

# Channel Incentives and Promos

## Deal Registration Incentive

Channel partner registers a deal that results in a qualified customer opportunity  
(Anomali Sales Stage 2 - Solution Presentation to end customer)

**\$250**

Partner Sales Rep

**\$250**

Partner SE

## Margin Promo

Earn 2 points additional margin on all deals Closed Won by **April 30, 2024**.

## Analytics Promo

Earn 4 points additional margin on all Anomali Security Analytics (Match) Closed Won by **April 30, 2024**.

## Eligibility and Terms

- Incentive and Promotions effective **November 30, 2023**
- New Deal Registration acceptance deadline is March 1, 2024.
- Deals must be Closed Won by April 30, 2024.
- Minimum 1-year ACV registered opportunity
  - ThreatStream = \$150,000
  - Security Analytics (Match) = \$300,000
- All partners in the US, Canada and Mexico
- Qualified customer opportunity must be registered via [anomali.com/deal-reg](https://anomali.com/deal-reg)
- Anomali sales rep and SE must attend new business meeting and solution presentation
- Sachin Menon (SVP Channel Sales) and Scott Chartier (VP Revenue Operations) approvals required
- All incentive payments will be distributed in the form of a gift card (e.g. Amazon) within 60 days of closing deal