

NUTANIX

Partners



Elevate Partner Program

FY25 Program Guide for Resellers & Service Providers

Elevate Partner Program

Contents

We're excited to unveil the FY25 Elevate Reseller Partner Program, designed to further strengthen our partnership and empower you to achieve even greater success with Nutanix. This year's program introduces several enhancements that better recognize and reward your commitment to Nutanix, while providing valuable resources to accelerate your growth.

Nutanix provides partners with a unified program designed to deliver a sustainable and profitable business model. With the Elevate Partner Program, Nutanix helps partners reduce business risk and build skills in hybrid multicloud solutions, while providing customers a single platform to run all their apps and data across multiple cloud environments efficiently and cost effectively.

By building your business with Nutanix, you'll tap into a leading hybrid multicloud platform that delights customers, brings ample front and back-end profitability, and makes it easy for your organization to learn, market, and sell Nutanix through seamless partner tools and resources.

Reseller Level Structure

The Nutanix Elevate Reseller Partner Program is designed to reward partners who develop deep skillsets around selling, delivering, and developing services around the Nutanix portfolio. In FY25, we're introducing the Premier Reseller level to highlight our elite partners.



Authorized Reseller
Partner with foundational sales and technical competencies.



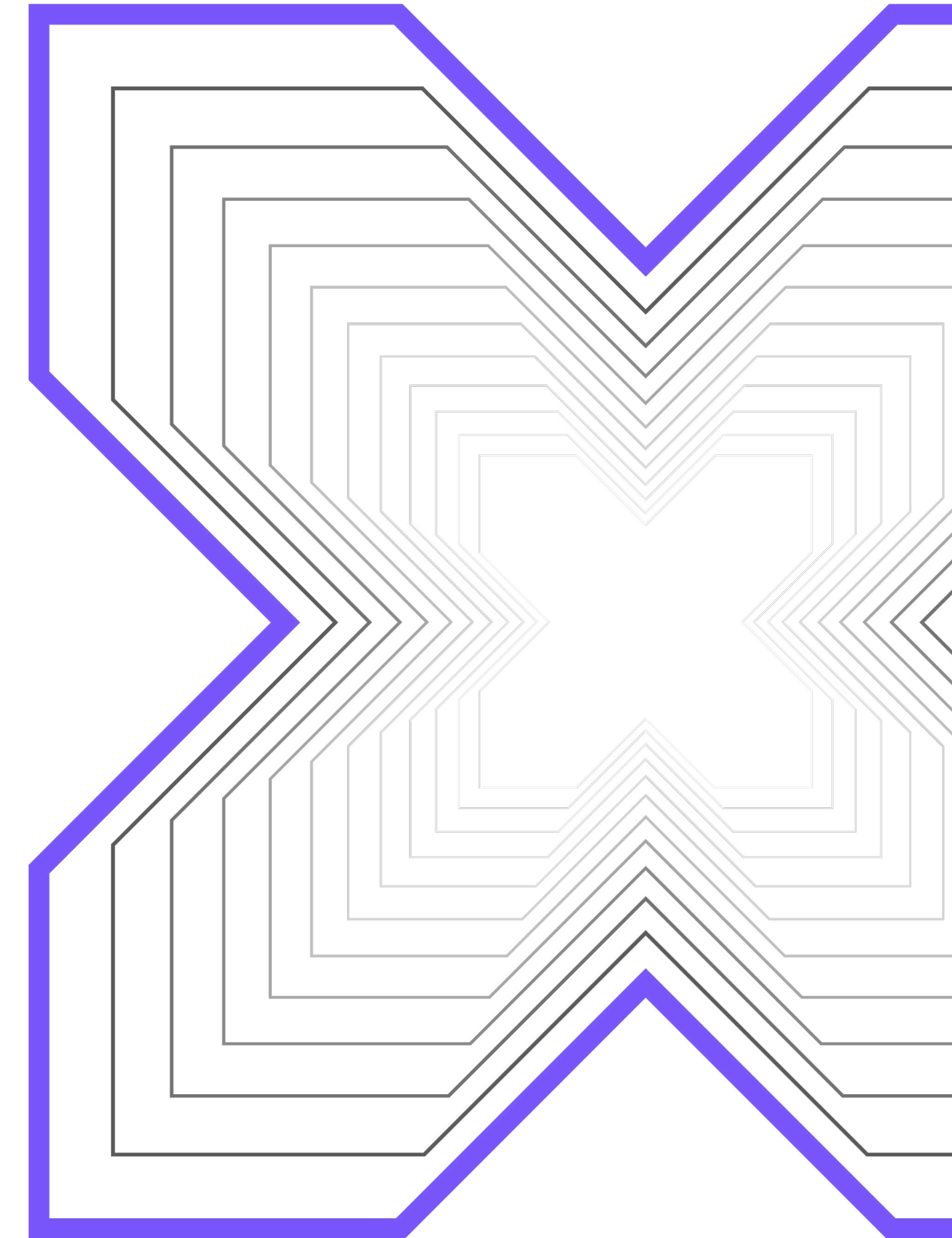
Professional Reseller
Partners who have invested in their sales and technical expertise to provide integrated Nutanix solutions.



Champion Reseller
Nutanix experts with deep sales, technical, and services delivery competencies who consistently sell the full Nutanix portfolio.



Premier Reseller
Trusted advisors who have demonstrated deep expertise in selling and delivering comprehensive Nutanix solutions. Their extensive product, administration and services competencies allow them to provide exceptional value and support to their customers.



Reseller Program Requirements – Zone 1

If a partner does not meet the below requirement, they will be considered Enrolled. New partners start as Enrolled, and we expect them to at a minimum obtain one (1) NCSR and submit two (2) deal registrations for new opportunities with their first 12 months.



