

Barracuda Partner Success Program Guide



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Welcome

Thank you for your commitment to the Barracuda Partner Success Program. The Barracuda team is happy you're here; we're excited to be a part of your business.

This guide introduces the features and benefits of the Program to help you drive and maximize sales for our mutual benefit. The guide also provides guidance on where to find more information and how to access Barracuda's sales and marketing tools, which contain product information, presentations, training, and more.

Program overview

The Barracuda Partner Success Program is built with flexibility to align to partners' agile business models.

Partners in the program can choose to participate in one or multiple program tracks based on their preferred business and purchasing models. All partners will have access to a set of foundational program benefits based on their overall program level. Additionally, each program track offers its own set of additional "boost" program benefits unique to that route-to-market.

In order to qualify for a program track's "boost" benefits, partner must meet minimum annual revenue requirements of \$5,000 USD per route-to-market (RTM).

Program levels

The Barracuda Partner Success Program offers three program levels, each with their own set of benefits and requirements.

Premier Barracuda Partner

Premier Partners are Barracuda partners who have gone above and beyond to have the top-tier resources, skills, and assets to target larger end-users with multiple Barracuda products. Premier Partners have met significant training and sales support requirements to provide superior service to customers.

Preferred Barracuda Partner

Preferred Partners are forward-leaning resellers who have demonstrated the resources, skills, and assets to meet end-user demand and sell certain Barracuda products and solutions.

Authorized Barracuda Partner

Authorized Partners are resellers in our program who have met the partnership threshold for resources, skills, and assets to meet end-user demand. Authorized Partners purchase Barracuda products only through an authorized Distributor, except as otherwise expressly permitted in writing by Barracuda.

Program level compliance

Qualification for program levels is based on achievement against two requirements, minimum revenue requirements and minimum certifications requirements.

Annual program compliance reviews

Program levels will be evaluated annually based on performance against the revenue and certification requirements, between September 1 and August 31. Partners can view their compliance data throughout the year through the Partner Program Compliance Dashboard available on the Partner Portal.

During these annual reviews, partners can:

- Earn a promotion by meeting or exceeding a higher level’s minimum revenue requirements and certification requirements;
- Maintain their existing level by meeting their existing level’s minimum revenue requirement and certification requirements; and
- Be demoted to a lower level if they don’t meet their existing level’s minimum revenue requirement and certification requirements.

The Barracuda Partner Success Program will offer a probation period for partners who have only met one of the two program compliance requirements by the August 31 deadline. These probationary partners will receive an additional 90 days to complete the missing requirement. Failure to complete the missing requirement may result in the partner account being demoted to the appropriate level or moved to a provisional partner status which may impact the benefits and pricing you are receiving.

Barracuda reserves the right to demote a partner to a lower partner level if their new business contributions to the total revenue requirement is less than 20%.

Minimum revenue commitments & zones

Program revenue recognition

The Barracuda Partner Success Program recognizes partners for all the Barracuda business done in a year, regardless of route-to-market.

For partners that participate in multiple program tracks, their cumulative business revenue will include the net sales amount across traditional resale, MSP, and marketplace.

All amounts include New and Renewal for Traditional Resale TCV bookings, MSP ARR x 2, Marketplace Private Offer TCV.

RESALE REVENUE		MSP REVENUE		MARKETPLACE REVENUE
New & Renewal Bookings TCV \$	+	MSP ARR \$ x 2	+	Private Offer TCV \$

Minimum revenue thresholds

ZONES	PREMIER	PREFERRED	AUTHORIZED
Zone A1	\$1.5M	\$400K	\$40K
Zone A	\$1M	\$200K	\$20K
Zone B	\$500K	\$100K	\$10K
Zone C	\$200K	\$40K	\$10K

International business

ZONES	AFFILIATE
Zone A1	United States
Zone A	United Kingdom, France, Germany, Austria, Japan
Zone B	Australia, Belgium, Brazil, Canada, Denmark, Finland, India, Italy, Mexico, Netherlands, Norway, Portugal, Qatar, Switzerland, Sweden, Spain, Kingdom of Saudi Arabia, United Arab Emirates
Zone C	Rest of world

Minimum certification requirements

When partners enter the Program, they will have 90 days to meet the certification requirement at the Program level they are joining. Failure to meet the requirements in the allotted time may result in potential removal from the program. Once in the Program, partners must maintain certifications at all times.

