

Ericsson Enterprise Wireless Solutions Deal Registration Guidelines

Effective July 1, 2025

Introduction

These guidelines outline the criteria and rules for deal registration with Ericsson Enterprise Wireless Solutions, Inc. ("Ericsson"). The purpose of these guidelines is to ensure a fair and transparent process for all Solutions Partners. Please review the criteria and rules carefully to understand the requirements and conditions for deal registration.

These Deal Registration Guidelines ("Guidelines") are incorporated by reference into the Ericsson Solutions Partner Program Guide ("Program Guide") and form an integral part of the applicable partner agreement between Ericsson and the Solutions Partner. By participating in the Solutions Partner Program or accepting any Deal Registration Incentive, the Solutions Partner acknowledges and agrees to be bound by these Guidelines, the Program Guide, and the applicable partner agreement. In the event of a conflict, the applicable partner agreement shall prevail, followed by the Program Guide, and then these Teaming Guidelines.

Deal Registration

Registering your prospective deals with Ericsson ("Deal Registration") gives our Solutions Partners access to additional discounts and price protection. While not required, it's strongly encouraged to increase visibility and receive better support from Ericsson throughout the sales process.

Deal Registration is intended to incentivize and reward partners for identifying and developing new sales opportunities. Partners who participate in Deal Registration receive financial benefits and opportunity protection for presales investments on qualifying partner-initiated deals when leading with Ericsson products that meet the Deal Registration criteria (outlined below). Financial benefits associated with Deal Registration are tied to a partner's investments in building an Ericsson business practice via the Mountaineer program.

Ericsson's Deal Registration program is intended to create an environment where our partners can offer more competitive pricing, better quality service, and more innovative solutions for our customers.

Deal Registration Criteria:

Sales opportunities are eligible for Deal Registration if all the following criteria are met as determined by the sole discretion of Ericsson:

- The sales opportunity represents a single, identifiable customer.
- Sufficient and accurate information has been provided at the time of registering the opportunity to support a meaningful evaluation of the opportunity, including customer name, project scope, estimated value, and expected timeline. Proof of active customer engagement is required.
- The opportunity is a net new opportunity defined as not already visible to and engaged with Ericsson at the time of deal registration submission **AND** meets one of the following categories:
 - a net new logo that has no prior Ericsson purchases, **OR**
 - is a new sale into a dormant, pre-existing account defined as has not purchased any Ericsson products in the last 2 years, **OR**
 - is introducing a net new Ericsson product into an existing account, **OR**
 - is a competitive displacement into an existing account.
- The opportunity is not in response to a published request for proposal (RFP), request for quote (RFQ), invitation for bid (IFB), or similar process.
- The opportunity is not part of a government procurement contract with pre-negotiated pricing or framework unless explicitly permitted in writing by Ericsson.
- The opportunity has not been registered by another partner and remains active and unclaimed.
- The opportunity includes Ericsson products with a minimum estimated project value of \$5000 (MSRP) or contains at least 5 units.
- The opportunity is not a renewal.
- The partner is Solutions Partner authorized and in good standing with Ericsson's Solutions Partner Program.

Deal Registration Rules:

Each Deal Registration is approved at the project level and valid for at least one hundred and eighty (180) days from the date of notification of approval by Ericsson. The deal registration can remain active so long as the associated opportunity has an active quote or demonstrated ongoing partner engagement. A deal will be deemed inactive after 180 days with no engagement by the Solutions Partner.

Deal registration can be extended for the following reasons:

- The sales opportunity continues to meet the Deal Registration criteria, but the decision timeline has extended past the initial 180-day approval window.
- The project is part of a public sector purchase and additional time is needed to align with the public sector buying period.

Partners must provide periodic updates on the status of the opportunity, including but not limited to changes in customer interest, competitive landscape, and expected close date. Updates should be provided at least every 30 days or upon Ericsson's request.

Ericsson may, at its discretion, deny, cancel, or amend any Deal Registration at its sole discretion, including in any of the following situations:

- Partner is not actively pursuing the opportunity or has failed to engage with the end customers in a timely and responsive manner (i.e., a deal is inactive).
- Partner has not maintained communication or responsiveness with Ericsson sales teams.
- Partner quotes a competitor's product for the registered opportunity.
- Partner is not able to fulfill or support the opportunity.
- Partner is unable to provide a forecast update or proof of continued engagement upon Ericsson's request.
- Partner has failed to comply with its contractual obligations with Ericsson, including the Partner Code of Conduct.