Competency Requirements	Zone 1			
Sales				
Nutanix Certified Sales Representative: Nutanix Basics	2	3	4	5
Nutanix Accredited Associate - Infrastructure* Coming Soon!	2	3	4	5
Nutanix Certified Sales Expert - NCSX	-	Recommended	2	3
Technical Pre-Sales				
Nutanix Accredited Professional - Infrastructure* Coming Soon!	2	3	4	5
Technical Post-Sales				
Nutanix Certified Associate - NCA (NCA 6.XX are all eligible)	Recommended	2	N/A	N/A
Nutanix Certified Professional - Multi-Cloud Infrastructure - NCP-MCI (NCP-MCI 6.XX are all eligible)	-	Recommended	3	4
Services				
Nutanix Certified Specialist - NCS-Core (NCS-Core 6.XX are all eligible)	-	Recommended	3	4
Nutanix Certified Services Professional* (Choose preferred track from Multi-Cloud Infrastructure (MCI), Database Modernization (NDB), End User Computing (EUC) or Multi-Cloud Automation (MCA))	-	Recommended	1	2
Nutanix Certified Services Master* (Choose preferred track from Multi-Cloud Infrastructure (MCI) & Database Modernization (NDB))	-	-	Recommended	1
Performance Requirements**				
Bookings Minimum for the Prior 12 Months (USD)	\$300,000	\$1,000,000	\$2,000,000	\$3,000,000
OR				
# of New Logos Booked for the Prior 12 Months	2	5	8	10

We engage and evaluate our partnerships within geographical zones. Elevate Zones are based on the size of the market in each region and are defined by market opportunity and historical business activity. Since our resellers are authorized by country, each entity must achieve the program requirements for their respective country's Elevate Zone.

	Americas	APAC	EMEA
Zone 1	United States	Australia India Japan Singapore	France Germany United Kingdom
Zone 2	Canada	Hong Kong South Korea Taiwan Thailand	Italy Netherlands Switzerland
Zone 3	All countries not in Zones 1 & 2		

* Partners have until the end of Q2 FY25 (January 31, 2025) to obtain these certifications. ** Bookings minimum is based on Total Contract Value (TCV) of Nutanix software bookings. Orders with no Nutanix software are not included in the bookings total. Nutanix orders booked directly with an OEM, Not for Resale (NFR) products, Renewals, "Other Parts" and hardware ARE NOT eligible towards the bookings total. A new logo is defined as an opportunity with a new end user to Nutanix, not having any Nutanix technology installed in their enterprise globally. Resellers purchasing software for themselves is not eligible towards the new logo count.

Additional Technical & Services Information:

- Nutanix Sizing courses are integrated into Nutanix Certified Services Proficient.
- NCA provides a Nutanix technical foundation and NCP-MCI builds on this at a more advanced level however NCA is not a pre-requisite for NCP-MCI. Therefore, if an individual has the NCP-MCI they DO NOT need to take the NCA, the NCP will count for any requirements.
- For Nutanix Certified Services courses the partner will pick their preferred track.

Reseller Program Requirements – Zone 2

If a partner does not meet the below requirement, they will be considered Enrolled. New partners start as Enrolled, and we expect them to at a minimum obtain one (1) NCSR and submit two (2) deal registrations for new opportunities with their first 12 months.



Competency Requirements		Zone 2			
Sales					
Nutanix Certified Sales Representative: Nutanix Basics	1	2	3	4	
Nutanix Accredited Associate - Infrastructure* Coming Soon!	1	2	3	4	
Nutanix Certified Sales Expert - NCSX	-	Recommended	1	2	
Technical Pre-Sales					
Nutanix Accredited Professional - Infrastructure* Coming Soon!	2	3	4	5	
Technical Post-Sales					
Nutanix Certified Associate - NCA (NCA 6.XX are all eligible)	Recommended	2	N/A	N/A	
Nutanix Certified Professional - Multi-Cloud Infrastructure - NCP-MCI (NCP-MCI 6.XX are all eligible)	-	Recommended	2	3	
Services					
Nutanix Certified Specialist - NCS-Core (NCS-Core 6.XX are all eligible)	-	Recommended	2	3	
Nutanix Certified Services Professional* (Choose preferred track from Multi-Cloud Infrastructure (MCI), Database Modernization (NDB), End User Computing (EUC) or Multi-Cloud Automation (MCA))	-	Recommended	1	1	
Nutanix Certified Services Master* (Choose preferred track from Multi-Cloud Infrastructure (MCI) & Database Modernization (NDB))	-	-	Recommended	1	
Performance Requirements**					
Bookings Minimum for the Prior 12 Months (USD)	\$150,000	\$750,000	\$1,500,000	\$2,000,000	
OR					
# of New Logos Booked for the Prior 12 Months	2	4	6	8	

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	Americas	APAC	EMEA
Zone 1	United States	Australia India Japan Singapore	France Germany United Kingdom
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Reseller Program Requirements – Zone 3

If a partner does not meet the below requirement, they will be considered Enrolled. New partners start as Enrolled, and we expect them to at a minimum obtain one (1) NCSR and submit two (2) deal registrations for new opportunities with their first 12 months.



Competency Requirements	Zone 3			
Sales				
Nutanix Certified Sales Representative: Nutanix Basics	1	1	2	3
Nutanix Accredited Associate - Infrastructure* Coming Soon!	1	1	2	3
Nutanix Certified Sales Expert - NCSX	-	Recommended	1	2
Technical Pre-Sales				
Nutanix Accredited Professional - Infrastructure* Coming Soon!	1	1	2	3
Technical Post-Sales				
Nutanix Certified Associate - NCA (NCA 6.XX are all eligible)	Recommended	1	N/A	N/A
Nutanix Certified Professional - Multi-Cloud Infrastructure - NCP-MCI (NCP-MCI 6.XX are all eligible)	-	Recommended	1	2
Services				
Nutanix Certified Specialist - NCS-Core (NCS-Core 6.XX are all eligible)	-	Recommended	1	2
Nutanix Certified Services Professional* (Choose preferred track from Multi-Cloud Infrastructure (MCI), Database Modernization (NDB), End User Computing (EUC) or Multi-Cloud Automation (MCA))	-	Recommended	1	1
Nutanix Certified Services Master* (Choose preferred track from Multi-Cloud Infrastructure (MCI) & Database Modernization (NDB))	-	-	Recommended	1
Performance Requirements**				
Bookings Minimum for the Prior 12 Months (USD)	\$75,000	\$500,000	\$1,000,000	\$1,500,000
OR				
# of New Logos Booked for the Prior 12 Months	1	3	5	7

We engage and evaluate our partnerships within geographical zones. Elevate Zones are based on the size of the market in each region and are defined by market opportunity and historical business activity. Since our resellers are authorized by country, each entity must achieve the program requirements for their respective country's Elevate Zone.

	Americas	APAC	EMEA
Zone 1	United States	Australia India Japan Singapore	France Germany United Kingdom
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Zone 3	All countries not in Zones 1 & 2		

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- For Nutanix Certified Services courses the partner will pick their preferred track.

