification:** At least one (1) certification demonstrating competency in Nintex's sales methodology, value proposition, and competitive positioning.
2. **Nintex Product Sales Certification:** At least one (1) product-specific sales certification from the following options:
  - ✓ Nintex CE
  - ✓ Nintex K2
  - ✓ Nintex for Salesforce

## Certification Maintenance and Renewal

Partners are responsible for maintaining current certifications and ensuring that designated personnel complete required training within the specified timeframes. Certifications have the following validity periods and must be renewed to maintain NPCU credit toward program-level requirements:

- ✓ **Sales Certifications:** Valid for twelve (12) months from completion date
- ✓ **Technical Certifications:** Valid for twenty-four (24) months from completion date

Partners must renew expired certifications to maintain their NPCU contribution toward program-level requirements. Failure to maintain required certifications may result in program-level reassignment or suspension of program benefits.

## Training Delivery Methods

Nintex offers flexible training options to accommodate diverse learning preferences and business requirements through multiple formats:

- ✓ **Online Self-Service:** Self-paced learning through the Nintex University Learning Management System (LMS)
- ✓ **Webinars:** Live and recorded web-based training sessions
- ✓ **1:Many Workshops:** Group training sessions and partner events
- ✓ **1:1 Workshops:** Personalized training sessions tailored to specific partner needs

## Access and Support

All required training and certification materials are accessible through Nintex University at <https://learn.nintex.com> or Partner Portal <https://partner.nintex.com>. Partners experiencing technical difficulties or requiring additional support should contact their designated Nintex Partner Account Manager.

For detailed certification pathways, learning tracks, and program-specific requirements, please look at the Nintex Partner Enablement Program Guide in the Partner Portal

## Financial Benefits & Discount Structures

Financial benefits and discount structures within the Nintex Partner Program are directly tied to the partner's current program level. These benefits are designed to reward performance, commitment, and alignment with Nintex's strategic objectives. Specific amounts and eligibility criteria are outlined in the **Nintex Partner Program Guide**.

## Opportunity Registration Bonus

Partners may be eligible for a bonus associated with approved and accepted opportunity registrations.

## Base Discount Off List

Partners receive a base discount off Nintex's standard list pricing, determined by their current program level.

## Renewals Discount

Subject to the renewal incumbency criteria, renewal opportunities are encouraged to remain with the incumbent partner. Renewal discounts will match those provided during the initial term (Year One), subject to continued compliance with program requirements. Renewal discount rates effective **October 1, 2025**, are only eligible when the end customer is moved to new pricing, otherwise legacy renewal discount rates will apply.

## Performance Rebates Based on Growth

At Nintex, we believe in rewarding partners who drive exceptional results. Our performance rebate program is designed to do just that, offering eligible partners a year-end rebate based on their achievement of key growth metrics. For the **October 1, 2025**, through **June 30, 2026**, program cycle, the rebate will be calculated based on your total year-over-year bookings growth, encompassing both new deal and renewal revenue. This approach ensures that we recognize partners who not only bring in new business but also excel at retaining and growing their existing customer base.

## Market Development Funds (MDF)

Market Development Funds support joint marketing and demand generation initiatives. MDF is available through a proposal-based approval process based on funding earned and provided to the partner by Nintex through achievement of a growth target. For the Oct 1, 2025, through Jun 30, 2026, program cycle, the funding will be calculated based on your total year-over-year bookings growth, encompassing both new deal and renewal revenue. Partner must provide 50% match funding of approved activities. Approved activities must align with Nintex's go-to-market priorities and are subject to reporting and compliance requirements. More information can be found in The Partner Portal at <https://partner.nintex.com/prm/English/c/comarketing>.

## Impact of Level Changes

When a partner's level within the program changes, the following financial benefit policies apply:

- ✓ **Quotes:** Any pending quotes will retain the original discount level for the duration of the quote's validity period. At Nintex's sole discretion, discount levels may be revised for quotes that fall outside their original validity window.
- ✓ **Opportunity Registrations:** Any pending opportunity registrations at the time of a level change and registered before the start of the program period will reflect the financial benefits associated with the program level from the previous program period.

An up-to-date price list to support partner quotations is available at

<https://partner.nintex.com/prm/English/c/pricingcenter>.

# Opportunity Registration

As part of the benefits offered through the Nintex Partner Program, eligible partners may receive financial incentives for sourcing, maturing, and closing opportunities involving Nintex products through the Opportunity Registration process.

Partners who submit qualified opportunities via the **Opportunity Registration Page** on the Nintex Partner Portal—and receive formal approval from Nintex—are eligible for an additional, stackable discount if the opportunity progresses to the quotation stage.

For specific discount values and eligibility criteria, please refer to the **Nintex Partner Program Guide**.

## Opportunity Registration Eligibility

To qualify for Opportunity Registration under the Nintex Partner Program, opportunities must meet the following criteria:

- ✓ The opportunity must be **net-new** to Nintex and **sourced directly by the partner**.
- ✓ The opportunity must be submitted through the **Opportunity Registration Page** on the Nintex Partner Portal and accepted by Nintex.

## Opportunity Registration Review & Approval/Denial

All opportunity registrations must be submitted through the **Opportunity Registration Submission Form** available on the Nintex Partner Portal. Submissions that lack required information or omit mandatory fields will be deemed ineligible and automatically declined.

