



Partner Program Guide



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1. PROGRAM OVERVIEW



1.1 Program Purpose

Google Cloud reaches many of its customers through an ecosystem of exceptional partners ("Partners"). Partners are a fundamental part of our strategy and essential to the success of Google Cloud.

The Google Cloud Partner Program ("Program") is designed to enable Partners to sell, service or extend Google Cloud Products ("Google Cloud Partners") and/or Google for Education Products ("Google for Education Partners").

As members of our exclusive network, Google Cloud Partners and Google for Education Partners can harness the power of the Google brand to capitalize on the growing cloud computing opportunity and to transform businesses using Google technology.

1.2 Outline of Program

In order to participate in the Program, Partners must meet the minimum requirements described in Section 3.1 (Joining the Program) below. Once accepted into the Program, Partner will for each Google Cloud Product or Google for Education Product, participate in at least one of the various tracks (each, a "Track"). Within each Track, there may be various tiers (each, a "Tier") available for Partners who meet the minimum requirements.

This Google Cloud Partner Program Guide ("Program Guide") details the benefits and requirements associated with each Track and Tier.

2. PROGRAM TRACKS AND TIERS



2.1 Program Tracks

The Program is divided into the following Tracks:

2.1.1 Services Track

The “Services Track” is for Google Cloud Partners who provide services to customers that may include sales, consulting, training, implementation and technical support services related to Google Cloud Products. Partners may participate in this Track as Reselling Partners or Services Partners.

2.1.2 Google for Education Services Track

The “Google for Education Services Track” is for Google for Education Partners who provide services to educational institutions that may include sales, consulting, training, implementation and technical support services related to Google for Education Products. Partners may only participate in this Track as Reselling Partners.

2.1.3 Technology Track

The “Technology Track” is for Google Cloud Partners who provide their own product offerings that complement, enhance or extend the reach or functionality of the Products, or who integrate one or more Products into their own product offerings. Examples of Partners’ own product offerings in this Track include, but are not limited to, products for enhancement of end-user productivity, administrative tools for management, monitoring, migration, or platform co-existence, and tools that support development on Google’s platforms.

2.1.4 Google for Education Technology Track

The “Google for Education Technology Track” is for Google for Education Partners who provide their own product offerings that complement, enhance or extend the reach or functionality of the Products, or who integrate one or more Products into their own product offerings. Examples of own product offerings in this Track include, but are not limited to, products for enhancement of end-user productivity, administrative tools for management, digital content, classroom or instructional tools, and educational technology systems.

2.1.5 Training Track

The “Training Track” is for Google Cloud Partners who provide training services related to Google Cloud Products to customers (“Authorized Training Partners”).

2.1.6 Google for Education School Enablement Track

The “Google for Education School Enablement Track” is for Google for Education Partners that provide consulting and training services to schools and educators (“Educators”). .

2.1.7 Additional Tracks

Additional tracks may be available to selected Partners on an invitation basis only, depending on the Partner’s engagement model. Partners or companies should contact their Partner Success Manager to request access to the details of applicable Track requirements and benefits.

2.1.8 Participation in Multiple Tracks

Participation by a Partner in one Track does not exclude participation in additional Tracks. Partners participating in multiple Tracks must meet the requirements for each Track individually.

2.2 Program Tiers

Each Track has one or both of the following two Tiers:

2.2.1 Partner Tier

The “Partner Tier” is open to companies accepted into a Track as Partners as described in Section 4 (Requirements and Benefits of Program Tracks).

2.2.2 Premier Tier

The “Premier Tier” is reserved for Partners who have demonstrated higher levels of competency and performance as outlined in Section 4 (Requirements and Benefits of Program Tracks). Partners in this Tier are known as “Premier Partners”.

3. PROGRAM PARTICIPATION



3.1 Joining the Program

3.1.1 Application Process and Program Eligibility

Companies interested in joining the Program must:

- a. follow the application process at <https://cloud.google.com/partners/>
- b. accept the Partner Program Agreement.

3.1.2 Acceptance Status

Partners accepted into this Program will, after execution of the Partner Program Agreement, join the Program with "Member" status. Companies with "Member" status will receive access to training and support that Google may make available from time to time under the Program. Companies with "Member" status that meet the minimum requirements to join a Track will be informed by Google of their acceptance into certain Track(s), Tier(s), Product(s), and Region(s).

3.2 Evaluation

3.2.1 Annual Evaluations

After a Partner has been participating in the Program for at least 12 months, Google will, unless it communicates otherwise to the Partner, evaluate the Partner annually in respect of its performance over the previous calendar year to confirm its continued eligibility to participate in the Program for its specific Track(s), Tier(s) and Product(s) (each, an "Evaluation").

After completing any Evaluation, Google will communicate the results to the Partner, including any Tier promotions or demotions, or removal from the Program for failure to meet the minimum requirements. Program status is applicable until the next Evaluation.

3.2.2 Promotions Outside Annual Evaluations

In addition to conducting Evaluations as described above, Google may, at any other time and in its sole discretion, promote any Partner from the Partner Tier to the Premier Tier if Google determines that the Partner has, at the time of such promotion, already achieved all of the requirements of the Premier Tier for

the relevant calendar year. If Partner is promoted to the Premier Tier under this Section, this status will be applicable from the date on which Google notifies Partner of such promotion until the next Evaluation.

4. REQUIREMENTS AND BENEFITS OF PROGRAM TRACKS



This Section describes the Tracks in the Program and the applicable requirements and benefits related to each Track.

To achieve and maintain membership in a Track and Tier, a Partner must meet the requirements detailed in the applicable requirements table for that Track and Tier. Program membership, and compliance with these requirements, will generally be evaluated on an annual basis as described in Section 3.2.

Once Google confirms that a Partner has met the requirements for a Track and Tier, the Partner is entitled to the correlating benefits detailed in the applicable benefits table for that Track and Tier. Benefits may vary subject to eligibility and availability. Google reserves the right to provide varying benefits as between similarly eligible partners where Google deems it appropriate for the well-being of the Program, Google customers, and/or Google Products.

4.1 Services Track

4.1.1 Application Requirements for joining the Services Track

Companies interested in joining the Services Track must follow the application process described at <https://cloud.google.com/partners/> or any other URL provided by Google.