Regional Exceptions and Participation Requirements

- The Deal Registration benefits outlined in Guide do not apply in the APAC, Mexico, LATAM and other emerging territories.
- Participation may require the submission of limited customer or opportunity-related data. Such participation is subject to compliance with all applicable data protection and privacy laws as outlined in the partner agreement.

[Click here](#) to register your deal and start taking advantage of these benefits.

Proof of Customer Engagement:

To support the registration process, we require documentation that demonstrates genuine customer interest and engagement in the opportunity. This helps validate that the partner is actively working a qualified opportunity.

We understand that data privacy and confidentiality is a critical concern, particularly in Public Sector or National Government engagements. Partners must ensure that any submitted materials comply with applicable privacy laws and the partner's contractual obligations to the end customer, including any NDAs. All documentation should be appropriately redacted to remove personally identifiable information (PII) or other sensitive data not essential to confirming engagement.

Our goal is to collect only the minimum necessary information to verify the opportunity while maintaining trust and compliance. In instances where written documentation cannot be shared due to customer confidentiality requirements, partners may instead submit a summary of the engagement and confirmation documentation exists and is available upon request, subject to customer approval.

Examples of Acceptable Proof of Customer Engagement:

1. Customer Meeting Notes: Detailed notes from meetings with the customer, including the date, attendees, and discussion points related to the project
2. Email Correspondence: Copies of emails exchanged with the customer that demonstrate ongoing communication, interest in the deal, and willingness to transact with the partner.
3. Customer Quotes or Proposals: Budgetary or formal quotes or proposals submitted to the customer showing the products and/or services being offered with any partner pricing redacted.
4. Reference Architecture Documentation: Documentation of any whiteboarding or formal discussion of network needs, business challenges, and reference architectures under consideration.
5. Proof of Concept (PoC) Documentation: PoC or field pilot reports, demo feedback, or summaries of technical validation conducted with the customer.
6. Letters of Intent/Engagement agreements: Copies of letters of intent or engagement agreements from the customer indicating their commitment to work with the partner on the project.
7. Signed Agreements: Any agreement directly related to the opportunity, such as NDAs, MoUs, or project-specific contracts.
8. Customer Testimonials: Written endorsement or references from the customer specific to the solution or opportunity .
9. Meeting Agendas and Minutes: Agendas, presentations, and minutes from meetings with the customer, showing the progression of discussions and decisions made.

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Note: Submission of documentation does not guarantee approval of deal registration. All materials will be reviewed in accordance with program criteria and applicable legal standards.

Deal Registration Discounts:

Deal Registration Discounts are awarded based on the Solution Partner's investment in enablement and alignment with Ericsson's partner competency levels:¹

Pre-Sales Technical or Support Mountaineer Level 1	05% Deal Registration Differential
Pre-Sales Technical or Support Mountaineer Level 2	10% Deal Registration Differential
Pre-Sales Technical or Support Mountaineer Level 3	15% Deal Registration Differential

Deal Registration Process:

- Opportunity must meet the Criteria & Rules outlined above.
- Partner must submit an opportunity for Deal Registration review using the application within the Enterprise Wireless Solutions Partner Portal.
- Partner will receive confirmation of submission of Deal Registration.
- Approval or Denied registration notification will be sent by Ericsson within 3 business days.
 - The notification of decision may be delayed for opportunities that take longer to validate.

Competitive Situations:

In the event additional special discounts are required to address a competitive environment, the Deal Registration differential may be reduced in order to meet customer pricing expectations so that Ericsson can win the opportunity. If this occurs, Ericsson will use reasonable efforts to ensure that the partner under Deal Registration will be provided a discount differential over other competing partners.

¹ Partners registering deals that include restricted SKUs must meet all applicable specialization and certification requirements in order to be eligible for associated discounts and pricing.

Additional Notes:

- Deal registrations are non-transferable.
- All deal information submitted will be treated as confidential and used solely for internal evaluation and channel program management.
- Ericsson reserves the right to review partner claims and activity to ensure compliance with these guidelines and may request supporting documentation as needed.

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For questions or to request exceptions, please contact your Partner Account Manager.

Modification and Revocation Rights

Ericsson reserves the right to modify, suspend, or revoke these Deal Registration Guidelines, in whole or in part, at any time and for any reason, without prior notice. All determinations regarding the interpretation, application, or enforcement of these Deal Registration Guidelines shall be made at Ericsson's sole discretion and shall be final and binding on all participants.