

# ADVANTAGE PARTNER PROGRAM GUIDE

Our partner's expertise combined with Broadcom Software's leading technology result in exceptional customer experiences. Delivering business value and producing profitable growth together.



## Guide to the Advantage Partner Program for Broadcom Software Partners

Broadcom Software Introduction	02	Broadcom Software Knights Program	04
Advantage Partner Program Overview	02	Advantage Partner Program Benefits	05
Advantage Partner Program Structure	02	Changes to this Program	08
Program Tiers	03	Changes to this Guide	08
Expert Advantage Partner Program (EAPP)	03	Removal from the Advantage Partner Program	08
How to Become an Advantage Partner Program Partner	03	Application of Legal Terms	08
Certification Requirements	04	About this Program Guide	09
Proven Professional and Certified Expert	04	About Broadcom	09

# Broadcom Software Introduction

Today’s leading multinational companies face a daunting task: continue to innovate, deliver powerful customer experiences, accelerate growth through new services, optimize for efficiency, and keep everything protected. Companies with complex hybrid environments need a strategic software partner—not a vendor—who takes an R&D-first approach to developing a comprehensive portfolio of industry-leading enterprise software solutions. We recognized this critical need and created a new group focused exclusively on business-critical enterprise solutions for complex environments: Broadcom Software. This new group offers leading solutions for mainframe, cyber and payment security, and enterprise software via a simplified flexible business model designed to scale and meet the needs of the world’s largest multinational companies.

As one of the world’s largest software providers, Broadcom Software believes partners are key to our customers’ success. We depend on our highly capable & certified partners to extend our reach and coverage, especially in our enterprise and commercial segments, allowing all customers to successfully navigate their digital transformation journeys while maximizing the value of their Broadcom Enterprise, Mainframe and Symantec software solution investments.

Powered by industry and category leading solutions, Broadcom Software and our ecosystem of over 35,000 partners solve the world’s IT challenges. Together we innovate, transform and succeed.



## Advantage Partner Program Overview

The Advantage Partner Program provides a common foundation and tiering structure to accommodate all Broadcom Software’s (“Broadcom”) CA and Symantec divisions and partner routes to market. At Broadcom Software we are focused on building stronger relationships with our valued partners who are committed to our solutions and provide our partners with the capabilities to group their business through simplified pricing, better margins, and richer benefits.

## Advantage Partner Program Structure

The Advantage Partner Program framework offers you differentiated rewards based on the value you deliver to customers and your commitment to your partnership with Broadcom Software.

Our program offers multiple paths to success, allowing partners to focus on their unique business models and priorities aligning to your business focus. Becoming a registered partner in the Advantage Partner Program is the first step in your journey with Broadcom Software. From there, you decide where to invest with the understanding that increased investments unlock increased rewards. Whether you are just beginning, building new practice areas and/or have validated capabilities to deliver the greatest customer value, the Advantage Partner Program offers you opportunities to build a profitable business with Broadcom Software.

# Program Tiers

Refer to the specific partner program division, route to market and tier flyers for full details.



## Strategic Tier

Strategic Partners have made a significant investment and may include, a direct buying relationship, aggregation agreement, and more



## Premier Tier

As a Premier Partner, you have invested in your Broadcom Software partnership through the achievement of multiple requirements including the next level of bookings performance targets.



## Select Tier

As a Select Partner, you have taken the first step in building your partnership with Broadcom Software.



## Registered Tier

As a Registered Partner, you have achieved the minimum requirements to be in our Partner Program and authorized to resell Broadcom software.

# Expert Advantage Partner Program (EAPP)

The EAPP Program sits within the Advantage Partner Program and provides partners who have a service focus with a path to promote their services capabilities and business models. For those partners, we offer the Expert Advantage Partner Program (EAPP), allowing partners to invest in services-oriented offerings including: technical support, managed services and consulting services. The consulting services program is a tiered program designed to provide incremental benefits to partners as they increase their investments and revenue for their Broadcom Software services business. The EAPP provides partners with an opportunity to commercialize services investments in Broadcom solutions alone or in combination with their resell business.

To learn more about the Broadcom Software EAPP, including the requirements and benefits, please review the Expert Advantage partner program guide on the Broadcom Software Partner Portal or contact your Partner Account Director.

# How to Become an Advantage Partner Program Partner

The Advantage Partner Program is a private program by invitation only and has specific requirements and criteria for inclusion by tier and route to market. Partners interested in participating or becoming authorized to resell Broadcom Software solutions should contact the Broadcom Software Partner Help Desk at [partner.helpdesk@broadcom.com](mailto:partner.helpdesk@broadcom.com).



