

Deal registration

Rules of engagement

This document outlines the rules of engagement for Yubico channel partners when registering deals.

1. Requirements

- A. **Minimum potential** of 500 YubiKeys or 50 YubiHSM
 - a. Small Pilots / POC for larger projects can be registered
 - b. Large enterprise end-customers with small projects can be registered
- B. **Net new projects only**
 - a. Yubico customers with new projects can be registered
 - b. Existing customers buying additional keys to expand their roll-outs cannot be registered
 - c. Deals shared by Yubico to a Yubico partner cannot be registered
- C. Deal registration is **valid for 90 days**, and can be renewed upon approval from a Yubico channel manager
- D. Deal registration is **intended for end-customers based in a partner geographic region**. Exceptions are possible for international projects, upon approval from Yubico Sales Leadership
- E. To be approved, **a deal registration requires** :
 - a. Company (Name of the end-customer organization)
 - b. Business Case (how many keys or users? what is the expected business outcome ?)
 - c. Decision criteria (What is important to the customer?)
 - d. Key pain points (What problem are they trying to solve ? Why is it important?)
 - e. Close date
 - f. Additional comments : Preferred partner name and contact person (if any)

Additionally, greatly appreciated information is :

- a. Point of contact from the end-customer (name, job title, email address)
- b. As much detail about the project as possible

Please see a concrete but fictional example below

2. Benefits

- A. Exclusive project pricing
- B. Tailored support from Yubico Sales & Pre-Sales team as needed
- C. A deal can only be registered by one channel partner

3. Exceptions - public tenders

Deal registration is not available for public tenders, however a Yubico channel partner can request a tailored quote for a public tender via the deal registration process.

For those deals, Yubico cannot guarantee any exclusivity on pricing.

4. Concrete example

- A. Company : “XYZ Manufacturing SE”
- B. Close date : 2021-04-15
- C. Decision criteria :
 - Budget approval from board
 - Successful PoC for 10 users
 - Ease of use
- D. Key pain points :
 - No MFA
 - Remote users
 - Fast changing contractors
 - Harsh production environment
- E. Business case :
 - Customer was breached last year resulting in high costs.
 - 12 500 employees in 3 subsidiaries, 2 500 users with VPN for remote access, all users in Microsoft AD + O 365
 - Customer plans to move services to Azure AD in the near future and considers using FIDO2 for fat clients & browser SSO.
 - NFC can be used in production environment
- F. Additional comment :
 - Preferred Reseller is XYZ, they are providing sample keys to the technical champion
 - Sales representative from reseller is Bob, Solution Engineer is Alice

Deal Registration

*Company

*Close Date

*Decision Criteria ⓘ

*Key Pain Points ⓘ

*Business Case ⓘ

Decision Process ⓘ

Additional Comment(s)

Address

Country

Street

City

State/Province

Zip/Postal Code

*Name

Salutation

First Name

*Last Name

Email

Phone

Title

*Website ⓘ

Confirm