Checkpoint Timeline

Checkpoints are conducted after each quarter ends to review the competencies earned during the quarter that just ended.

If a partner obtains all the competencies required for a higher Elevate level, they can be promoted after the quarterly checkpoint is complete. Level demotions are performed after the checkpoints at the end of the first half and the end of the fiscal year, or when a new requirement is being reviewed.

The promotion, or demotion, is effective back to the start date of the new quarter once the checkpoint results are completed. Partner levels are not adjusted outside the quarterly checkpoints. Please reference the below table for specific dates.

Checkpoint	Reviewing Competencies Obtained Between	TCV Bookings Between	Checkpoint Type	Review Completed	Promotion/Demotion Effective
Q1	August 1, 2024 - October 31, 2024	November 1, 2023 - October 31, 2024	Promotion Only	Mid-November 2024	November 1, 2024
Q2	November 1, 2024 - January 31, 2025	February 1, 2024 - January 31, 2025	Promotion & Demotion	Mid-February 2025	February 1, 2025
Q3	February 1, 2025 - April 30, 2025	May 1, 2024 - April 30, 2025	Promotion Only	Mid-May 2025	May 1, 2025
Q4	May 1, 2025 - July 31, 2025	August 1, 2024 - July 31, 2025	Promotion & Demotion	Mid-August 2025	August 1, 2025



Additional Requirements

Partner Agreement

All partners must have accepted the Nutanix Indirect Reseller Agreement (NIRA) and currently be in good standing to qualify for Nutanix Elevate Reseller Partner Program benefits.

Program Compliance

As a Nutanix partner, we encourage you to conduct all business engagements with integrity, to be ethical and accountable with your customers and Nutanix.

Program Non-compliance

- The Nutanix Channel Programs and management team will conduct quarterly **checkpoints** to determine compliance.
- Notwithstanding the foregoing, Nutanix has the right to terminate this program and the Nutanix Indirect Reseller Agreement (NIRA) in accordance with the terms of the agreement.

Employee Contact Administration

It is critical to maintain accurate contact and admin information in our systems, including notifying Nutanix when an employee has left your company. This allows us to protect your sensitive data and ensure the correct people are receiving pertinent information. To update admins on specific tools or notify us of employee departures, please email:

PartnerHelp@nutanix.com.

Regional Requirements

There may be incidents where partners will need to abide by additional regional program requirements. Your local regional Nutanix sales team will provide information to you if you have additional regional requirements.

Training and Certified Requirements

Partners at all levels must ensure that the required number of sales, technical, and services personnel, complete Nutanix product training. Partners must also ensure their sales and technical personnel stay current with product and solution training when updates are made available. Please see **requirements** for details.

Brand Guidelines

All partners must agree to follow Nutanix brand guidelines and official Nutanix messaging when promoting our brand. The **Brand Portal** provides specific branding information and resources. Completion of the Brand Training is required to access the Brand Portal.

Purchase Orders

Partners purchasing through distribution will receive their specific purchasing terms and requirements from their elected Distributor. There can also be variations depending on the region. The following elements will be required on all Nutanix purchases regardless of location:

- Complete end-user information
- Complete install location information
- Complete shipping information
- End-user PO# (some GEOs require a copy of the actual PO)

Please reference the **Worldwide Bookings Policy** for complete details. Nutanix reserves the right to change the PO requirements at any time.

Reseller Program Benefits Overview

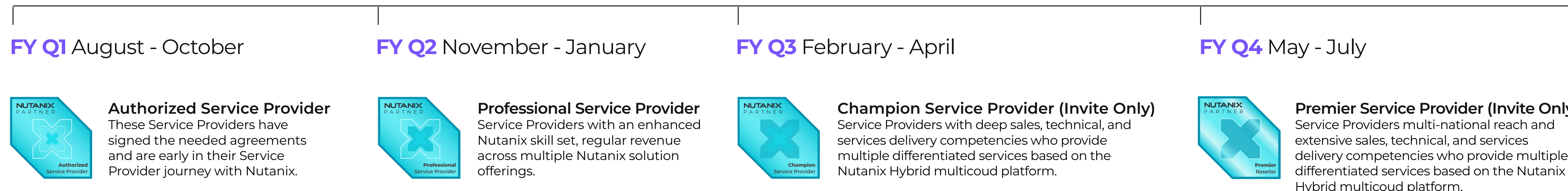
Benefits	Authorized Reseller	Professional Reseller	Champion Reseller	Premier Reseller
Financial				
Outperformance Rebate*				Up to 7%
Nutanix Surge Rebate*	12% for Surge Account (\$30K cap)	14% for Surge Account (\$30K cap)	16% for Surge Account (\$30K cap)	16% for Surge Account (\$30K cap)
Nutanix Surge Individual Rebate*	4% (\$5K cap/\$1.5K cap, minimum payout \$500)	4% (\$5K cap/\$1.5K cap, minimum payout \$500)	4% (\$5K cap/\$1.5K cap, minimum payout \$500)	4% (\$5K cap/\$1.5K cap, minimum payout \$500)
New Business Rebate (subsequent deals within 270 days)*	2% on initial deal (\$30K cap) 1% on subsequent deals (\$30K cap)	4% on initial deal (\$30K cap) 3% on subsequent deals (\$30K cap)	7% on initial deal (\$30K cap) 5% on subsequent deals (\$30K cap)	8% on initial deal (\$30K cap) 6% on subsequent deals (\$30K cap)
New Business Individual Incentive*	2% (\$7.5K cap, minimum payout \$500)	2% (\$7.5K cap, minimum payout \$500)	2% (\$7.5K cap, minimum payout \$500)	2% (\$7.5K cap, minimum payout \$500)
Channel-Led Rebate*	4% on Channel-Led deals (\$30K cap)	5% on Channel-Led deals (\$30K cap)	6% on Channel-Led deals (\$30K cap)	7% on Channel-Led deals (\$30K cap)
Referral Program	5% (\$75K cap)	5% (\$75K cap)	5% (\$75K cap)	5% (\$75K cap)
Business Development Funds (BDF)		Proposal Based	Proposal Based	Proposal Based
Performance+ Deal Registration Advantage	✓	✓	✓	✓
Incumbency Policy Protection	✓	✓	✓	✓
Enablement				
Training & certifications through Nutanix University	✓	✓	✓	✓
Partner Collateral Library	✓	✓	✓	✓
Eligible for joint Nutanix sales enablement	✓	✓	✓	✓
Access				
Nutanix Partner Portal Access	✓	✓	✓	✓
Partner Demand Center	✓	✓	✓	✓
Listed on the Partner Locator	✓	✓	✓	✓
Nutanix Sizer	✓	✓	✓	✓
Nutanix Test Drive	✓	✓	✓	✓
Access to utilize remote Nutanix labs	✓	✓	✓	✓
No-cost Not For Resale (NFR) licenses		✓	✓	✓
Ability to provide installation services - Authorized Support Partner (ASP) (with additional services competencies)			✓	✓
Executive Briefing Center (EBC) sessions available			✓	✓

