

FY 2021 Q1 StrategicEdge Partner SPIFF Program

As a Lantronix StrategicEdge Partner – It is Time to Start Reaping the Benefits!!

Starting July 28, 2020 and through the end of the quarter (September 30, 2020) start earning valuable rewards for selling Lantronix products

Here is how it works:

- \$25 visa card for every new qualified opportunity registration*
- \$100 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 \$25 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 or sooner after the end of the quarter in which the Spiff was promoted

**** For \$100 visa card:**

- Meeting must have prior approval by Lantronix business develop management team. (Contact: Doug Spinella at smartedge@lantronix.com)

- Meeting must include relevant participants from end customer, VAR and Lantronix team.
 - Pre-meeting between VAR and Lantronix is required prior 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
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- 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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