4.1.2 Services Track: Requirements for Reselling and Services Partners

	PARTNER TIER	PREMIER TIER
Annual Business Plan	No	Approved by Google and achieved
Pipeline Visibility for opportunities > \$10k	Yes	Yes
CREDENTIALS¹		
Sales Credentials ²	2	2
Technical Credentials per Product ³	2	2
Total Technical Credentials	2	8 ⁴
ANNUAL QUALIFYING BILLINGS		
USD Developed Market	\$4,000	\$600,000
USD Emerging Market ⁵	\$4,000	\$400,000
AUD Developed Market	A\$5,100	A\$760,000
CAD Developed Market	C\$4,900	C\$740,000
EUR Developed Market	€3,400	€510,000
EUR Emerging Market ⁶	€3,400	€340,000
GBP Developed Market	£3,000	£450,000
INR India only Market ⁶	₹260,000	₹26,000,000
JPY Developed Market	¥450,000	¥68,000,000

4.1.3 Services Track: Benefits for Reselling and Services Partners

	PARTNER TIER	PREMIER TIER
MARKETING & SALES BENEFITS		
Branding and Partner badge	Google Cloud Partner	Google Cloud Premier Partner
Listing in Partner Directory	Yes	Yes, with Premier listing
Access to Google trademarks for use in Google Ads (in accordance with	Yes	Yes

¹ For G Suite Partners who sell exclusively online, Google may replace the Credentials requirements with full integration with the G Suite Reseller API for placement of orders with Google.

² Sales credentials are only required for Reselling Partners.

³ Technical credential requirements do not apply to Professional Services Products.

⁴ For Premier Partners in Maps Platform only, the Technical Credential minimum requirement is 6.

⁵ Partners may only benefit from the lower targets for Emerging Markets if they have Qualifying Billings exclusively in Emerging Markets. For clarity, if a Partner has Qualifying Billings in both Emerging Markets and Developed Markets, the applicable Premier Qualifying Billings targets will be those described for Developed Markets.

Google's Branding Guidelines and Google Ads guidelines for partners)		
Access to Partner Marketing Studio (G Suite and Cloud Platform only)	Eligible	Yes
Agency assistance for customer success story development at pre-negotiated rate	Eligible	Priority eligibility
Support from Google on press releases	Not Eligible	Eligible
TRAINING & TOOLS		
Access to Cloud Connect	Yes	Yes, plus Premier section
Access to Partner Account Tool	Yes	Yes
Access to Sandbox Toolkit	Yes	Yes
Discounted Internal Use of G Suite Business and G Suite Enterprise	No	Yes
Invitation to regional sales and technical workshops	Eligible	Priority eligibility
Access to Qwiklabs Credits	Eligible	Eligible
Product roadmap	Access to publicly available roadmaps	Eligible for access to NDA roadmap briefings
SUPPORT FROM GOOGLE		
Invitation to annual partner event	Eligible	Priority eligibility
Partner Success Manager	Community	Named
Partner Engagement Manager	Community	Named
Support Partner Manager (G Suite only)	Community	Named
G Suite Reseller API Services	No	Eligible
Access to Swift Partner Services (G Suite only)	Yes	Yes
Technical Support Priority	Standard	Enhanced
FINANCIAL INCENTIVES		
Marketing Incentives	Eligible	Priority eligibility
Deal Registration and Deal Referral Incentives (G Suite and Cloud Platform)	Eligible	Eligible
Volume Sales Incentives	Eligible	Priority eligibility
Partner Sales Credits	Eligible	Eligible, with enhanced credits
Partner Services Funds	Eligible	Priority eligibility

MARGIN SCHEDULE FOR RESELLING PARTNERS	Base Margin ("BM")	Base Margin ("BM") + Additional Premier Margin ("APM")
G Suite		
New Customer Orders	20% BM	20% BM +10% APM
Renewal Orders - 1st, 2nd	20% BM	20% BM +10% APM
Renewal Orders - 3rd+ ⁶	15% BM	15% BM +5% APM
Legacy Orders ⁷	20% BM	20% BM (APM not applicable)
Transferred Orders ⁸	15% BM	15% BM (APM not applicable)
Cloud Platform		
All Customer Orders	5% BM	5% BM + 5% APM
Maps Platform		
All Customer Orders	15% BM	15% BM +5% APM
Renewal Orders of Legacy Maps Platform SKUs ⁹	10% BM	10% BM +5% APM
Chrome		
All Customer Orders	N/A	N/A
Professional Services		
All Customer Orders	5% BM	5% BM (APM not applicable)
Google Enterprise Search		
New Customer Orders	20% BM	20% BM +10% APM
Renewal Orders - 1st	20% BM	20% BM +10% APM
Renewal Orders - 2nd+	15% BM	15% BM +5% APM
Transferred Orders	10% BM	10% BM (APM not applicable)

4.1.4 Services Track: Additional Terms

The following terms only apply to Partners in the Services Track.

4.1.4.1 Region Expansion

To expand its participation in connection with one or more Products into a new Region, a Partner in the Services Track must have a Business Plan approved by Google, in its sole discretion, for each such Product for that Region.

4.1.4.2 Add Product

To expand its participation into a new Product area, a Partner in the Services Track must meet the following requirements:

- a. have achieved 2 technical Credentials for the new Product; and
- b. accept the applicable Program Agreement(s)

⁶ Will not be applied until further notice by Google to Partners as to the date when Renewal Orders - 3rd+ margin will become effective. New Customer Orders margin will apply until that effective date.

⁷ The Base Margin for Legacy Orders set out in the benefits table will apply unless Google communicates otherwise to a Partner.

⁸ Will not be applied until further notice by Google to Partners as to the date when Transferred Order margins will become effective. New Customer Orders margin will apply until that effective date.

⁹ Legacy Maps Platform SKUs are all Maps Platform SKUs except GMAPS-CORE-SERVICES.

4.1.4.3 Add Partner Specialization

If a Partner in the Services Track has achieved the requirements for any Partner Specialization (as defined below), Google may, in its sole discretion, approve such Partner as having achieved a Partner Specialization in respect of such solution, Product or service area. Partners that have achieved a Partner Specialization may have access to certain additional benefits as detailed on Cloud Connect. A Partner Specialization is valid for one year from notice of achievement, after which Partner must achieve the then-current requirements for any applicable Partner Specializations as approved by Google in its sole discretion.