Nintex will approve **one unique opportunity registration per customer account**. Discounts associated with Opportunity Registration will not apply to subsequent registrations for the same opportunity on the same account. Partners must submit separate registrations for each distinct opportunity with a customer.

Nintex will endeavor to review submitted Opportunity Registrations and notify the partner of approval or denial via email within **three (3) business days**.

### EACH SUBMISSION WILL BE EVALUATED BASED ON THE FOLLOWING CRITERIA:

- ✓ Nintex or another partner is not actively engaged in the same opportunity.
- ✓ There is no existing approved Opportunity Registration for the same customer and opportunity.
- ✓ The opportunity has not already been assigned to another partner by Nintex.

**UPON APPROVAL, PARTNERS ARE EXPECTED TO LEAD THE SALES PROCESS, WHICH INCLUDES BUT IS NOT LIMITED TO:**

- ✓ Scheduling and conducting meetings with customer decision-makers.
- ✓ Collaborating with the customer to define business requirements.
- ✓ Delivering product demonstrations and proof-of-concepts, where applicable.
- ✓ Providing pre-sales technical support and managing all quoting activities (if applicable ).
- ✓ Ensuring that all customer quotes include a reference (via hyperlink) to Nintex's applicable end user terms, so that customers accept those terms as part of the purchase. This requirement will become mandatory upon rollout of the new Nintex Partner Agreement. Partners operating under an OEM or MSP Addendum are exempt from this requirement, provided that end user terms are addressed through the applicable Addendum or another Nintex-approved flow down mechanism.

## Opportunity Registration Expiration & Extension

Each approved Opportunity Registration is valid for a period of **ninety (90) days** from the date of Nintex acceptance. If the opportunity is not closed—either won or lost—with this timeframe, the registration will expire unless an extension is granted.

Partners may request an extension if additional time is required to close the opportunity. Extension requests must be submitted to the partner's designated **Nintex Partner Account Manager** and must include a documented plan outlining the strategy to close the opportunity within the extended registration window.

Extensions are granted solely at Nintex's discretion and may extend the registration period by up to **ninety (90) additional days**. A maximum of **three (3) extensions** may be granted per opportunity.

Nintex reserves the right to accept or deny Opportunity Registration benefits at any time and for any transaction, regardless of registration status. Nintex will decline any Opportunity Registration if Nintex is already actively engaged with the same customer and opportunity, or if another partner has an existing approved registration.

## Opportunity Registration Code of Conduct

The following policies govern the ethical handling of Opportunity Registration submissions and must be adhered to at all times:

- ✓ **Confidentiality:** All information contained within an Opportunity Registration submission is considered confidential. Nintex will not disclose this information to other partners or to the customer without prior consent.
- ✓ **Partner Engagement:** Nintex will not initiate contact with a customer registered by a partner without first notifying the submitting partner and the assigned **Nintex Partner Account Manager**. Any outreach will be conducted only after mutual agreement on a joint communication plan.

These principles are designed to protect partner-sourced opportunities and foster trust and collaboration within the Nintex partner ecosystem.

## Relationship Termination

While Nintex is committed to fostering collaborative and mutually beneficial relationships with its partners, it reserves the right to terminate a partner's participation in the Nintex Partner Program—or any specific level within the program—at its sole discretion.

Termination may occur for reasons set forth below under Termination for Cause.

## Legal Policies

### Data Privacy & Protection Policy

Partners must comply with all applicable data protection and privacy laws, including but not limited to the **General Data Protection Regulation (GDPR)**, **California Consumer Privacy Act (CCPA)**, and other regional or national regulations. Any customer data collected, processed, or transmitted in connection with Nintex products or services must be handled securely and used solely for authorized purposes.

Nintex reserves the right to audit partner data handling practices to ensure compliance. Failure to adhere to data privacy obligations may result in disciplinary action, including termination of partnership.

### Intellectual Property Usage Policy

Partners may use Nintex trademarks, logos, and marketing assets only in accordance with **Nintex's Trademark Usage Guidelines** and with prior written authorization. Unauthorized use, reproduction, or modification of Nintex intellectual property is strictly prohibited.

All co-branded materials must be submitted to Nintex Marketing for review and approval prior to public distribution. Nintex reserves the right to revoke usage rights at any time.

### Audit Rights & Compliance Monitoring

Nintex reserves the right to audit partner activities, including but not limited to sales practices, marketing execution, and compliance with program requirements. Partners must cooperate fully with any audit and provide requested documentation within the timeframe specified by Nintex.

Failure to comply with audit requests may result in suspension or termination of partnership benefits.

## Termination for Cause

In addition to discretionary termination, Nintex may terminate a partner's participation in the program **for cause**, including but not limited to:

- ✓ Breach of the Nintex Partner Agreement, Program Guide or Partner Blueprint .
- ✓ Misrepresentation of Nintex products, services, or brand.
- ✓ Repeated failure to meet program requirements.
- ✓ Legal or regulatory violations.
- ✓ Conduct that damages Nintex's reputation or business interests.

Termination for cause will be communicated in writing and may include immediate revocation of program benefits and guidance on any transitional obligations.