* Eligibility requires an approved deal registration. Channel-Led end customer accounts are defined by Nutanix and are not in all countries. Please reference the full incentive terms and conditions for all requirement and eligibility details. Enrolled partners can submit **Performance+** deal registrations and have basic access to the Partner Portal and select tools.

Service Provider Program Structure

The Nutanix Elevate Service Provider Program provides enhanced benefits as Service Providers increase their skill set and Nutanix revenue while selling more of the Nutanix solution offerings.

Our programs are reviewed and updated based on the Nutanix fiscal year.



Elevate Zone 1		Elevate Zone 2		Elevate Zone 3
Americas	Canada	APAC	India	All countries not in Elevate Zones 1 & 2
Americas	United States	APAC	Singapore	
APAC	Australia	APAC	South Korea	
APAC	Japan	APAC	Thailand	
EMEA	France	EMEA	Italy	
EMEA	Germany	EMEA	Netherlands	
EMEA	UK&I	EMEA	Switzerland	

We engage and evaluate our partnerships within geographical zones. Elevate Zones are based on the size of the market in each region and are defined by market opportunity and historical business activity.

Service Provider Program Requirements

Requirements		Authorized Service Provider	Professional Service Provider	Champion Service Provider (Invite Only)	Premier Service Provider (Invite Only)
Business Requirements					
Signed Nutanix Elevate Service Provider Program (NESPP) Agreement		✓	✓	✓	✓
Number of unique Nutanix-based offering sold		Minimum 1	Minimum 1	Minimum 2	Minimum 3
Minimum Booked Business based on a rolling four previous complete quarters requirement by Zone -- Total Contract Value (1)					
Zone 1		\$25,000 USD	\$210,000 USD	Contact your Nutanix Team for specific requirements	
Zone 2		\$20,000 USD	\$180,000 USD		
Zone 3		\$18,000 USD	\$144,000 USD		
Certification		Training			
Infrastructure Associate		1	1		
Infrastructure Professional		1	1		
Nutanix Certified Professional - Multicloud Infrastructure – NCP-MCI		<ul style="list-style-type: none"> Enterprise Cloud Administration - ECA NCP-MCI Exam Prep ECA + NCP-MCI Exam Prep Fast Track Nutanix Data Services Administration - NDSA 	1	2	Contact your Nutanix Team for specific requirements
Nutanix Certified Professional - Multicloud Automation - NCP-MCA		Nutanix Multicloud Automation Administration	None	Recommended	
Nutanix Certified Master - Multicloud Infrastructure – NCM-MCI		Advanced Administration & Performance Management - AAPM	None	Recommended	
Nutanix Certified Services Core – NCS Core			None	Required to access Nutanix Services IP	Required to access Nutanix Services IP

(1) Rolling total of previous 4-financial quarters

Service Provider Program Benefits Overview

Benefits	Authorized Service Provider	Professional Service Provider	Champion Service Provider	Premier Service Provider
Financial				
New Business Rebate*	2% on initial deal (\$30K cap)	4% on initial deal (\$30K cap)	7% on initial deal (\$30K cap)	7% on initial deal (\$30K cap)
New Business Individual Incentive*	2% (\$7.5K cap, minimum payout \$500)	2% (\$7.5K, minimum payout \$500)	2% (\$7.5K cap, minimum payout \$500)	2% (\$7.5Kcap, minimum payout \$500)
Referral Program	5% (\$75K cap)	5% (\$75K cap)	5% (\$75K cap)	5% (\$75K cap)
Business Development Funds (BDF)			Proposal Based	Proposal Based
Performance+ Deal Registration Advantage**	✓	✓	✓	✓
Incumbency Policy Protection***	✓	✓	✓	✓
Enablement				
Training & certifications through Nutanix University	✓	✓	✓	✓
Partner Collateral Library	✓	✓	✓	✓
Eligible for joint Nutanix sales enablement		✓	✓	✓
Technical Workshops with Subject Matter Experts		Proposal Based	✓	✓
Access				
Nutanix Partner Portal Access	✓	✓	✓	✓
Partner Demand Center	✓	✓	✓	✓
Listed on the Partner Locator	✓	✓	✓	✓
Usage of Nutanix Service Provider program branding tools	✓	✓	✓	✓
Access to Nutanix Services IP****		✓	✓	✓
Not For Resale (NFR) licenses	Discounted (up to 200 cores NCP ULT or NDB ULT & 100 TiB NUS Pro)	No Cost (up to 200 cores NCP ULT or NDB ULT & 100 TiB NUS Pro)	No Cost (up to 400 cores NCP ULT or NDB ULT & 250 TiB NUS Pro)	No Cost (up to 600 cores NCP ULT or NDB ULT & 400 TiB NUS Pro)
Access to SP specific products & pricing	✓	✓	✓	✓
SP Consumption Subscription Model	✓	✓	✓	✓
Regular Business Review and Services Planning with designated Nutanix team		Annual	Quarterly	Quarterly
Executive Briefing Center (EBC) Sessions for your End-Users			Proposal Based	✓

* New end-user logo (declared to Nutanix); paid on TCV for upfront and first 12-months for SP consumption (subject to max payout cap).

** New Nutanix logo, must fulfill activity and documentation proof requirements.

*** Only applies to term license deals.

**** Requires NCS Core certification to access.

How to Access Nutanix Training

Your Nutanix Journey

Your Nutanix training journey begins on the enhanced Nutanix Partner Portal. The Learn page is your centralized hub to access Nutanix training, certifications, and enrichment content located on Nutanix University.

