

# Seat of Power SPIFF 5000

Earn Rewards for Making the Introduction to Customer Executives

Get Rewarded for Making the Introduction

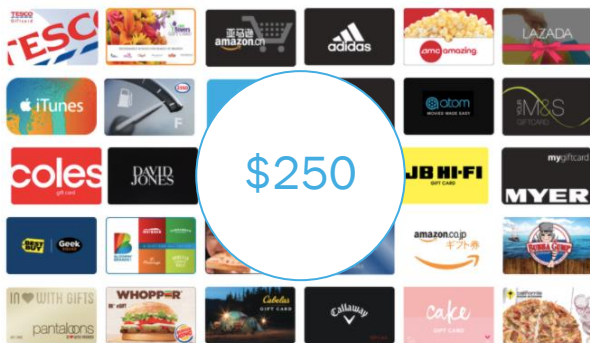
Tanium is excited to reward our partners **\$250 USD** for setting up an introductory meeting with the Tanium Account Manager, Tanium Partner Manager, and a target customer **C-level executive**. Qualifying customers should have **greater than 5,000 endpoints**. This incentive will run from **November 1, 2022 through January 31, 2024**.

Seat of Power Defined

The "Seat of Power" refers to individuals within the target customer organization at the C-Suite level who are viable prospects for Tanium (i.e. CIO, CISO, CTO, etc.)

## Choose Your Incentive!

### GIFT CARD



Reward for Each Qualifying Customer Introduction

All dollar values are in USD

### TANIUM MERCHANDISE\*



Bison Cooler



Apple TV



Apple AirPods Pro



Tumi Backpack

OR

\*The merchandise incentive is for Partner Sales Reps who cannot accept gift cards. The merchandise options shown above represent a sample and are subject to change.

Check out the **Fast Start SPIFF Program** to see how you could earn up to...

# \$1000

.... for **registering** and **closing** the opportunity that comes from your introduction.

See *Fast Start SPIFF Flyer* for More Information

# Reward Redemption Options

You have two options for your incentive (specified in the table below). After you have executed a qualified meeting with an C-level executive from a Tanium target customer, you will receive an email with a survey to select your preferred method. The merchandise incentive is for Partner Sales Reps who cannot accept gift cards. **Ensure you are following your organization's policies for vendor incentives.**



Reward Option	Description	Incentive Value	How to Redeem	Cadence for Reward
Gift Card to Individual	Gift card will be sent directly to Partner Sales Rep. The gift card options available depend on which country the Partner Sales Rep in.	<p><b>Seat of Power SPIFF</b> <b>Customer Meeting:</b> \$250 USD</p> <p><b>Fast Start SPIFF</b> <b>Opportunity Registration:</b> \$250 USD</p> <p><b>Closed Deal:</b> \$750 USD</p>	Flexi eGift cards (3rd party payment platform) via activation email & select your preferred gift card.	<p><b>Customer Meeting:</b> Invitation to access XTRM sent within <b>one month</b> of when the meeting with the customer took place.</p> <p><b>Opportunity Registration &amp; Closed Deal:</b> Ask your partner manager to see the Fast Start SPIFF Flyer for more details</p>
Tanium Merchandise for Individual	Partner sales rep receives an email directing them to their incentive available in the Tanium Swag store for the first approved opportunity registration.	<p><b>Seat of Power SPIFF</b> <b>Customer Meeting:</b> Level 1 Swag</p> <p><b>Fast Start SPIFF</b> <b>Opportunity Registration:</b> Level 1 Swag</p> <p><b>Closed Deal:</b> Level 2 Swag</p>	Access the Tanium swag store via email to select from available merchandise in your local region/country. It will be shipped to the location the user provides.	<p><b>Customer Meeting:</b> Link to Tanium store will be sent within <b>one month</b> of when the customer meeting took place.</p> <p><b>Opportunity Registration &amp; Closed Deal:</b> Ask your partner manager to see Fast Start SPIFF Flyer for more details</p>

# Incentive Terms & Conditions

Enrollment status	Incentive is available to any enrolled (appointed) Tanium partners in ANZ & ASEAN.
Timeframe	<ul style="list-style-type: none"> <li>Qualifying customer meetings held between November 1, 2022 through January 31, 2024 will be eligible for the 'Seat of Power' SPIFF.</li> </ul>
Eligibility	<ul style="list-style-type: none"> <li>In order to qualify for this incentive, the customer meeting must meet the below criteria:           <ul style="list-style-type: none"> <li>Customer must have greater than 5000 addressable endpoints</li> <li>Meeting must be arranged with a C-level executive from the customer (including CIO, CISO, CTO, etc.)</li> <li>Meeting must include Tanium Account Manager, Tanium Partner Manager, Partner Sales Rep, and C-level Customer Executive</li> <li>After meeting is complete, Tanium Partner Manager must create a lead in Tanium CRM and tie it to the campaign ID for this initiative</li> <li>The individual Partner Sales Rep listed on that lead will then receive an email offering them a gift card or merchandise reward within one month</li> </ul> </li> </ul>
Process	<ul style="list-style-type: none"> <li>Tanium partner account manager will create a lead in Tanium's CRM once this meeting is complete.</li> <li>This meeting will be tied to a specific campaign ID in our system.</li> <li>Partner Sales Rep will receive a congratulatory email within two weeks of when this meeting has occurred and the lead has been created.</li> <li>Partner Sales Rep will receive access to the Tanium gift card or merchandise platforms within two weeks of making their selection in the survey.</li> </ul>
Merchandise incentive	<ul style="list-style-type: none"> <li>The merchandise incentive is for Partner Sales Reps whose organization does not allow them to accept gift cards. Ensure you are following your organization's policies when making your incentive selection.</li> <li>The merchandise shown on the previous page represents a sample. You will receive an email from Tanium with a link to select your reward which will include the current options available.</li> <li>All merchandise will be shipped from outside of the region, so shipping may take a few weeks. We apologize in advance for the inconvenience.</li> <li>All customs fees will be covered by Tanium. If you receive any customs bills, these were sent in error and you should not pay them. Please report these to <a href="mailto:swag@tanium.com">swag@tanium.com</a> and we will get these immediately paid and canceled.</li> </ul>
Geographic scope	This incentive program is only applicable to partners in ANZ & ASEAN.
Incentive maximum and disclaimer	Tanium has adopted this program voluntarily and reserves the right to change or discontinue this program at any time. We have allocated a specific budget for this incentive program which, if fully utilized, may cause this program to end prior to the January 31, 2024 date. Tanium retains full discretion to interpret and apply the terms of the program, including any individual's eligibility for prizes and incentives.
Expiration	Any incentives not claimed by February 28, 2024 will be voided.