

30% Guaranteed Margin on New Logo Business

Illumio Partner Promotion

SPECIAL PARTNER PROMOTION

Exciting news! Illumio is launching our evolved **Enlighten Partner Program** and offering this limited time promotion to **Radiate** partners to harness our momentum and drive more business together!

30% Guaranteed Margin Promotion Details:*

- **Duration:** November 1, 2024 - December 31, 2025
- **Eligibility:** Partner Initiated New Logo transactions **registered starting November 1, 2024** by **Radiate tier partners**; deal registrations must be approved by Illumio to qualify
- **Requirement:** Transactions must close before December 31, 2025; must be a Radiate partner in good standing at this time

**Terms & Conditions apply. See pg. 2 for more details.*

STEPS TO ENGAGE

1

Identify a **new logo opportunity** that is a good fit for Illumio's ZTS platform.

[Partner Cheat Sheet](#)

[First Call Deck](#)

2

Submit a **deal registration** in the **Partner Portal** once you've qualified the opportunity.

[Deal Reg Guide](#)

[Price Book](#)

3

Negotiate pricing directly with customer & provide details to Illumio to determine discount to guarantee a **30% margin**.*

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Terms & Conditions

Overall Eligibility Criteria:

This Illumio Incentive Program is valid for all Radiate Partners in good standing within the Enlighten Partner Program globally. Only Partner Initiated New Logo opportunities are eligible for this 30% Guaranteed Margin promotion. **Deals registered and approved after November 1, 2024 and transactions closed by December 31, 2025** are eligible for this promotion.

At the time of deal closure, partners must meet all Radiate tier [Enlighten Partner Program requirements](#) to be eligible for the 30% Guaranteed Margin promotion. This includes completing all required certifications.

This promotional one-time discount is valid only on the initial land deal (with limited exceptions detailed below under "New Logo Expansions").

Only **"Partner Initiated New Logo"** transactions are eligible for this incentive program. "Partner Initiated" is defined as an opportunity where a partner introduces Illumio and there is not an existing, active opportunity in our pipeline. A "New Logo" is defined as a net new customer to Illumio where we have not closed another opportunity prior.

Promotional Pricing Applicability:

The 30% guaranteed margin applies to the entire term of the New Logo contract. The 30% guaranteed margin only applies to the subscription cost, not the cost for Illumio Services.

Deal Registration Requirements

Partners must leverage the Partner Portal to submit their deal registrations. Upon approval, you will receive email notification.

Highly Discounted Opportunities:

In the event of a highly competitive situation where we're offering very high discounts, Illumio will not be able to maintain a 30% guaranteed margin. This table outlines the margins we can guarantee based on different discount thresholds. Deal size does not impact this program, only discount percentage.

Subscription Discount	Partner Margin Guarantee
<60%	30%
60% - 80%	25%
80%+	15%

New Logo Expansions:

In the event that you close a new logo transaction that qualifies for this promotion before December 31, 2025 AND close an expansion on that initial deal before December 31, 2025, both transactions will be eligible for the Guaranteed Margin Promotion.

Renewals:

Renewals will follow standard 5% uplift and standard margins. This table outlines details on standard margin assumptions by discount tier.

Subscription Discount	Standard Margin Assumption
<60%	22%
60% - 80%	18%
80%+	12%

End Customer Pricing:

Illumio does not determine the price that the partner charges to the end customer; this is determined at the sole discretion of the partner. For this promotion, we're asking the partner to share this information with Illumio so we can offer promotional pricing to guarantee the margin thresholds outlined above.

General Terms & Conditions:

All determinations of eligibility will be made by Illumio in its sole discretion. Illumio reserves the right to modify the terms of this incentive program or terminate it early.

For questions or more information, contact partner-marketing@illumio.com.

About Illumio



Illumio, the pioneer and market leader of Zero Trust segmentation, prevents breaches from becoming cyber disasters. Illumio protects critical applications and valuable digital assets with proven segmentation technology purpose-built for the Zero Trust security model. Illumio ransomware mitigation and segmentation solutions see risk, isolate attacks, and secure data across cloud-native apps, hybrid and multi-clouds, data centers, and endpoints, enabling the world's leading organizations to strengthen their cyber resiliency and reduce risk.

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