All of the Nutanix training for both sales and technical professionals on Nutanix University enables you to effectively deliver the value of Nutanix solutions to your customers. A majority of the training is offered on-demand and is broken into convenient segments making it easy to complete.

Within Nutanix University you can see the latest news and releases pertaining to Nutanix training for accreditations and certifications. And within the Nutanix Partner Portal you can view your real-time Nutanix training to track your learning progress.

For any additional training specific questions, please contact education@nutanix.com



Sales Competencies



Nutanix Certified Sales Representative: Nutanix Basics

The NCSR certification is the first step for partners to move up within the Elevate Program. Recipients of the NCSR badge have demonstrated their ability to speak to their customers about the current market conditions, infrastructure concerns and how they can benefit from Nutanix portfolio of products and features.



Nutanix Certified Sales Expert (NCSX)

After completing your NCSR, you can be nominated by your Nutanix Channel Sales team to earn this prestigious sales certification. You will present in front of a panel of Nutanix experts, delivering your best Nutanix pitch along with demonstrating how you handle objections, and deal with sales challenges.

Participating partners understand the foundation of Nutanix, our vision for customer success, and know how to effectively tell our story. NCSX candidates have exhibited sales disciplines and behaviors that match the requirements of our internal sales team.



Nutanix Accredited Associate - Infrastructure COMING SOON

Designed to provide sellers the knowledge to understand the history and benefits of HCI, value and benefit of Nutanix, why customers move to Nutanix, capabilities of Nutanix Cloud Infrastructure, and how to handle a first pitch to a customer on Nutanix as an infrastructure platform. With this knowledge sellers will be able to identify, pitch, and qualify opportunities.

Technical Pre-Sales Competency

Nutanix Accredited Professional - Infrastructure **COMING SOON**

The SE acquires the knowledge to work a basic infrastructure deal from opportunity through close of sale. This includes understanding key components of the Nutanix Cloud Infrastructure architecture, how to demo, how to whiteboard, how to size solutions, and about the key concepts in connecting NCI into the customer networks.

Technical Post-Sales Competencies

Nutanix Certified Associate (NCA)

Develop skills and abilities navigating a Nutanix AOS cluster as well as configuring and operating Nutanix core offerings to successfully manage Nutanix in the datacenter. A candidate for the NCA certification has approximately 6-12 months of holistic IT infrastructure experience as well as some hands-on experience working with an AOS implementation.

Nutanix Certified Professional - Multicloud Infrastructure (NCP-MCI)

NCP-MCI certification holders have demonstrated the skills and knowledge to manage Nutanix AOS nodes, blocks, and clusters in the datacenter. Earning it validates your ability to deploy, administer, and troubleshoot Nutanix AOS, proving your mastery of key concepts from VM management to lifecycle operations.

Services Competencies

Nutanix Certified Services Core (NCS-Core)

This certification exam tests your skills and abilities to deliver cluster deployment services. Successful NCS-Core candidates are able to assess customer environments, collect appropriate data, complete sizing, and effectively present solutions. The exam is delivered in a remotely proctored environment to add security and help ensure the seriousness, authenticity, and credibility of the certification.

Nutanix Certified Services Certification Program Enables partners to deliver Professional Services based on Nutanix Service Delivery Kits to ensure high-quality and standardized service delivery.



Global Program Incentives Summary

Individual Incentive	Eligible Partners			
	Authorized	Professional	Champion	Premier
<p>New Business Individual Incentive – August 1, 2024 - July 31, 2025</p> <p>Earn a 2% incentive for identifying, registering, and winning new business deals.</p> <ul style="list-style-type: none"> Individual Sales and SE reps can earn up to \$7,500 USD each Must earn a minimum of \$500 to be eligible for payout Requires approved deal registration and must be claimed within 60 days of the close date <p>View full terms & conditions</p>	2%	2%	2%	2%

Company Incentives	Eligible Partners			
	Authorized	Professional	Champion	Premier
<p>New Business Rebate – August 1, 2024 - July 31, 2025</p> <p>Acquire net new customers to Nutanix and get rewarded for your initial win as well as subsequent deals you close to that same end customer for the next 270 days.</p> <ul style="list-style-type: none"> Requires approved deal registration and acceptance of monthly statement \$30,000 USD cap per deal <p>View full terms & conditions</p>	2% initial 1% subsequent	4% initial 3% subsequent	7% initial 5% subsequent	8% initial 6% subsequent

<p>Channel-Led Rebate – August 1, 2024 - July 31, 2025</p> <p>Earn up to 6% when you close deals with accounts designated as Channel-Led by Nutanix.</p> <ul style="list-style-type: none"> Requires approved deal registration and acceptance of monthly statement \$30,000 USD cap per deal <p>View full terms & conditions</p>	4%	5%	6%	7%
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<p>Referral Program – August 1, 2024 - July 31, 2025</p> <p>Be rewarded 5% for actively promoting and selling Nutanix to a new customer where you aren't the partner of record closing the deal.</p> <ul style="list-style-type: none"> Partner must provide 2 of 3 from: proof of Joint Sales Engagement, lead a Customer Executive Briefing (CEB) or perform an on-site POC or demonstration of Nutanix Claim must be submitted before deal closes \$75,000 USD cap per referred deal <p>View full terms & conditions</p>	5%	5%	5%	5%
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The Nutanix Partner Rebate Center is the central location for your Nutanix Partner incentive needs. Shown here are incentive summaries only, please reference full terms and conditions and other details on the Promos and Incentives page on the Nutanix Partner Portal.

Business Development Funds

Nutanix is pleased to offer a Business Development Funds (BDF) program for eligible partners.

Nutanix Professional, Champion and Premier level partners are eligible to submit proposals for BDF investment to help you grow your Nutanix business. Other partner types may be eligible for BDF funds on an exception basis with Nutanix regional approval.