4.1.4.4 Status of Partners not meeting Partner Tier Requirements

If following an Evaluation, a Partner in the Services Track fails to meet at least the Partner Tier requirements of the Services Track, such Partner (a "Program Participant") will still be able to access Cloud Connect and if authorized to resell certain Products, retain authorization to resell those Products at the Partner Tier margin, but will lose access to all other benefits in the Services Track. While the only Partner Tier requirement that will continue to apply to Program Participants is the Program Agreement requirement, Program Participants will continue to be subject to Evaluations and eligible for promotion to the Partner Tier or Premier Tier of the Services Track if they meet the requirements for the relevant Tier.

4.2 Google for Education Services Track

4.2.1 Application Requirements for joining the Google for Education Services Track

Companies interested in joining the Google for Education Services Track must follow the application process described at <https://edu.google.com/partners/> or any other URL provided by Google. Partners in this Track are resellers or Distributor Authorized Resellers of Chrome for Education Products.

4.2.2 Google for Education Services Track: Requirements

	PARTNER TIER	PREMIER TIER
Annual Business Plan	No	Approved by Google and achieved
Pipeline Visibility for opportunities > \$10,000	Yes	Yes
CREDENTIALS		
Google for Education Certified Educator Level 1	0	1
G Suite for Education Sales Credential	1	1
Chrome for Education Sales Credential	1	1
G Suite Deployment Services Credential	1	1
Chrome for Education Deployment Credential	1	1
Total Credentials	4	12
CUSTOMER SUCCESS METRICS		
Chrome Education Units	APAC/EMEA/JAPAN/LATAM: 300 NA: 2,500	APAC/EMEA/JAPAN/LATAM: 10,000 NA: 50,000

4.2.3 Google for Education Services Track: Benefits

	PARTNER TIER	PREMIER TIER
MARKETING & SALES BENEFITS		
Branding and Partner badge	Google for Education Partner	Google for Education Premier Partner
Listing in Partner Directory	Yes	Yes, with Premier listing
Access to Google trademarks for use in Google Ads (in accordance with Google's Branding Guidelines and Google Ads guidelines for partners)	Yes	Yes
Support from Google on press releases	Not eligible	Eligible
TRAINING & TOOLS		

Access to Cloud Connect	Yes	Yes, plus Premier section
Access to Partner Account Tool	Yes	Yes
Access to Sandbox Toolkit	Yes	Yes
Invitation to regional sales and technical workshops	Eligible	Priority eligibility
Product roadmap	Access to publicly available roadmaps	Eligible for access to NDA roadmap briefings
SUPPORT FROM GOOGLE		
Invitation to annual partner event	Eligible	Priority eligibility
Partner Success Manager	Community	Named
FINANCIAL INCENTIVES		
Marketing Incentives	Eligible	Priority eligibility
Volume Sales Incentives	Eligible	Priority eligibility
MARGIN SCHEDULE	Base Margin ("BM")	Base Margin ("BM") + Additional Premier Margin ("APM")
G Suite for Education	N/A	N/A
Chrome for Education	N/A	N/A

4.2.4 Google for Education Services Track: Additional Terms

The following terms only apply to Partners in the Google for Education Services Track.

4.2.4.1 Region Expansion

To expand its participation in connection with one or more Products into a new Region, a Partner in the Google for Education Services Track must have a Business Plan approved by Google, in its sole discretion, for each such Product for that Region.

4.3 Technology Track

4.3.1 Application Requirements for joining the Technology Track

Companies interested in joining the Technology Track must follow the application process described at <https://cloud.google.com/partners/> or any other URL provided by Google. If the company wishes to enter the Program as a partner, they must apply as "Product Ready."

4.3.2 Technology Track: Requirements

	PARTNER TIER	PREMIER TIER
Annual Business Plan	No	Approved by Google and achieved
Published Partner Support Availability ¹⁰	12/5	24/7
Partner Analytics Integrated ¹¹	Recommended	Required
Product Integrations	1, approved by Google	2, approved by Google
Point of contact for Google	Required	Named
CREDENTIALS		
Technical ¹²	0	3
CUSTOMER SUCCESS METRICS¹³		
Partner Influenced Google Billings	N/A	\$1,000,000
Public Customer References	0	5 per annum
Published Customer Success Stories	0	2 per annum

4.3.3 Technology Track: Benefits

	PARTNER TIER	PREMIER TIER
MARKETING & SALES BENEFITS		
Branding and Partner badge	Google Cloud Partner	Google Cloud Premier Partner
Listing in Partner Directory	Yes	Yes, with Premier listing
Access to Google trademarks for use in Google Ads (in accordance with Google's Branding Guidelines and Google Ads guidelines for partners)	Yes	Yes
Access to Partner Marketing Studio (G Suite and Cloud Platform)	Eligible	Yes
Agency assistance for customer success story development at pre-negotiated rate	Eligible	Priority eligibility

¹⁰ For Cloud Platform and Maps Platform focus only

¹¹ Integration only required for solutions using Google Cloud Storage.

¹² For Cloud Platform, G Suite and Maps Platform focus only

¹³ Chrome partners may substitute customer success metrics with business plan approved by Google

Support from Google on press releases	Not eligible	Eligible
TRAINING & TOOLS		
Access to Cloud Connect	Yes	Yes, plus Premier section
Access to Partner Account Tool	Yes	Yes
Access to Sandbox Toolkit	Yes	Yes
Access to complimentary Orbitera Test Drive for partner solution	Eligible	Priority eligibility
Access to Coursera Credits	Eligible	Eligible
Access to Qwiklabs Credits	Eligible	Eligible
Invitation to regional sales and technical workshops	Eligible	Priority eligibility
Product roadmap	Access to publicly available roadmaps	Eligible for access to NDA roadmap briefings
Participation in Trusted Testers	Eligible	Eligible
SUPPORT FROM GOOGLE		
Invitation to annual partner event	Eligible	Priority eligibility
Partner Success Manager	Community	Named
Quarterly Business Reviews	Not Eligible	Eligible
Technical Integration Support ¹⁴	Workshops and Office Hours	Dedicated Support
Technical Support Priority	Standard	Enhanced
Field and Channel Sales Support	Not Eligible	Eligible
FINANCIAL INCENTIVES		
Marketing Incentives	No	Eligible
Partner Sales Credits	Eligible	Eligible, with enhanced credits
Deal Referral Incentives (G Suite and Cloud Platform)	Eligible	Eligible

4.1.4 Technology Track: Additional Terms

The following terms only apply to Partners in the Technology Track.