# Certification Requirements

Keeping skills and knowledge up to date will ensure your team can always address the needs of the modern customer. Broadcom Software provides easy access to valuable training in bite-sized, easy-to-consume modules via the Broadcom Academy as well as deep technical content delivered via Partner Learning Paths on our Learning Management System. Visit the Broadcom Software Partner Portal for our one-stop Learning Management System, to find a wide range of sales and technical training using webcasts, videos, virtual labs, and online testing.

The Broadcom Partner Certification program encourages individuals to share their high degree of competence and knowledge regarding Broadcom Software solutions. The program consists of three levels – Proven Professional, Certified Expert, and Knight. The functional roles addressed by these designations include Sales, Pre-Sales, Implementation, and Support. Certifications are awarded at a product level.



## Proven Professional and Certified Expert

Requires certification on a single Enablement Focus Product.

### Certification Methods:

Functional Role	CERTIFICATION METHODS	
	Proven Professional	Certified Expert
<b>SALES:</b>	LMS Test	Presentation Validation
<b>PRE-SALES:</b>	3 <sup>rd</sup> Party Exam / Demo Validation	POC Validation / Evidence Pack Evaluation
<b>IMPLEMENT:</b>	3 <sup>rd</sup> Party Exam	Evidence Pack Evaluation
<b>SUPPORT:</b>	3 <sup>rd</sup> Party Exam	Evidence Pack Evaluation

## Broadcom Software Knights Program

The Broadcom Software Knights Program has been created to recognize and develop partner technical professionals who demonstrate consistent technical expertise on Broadcom Software solutions. To achieve Knight status, the Partner Resource must achieve Proven Sales Professional and Certified Sales Expert certification; plus both Proven Professional and Certified Expert certification in one Technical functional role (Pre-Sales, Implementation or Support). These certifications are by Enablement Focus Product. The Knights program is an invitation-only program open to nominated technical professionals within the Broadcom Software partner community.



# Advantage Partner Program Benefits

The Advantage Program benefits are designed to help you deliver solutions that customers trust, help you grow your business, and accelerate your success. Please refer to the individual Advantage Partner Program flyers on the Partner Portal for specific details specific to your division, tier, and route to market.

## Financial Benefits Overview

Access to Financial Benefits start from your first transaction as a Strategic, Premier or Select Partner and reward you as you grow.

## Deal Registration

Strategic, Premier and now Select partners enjoy enhanced deal registration discounts for Broadcom Software solutions in digital account opportunities providing better control of expected profitability. Our deal registration program provides partners with significant upfront discounts for identifying, developing and closing new and incremental sales opportunities not already forecasted by Broadcom Software through the Deal Registration portal accessed via the Broadcom Software Partner Portal. All deal registrations must meet the minimum threshold of \$25K USD MSRP and maximum threshold of \$1.5M USD MSRP to be eligible. Deal registrations will remain active for a 6-month period and may be renewed for an additional 3 months. Deal registrations over \$1.5M will be subject to approval on a case by case basis.

## Renewal Incumbency

We recognize the important role our partners play in developing, expanding and supporting relationships to drive customer satisfaction and retention. Once you close a new business deal on qualified renewals, you will continue to earn on that deal by actively closing its renewals. Our renewal incumbency provides a minimum of a 10% price protection or uplift for any competing partners requesting a quote on that renewal deal. The Broadcom Software incumbency protection applies to digital (non-governmental) accounts only and our policy may be viewed on the Broadcom Partner Portal in detail.

## Market Development Funds (“MDF”)

For Strategic and Premier partners, we offer proposal based MDF\*\*. We are dedicated to helping you expand your market footprint and enrich your investment with Broadcom Software.

Through activity based pooled development funds, you can drive growth through enablement of your sales and technical staff as well as demand generation and marketing initiatives, subject to Broadcom Software defined applicable requirements and approval. Refer to the Advantage Partner Program MDF list of eligible activities posted to the Partner Portal for more information.

\*\*Restrictions apply and access to this Benefit may vary by region and country.

## Funded Head (“FH”)

Funded Heads are proposal based for our Strategic and Premier partners. Advantage Partner Program funded heads are role based and may be one of the following: Sales, Presales, Implementation, Marketing or Support with Key Performance Indicators (KPIs). Eligible partners will work with their Partner Account Director to apply for a funded head.

## Account Growth Bonus

For accounts where Strategic, Premier and Select partners source and sell capacity opportunities as a part of a renewal, partners can earn an extra incentive on that incremental business.

The Growth Bonus provides a compelling incentive for partners to focus on the success of digital customers by facilitating cross-sell sales motions in accounts that are reducing their usage of renewal products and spend. To qualify for the growth bonus, partners must increase the Expiring Annual Revenue (EAR) on the renewal to 120% or higher, through net new product, capacity, or price increase. Refer to the Advantage Partner Program flyers by tier, division, and partner type for full details.