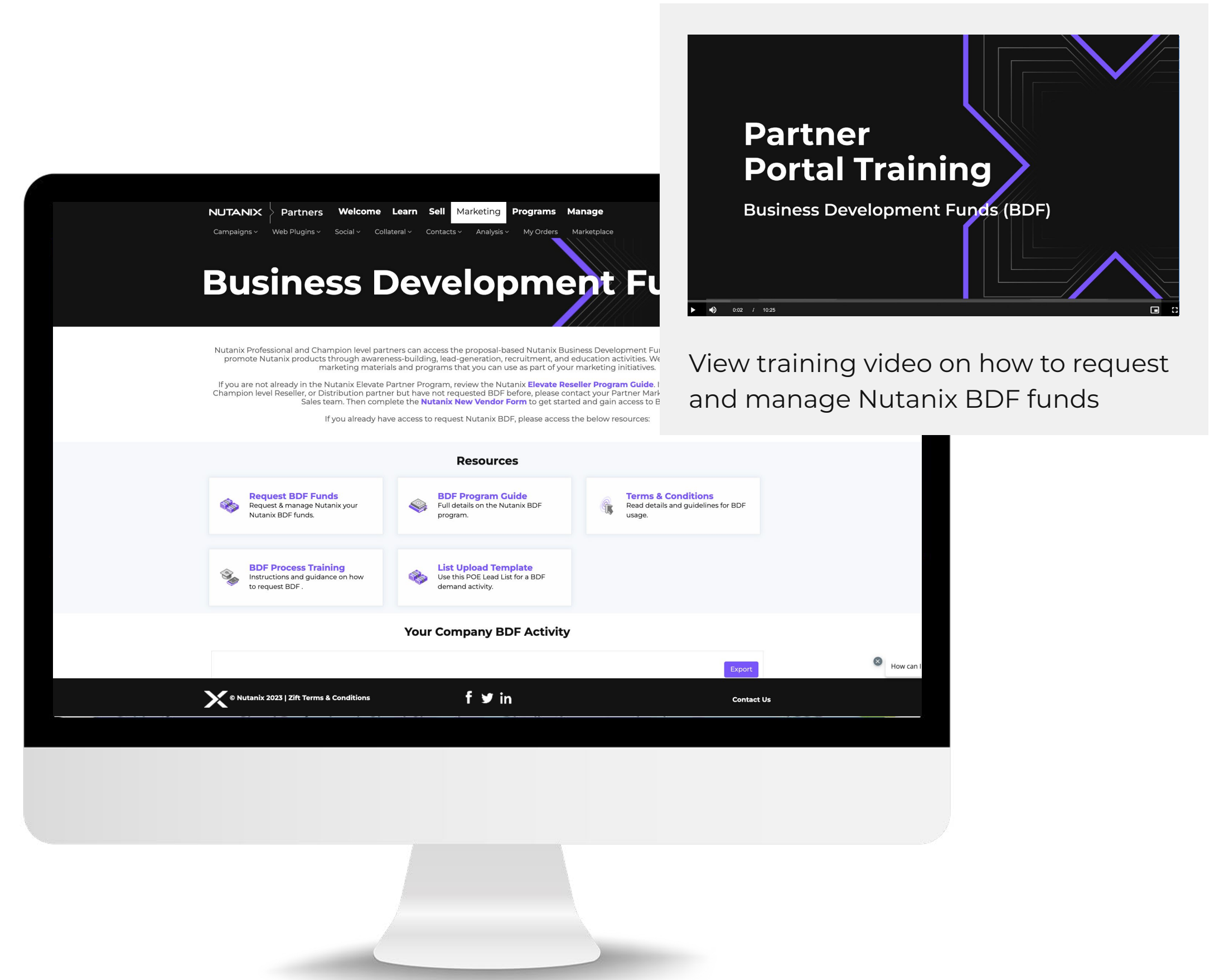
BDF is comprised of two funding types:

- Marketing Development Funds (MDF)
- Sales Development Funds (SDF)

Together, both funding types can be supported within the Nutanix BDF Program.

Partners can access BDF information and resources as well as submit and manage BDF requests in the Nutanix Partner Portal.

To manage and request BDF for your organization, you must have the proper BDF admin access on the Nutanix Partner Portal. If your organization is eligible for Nutanix BDF and you require this access, please email partnermarketing@nutanix.com.



View training video on how to request and manage Nutanix BDF funds

Performance+ Deal Registration

Performance+ Deal Registration Program is a highly modernized and simple deal registration program designed to reward eligible partners in qualifying programs who identify, qualify, and close sales opportunities.

Performance+ Deal Registrations are opportunity-based and partners that initiate a Performance+ Deal Registration with Nutanix will receive an advantage over other potential partners for the time period prescribed for the registered opportunity. For a deal registration to be awarded, Nutanix will review the Performance+ Deal Registration information and evaluate if the criteria has been met.



Not For Resale (NFR) Licenses

NFR licenses are production version licenses of our Nutanix Cloud Platform Software that are heavily discounted and cannot be resold. NFR software is available to our entire authorized Nutanix partner ecosystem to help you learn, test, and demonstrate our software in your non-production environment.

