



Deal Registration Program

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The Deal Registration program rewards our most valued partners—our current and approved solution suppliers, for their sales efforts on our worldwide brands.

What exactly is the Deal Registration Program?

The Deal Registration Program is designed to recognize and reward our most valued resellers for their sales efforts. Resellers are invited to submit prospective opportunities through the partner portal. If a proposed deal qualifies under the program, it will be considered a registered opportunity.

How it works

Active resellers are welcome to register a deal in our [Partner Portal](#) that meets the criteria established by Parallels. If the deal registration is approved, the reseller will receive a notification. Registered deals are valid for 60 days after approval. This period may be extended if Parallels believes the reseller is working actively in good faith to drive the deal to closure, in accordance with the program.

With the Deal Registration Program, you can:

- **Gain a greater level of margin.** Benefit from special pricing to offer your customers the best quote for large or competitive opportunities.
- **Benefit from a greater level of support earlier in the sales lifecycle.** Put new prospects in touch with our highly trained technical staff, or with appropriate customer references who can transfer their experience.
- **Provide business opportunities with tailored information.** Personalized webinars or other sales support can be arranged to help close the deal.



Opportunities eligible for deal registration:

Deal Registration opportunities must be **net new** at the time of registration to be eligible. Net new means an opportunity that is both new to the deal registration incentive (not submitted by another reseller) and new to our sales pipeline (not being actively worked on by a sales representative).

The following requirements determine the eligibility to submit a Deal Registration:

1. The opportunity must be Net New. Renewals don't qualify for Deal Registration for any product and territory.
2. Minimum thresholds and requirements apply per product set.
3. The opportunity must be a partner qualified lead, and the deal should be led actively by the partner throughout the sales cycle.
4. The opportunity must not be registered to any other partner and be unworked by our sales staff.
5. The Deal Registration must be submitted by the partner through our [Partner Portal](#).
6. The reseller must have enough information about the deal at the time of submitting the request, so we can determine eligibility.
7. The reseller must provide information that proves a pre-sales effort has been made, including but not limited to, conversation with the decision maker, budget allocated for the opportunity, and the timeline for the opportunity within the 60 valid days.

Eligible products by territory:

Product/Region	NAM	LATAM	EMEA	APAC
Parallels <ul style="list-style-type: none"> • Parallels® Desktop Business Edition • Parallels® Awingu • Parallels® RAS • Parallels® Desktop for ChromeOS 	✓	✓	✓	✓

For restrictions based on territory and product, visit the documentation in our Partner Portal



What we ask of Resellers

In order to qualify for this program, Resellers are at all times required to:

1. Have a distribution agreement in place with an authorized distributor and be in good standing.
2. Work diligently in good faith together with the sales team, to drive registered opportunities to closure.
3. Comply with all applicable laws and regulations, including privacy laws, and the reseller will not violate the terms of any obligation that it may have to any third party.
4. Protect the username and passwords required to access the reseller portal.
5. Use any Parallels marks in accordance with all policies and guidelines established by Parallels.
6. Honor any and all policies and procedures, including any security measures as requested by us.

What kind of sales support is expected of me?

Resellers are expected to provide a reasonable and appropriate level of sales activity based on the nature of the opportunity and communications received from the sales team. Resellers may be asked to do any of the following: meet with and present to prospective end customers, explain features and benefits of our products, and provide general support for the sales cycle. Resellers shall always communicate appropriately with the sales team.

How can I access the Partner Portal?

Resellers need to register in our [Partner Portal](#) and must be in active status to participate in the Deal Registration program. We may provide access to the partner portal at our discretion, and access may be revoked at any time. Any information submitted by a partner is protected in accordance with applicable laws in our partner program privacy policy.

What does a “registered opportunity” mean?

Registered opportunities shall, in our sole discretion, meet the following criteria:

1. A proposed opportunity will not become a registered opportunity if it has already been registered with a different reseller, or if it is an opportunity that a sales representative is already aware of and is actively working.
2. Reseller must reasonably and in good faith believe that the proposed opportunity will close before the end of the then-current fiscal quarter, unless we elect to extend protection on a case-by-case basis.
3. We shall review each proposed opportunity to determine whether it qualifies as a registered opportunity.
4. A registered opportunity will expire upon the expiration of distributor’s quotation.
5. We may disqualify a registered opportunity at any time if we reasonably believe that the program criteria are not being met.



What happens if Parallels makes changes to the program?

We may, at our discretion, from time to time provide updates to this program. Any changes to the program will be communicated via email or prominently presented on the reseller partner portal. Any such updates shall be binding on the reseller.

For more information

For more information or to register an opportunity visit our [Partner Portal](#).

Or please contact us by email partners@alludo.com.

Deal Registration FAQs

What are the benefits of participating in our Deal Registration program?

Deal Registration rewards partners for bringing new deals to us. The discounted margin will be based on the status the partner has with us. An approved Deal Registration guarantees our partner will have a competitive cost.

For all approved Deal Registrations, our partner will be working alongside the sales rep and a pre-sales engineer, if there is a need for technical support.

Where can I submit a deal registration?

If eligible, our partners are welcome to submit a Deal Registration form in our [Partner Portal](#).

How do I access the Partner Portal?

Our Partners need to register in our [Partner Portal](#). If approved, our Partners will be assigned login credentials which will enable access to the [Partner Portal](#) resources.

Who can participate in the Deal Registration Program?

Active registered partners are welcome to submit a Deal Registration via the partner portal. Please visit the guidelines for more information.

How do I know if my opportunity qualifies for Deal Registration?

There are certain restrictions for Deal Registrations based on product and volume. Please visit our guidelines to check eligibility criteria.

Can I submit a Deal Registration if the end user is currently working with a sales rep?

Only if the deal was brought to us by the partner in the first place. You can submit the Deal Registration while you work with the end user and our sales rep.



Can a Deal Registration be applied to renewals or Add-Ons?

You can only submit a request for a Deal Registration for net new business. If our sales rep is currently working the opportunity, you won't be able to get the Deal Registration approved. Some exceptions might be granted regarding add-ons based on our sales representative criteria.

How long is the Deal Registration valid?

A Deal Registration has a validity of 60 days from the time of approval.

What happens if the Deal Registration expires, and the deal is not closed?

You can request an extension for your Deal Registration, and it must be approved by our sales team.

Can I have my Deal Registration denied once approved?

Yes, we encourage our partners to be as accurate as possible when filling the form in our partner portal. A Deal Registration can be denied once approved if any of the information provided is not accurate. (Revenue, number of licenses needed, etc.).

Do Deal Registrations apply to academic opportunities or only commercial?

In most regions and products, you can submit a Deal Registration for both verticals.

Are Deal Registrations available for all products and regions?

Most of our products qualify for Deal Registrations in all regions. Please visit our guidelines for detailed information across regions and products of interest.

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