4.1.4.1 Add Program Initiative

If a Partner in the Technology Track has achieved the requirements for any Program Initiative (as defined below), Google may, in its sole discretion, approve such Partner as a member of the Program Initiative for a Product area and/or Product Integration type. Partners that have been accepted into a Program Initiative may have access to certain additional benefits as detailed on Cloud Connect, subject to the terms governing the initiative (for example, initiative validity period, eligibility requirements, etc.). Partner must

¹⁴ Only for partners with products developed on or integrated with Cloud Platform.

achieve the then-current requirements for any applicable Program Initiative as approved by Google in its sole discretion.

4.4 Google for Education Technology Track

4.4.1 Application Requirements for joining the Google for Education Technology Track
 Companies may join the Google for Education Technology Track by invitation only.

4.4.2 Google for Education Technology Track: Requirements

	PARTNER TIER	PREMIER TIER
Annual Business Plan	No	Approved by Google and achieved
Number of Active Users	N/A	APAC/EMEA/JAPAN/LATAM: 500,000 NA: 1,000,000
Published Customer Success Story	0	1 per annum
G Suite for Education and/or Google Classroom Product Integrations	3, approved by Google	4, approved by Google
Published Google for Education Product Support Article	Required	Required

4.4.3 Google for Education Technology Track: Benefits

	PARTNER TIER	PREMIER TIER
MARKETING & SALES BENEFITS		
Branding and Partner badge	Google for Education Partner	Google for Education Premier Partner
Listing in Partner Directory	Yes	Yes, with Premier listing
Access to Google trademarks for use in Google Ads (in accordance with Google's Branding Guidelines and Google Ads guidelines for partners)	Yes	Yes
Support from Google on press releases	No	Eligible
Feature in Google for Education Newsletter	Eligible	Yes, once per year
TRAINING & TOOLS		
Access to Cloud Connect	Yes	Yes
Access to Sandbox Toolkit	Yes	Yes
Invitation to regional sales and technical workshops	Eligible	Priority eligibility
Product roadmap	Access to publicly available roadmaps	Eligible for access to NDA roadmap briefings
Participation in Trusted Testers	Eligible	Eligible
SUPPORT FROM GOOGLE		
Invitation to annual partner event	Eligible	Priority eligibility

Partner Success Manager	Community	Named
Quarterly Business Reviews	Not Eligible	Eligible
Technical Integration Support	Workshops and Office Hours	Dedicated Support

4.5 Training Track

4.5.1 Application Requirements for joining the Training Track
 Companies may join the Training Track by invitation only.

4.5.2 Training Track: Requirements

	PARTNER TIER	PREMIER TIER
Annual Business Plan	Upon Request	Approved by Google and achieved
TRAINERS		
Minimum number of Authorized Trainers	2	5 (minimum of 1 per Google Cloud Learning Track)
Google Cloud Course frequency	At least 1 intermediate level Google Cloud Course within the Core Curriculum of any Google Cloud Learning Track offered by Partner delivered per month per Authorized Trainer	At least 2 intermediate level Google Cloud Courses within the Core Curriculum of any Google Cloud Learning Track offered by Partner delivered per month per Authorized Trainer
Customer Satisfaction Survey minimum quarterly average scores	80%	80%
Customer Satisfaction Survey minimum quarterly response rate	60%	75%
Right to audit Authorized Trainer(s) by Google	Required	Required
LICENSING & LEARNERS		
Minimum number of Google Cloud Learning Track Core Curriculums offered	2	All available
Minimum number of Paid Enrollments	400 per annum	4,000 per annum
Support for Google Employees and Google Cloud Partners Designees	Total of 40 Google Employees or Google Cloud Partners Designees per annum, as nominated by Google (maximum number per course to be mutually agreed upon between Google and Authorized Training Partner)	Total of 400 Google Employees or Google Cloud Partners Designees per annum, as nominated by Google (maximum number per course to be mutually agreed upon between Google and Authorized Training Partner)
OPERATIONAL REQUIREMENTS		
Approved Training Center	Access to at least 1 Approved Training Center required	Provision of at least 1 dedicated Approved Training Center required
Voucher Redemption Capabilities	Capability to accept Google-issued voucher codes from course attendees	Course registration process must include option for enrollees to provide Google-issued voucher code

4.5.3 Training Track: Benefits

	PARTNER TIER	PREMIER TIER
MARKETING & SALES BENEFITS		
Branding and Partner badge	Google Cloud Partner	Google Cloud Premier Partner
Listing in Partner Directory	Yes	Yes, with Premier listing
Access to Google trademarks for use in Google Ads (in accordance with Google's Branding Guidelines and Google Ads guidelines for partners)	Yes	Yes
Recognized and published as an Authorized Training Partner on the Google Cloud Training Site	Yes	Yes
Training lead sharing	Eligible	Priority eligibility
Training delivery opportunities at Google organized end customer focused events	Eligible	Priority eligibility
GOOGLE CLOUD COURSEWARE		
Invitation to participate in new Google Cloud Courseware training for Authorized Trainers	Yes	Yes
Invitation to participate in training beta courses (e.g. Google Cloud Courseware beta courses, new Certifications)	Eligible	Priority eligibility
Access to training curriculum and certification roadmap and any other relevant product roadmaps	Yes	Yes
SUPPORT FROM GOOGLE		
Invitation to annual partner event	Eligible	Priority eligibility
Invitation to regional Partner training events (e.g. train the trainer events) and technical expert workshops	Eligible	Priority eligibility
Access to Cloud Connect	Yes	Yes
Access to Google Cloud online training support	Yes	Yes
Partner Success Manager	Community	Named
FINANCIAL INCENTIVES		
Marketing Incentives	Eligible	Priority eligibility
Partner Services Funds	Eligible	Priority eligibility

4.5.4 Training Track: Additional Definitions

Approved Training Center Means any classroom environment or training center that: (i) meets the requirements at <https://connect.googleforwork.com/docs/DOC-20455> or any other URL provided by Google; and (ii) has been approved by Google in its sole discretion.