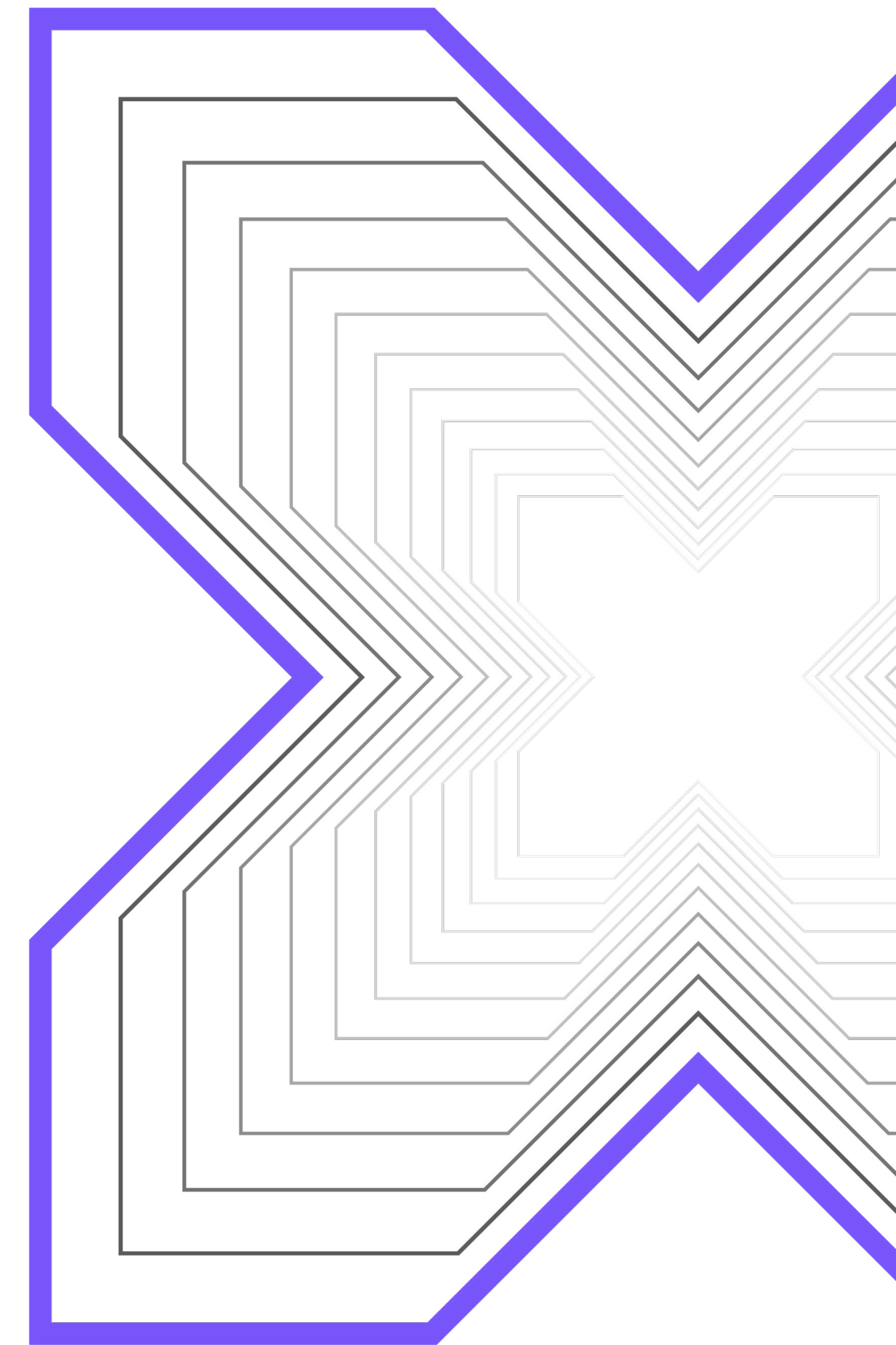
NFR Licenses for Professional, Champion and Premier Level Partners

Partners who maintain Professional, Champion or Premier levels in the Elevate Partner Program are entitled to no-cost NFR licenses based on the below table, which outlines the available NFR products, and their capacity purchase limits.

Product	License Tier	Capacity	Support	Term
Nutanix Cloud Infrastructure (NCI)	Ultimate	<=200 cores	Basic Support*	12 months**
NCI-Data (Nutanix Cloud Infrastructure without AHV/NKE and Network Security)	Ultimate	<=200 cores		
Nutanix Cloud Manager (NCM)	Ultimate	<=200 cores		
Nutanix Unified Storage (NUS)	Pro	<=100 TiB		
Nutanix Data Base Service (NDB)	N/A	<=200 cores		
End User Compute (EUC)	Ultimate	<=500 cores		

* Basic Support is to be used for labs and demo environments. NFR Licenses are not intended for Production workloads. [Click here](#) for more information.

** Must renew every 12 months.



Additional NFR Details

Software Availability

Currently Nutanix offers NFR software licenses for our [Nutanix Cloud Platform](#), featuring a suite of Nutanix software capabilities to tackle complex infrastructure challenges. NFR software is not available for Nutanix legacy software and SKUs.

Hardware Platform & Public Cloud Requirements

Nutanix software has been designed to integrate with hardware and public cloud platform configurations produced or certified by Nutanix and our OEM partners. NFR license usage requires supported platforms from Nutanix, OEM partners, third party server vendors, or public cloud partners. [View compatible platforms and configurations here.](#)

How to Order

Reach out to your Nutanix channel team to begin the process to acquire NFR licenses. Once purchased, they will appear in your organization's available licenses in the [Nutanix Support Portal](#). Please note you cannot mix NFR licenses with standard Nutanix licenses in the same cluster.

Partner Licensing Use Policy

All NFR software described in this guide is for the intent of education, self-learning or demonstration purposes ONLY. Your company shall not in any way be entitled to sell, rent, lease, lend, loan, market, distribute, advertise, sublicense, assign, or otherwise transfer rights, in whole or in part, to the software or any part thereof. Usage should adhere to the [Nutanix License and Services Agreement](#).