## Training Credits

The Advantage Partner Program is designed to help you deliver solutions that customers trust, help you grow your business and accelerate your and your customers' success. We believe highly enabled and certified partners are key to that success. We are pleased to offer our top partners increased access to training credits for our Symantec and Enterprise Software classes. We are making this increased investment in our partners' education as we believe this will help support your growth objectives including: increased knowledge to drive larger deals, differentiate yourself in the marketplace, and allow you to easily maintain your Advantage and Expert Advantage Partner Program status and certification requirements. For specific details, please review the program flyers on the Broadcom Software Partner Portal.

## Business Benefits

In addition to the Financial Benefits, the Advantage Partner Program offers a wide range of enablement and technical resources that are aligned to your business cycle and designed to support your growth objectives. Start your partner experience with Broadcom by increasing your knowledge and skill to sell and service solutions with access to Not for Resale (“NFR”) offerings for software, physical appliances, virtual appliances and cloud services. NFR product limitations may apply, refer to the Broadcom Software CA and Symantec price lists or contact your Partner Account Director for details.

Broadcom Software offers our Advantage partners a robust set of benefits designed to get you up and running quickly, while progressively increasing your rewards, by tier, as you invest in and grow your Broadcom Software business.

### Advantage Partner Program Benefits\*

Financial Benefits	Strategic	Premier	Select	Registered
Deal Registration Discounts	x	x	x	
Growth Bonus	x	x	x	
Renewal Incumbency Price Protection	x	x	x	
Upfront Discounts	x	x	x	
Renewal Growth Bundles	x	x		
Proposal Based MDF	x	x		
Proposal Based Funded Head	x	x		
Sales Incentive Programs	x	x		

  

Business Benefits	Strategic	Premier	Select	Registered
Program Welcome Letter & Kit	x	x	x	x
Partner Portal Access	x	x	x	x
Advantage Partner Program Logo	x	x	x	x
Partner Help Desk & Hotline	x	x	x	x
Expert Advantage Program Eligibility	x	x	x	x
Competitive Information	x	x	x	x
Sales Plays & Assets	x	x	x	x
Campaign Kits & Promotions	x	x	x	x
Newsletters	x	x	x	x
Authorized Partner Badges	x	x	x	x
Program Certificates	x	x	x	x
MSRP Price Lists	x	x	x	x
Partner Locator	x	x	x	
Not for Resale NFRs	x	x	x	
Teaming Agreements	x	x	x	
Broadcom Logo Usage	x	x	x	
Partner Account Director	x	x		
Partner Marketing Manager	x	x		
Sales Leads	x	x		
Co-Authored Blogs & Articles	x	x		
Division Roadmap Reviews	x	x		
Partner Event Speakers & Support	x	x		
Customer & Partner Events	x	x		
Eligible for Partner Advisory Boards	x			

## Advantage Partner Program Benefits\*

Certification & Enablement Benefits	Strategic	Premier	Select	Registered
Certification & Training Program	x	x	x	x
Learning Management System (LMS)	x	x	x	x
Support Portal & Knowledge Base	x	x	x	x
Partner Speedcast Trainings & Virtual Events	x	x	x	x
Momentum Training & Enablement Events	x	x		
Virtual Labs	x	x		
Knights Program Eligible	x	x		
Regional Solution Architects	x			
Training Credits**	x	x		

\*Access to Benefits may vary by region and country, and is based on program membership level and eligibility criteria. Certain Benefits may have additional terms and conditions. All Benefits are provided on a reasonable efforts basis, resources permitting. Product restrictions may apply.

\*\*SYMANTEC AND ESD ONLY - Education entitlements are for Broadcom Software Symantec and Enterprise Software divisions public classes and on-demand labs only. This entitlement does not include private on-site or Mainframe division classes

## Territory Restrictions

The Advantage Partner Program is designed to promote local relationships between customers and our partners. As a result, there are territorial restrictions governing the purchase, distribution and use of Broadcom Software offerings, based upon the territories in which the customer, Broadcom Software partner, and Broadcom Software authorized distributor, Value Added Distributor, and Aggregator partners are located.

## Emerging Territories

Effective Immediately, the following emerging territory Broadcom Software reseller and distributor partners, except for Midis and Ness, are excluded from participation in the Advantage Partner Program, beyond the Registered tier in:

