



A Lantronix Partner Program



## **FY 2021 Q1 Edge Partner SPIFF Program**

**As a Lantronix EDGE Partner – It is Time for Start Reaping the Benefits!!**

**Starting July 28<sup>th</sup>, 2020 and through the end of the quarter (September 30, 2020) start earning valuable rewards for selling Lantronix products**

Here is how it works:

- \$15 visa card for every new qualified opportunity registration\*
- \$50 visa card for a qualified F2F or Video Meeting with End Customer\*\*
- **Eligible products:**
  - All out-of-band products (SLB, SLC, EMG, KVM)
  - Routers (E-series)
  - Trackers (all)
  - IOT Gateways (SGX products)
  - ConsoleFlow Management Software (including D2Sphere)

### **Terms & Conditions:**

#### **\* For \$15 visa card:**

- VAR must be registered as an Edge Level partner
- Must be a new demand created opportunity from the VAR
  - The VAR must have found and nurtured the customer/opportunity
- Opportunity cannot already be registered or existing in Lantronix's system
- Minimum opportunity size \$10,000 and must be registered to close by 12/31/2020
- Opportunity can be a mix of hardware and software
- Opportunity cannot be from a bid board of any kind
- VAR must fill out the "Lantronix Winner Information" form to receive award
- Visa cards will be shipped out within 60 days after the end of the quarter in which the Spiff was promoted.

#### **\*\* For \$50 visa card:**

- VAR must be registered as an Edge Level partner
- Meeting must have prior approval by Lantronix business develop management team. (Contact: Doug Spinella at [smartedge@lantronix.com](mailto:smartedge@lantronix.com))

- Meeting must include relevant participants from end customer, VAR and Lantronix team.
  - Pre-meeting between VAR and Lantronix prior is required to setting up the end customer meeting.
  - Examples of targeted customer attendees include:
    - Product Manager, Engineering Manager, Solutions & Networking Engineer, and Data Center Manager, etc.
- Key decision makers from the end customer prospect must be present
- Meeting to be focused on at least one of the Lantronix products defined above
- VAR must fill out the “Lantronix Winner Information” form to receive award
- Visa cards will be shipped out within 60 days after the end of the quarter in which the Spiff was promoted.



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