

Competitive Displacement Incentive

GravityZone Customer and Sales Incentive

Promotional Sales Period → October 1, 2020 through December 31, 2020

Eligible Products Include → All GravityZone Products

Customer Buys	Customer Gets	Details	Coupon Code
12 Months	18 Months	Customer buys 1 year, gets 6 months free!	COMREPBQ12020
2 Years	3 years	Customer buys 2 years, gets 1 year free	COMREPBQ12020

Partner Sales Rep receives \$50 SPIFF for approved Deal Registration.

Make it Rain Dollar Per Node SPIFF Applies to Partner Reps for Every Closed Registered Deal

TERMS & CONDITIONS

- Renewals or add-ons with existing customers are not eligible.
- Must be net new customer opportunity generated by partner with proof of a valid competitor license from:
 1. A scanned copy of a valid competitor License Agreement OR
 2. A screenshot from the management console showing license validity.
- Minimum opportunity value must be greater than or equal to \$2,500.00 USD and based on MSRP to qualify for \$50 Deal Registration SPIFF.
- Deal Registration SPIFF will be paid via partner accounting.
- Each opportunity must be an approved Deal Registration created and approved within the promotional timeframe.
- Special pricing negates SPIFF eligibility.
- Partner Rep must follow all Bitdefender Deal Registration rules and regulations.
- Max Payout of 7% for all SPIFFs
- Full Terms and Conditions can be found [here](#)

SPIFF Questions?

Contact your team at channel-us@bitdefender.com for full details.