

CRITICALSTART

MDR Spiff Program

Eligibility Through:
July 31st, 2021



Sales Demo SPIFF - Sales Rep and SE \$500 each

Demo must include:

- A new CRITICALSTART MDR qualified prospect
- Prospect must be a decision maker/influencer (CISO, CIO, VP of Security, Director of Security)
- CRITICALSTART or partner representative must be a key participant during the prospect demo
- Opportunity must be > \$75K
- Opportunity \$40K - \$74,999 are eligible for \$250 each



Closed Deal SPIFF

Additional payouts:

- **\$7,000 for closed deals**, opportunity must be \$250K or above
- **\$4,000 for closed deals**, opportunity must be \$75K - \$249,999
- **\$1,000 for closed deals**, opportunity must be \$40K - \$74,999



Eligible Vendors + CRITICALSTART MDR

- Carbon Black Response
- CrowdStrike
- CylancePROTECT
- Devo
- Microsoft Defender Endpoint
- Microsoft Azure Sentinel
- Palo Alto Networks
- SentinelOne
- Splunk

Channel Spiff Requirements



- **Opportunity refers to annual revenue of recurring services**
- Submit deal registration via www.criticalstart.com/spiff/
- Solution providers and/or their sales representative must submit a SPIFF claim form upon completion of a qualified demo, consulting meeting, and/ or qualified closed/won deal
- Solution provider must allow sales SPIFFS for sales representative to be eligible
- CRITICALSTART Sales representative must validate eligibility
- Opportunity must meet sales demo and closed deal SPIFF guidelines
- SPIFF submissions and deal registrations to be validated by CRITICALSTART
- SPIFFS can be paid independent of each opportunity in the form of a gift card
- CRITICALSTART may suspend, terminate or modify this program at any time, without notice and reserves the right to disqualify anyone from participation
- All determinations made by CRITICALSTART are final
- Gift card validation and processing may take up to two weeks
- SPIFF recipient must comply with all applicable tax requirements
- Only U.S.-based opportunities are eligible