Authorized Trainer Means any instructor in Partner's organisation who: (i) has followed the application process described at <https://sites.google.com/site/teachcloudplatform> or any other URL provided by Google; (ii) has been approved by Google in its sole discretion; and (iii) meets the Authorized Trainer Requirements.

Authorized Trainer Requirements Means the requirements described at <https://connect.googleforwork.com/docs/DOC-20456> or any other URL provided by Google.

Core Curriculum Means any mandatory Google Cloud Courses within the Google Cloud Learning Tracks that Partner offers as part of its provision of the training services, as such mandatory courses are described at <https://connect.googleforwork.com/docs/DOC-20362> or any other URL provided by Google.

Customer Satisfaction Survey Means the customer satisfaction survey made available by Google at <https://connect.googleforwork.com/docs/DOC-20493> or any other URL provided by Google.

Google Cloud Courseware Means any Google Cloud training courseware or materials created by Google and made available by Google via the Platform, including (without limitation) training manuals, access to online lab environments, slideware, videos, student guides, student lab instructions or such other materials or content as may be provided by Google from time to time (as all such courseware or materials may be updated or modified by Google from time to time).

Google Cloud Courses Means the training services delivered by any Authorized Trainer either: (i) in person via face-to-face training courses at any Approved Training Center or other classroom environment that meets the requirements of an Approved Training Center, as applicable; or (ii) remotely via live video conference calls, streaming or any equivalent remote, real-time delivery method approved by Google.

Google Cloud Learning Tracks Means the individual groupings of Google Cloud Courses, determined by technical area or difficulty level as described at cloud.google.com/training or any other URL provided by Google.

Google Cloud Partner Designees Means any full-time employee of any Google Cloud Partner or any contractor as designated by such Google Cloud Partner.

Google Cloud Training Site Means the Google Cloud public training site at <https://cloud.google.com/training/courses> or any other URL provided by Google.

Google Employees Means any full-time employee of Google, or any of its Affiliates.

Paid Enrollments Means the total number of end customers that Partner has enrolled in any Google Cloud Course provided by Partner, excluding any end customers enrolled in Google Cloud Courses that are provided by Partner free of charge in accordance with the Program Agreement.

Support for Google Employees and Google Cloud Partner Designees Means, in respect of Google Employees and Google Cloud Partner Designees, the provision of any Google Cloud Courses by Partner to such individuals free of charge.

4.6 Google for Education School Enablement Track

4.6.1 Application Requirements for Joining the Google for Education School Enablement Track
 Organizations must be nominated to become eligible to apply to the Track. Applicants must

- a. have a Business Plan approved by Google;
- b. have a minimum of two (i) Google for Education Certified Trainers, (ii) Certified G Suite Administrators, or (iii) Certified Innovators on staff; and
- c. Meet additional requirements for one of the following categories: (i) Professional Development or (ii) Transformation.

4.6.2 Google for Education School Enablement Track: Requirements

PARTNER TIER	
PROFESSIONAL DEVELOPMENT OFFERINGS & TARGETS	
Minimum number of Google Certified Educators per annum	US: 350 All other countries: 125
Minimum number of School Engagements per annum	40
Offering with content that aligns with Educator Fundamentals and Advanced Course	Yes
Train-the-Trainer offering that is aligned with the Certified Trainer Course	Yes
Track and Report Customer Satisfaction	Yes
Report training activity through activity tracker	Yes
Customer Success Story per annum	1
TRANSFORMATION OFFERINGS & TARGETS	
Minimum number of Progress Points on the Transformation Progress Map	US: 200 points with a minimum of 20 schools All other countries: 100 points with a minimum of 10 schools
Minimum number of School Engagements per annum	40
Use Google Tools for planning and implementation	Yes
Contribute resources to Transformation Center	Yes
Track and report customer satisfaction	Yes
Report activity through activity tracker	Yes

4.6.3 Google for Education School Enablement Track: Benefits

PARTNER TIER	
MARKETING & SALES BENEFITS	
Branding and Partner badge	Google for Education Partner
Listing in Partner Directory	Yes

Access to Google trademarks for use in Google Ads (in accordance with Google's Branding Guidelines and Google Ads guidelines for partners)	Yes
TRAINING & TOOLS	
Access to Cloud Connect	Yes
Early access to Google for Education roadmap	Yes
SUPPORT FROM GOOGLE	
Invitation to annual partner event	Eligible
Partner Success Manager	Named

4.6.4 Google for Education School Enablement Track: Additional Definitions

Google Certified Educators Educators who pass the Level 1 or Level 2 Google Certified Educator Exams, as detailed at <https://edutrainingcenter.withgoogle.com/certification>.

Google Certified Trainers Educators who have been accepted into the Google for Education Certified Trainer Program, as detailed at https://edutrainingcenter.withgoogle.com/certification_trainer.

Google Certified Innovators Educators who have been accepted into the Google for Education Innovator Program here, as detailed at https://edutrainingcenter.withgoogle.com/certification_innovator.

School Engagements Means any training or consulting activities carried out by Partners in the School Enablement Track that are focused on one educational institution as opposed to events with multiple schools, districts, or school systems represented.

Transformation Center Is a site at <https://edutransformationcenter.withgoogle.com> that provides resources for schools who are undergoing a change in vision, learning approach, culture, professional development, use of technology, community engagement, or funding and sustainability.

Transformation Progress Map Includes the steps to making systemic changes across the areas of vision, culture, learning approach, professional development, technology, community, and funding and sustainability. The template can be found at <https://www.cloudconnect.goog/docs/DOC-25074>.

Progress Points Indicates that the school and the partner have completed this step, with respect to the Transformation Progress Map.