### EXCLUDED TERRITORIES\*

Albania	Czech Republic	Kuwaiti	Namibia	Swaziland
Algeria	Egypt	Kyrgyzstan	Nigeria	Tajikistan
Angola	Estonia	Latvia	Oman	Tanzania
Armenia	Ethiopia	Lesotho	Pakistan	Turkey
Azerbaijan	Gabon	Lithuania	Palestine	Turkmenistan
Belarus	Georgia	Libya	Poland	Tunisia
Bahrain	Ghana	Former Yugoslav Republic of Macedonia	Qatar	Uganda
Bosnia	Greece	Madagascar	Romania	Ukraine
Botswana	Herzegovina	Malta	Russian Federation	United Arab Emirates
Brazil (for Mainframe Offerings and related Mainframe Support/Maintenance)	Hungary	Malawi	Rwanda	United State of America (for sales to the Federal government, agencies and related organizations)
Bulgaria	Israel	Mauritius	Kingdom of Saudi Arabia	Uzbekistan
Cameroon	Jordan	Moldova	Serbia	Zambia
Cyprus	Kazakhstan	Montenegro	Slovakia	Zimbabwe
Cote d'Ivoire	Kenya	Morocco	Slovenia	
Croatia	Lebanon	Mozambique	Republic of South Africa	

\*Always excluding any territories which Broadcom Software Products may not be exported to under United States of America Export laws or regulations. In the event there are any forthcoming changes to this list of Excluded Territories, CA shall notify Partner in writing.

## APAC Symantec Resellers

Effective November 30, 2020, the following APAC territories Symantec resellers are excluded from the Advantage Partner Program, beyond the Registered tier in: American Samoa, Australia, Bangladesh, Brunei Darussalam, Bhutan, Cocos (Keeling) Islands, Cook Islands, China, Christmas Island, Fiji, Micronesia Federated State of, South Georgia and South Sandwich Island, Guam, Hong Kong, Heard Island and McDonald Islands, Indonesia, India, Cambodia, Kiribati, Democratic People's Republic of Korea, Republic of Korea, Lao People's Democratic Republic, Sri Lanka, Marshall Islands, Myanmar, Mongolia, Macau, Macao, Northern Mariana Islands, Maldives, Malaysia, New Caledonia, Norfolk Island, Nepal, Niue, New Zealand, French Polynesia, Papua New Guinea, Philippines, Pakistan, Pitcairn, Palau, Samoa, Singapore, Solomon Islands, South Asia Growth Economics, South Korea, Thailand, Tokelau, Timor-Leste, Tonga, East Timor, Tuvalu, Taiwan, Vietnam, Viet Nam, Vanuatu, Wallis and Futuna Islands.

## Maintaining Membership

The Advantage Partner Program is designed to promote local relationships between customers and our partners. As a result, there are territorial restrictions governing the purchase, distribution and use of Broadcom Software offerings, based upon the territories in which the customer, Broadcom Software partner, and Broadcom Software authorized distributor, Value Added Distributor, and Aggregator partners are located.

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## Changes to this Program

Partners agree that they are responsible for compliance with the terms of this Advantage Partner Program Guide and Partner Agreements. Broadcom reserves the right at any time to change, alter, or withdraw the Advantage Partner Program, including partnership tiers, requirements and benefits in any way and at its sole discretion.

## Changes to this Guide

While Broadcom Software tries to assure the completeness and accuracy of this information, occasionally we will need to provide corrections to this Guide. We reserve the right to do this by publication via the Broadcom Software Partner Portal, email or other electronic means.

## Removal from the Advantage Partner Program

Broadcom Software regularly reviews activity of its members. Upon finding inactivity or a failure to achieve tier requirements within our partner base, Broadcom reserves the right to remove partner from the Broadcom Software Advantage Partner Program and/or re-tiering the partner's status in the program. Activity may be indicated by Symantec or CA revenue or Broadcom Software Partner Portal utilization.

## Application of Legal Terms

This Advantage Partner Program Guide in addition to the terms and conditions of your active distribution/reseller agreement with CA (e.g. Symantec Distribution Agreement or CA Regional Partner Agreement), shall govern your participation hereunder.



# About this Program Guide

This Guide is intended for Broadcom Software partners that have been invited to become a member of the Advantage Partner Program. Broadcom may post or publish Supplements, and additional terms governing benefits. Some benefits and other Supplements may be specific to certain regions and/or partner groups. Broadcom reserves the right, in our sole discretion, to incorporate posted fact sheets and program information about this Guide.

Please review this Guide carefully, along with any additional Supplement posted on the Broadcom Software Partner Portal. Please visit the Partner Portal frequently for the most updated information and versions of this Guide and Supplements. If you (on behalf of yourself or your employer) represent yourself as an Advantage Partner Program member, or if you request, access, or use any benefits under the program, you are agreeing to the terms and definitions of this Guide under Broadcom's then-current policies.



## About Broadcom

Broadcom Inc. (NASDAQ: AVGO) is a global technology leader that designs, develops and supplies a broad range of semiconductor and infrastructure software solutions. Broadcom's category-leading product portfolio serves critical markets including data center, networking, enterprise software, broadband, wireless, storage and industrial. Our solutions include data center networking and storage, enterprise, mainframe and cyber security software focused on automation, monitoring and security, smartphone components, telecoms and factory automation. For more information, go to [www.broadcom.com](http://www.broadcom.com).