



Applaud Solutions Partner Scheme

In an effort to best leverage relationships that Applaud Solutions and its partners have with the Oracle user community, Applaud Solutions offers 2 distinct initiatives which acknowledge and reward partners for registering transactions.

Initiatives

- [Resale](#) – compensation paid to a partner who sells an Applaud Solutions program to an end user
- [Referral](#) – compensation paid to a partner who refers Applaud Solutions to an end user which results in successful closure of a transaction between Applaud Solutions and that end user

These initiatives are designed to compensate our partners appropriately for bringing business to Applaud Solutions, either by closing a transaction or by passing an opportunity to us.

In registering an opportunity under one of the initiatives a partner is agreeing to the terms set forth below. These initiatives are subject to change at any time at Applaud Solutions' discretion.

Resale Initiative

The Resale Initiative is open to all Applaud Solution Partners to register a net-new opportunity (as defined further below in this policy) for any Applaud Solutions programs. Partners must have agreed to and signed the Applaud Solutions Full Use Demonstration and Distribution Agreement (“FUDDA”) to participate in this scheme.

Where the partner closes a deal for Applaud Solutions programs that were registered and accepted under the Resale Initiative, the registered partner will qualify for a fee from Applaud Solutions that is **25%** of the value of the opportunity. The value of the opportunity will be measured based on the components of the deal that were registered by the partner and accepted by Applaud Solutions (e.g. license & user numbers), including revenues received for the first 12 months of support.

Upon closure of the opportunity transaction, Applaud Solutions will pay a fee to the approved resale partner following receipt of payment from the end user.

Further terms and conditions are detailed in the “FUDDA”.

Resale Qualification Process

Partners who wish to register a resale opportunity to Applaud Solutions may do so by mailing to partners@applaudsolutions.com with the following information about the customer prospect:

- Company Name
- Contact Name
- Contact E-mail address
- Contact Phone Number
- Product(s) of interest

- Confirmation of intention to Resell to customer prospect

Applaud Solutions will qualify the opportunity for resale by determining whether the opportunity qualifies as a net-new opportunity (as defined below), or is already registered as an active opportunity within Applaud Solutions' internal sales division.

Applaud Solutions will not contact the named individual provided by the partner, unless expressly requested or until after the registration has lapsed (see below).

Applaud Solutions will communicate acceptance or rejection of the opportunity to the partner and, if accepted, will notify the appropriate Applaud Solutions Sales teams.

If more than one partner registers the same opportunity for resale, the first completed registration which is reviewed and approved by Applaud Solutions will be accepted.

Registration of an opportunity for resale will be valid for 180 days from date of acceptance by Applaud Solutions. However, partners may request an extension to these terms. Applaud Solutions will review the status of the deal and the registration may be extended at our discretion.

Referral Initiative

The Referral Initiative is open to all contacts that have knowledge of an end user who is interested in licensing any Applaud Solutions programs. The Referral Initiative is open for the registration of any net-new opportunities (as defined below).

Referral Qualification Process

Partners who wish to register a resale opportunity to Applaud Solutions may do so by mailing to partners@applaudsolutions.com with the following information about the customer prospect:

- Company Name
- Contact Name
- Contact E-mail address
- Contact Phone Number
- Product(s) of interest
- Confirmation that Applaud Solutions may approach the named contact

Applaud Solutions will qualify the referral opportunity by determining whether the referral opportunity qualifies as a net-new opportunity (as defined below) or is already registered as an active opportunity within Applaud Solutions' internal sales division. Applaud Solutions will communicate acceptance or rejection of the referral opportunity to the partner, and if accepted, will notify the appropriate Applaud Solutions sales teams who will proceed to engage the customer contact.

If more than one partner registers the same opportunity for referral, whoever submits a completed registration first which is then approved by Applaud Solutions will receive payment. Projects offered by a customer for public tender or solicitation are not eligible for the Referral Initiative.

If Applaud Solutions receives a registration for a Resale opportunity and a subsequent registration for a Referral opportunity for the same customer, the partner submitting the Resale opportunity will be

accepted subject to the terms set forth in these policies and the subsequent registration for Referral will be deemed rejected.

Referral Payment Procedures

Upon successful closure of the opportunity transaction & following receipt of payment from the end user, Applaud Solutions will pay a fee to the approved referring partner that is 10% of the value of the opportunity. Partner invoices, purchase orders, or other documents may be required.

Net-New Opportunity Definition

As described in this policy under each of the two initiatives above, a partner registration must be for a *net-new* opportunity in order to be accepted. A net-new opportunity is defined as an opportunity with a specified Product (e.g., Compliance Training, Self Service Absence Planner, Outlook Calendar Invites for Oracle HR) for a named customer that is not currently registered as an active opportunity - either by Applaud Solutions internally or by another partner.

Transactions Leveraged by more than one Partner — Multi Partner Table

If more than one partner is registered for a single transaction, use the following table to determine if multiple fees or discount can be paid.

		PARTNER A	
		Resale	Referral
PARTNER B	Resale	The first opportunity registered will be accepted. The opportunity received second will be rejected.	The first qualified opportunity submitted will be accepted. When an opportunity from Partner A is accepted under the Referral Initiative and routed to a Partner B for Resale execution, a referral fee may still be paid to Partner A who registered the referral opportunity.
	Referral	The first qualified opportunity submitted will be accepted. When an opportunity from Partner B is accepted under the Referral Initiative and routed to a Partner A for Resale execution, a referral fee may still be paid to Partner B who registered the referral opportunity.	The first qualified opportunity submitted will be accepted, and will be eligible for the Referral fee. More than one Referral fee will not be paid. Second and subsequent registrations will be rejected.

Exclusions

Applaud Solutions reserves the right to withhold this fee from a partner who has outstanding debt with us. Applaud Solutions will not offset a partner's outstanding debt with a fee credit.

Applaud Solutions reserves the right to prohibit participation if the partner is in breach of an agreement with us at any time during the sales process, or is otherwise prohibited from doing business with us.

Applaud Solutions reserves the right to withhold fees if such payment would otherwise violate or be inconsistent with any applicable laws or regulations.

In the U.S., Canada & Latin America, these initiatives are only open to transactions with commercial end user customers and are not open to transactions with any public sector entity. In all cases, unless expressly stated to the contrary in these policies, registration and payments will not be based on fees received.