

# Advantage Partner Program Renewal Incumbency

## Renewal Incumbency Benefit for Broadcom Partners

We recognize the important role our partners play in developing, expanding and supporting relationships to drive customer satisfaction and retention. Once you close a new business deal on qualified renewals, you will continue to earn on that deal by actively closing its renewals. Our renewal incumbency provides a minimum of a 10% price protection or uplift on the renewal deal if incumbency is removed. The incumbency protection applies to the private sector only.

### Eligible Advantage Program Partners

**Broadcom Advantage** Pinnacle, Premier or Select resell partners, engaging in an eligible resell transaction are eligible for the Renewal Incumbency benefit. A partner is only eligible for Renewal Incumbency if that partner is active and compliant. The incumbency protection applies to eligible resell transactions with Broadcom corporate and commercial accounts only and is not available in Broadcom strategic accounts.

### Eligible Deals and Solutions

Broadcom solutions for the following business units are eligible for this benefit: Symantec, CA Mainframe, CA Enterprise Software, and VMware's VCF, SDE, TNZ and ANS divisions' solutions.

The benefit applies to all corporate and commercial account renewals, migrations and subscription SKUs in the published partner price books.

Maintenance/support/subscription migration renewal opportunities must be for a **minimum of \$25,000**

**MSRP (USD) up to a maximum of \$1,500,000**

**MSRP (USD). Broadcom deals over \$1.5M USD**

**will be evaluated on a case by case basis.**

### How is Incumbency Defined?

The resell partner who completes the initial sale is designated as the "incumbent" for that specific opportunity or deal ID. If another partner bids on that specific opportunity renewal or migration (VMW specific), the second partner is designated as non-

incumbent. If the Renewal Incumbency eligibility conditions are met AND a second reseller initiates a competitive quote for that same renewal, then the Renewal Incumbency benefit is initiated.

### Scenarios that can impact Renewal Incumbency

- **Customer choice.** Customers may decide they no longer want to transact through their reseller of record and request to have incumbency removed. Before the change may be made, the customer must notify the incumbent reseller and/or Broadcom of the change request via email. Once received, the Broadcom Sales AD or Partner Business Manager/Partner Account Director should attach the customer's email notification to the OEC record documenting the change. **(NOTE: This exception does not apply when the customer is a public sector entity e.g., local, state, federal government agency, public university, public school, public health care facility, etc.. Broadcom personnel should not be discussing reseller eligibility or reseller preferences with such customers)**
- **Consolidation of multiple renewals or agreements** including Portfolio Licensing Agreements (PLAs)
- **Co-terming** with multiple resellers on a single contract. In this scenario, the customer must select the go forward reseller for the co-termed opportunity. Only one reseller maybe selected
- Partner actively selling against us in the account or prompting a competing product or solution
- Partner has quoted or uplifted renewals to the customer to the point where the deal is no longer competitive
- Incumbency does not apply to Premium Support renewals