5. ADDITIONAL TERMS



5.1 Updating the Program Guide

Google may update the Program and the Program Guide, including any condition, requirement or benefit, at any time, but will provide 30 days' notice of material changes to the Program or Program Guide. The then-current version of the Program Guide will be available on Cloud Connect or at another location communicated to Partners by Google. Continued participation by any Partner in the Program is conditional on the Partner's acceptance of any updates made to the Program or the Program Guide by Google. Partners must periodically review the Program Guide during their participation in the Program to ensure their compliance with any updates.

5.2 Effect of Program Guide

The terms of this Program Guide are incorporated into the Program Agreement. Except as expressly modified by this Program Guide, the Program Agreement will remain in full force and effect. In the event of a conflict between the terms of the Program Agreement (excluding this Program Guide) and the terms of the Program Guide, the conflicting terms will be interpreted as set out in the Program Agreement.

5.3 Waiver

Google (in its sole discretion) may waive any of the Program requirements set forth in this Program Guide by e-mail or other written communication to a Partner.

5.4 Margins

5.4.1 When Margins Apply

For clarity, all margins described in the benefits tables in this Program Guide apply only to Partner orders placed directly with Google. Such orders may (unless expressly prohibited by this Program Guide or the applicable Program Agreement) include orders placed by a Partner for resale to another Partner authorized to resell the relevant Product in the relevant Region.

5.4.2 Application of Correct Margins

Partners are responsible for applying the correct margins, as specified in this Program Guide, when they place any orders via the ordering tool provided by Google. To ensure that Partners apply correct margins, Google may do any of the following: (a) monitor the margins applied by a Partner to its orders; (b) notify the Partner if an incorrect margin has been applied; and/or (c) adjust future invoices issued to the Partner to ensure that Google is paid any amount owing to it as a result of an incorrectly applied margin.

5.4.3 Interpretation of “Margin”

Use of the term “Margin” in this Program Guide does not mean or imply that Google knows or controls any prices charged by Partners (including Distributors) when reselling any Products under the Program to their end customers (or to Distributor Authorized Resellers or other Partners, where applicable). For the avoidance of doubt, Partners are solely responsible for determining the prices charged by them for the Products.

5.5 Ordering Currencies

5.5.1 Currencies Available

	USD	AUD	CAD	EUR	GBP	INR	JPY
G SUITE	✓	✓	✓	✓	✓	✓	✓
CHROME	✓			✓	✓		✓
CLOUD PLATFORM	✓	✓		✓	✓		✓
MAPS PLATFORM	✓			✓	✓		✓
SEARCH	✓			✓	✓		✓

5.5.2 Paying Google in Multiple Currencies

Qualifying Billings for Partners who pay Google in multiple currencies will be consolidated into a total Qualifying Billings.

5.6 Multiple Partner Entities

Partners may meet requirements of their Track and Tier via any number of Affiliates or Unaffiliated Entities participating in the Program.

5.6.1 Affiliated Entities

Partner may (with the consent of each relevant Affiliate) request in writing that Google allow one or more Affiliates to join the Program. Google will then, in its sole discretion, determine whether or not to allow a nominated Affiliate to participate in the Program (as an "Approved Affiliate") and to achieve the Program requirements as if it and Partner were operating as one entity.

Partner must ensure that an Affiliate nominated by it has consented to being contacted by Google for approval and (if applicable) onboarding purposes. Partner will also use reasonable endeavours to provide any information requested by Google to allow Google to complete its due diligence processes in respect of such nominated Affiliate.

If Google allows an Affiliate to participate as an Approved Affiliate, the Approved Affiliate must sign a separate Program Agreement. For clarity, Approved Affiliates may not nominate other Affiliates for participation in the Program: all Affiliate nominations must come from the Partner that originally joined the Program.

5.6.2 Unaffiliated Entities

Partner may (with the consent of each relevant Unaffiliated Entity) request in writing that Google allow one or more Unaffiliated Entities to join the Program. Google will then, in its sole discretion, determine whether or not to allow a nominated Unaffiliated Entity to participate in the Program (as an "Approved Unaffiliated Entity") and to achieve the Program requirements as if it and Partner were operating as one entity.

Partner must ensure that an Unaffiliated Entity nominated by it has consented to being contacted by Google for approval and (if applicable) onboarding purposes.

If Google allows an Unaffiliated Entity to participate as an Approved Unaffiliated Entity, the Approved Unaffiliated Entity must sign a separate Program Agreement. For clarity, neither Approved Affiliates nor Approved Unaffiliated Entities may nominate other Unaffiliated Entities for participation in the Program: all Unaffiliated Entity nominations must come from the Partner that originally joined the Program.

5.7 Program Participation by Distributor Authorized Resellers

Distributor Authorized Resellers can participate in the Program by being accepted into the Program per Section 3 (Program Participation). These Partners can fulfill the requirements for Qualifying Billings applicable to their Track and Tier through purchases of Products from Distributors or other Partners authorized to resell the relevant Products ("Indirect Order"). The margins described in the applicable benefits table will not apply to any such Indirect Orders. If eligible, Distributor Authorized Resellers participating in the Program as Reselling Partners may choose to purchase Products directly from Google ("Direct Order"). The margins described in the applicable benefits table will apply to any such Direct Orders.

5.8 Sales to US Public Sector Customers

The only Partners permitted to sell Google Cloud Products to US public sector customers are Distributor Authorized Resellers who place the relevant orders through Distributors authorized by Google for government sales. The Terms of Services (ToS) referenced in the Distributor-Distributor Authorized Reseller Agreements will be the relevant ToS for the applicable Product. To clarify, solely for government customers,

Distributor Authorized Resellers must pass down to the customer such ToS, notwithstanding any other Terms of Service that may be referenced in the executed agreement between Google and Distributor Authorized Reseller.

5.9 Branding Guidelines

Participation by a Partner in any Track requires adherence to Google's Branding Guidelines located at the following URL: <https://www.google.com/permissions/> (or such other URL as may be updated by Google). Guidelines that are specific to Google Cloud and Google for Education can be found in the respective Google Cloud and Google for Education marketing sections of Cloud Connect.

6. DEFINITIONS



Capitalized terms used in this Program Guide that are not defined above will have the meanings set forth below:

\$ Means U.S. Dollar, unless indicated otherwise.

