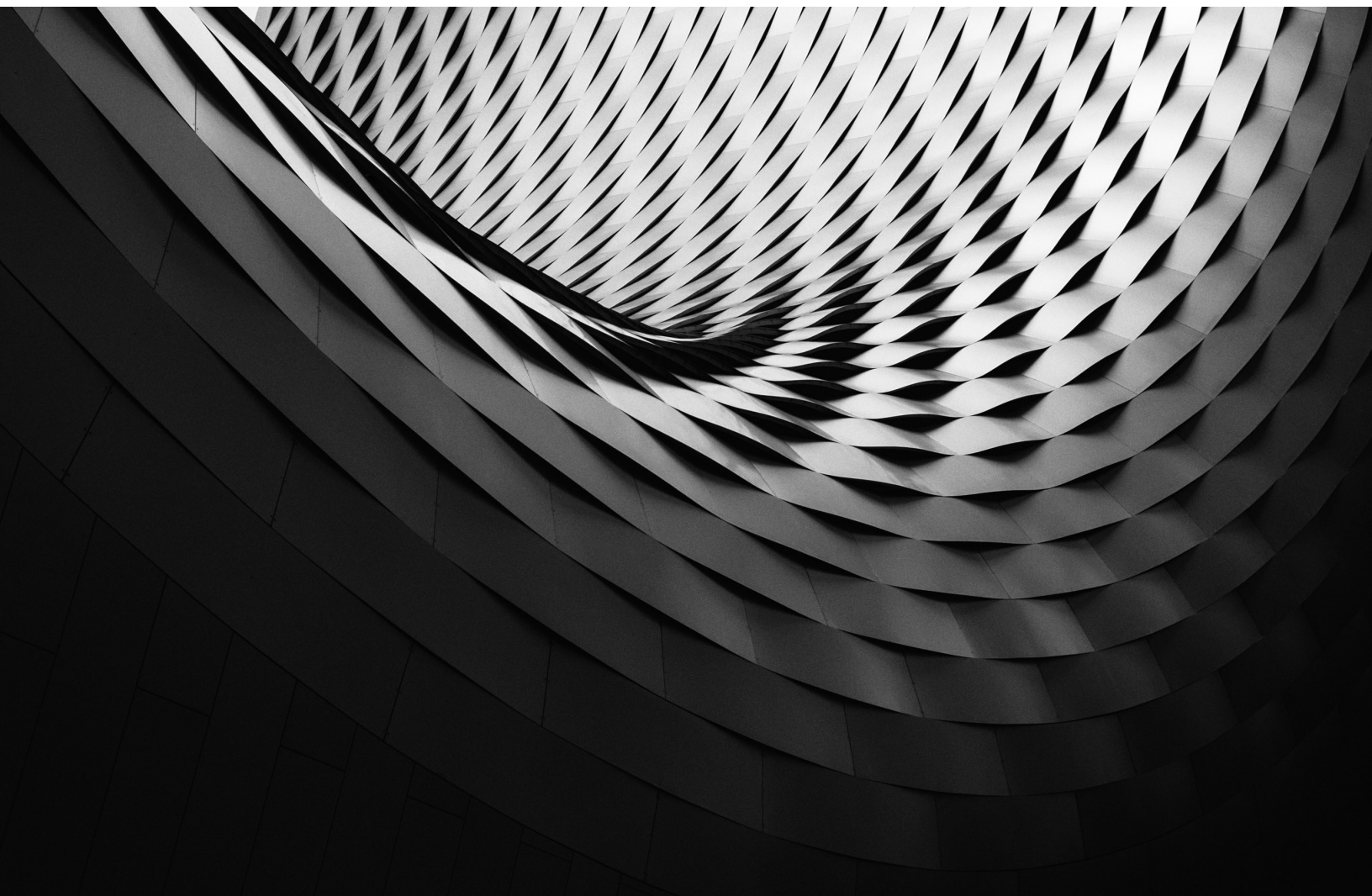# PROVEN.
PROFITABLE.
FLEXIBLE.

Join one of the most compelling partner relationship programs in the industry.

JOIN ONE OF THE MOST COMPELLING PARTNER RELATIONSHIP PROGRAMS IN THE INDUSTRY.

The F5 Unity+ Partner program provides outstanding resources and benefits to enable partners to sell more and earn more from F5 solutions.

This world-class program not only provides discounts and incentives that align with your level of engagement with the program, but it also offers a rich set of marketing and learning tools that directly empower you to bring F5's industry leading solutions to your customers.

UNITY+ OFFERS A SIMPLE PROCESS TO DETERMINE WHICH PROGRAM TIER A PARTNER WILL QUALIFY FOR.
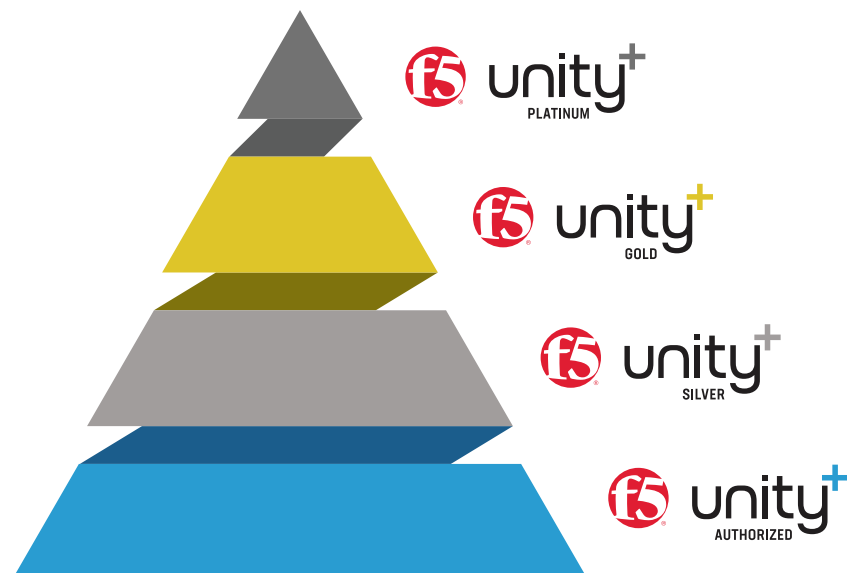
FOUR PROGRAM TIERS

