



FY21 Global Channel VPDF Guidance

Internal Use Only

Addressing CoVID-19 Related Concerns

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Addressing CoVid-19 Concerns

- Global Channel Operations & Finance is providing these guidelines to help Channel sales address questions around upcoming events and activities, and planning for future virtual engagements with Channel Partners
 - We are not able to change the program to reallocate \$\$ to be used elsewhere, as the contra budgets are set & approved for FY21
- Recommend orienting all activities toward things that are effective in the current environment which continue to meet ROI expectations and drive demand generation
 - Exercise caution in committing to face-to-face events in this environment - potential cancellation and/or postponement clauses could cost us \$\$
 - Continue established process of submitting plans for marketing approval



FY21 VPDF Guidance I Q&A

Question	Answer
Will VPDF budgets be extended?	No, VPDF budgets will not be extended – doing so would break the program rules, meaning the \$\$ would then fall into an Op/Ex bucket which is not allowed (or budgeted).
My Channel Partner has approved activities coming up – what do I tell them?	While we recognize the planned event has now been cancelled or postponed due to CoVID-19, we still wish for them to drive demand activities for us in the virtual environment. The partner can cancel the activity, and submit a new activity to carry something out (such as webinars, demand generation activities, SPIFF etc). Please refer to the program T&Cs for the list of eligible activities or contact your GEO marketing contact.
My Channel Partner has approved activities that have been cancelled, for which they already paid – can they still claim for these?	Veritas will allow Channel Partners to claim cancellation fees for Veritas' elements of any events which had to be cancelled at the last minute, provided both a) proof of payment and b) a copy of the contract T&C's showing the cancelation fees and terms.
My Channel Partner has approved activities that have been postponed, for which they already paid – can they still claim for these?	Veritas will allow Channel Partners to claim for anything already paid to-date, provided both a) proof of payment and b) a copy of the contract T&C's showing the non-refundable costs. If the event is still cancellable, we recommend to proceed with cancellation at this point, until we can assess further on in the year when these types of face to face events will be able to be held.
My Channel Partner wants to do a Tradeshow event later in the year – can they use VPDF funds to prepay this?	In order to prevent money potentially being spent on cancellations, we are asking that no new events are paid for upfront until later in the year (until such point as we can make an assessment if they events are actually likely to occur). We suggest looking to have virtual events run instead to connect with our customers.