Activation Date Means, in relation to a customer ordering a particular Product, the date of initial activation of that Product for that customer.

Additional Premier Margin or APM The percentage indicated in a benefits table by which the Google list price (in effect for the applicable Region on the date of the applicable executed order) is discounted for the purchase of a Product directly from Google by a Premier Partner.

Affiliate Any entity that directly or indirectly controls, is controlled by, or is under common control with a Partner.

Approved Opportunities Opportunities that have been reviewed and approved by Google via the Partner Sales Tools.

Base Margin The percentage indicated in a benefits table by which Google's list price (in effect for the applicable Region on the date of the applicable executed order) is discounted for the purchase of a Product directly from Google by a Partner.

Business Plan A document created jointly and mutually agreed upon by a Partner and Google that describes the Partner's go-to-market plan, associated resources and expected performance metrics for a specified period of time.

Cloud Connect The Google website at <http://connect.googleforwork.com/community/partners> (or such other URL as Google may provide) that makes relevant information regarding Google's Partner Program available to Partners. This site may be renamed and periodically updated by Google.

Community Virtual support provided by Google or other Partners through Cloud Connect or other means specified by Google.

Coursera Credits To be used toward completion of on-demand courses in Coursera for preparation for applicable certifications.

Credential or Certification A demonstration of competency in a Product and/or role that may include passing exams, completing courses, and other activities, as detailed on Cloud Connect at <https://www.cloudconnect.goog/community/partners/training-credentials>

Customer Success Stories Are case studies regarding a successfully delivered customer project that:

- a. involves a Partner's own products or services used together with a Product;
- b. includes a published customer name and content as required by Google at the time of publication; and
- c. follows the format communicated by Google to the Partner.

Developed Market(s) Means, in respect of a particular Product, any country (or countries) defined as such on Cloud Connect.

Discounted Internal Use of G Suite Business and G Suite Enterprise Means the additional discount that a Premier partner can receive for G Suite Business and G Suite Enterprise, as detailed in the Premier section of Cloud Connect.

Distributor Authorized Reseller or DAR Either

- a. a company that purchases Products from a Distributor and then sells them only to end customers, or
- b. a company that purchases Products from a Distributor established in the European Economic Area and then sells them to end customers established in the European Economic Area or to other Partners authorized to resell those Products in the European Economic Area.

Eligible Means, in respect to a Google resource and/or benefit, that the partner has satisfied the requirements to receive that resource and/or benefits and Google will provide such resource and/or benefit to partner depending on availability at any given time and subject to additional terms and conditions under this Program.

Emerging Market(s) Means, in respect of a particular Product, any country (or countries) defined as such on Cloud Connect.

Flexible Plan Order An order for a G Suite Product purchased with a flexible commitment payment option, as defined in the G Suite Services Guide published on Cloud Connect.

G Suite Reseller API Services Means technical assistance from Google to help a Partner leverage G Suite reseller APIs for customer and account provisioning, including best practice advice, implementation guidance and access to Google subject matter experts.

Legacy Orders Any renewal or Upsell of a G Suite Product ordered by a Partner for an end customer who had initially ordered such Product, either from that Partner or via another reseller, before the effective date of that Partner's Program Agreement.

Marketing Incentives The incentives, as made available by Google to Partner via Cloud Connect, that allow for:

- a. payment of funds to qualifying Partners when correlating Pipeline Targets are achieved; and/or
- b. other lead generation support.

Multi-Year Order An order for a Product involving payment for a period of more than 12 months.

Named A person on record who serves as the single point of contact for a specified role.

New Bookings The total U.S. Dollar (or equivalent in accepted local currency) amounts payable (or paid) to Google by a Partner under executed orders placed with Google for

- a. New Customer Orders, and
- b. any Upsells not included in previous New Customer Orders.

New Customer An end customer who places an order for Products with a Partner, after the effective date of that Partner's Program Agreement, if such customer:

- a. has not previously ordered any Products (either via a reseller or directly from Google); or
- b. has previously ordered Products (either via a reseller or directly from Google) but has not had an active Product order for at least 180 days; or
- c. has previously ordered Products (either via a reseller or directly from Google) but has not previously ordered from the Product Family covered by the relevant order.

New Customer Order Any Product order (other than an order for Professional Services) placed by a Partner for a New Customer, including any related Upsells ordered by that Partner for that customer during the period of the order, except that Flexible Plan Orders and Multi-Year Orders, including related Upsells, will be considered New Customer Orders only during the 12-month period starting on the Activation Date.

Opportunities New customer leads for a particular Product.

Orbitera Test Drive for partner solutions Means the benefit as detailed at
<https://www.orbitera.com/orb-faq/>

Partner Account Tool The tool enabling Partner to view information relating to Partner's performance in the Program.

Partner Analytics A tool provided to Partner by Google that tracks API calls made to the Products.

Partner Billings The total U.S. Dollar (or equivalent in accepted local currency) amounts payable (or paid) to Google by a Partner under executed orders placed with Google.

Partner Directory The public-facing Google-owned website that allows potential or existing customers to search for any Partner participating in the Google Cloud Partner Program.

Partner Influenced Google Billings The total U.S. Dollar (or equivalent in accepted local currency) amounts payable (or paid) to Google in respect of an end customer purchasing one or more Google Cloud Product(s) (excluding Professional Services) either directly or indirectly, where Google in its sole discretion considers that a Partner, by providing consulting, professional services, product integrations, complementary solutions, or augmented features as reasonably attributed by Google, that made a significant contribution towards helping the customer choose the relevant Product(s). A significant contribution means that,

without the Partner's involvement, the customer would not have purchased the Product(s) or would have purchased a lower quantity or purchased at a later date.

Partner Marketing Studio The marketing campaign materials and tools made available by Google to Partner to support Partner demand generation efforts.

Partner Product A Google Cloud Partner's own product offering.

Partner Sales Credits Incremental free trial credits that Partners can offer to their customers to try Cloud Platform.

Partner Sales Tool or PST The tool that

- a. facilitates lead sharing and deal collaboration between Google and a Partner, and
- b. is used for linking deals to any campaign that may be eligible for the Marketing Incentives, Deal Referral, Deal Registration or Volume Sales Incentives.