The F5 Unity+ Partner Program encompasses four levels: **Authorized, Silver, Gold and Platinum.**

BENEFITS

At each successive level up the Program Tier Pyramid, you will enjoy higher margins, increased support for marketing activities and dedicated channel sales resources to help you drive F5 sales and margin.

REQUIREMENTS

To qualify for membership, you must meet certain sales, competency, and demand generation criteria, and actively recommend F5 products to your customers.

THE QUALIFICATION PROCESS IS BASED ON PARTNER ATTAINMENT IN EACH OF THREE MAJOR CATEGORIES

REVENUE

Core Products Revenue*

Credited at amount of revenue booked

*Core products defined as product (hardware and perpetual licenses) and initial year service

Strategic Solutions*

Carries a 3x multiplier ($1 of strategic solutions revenue equals $3 in revenue)

*Strategic solutions defined as ELA, NGINX, CLP, F5 Distributed Cloud, and Public Cloud Marketplace Private Offer bookings. For all annual SKUs, subscriptions & ELAs, only Product & Initial Sale (P&I), First-Year Bookings (FYB), or Year 1 Annual Contract Value (ACV) counts towards the 3x multiplier. 3x Multiplier can only be applied once per opportunity.

COMPETENCIES

Accreditations

Total number of accreditations for the firm

Complete F5 Presales Accreditation Assessment - Sales Roles OR

F5 Presales Accreditation Assessment - Technical Roles

DEMAND GENERATION

Partner Initiated Opportunities

PIO bookings threshold for each tier, based on 25% of Revenue tier minimum.

Strategic Solutions multiplier is included in calculation for PIO bookings.

Software Solutions Sales

SW bookings threshold for each tier, based on 20% of Revenue tier minimum. Strategic Solutions multiplier is included in calculation for SW bookings.

The F5 Unity+ Program provides outstanding resources and benefits to enable world class partner organizations to sell more and earn more from F5 solutions.

UNITY+ BENEFITS

SALES SUPPORT & INCENTIVES

Sell more F5, earn higher discounts, and leverage additional resources.

TRAINING & DEVELOPMENT

Invest in training to educate your staff and earn supplemental benefits.

SALES & MARKETING

Drive demand generation and unlock marketing advantage.

SALES SUPPORT & INCENTIVES	AUTHORIZED	SILVER	GOLD	PLATINUM
Discounts (see Country Category Addendums for specifics)	%	%%	%%%	%%%%
Renewals	%	%%	%%%	%%%%
Deal Registration	●	●	●	●
Access to Technical Support	●	●	●	●
Inside Sales Support		●	●	●
Proposal Based MDF			●	●
Business Planning and Account Mapping			●	●
Rebates	●	●	●	●
TRAINING & DEVELOPMENT				
Access to Training Events	●	●	●	●
Web-based Trainings	●	●	●	●
NGINX Training Credits Available		●	●	●
Demand+ Digital Marketing Training		●	●	●
SALES & MARKETING				
Access to Partner Portal	●	●	●	●
Cobranding	●	●	●	●
Cobranded Demand Gen Programs	●	●	●	●
Use of F5 Partner Logo	●	●	●	●
Use Case/Reference Participation	●	●	●	●
Listing on F5 Partner Locater		●	●	●
Social Media Content		●	●	●
Assigned Account Manager			●	●
Priority Access to F5 Generated Leads			●	●
Access to F5 Guardian program			●	●
Assigned Channel SE				●

UNITY+ IS PROVEN, PROFITABLE, FLEXIBLE

+ Build customer satisfaction

When your customers purchase F5 solutions, they join many of the world's leading organizations that rely on F5 as the global leader in Application Delivery Networking—ensuring the secure and optimized delivery of their data and applications, to any user wherever they may be.

+ Gain exclusive access to the deal registration program and qualified leads

Through the F5 Unity+ Partner Program, you will be rewarded for driving value and eligible to lock in quality leads from F5 for up to 90 days after the deal registration approval, providing greater deal protection.

+ Boost Your Margins with Additional Discounts

Get additional product discounts on all F5 product lines when you qualify for the Partner Value Discount (PVD) or bring us a Partner-Initiated Opportunity (PIO).

+ Accelerate sales and revenues

When you become a partner in the Unity+ Program our team of dedicated channel sales and support personnel are measured on your success to ensure clear alignment of our mutual objectives and goals to grow sales and revenues.

+ Be among the first to know

All F5 Unity+ Partners receive the latest product announcements and promotions via Take Five, the F5 monthly newsletter for partners. In addition, F5 provides regular sales and technical training to keep you up to date with the latest solutions.

SIGN UP TO BECOME AN F5 UNITY+ PARTNER TODAY

Step 1
Submit a completed online F5 Unity+ Partner Program application for Resale or MSP.
F5 will review application.

Step 2
F5 will conduct Partner Applicant Risk Assessment for Partners we're considering.
Partner Applicants must respond to Due Diligence Questionnaire.

Step 3
Partners who pass Risk Assessment and are approved to transact may register sales opportunities in Partner Central.