



NIGHTSHIFT
DEVELOPMENT

CREATORS OF
 **clearquery**

Partner Program Guidelines

2023



Table of Contents

About Night Shift Development.....	3
Partner Program Benefits.....	3
Deal Registration Criteria.....	4
Public / Commercial Sector Discounts.....	5
Partner Expectations.....	6
Transaction & Support	6
Terms & Conditions.....	7



About Partner Program

Night Shift Development (NSD) is on a mission to democratize data analytics to ensure that data-driven solutions are accessible to any business user, regardless of technical skill level. We created our augmented analytics solution ClearQuery to allow every individual to make sense of their data and tell stories with it to help drive their organizations forward.

clearquery Partner Program Benefits

- Drive mutually beneficial annual recurring revenue growth for the partner and NSD
- Minimize channel conflict
- Marketing Materials for NSD and NSD's analytics product ClearQuery
- ClearQuery Sales Enablement
- ClearQuery Presales Product Support and Enablement
- Access to ClearQuery SaaS and Not for Resale licensing (as approved on a case-by-case basis)
- Shorter sales cycle through improved communication and collaboration
- Optimize resource allocation across partner and NSD

Deal Registration Criteria

Participant Eligibility

Must be an active Partner, in good standing in NSD's ClearQuery Partner Program, and be in one the following partner tiers:

- Platinum - top partners with proven track record
- Gold - first level of commitment
- Silver - transactional relationship

Requirements to Register a ClearQuery Deal

Partners are encouraged to submit deal registrations early in the Sales cycle. Partners must demonstrate some level of pre-sales efforts, where the requirements have been influenced by some or all the following activities:

- Documented site visits with the end user/customer to discuss requirements or contact with the customer such as emails, phone calls, etc.
- Requirements development such as Statements of Work, proposal development, project descriptions of products that favor ClearQuery.
- Understanding of decision makers, buyers, influencers, and key personnel to the deal
- Budget is identified for the project

Note: All ClearQuery opportunities need to be registered by completing the "NSD ClearQuery Deal Registration Form" located on our [NSD Partner Portal](#). NSD will approve or deny the request via email within 3 business days unless further information is required to register the opportunity.

Opportunity Eligibility

- The Opportunity is not a current End User working with a NSD Partner or directly with NSD
- The Opportunity is not registered by another NSD ClearQuery Partner
- The Opportunity is not being pursued by the NSD Sales team
- If the opportunity is placed on an open bid-board for a public sector opportunity (e.g. FedBizOps or other site), then the opportunity is not eligible for deal registration.

Public Sector

Authorized NSD ClearQuery Partners with approved deal registrations will receive a quote from Carahsoft (or approved distributor) or NSD based on the following suggested net discounts according to the partner tier level listed below. Carahsoft or other distributor margin will come out of the partner margin. In the case of a government-wide acquisition vehicle (whether state or federal), the percentage discount off of the Suggested Retail Price required by the vehicle will come from the partner margins shown below:

ClearQuery-Subscription License

Partner Suggested Discounts for Subscription Licensed Products	Platinum \$500k NLR (Net Licensing Revenue)	Gold 200k NLR	Silver
Federal BYOE (Bring your own Elastic)	Up to 40%	Up to 30%	Up to 10%
Federal Enterprise	Up to 40%	Up to 30%	Up to 10%

Commercial Sector

ClearQuery-Subscription License

Partner Suggested Discounts for Subscription Licensed Products	Platinum \$500k NLR (Net Licensing Revenue)	Gold 200k NLR	Silver
Commercial BYOE (Bring your own Elastic)	Up to 40%	Up to 30%	Up to 10%
Commercial Enterprise	Up to 40%	Up to 30%	Up to 10%



Sales & Transaction Support



1. Partners will utilize current pricing / SKUs for all opportunities.
2. Discounts offered to end users will be in accordance with the partner program or if provided in writing by an executive of Night Shift Development
1. Partner will request a quote from the NSD sales representative or the Director of Partnerships and Strategic Alliances prior to providing pricing to a prospect or a customer.
4. NSD will provide a ClearQuery quote to the Partner with a "valid by date"



Partner Expectations

A successful sales and ultimately customer relationship involves collaboration between the partner and NSD. The NSD sales, marketing, and customer success teams stand ready to support our partners as they mutually grow their business

Product Support after the Sale: NSD ClearQuery partners will provide Tier 1 support to the customer at the Silver and Gold level discounts.

Terms & Conditions

- *Partnership discounts will be reviewed annually, with the start of each fiscal year as of January 1. Net Licensing Revenue is defined as the licensing dollars received by NSD after all discounts including distributor, discretionary, or government contract vehicle discounts.*
- *Silver level partners will not have a revenue commitment and would be considered the entry-level, opportunistic level of relationship.*
- *Gold level discounts will be offered for a new partner that's willing to commit to a revenue target of \$200k Net Licensing Revenue. For a partner to maintain Gold it must meet the revenue commitment within the year.*
- *Platinum level partners will commit to \$500k in Net Licensing Revenue, this level will only be offered after meeting the \$500k Net Licensing Revenue in the previous year.*
- *Partners may be offered different level discounts after mid-year (June) of each year.*
- *The Director of Partnerships and Alliances will serve as the program administrator and main point of contact for communication regarding any questions.*
- *Note: Enterprise storage SKUs have a maximum discount of 15% regardless of partner overall discount level.*
- *For 2 or 3-year term deals, where the customer has made a binding agreement, the partner will be able to recognize the full value of the deal for Net Licensing Revenue calculations. For example: Partner books a 3-year term deal with 3 structured annual payments of \$200k. Partner Net Licensing Revenue would be calculated at \$600k for this deal entitling a move from Gold to Platinum level status.*



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Democratizing Data Analytics with

 **clearquery**
Analytics For Humans

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