Partner Engagement Manager A point of contact at Google who supports the enabling and successful deployment of a service or solution developed by the Partner.

Partner Services Funds Funds allocated to pay for Partner-delivered workshops, pilots, proof-of-concepts or deployment services subject to the Partner Services Fund addendum.

Partner-Sourced Means, in relation to New Bookings, that such bookings resulted from orders (for the relevant Product and Region) that:

- a. did not have any associated Opportunities in Google systems; or
- b. had associated Opportunities that had been inactive in Google systems for longer than one year; or
- c. for some exceptional reason did not meet the criteria above, but when submitted as Opportunities were deemed by Google to have been sourced by a Partner.

Partner-Sourced New Bookings New Bookings that qualify as Partner-Sourced.

Partner Specialization Means a demonstration of technical proficiency, competency or proven success in any specialized solution, Product or service area, as more specifically described on Cloud Connect at <https://connect.googleforwork.com/community/partners/program/partner-specializations>.

Partner Support Availability Availability of support the Partner provides on its product to its own customers.

Partner Success Manager or PSM The business point of contact for a Partner or potential Partner at Google. A Partner may have more than one PSM if it sells across Products or Regions.

Pipeline Target The U.S. dollar value (or equivalent in accepted local currency), as determined by Google, that must be achieved in connection with associated Approved Opportunities before any Marketing Incentive funds will be paid by Google.

Pipeline Visibility Means the use of Partner Sales Tool for Opportunities.

Priority eligibility Means, in respect to a Google resource and/or benefit, that the partner has satisfied the requirements to receive that resource and/or benefits and Google will provide such resource and/or benefit to partner on a priority basis over other Eligible partners, depending on availability at any given time and subject to additional terms and conditions under this Program.

Product(s) Google Cloud and Google for Education products and services covered by the Program, as listed on Cloud Connect at <https://connect.googleforwork.com/docs/DOC-8179>. Products may not be available for resale in certain countries, as described in the product schedules of the applicable Program Agreement(s).

Product Family Means any category of Products as listed on Cloud Connect.

Product Integration Means a Partner's integration with a Product (including APIs) reviewed and approved by Google.

Professional Services Order Any order for Professional Services placed by a Partner for an end customer.

Program Agreement The applicable agreement between a Partner and Google that allows the Partner to participate in any particular Track of the Program and incorporates this Program Guide.

Program Initiative(s) Refers to a set of initiatives where Partners can access unique Program benefits by meeting distinct requirements. Each Initiative is more specifically described on Cloud Connect at <https://www.cloudconnect.goog/community/partners/program/initiatives>.

Published Google for Education Product Support Article Means a customer-facing webpage outlining how schools can use the Partner Product alongside G Suite for Education or Chromebooks in schools

Qwiklabs Credits To be used to complete Qwiklabs quests. Qwiklabs provides a Cloud Platform console environment to help developers and users practice using cloud services.

Qualifying Billings Means the total U.S. dollar (or equivalent in accepted local currency) amounts described below:

- a. in relation to Chrome products, all New Bookings;
- b. in relation to Cloud Platform products, all Partner Billings and all Partner Influenced Google Billings;
- c. in relation to G Suite products, all Partner-Sourced New Bookings; and
- d. in relation to Maps Platform products, all Partner Billings.

For clarity, the amounts payable (or paid) to Google by a Partner under any Professional Services Order or Google Enterprise Search Order will not count towards Qualifying Billings.

Quarterly Business Review Quarterly reviews between Partner and a representative of Google to discuss objectives and key results for the upcoming quarter.

Region One of the following five regions: North America ("NA"); Central and South America ("LATAM"); Europe, Middle East and Africa ("EMEA"); Asia Pacific ("APAC"); and Japan ("JAPAN"), as defined on Cloud Connect.

Renewal Order Means:

- a. in relation to a G Suite Product, one of the following, including any related Upsells during the applicable renewal or 12-month period:
 - i. an annual renewal of that Product ordered by a Partner for a customer who previously qualified as the New Customer of that Partner; or
 - ii. in the case of a Flexible Plan Order or a Multi-Year Order for a customer who previously qualified as the New Customer of that Partner, each successive 12-month period starting from the first anniversary of the Activation Date, until the order is terminated, expires or ceases to be a Flexible Plan Order (as applicable); or
- b. in relation to a Google Enterprise Search Product, any renewal of that Product, including Upsells of that Product during the renewal period, ordered by a Partner for a customer who previously qualified as the New Customer of that Partner; or
- c. in relation to any other Product (excluding Professional Services), any renewal of that Product, including Upsells of that Product during the renewal period, ordered by a Partner for any end customer.

Reselling Partners Partners in the Services Track and/or Google for Education Services Track who resell Products.

Sandbox Toolkit The set of Products made available by Google for use by Partner strictly in development and testing environments, for customer demonstrations and for customer proofs of concept, as described on Cloud Connect and subject to the terms of use made available on Cloud Connect. For clarity, such Products may not be used for Partner or customer production purposes.

Services Partners Partners in the Services Track who do not resell Products.

Support Partner Manager The G Suite technical support point of contact at Google for a Partner.

Swift Partner Services A collection of service offerings for small business G Suite customers and Partners. Such offerings are described at <https://www.cloudconnect.goog/docs/DOC-19396>.

Technical Integration Support Means access to Google Partner Engineers to identify and oversee the technical integration of a Partner Product and/or services offering with Google Cloud Products.

Technical Support Priority Means the support level that a Partner receives as described at <https://connect.googleforwork.com/docs/DOC-8814>.

Transferred Order Any renewal or Upsell of a G Suite or Google Enterprise Search Product ordered by a Partner (the "Incoming Partner") for an end customer:

- a. who qualified as the New Customer of another Partner after the effective date of the Incoming Partner's Program Agreement; or
- b. who had initially ordered such Product directly from Google (whether before or after the effective date of the Incoming Partner's Program Agreement).

Unaffiliated Entity Means any entity that is not an Affiliate of a Partner and that:

- a. has entered a cooperation, marketing, partnership or equivalent agreement with the Partner; or
- b. has been expressly approved by Google in writing.

Upsell Sale of any add-on, additional license or additional unit of a Product to an existing end customer of the Product.