



Performance Partner Program

Riverbed Launch Program

The Riverbed Launch Program is an invitation only program that will run through December 31, 2017. The program enables partners to receive Premier level program benefits while they are working on achieving 1 competency.

Program Benefits At-a-Glance

Riverbed Launch Program participants are eligible to receive the following incentives per the RPPP guide:

	Discounts			Rebates		Additional Benefits
	Deal Registration	Embedded Solutions and Services	Joint Engagement Plan	Portfolio Rebate	Embedded Solutions and Services	NFR
Intent	Opportunity for deal registration for resale partners.	Pre-defined solutions, created by partners, where Riverbed technology and/or services are an embedded component of the solution that has partner IP incorporated.	Joint Engagement Plan incentive is a discount earned for the joint development of business plans between Riverbed direct sales teams and channel partners on a targeted list of named accounts.	Rebate incentive for selling SteelFusion, SteelCentral and/or SteelConnect.	Pre-defined solutions, created by partners, where Riverbed technology and/or services are an embedded component of the solution that has partner IP incorporated.	For the establishment of a performance lab (either physical or virtual) for the purposes of demonstration, pre-sales evaluations and training. Discount is off list.
Incentive Percentage	15%* Discount Off List	3% Discount Off List	5% Discount Off List	1% Rebate	2% Rebate	75% Discount Off List
Incentive Type	Upfront Discount	Upfront Discount and Rebate (BIF)	Upfront Discount	Rebate (BIF)	Upfront Discount and Rebate (BIF)	Upfront Discount
Requirement	Must be a Premier/ Global Premier or Elite/ Global Elite Partner	Tied to ESS Sales and requires RASP certification	All sales via agreed target list of named accounts	Tied to sales of SteelFusion, SteelCentral and/or SteelConnect	Tied to ESS Sales and requires RASP certification	Must be a Premier/ Global Premier or Elite/ Global Elite Partner

*Riverbed's standard discount for Deal Registration is 10%. Deal Registration discount promotion of 15% is effective until December 31, 2017 and eligible Categories are A, G, and H.

Rebate incentives will be placed into a [business investment fund](#) (BIF) for each eligible Partner after the end of the fiscal quarter to be used towards select Riverbed Channel Partner activities including Riverbed Partner training, professional services, or other related activities to help grow their Riverbed business.

Program Requirements

Invited partners will become active in the Riverbed Launch Program only after they have verbally notified Riverbed of their intent to participate and confirm the specific competency they plan to accomplish by December 31, 2017.

Participating partners must actively work with their Riverbed Channel Sales Manager or Riverbed Distributor on a plan to complete their competency, as well as building pipeline and driving demand.

Training and Accreditation

Complete 2 Riverbed Sales Specialist (RSS) accreditations in addition to 1 competency per the RPPP guide.

Riverbed is introducing a new SD-WAN Accreditation Only competency for partners participating in the Riverbed Launch Program to achieve. The requirements for the SD-WAN Accreditation Only competency include:

For the following countries: Australia, Japan, Singapore, Korea and Hong Kong

2 individuals to complete the online accreditation modules:

- RTSA-SDW – Riverbed SD-WAN Pre-Sales Engineer Module
- RTSS-SDW – Riverbed SD-WAN Technical Sales Specialist Module

For all APAC countries not including the above

1 individual to complete the online accreditation modules:

- RTSA-SDW – Riverbed SD-WAN Pre-Sales Engineer Module
- RTSS-SDW – Riverbed SD-WAN Technical Sales Specialist Module

Riverbed Technical Sales Associate (RTSA) is for pre-sales engineers and their experiential equivalents. This foundation level training provides a baseline understanding of the Riverbed value proposition, an introduction to products within the competency, and the basics on how to perform a successful whiteboard session to support the sales cycle. This course is required for all Resale Channel Partners at all levels and is a pre-requisite for RTSS

Riverbed Technical Sales Specialist (RTSS) is a more advanced level training that will enable a Channel Partner to support and design a Proof of Concept (POC) phase of the sales cycle; demonstrate the product or solution

The online training for SD-WAN Accreditation Only requires approximately a 4.5-hour time commitment per individual, and the competency is valid through **June 30, 2018**.

Riverbed will forward grant the 1 competency at the outset and provide a grace period until **December 31, 2017** to complete the training and accreditation.

Incentives

Once the Partner has been activated in the Riverbed Launch Program, they will be subject to all the incentive program terms and conditions set forth in the Riverbed Performance Partner Program (RPPP). [RPPP Program Guide](#)

Participating Partners are eligible to receive any other Premier level Partner promotions that may run during the effective time period of the Riverbed Launch Program.

Participating partners will be eligible to earn Rebate Incentives retroactively from July 1st, 2017.

For any questions about the Riverbed Launch Program, please contact your Riverbed Channel Sales Manager or contact Channelprograms@riverbed.com