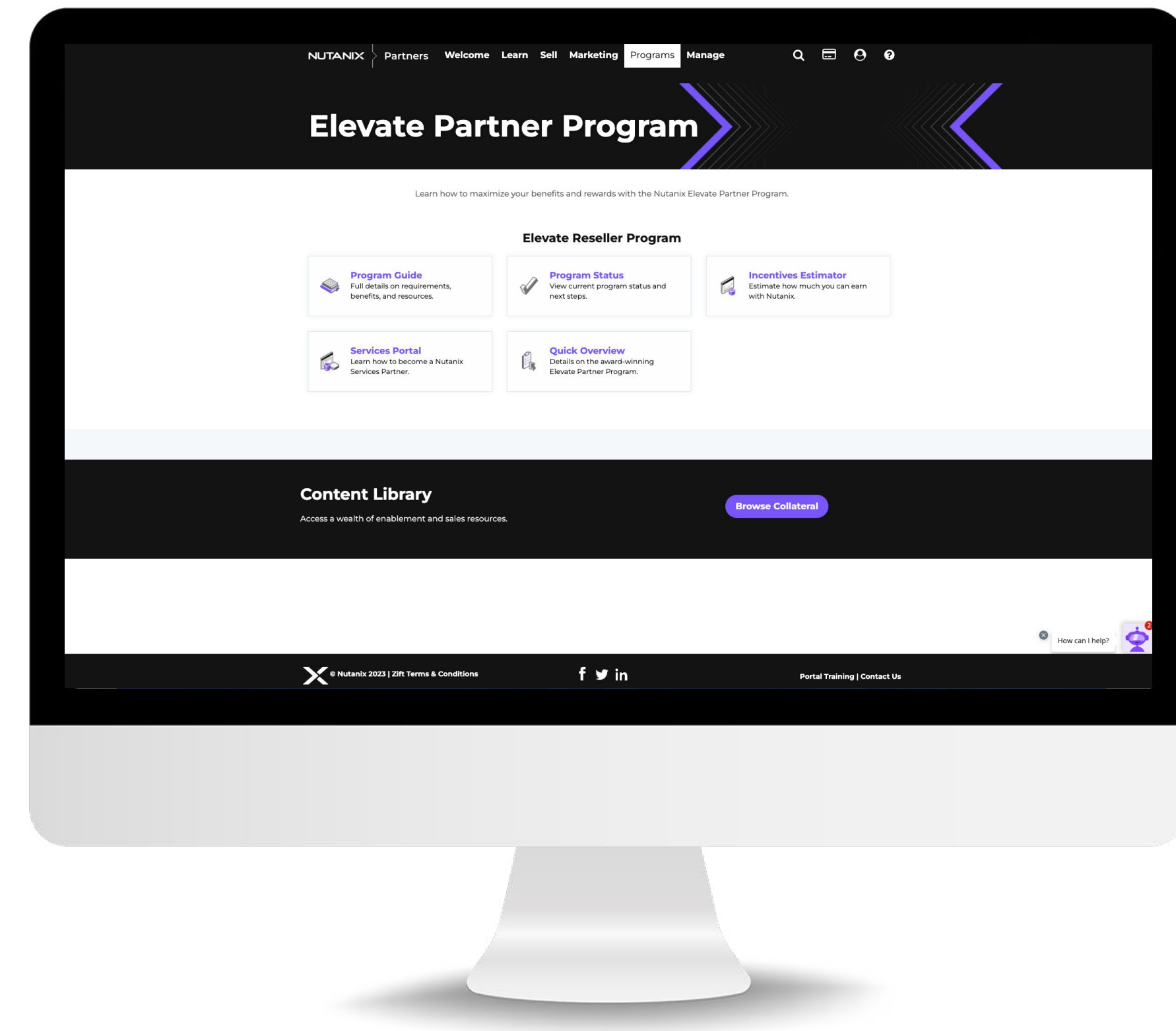


Resources

As a valued partner, leverage the Nutanix Partner Portal to help you learn, market, and sell Nutanix products and solutions.

Nutanix Partner Portal Benefits:

- Manage your Nutanix business with real-time insights around your opportunities, deal registrations, and certifications
- Access the latest selling tools, competitive insights, white papers, and customer presentations
- Digital marketing automation and demand scale with the Partner Demand Center and Agency Marketplace
- Stay up to date on the latest news, incentives, and promotions
- View your Elevate Program status, progress towards the next level, and download assets to market your Elevate competency level
- Request and manage your Nutanix Business Development Funds (BDF)



Resources

Business and Learning Resources



Nutanix University

Build marketable skills in enterprise cloud technology with a mix of online and instructor-led training and industry-recognized certification programs.



Partner News Center

The latest and greatest partner news on Nutanix products, programs, and incentives.



Business Insights Dashboard

Nutanix Partner Portal Admins can view real-time business performance data on closed deals, certifications, BDF request status, and open opportunities.

Selling Resources



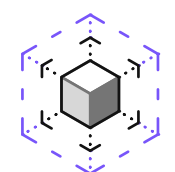
Deal Registration Portal

Submit and view your Nutanix deal registrations to better manage your business and protect your opportunities.



Nutanix Test Drive

Test Drive Nutanix products and features through a guided, real-time experience.



Nutanix Sizer

Create design scenarios, size workloads and download BOM to send to your distributor for fast quoting.



Partner Collateral Library

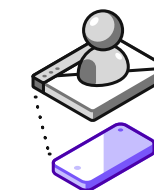
Search and access product/solution assets and enablement content including white papers, customer presentations, sales battle cards, competitive briefs, and more.



Manage Your Business

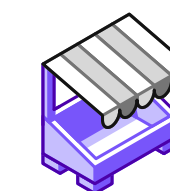
View information on your current Nutanix deal registrations, opportunities, and training certifications.

Marketing Resources



Partner Demand Center

Automated digital demand platform: Create full funnel campaigns, send custom, co-brandable Nutanix demand generation content and syndicate rich social media content to your prospects, plus get real-time notifications of the leads they generate.



Agency Marketplace

Full service agency programs including digital, direct, and event marketing tactics - purchasable with BDF funds.



Partner Locator

The Locator lets customers search for a Nutanix partner in their area, providing information to customers around the varied skills, certifications, and specializations each partner offers. Partner Portal admins can modify your Locator information.

Terms and Conditions

Compliance with Laws, Anti-Corruption, and Global Trade

Each party represents that it has not and will not violate any applicable laws in relation to the program. Further, each party represents and warrants that it has not and will not violate any applicable anti-corruption law, including the U.S. Foreign Corrupt Practices Act and the U.K. Bribery Act, in relation to the program.

Each party represents and warrants that it has not and will not violate any applicable trade sanctions and import/export control laws and regulations of any country in relation to this program. Any imposition of sanctions or export controls that prevents Nutanix from performing under the terms of this program shall be considered Force Majeure.

Intellectual Property Rights

Nothing in this Agreement shall be construed as a grant to either party of any ownership or other interest in any copyrights, patents, trademarks, know-how, inventions, trade secrets and registrations and applications for the registration thereof (“Intellectual Property”) of the other.

Nutanix Privacy Statement

The Nutanix Privacy Statement can be viewed at: <https://www.nutanix.com/legal/privacy-statement>. The statement describes the information that we gather from you in connection with our offerings, how we use and disclose such information, the steps we take to protect such information, and how you can exercise your data protection rights.

Limitation of Liability

Nutanix shall not be liable for any loss of profits or for special, consequential, incidental, indirect, reliance, punitive or exemplary damages, either in contract or tort, whether or not the possibility of such damages was disclosed to or could have been reasonably foreseen by Nutanix.

Force Majeure

Nutanix will not be liable for performance delays or for nonperformance due to causes beyond our reasonable control.

Taxes

Each party is responsible for its own respective income taxes or taxes based upon gross revenues, including, but not limited to, business and occupation taxes. Partner is responsible for any required tax withholding or reporting on incentives paid to partner’s employees. The individual shall be responsible for any and all applicable taxes related to its receipt of the Nutanix contribution, including but not limited to any sales, use, goods and services, services, consumption, business, value added, or other taxes or comparable levies, transaction privilege taxes, gross receipts taxes, net receipt taxes, any personal federal, state and local withholding taxes and other charges such as duties, customs, tariffs, imposts, contributions, and other government imposed surcharges.



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