Certifications may only be held by full-time employees and must satisfy all certification requirements for each product that the channel partner sells or supports. Individual certifications expire after 2 years and may need to be retaken to maintain program compliance.

Minimum certification requirements

The requirements below are for number of certified individuals, not number of certifications completed.

CERTIFICATION CATEGORY	PREMIER	PREFERRED	AUTHORIZED
Barracuda Certified Sales Partner (BT10)	6	4	2
Barracuda Partner Programs & Portals (BT20)	2	1	0
BarracudaONE Certified Sales Representative (BT30 & BT50)	4	3	2
BarracudaONE Certified Pre-Sales Specialist (BT40 & BT50)	4	3	2
BarracudaONE Certified Engineer (Foundation certificates)	3	2	0

Partners can access on-demand training and enablement content through Barracuda's Learning Management System (LMS), Barracuda Campus (campus.barracuda.com).

Program benefits

The Barracuda Partner Success Program provides a variety of benefits to help support and grow your Barracuda business. This table shows the benefits available to partners based on the program's levels.

Benefits overview by level

	PREMIER	PREFERRED	AUTHORIZED
PARTNER SUCCESS FOUNDATIONS			
Set of sales, marketing, and support partner program benefits	✓	✓	✓
Access to Barracuda Partner Portal	✓	✓	✓
Access to Barracuda Learning Management System (Barracuda Campus)	✓	✓	✓
Designated partner relationship manager	✓	✓	-
Eligible for Barracuda Premier partner rebates program	✓	-	-
Eligible for discretionary MDF or co-op funding	✓	✓	-
Cybersecurity threat scan tools	✓	✓	✓
LAND			
Co-branded marketing materials	✓	✓	✓
Through-Channel Marketing Automation tools	✓	✓	✓
Access to Barracuda's Executive Briefing Center	✓		
Co-hosted customer webinars	✓	✓	
Quarterly 'State of The Union' with Barracuda Leadership	✓		
Pre-sales support and partner training	✓	✓	
Cuda CoSell & GrowSell program	✓	✓	
ADOPT			
On-Demand demo video library	✓	✓	✓
Live technical trainings	✓		
Channel sales engineering (SE) support	✓	✓	
Barracuda Not-for-Resale (NFR) program discounts	✓	✓	✓
EXPAND			
Participation in early access programs	✓		
Open enrollment training vouchers	✓ (2 individuals)		
Advanced certification vouchers	✓ (1 individual)		
Hands-on labs	✓		
Roadmap sessions with technology leadership (by request)	✓	✓	
Quarterly Business Reviews	✓	✓	

Support, services, & partner success

This program is tentatively planned for launch in September 2026, with limited early activities underway to help inform the broader rollout. Partners interested in learning more or expressing early interest can reach out to partnerprograms@barracuda.com.

PARTNER LEVEL	SUPPORT	SERVICE	SUCCESS
Premier	• 24x7 support • Sev-1 Response Time SLO (15 min) • Top priority • Technical account manager • Formal RCA & review call • Standby support (office hours)	• Full Value Onboarding (PS led) • Digital Onboarding Journeys • Quarterly Health Check (PS led) • Quarterly PS Follow-Up (PS led)	• Assigned Customer Success Manager • Quarterly Executive Business Review • Quarterly Milestone planning and alignment • Adoption, Health Monitoring • Escalation Advocacy
Preferred	• 24x7 support • Sev-1 Response Time SLO (30 min) • High priority • Pooled Level 2 support • Standby support (office hours)	• First Value Onboarding (PS led) • Digital Onboarding Journeys • Bi-Annual Health Check (Self-service) • Bi-Annual PS Follow-Up (PS led)	• Bi-Annual Executive Business Review • Bi-Annual Milestone planning and alignment • Adoption, Health Monitoring
Authorized	• 24x7 support • Standard priority • Level 1 support	• Digital Onboarding Journeys (Self-service) • Health Check (Self-service)	• Adoption and Health Monitoring (Digital Only)

Premier partner rebates

The Premier Partner Rebate Program is available to eligible Premier-level partners with approved annual business plans, which will be defined annually and reviewed quarterly. Barracuda reserves the right to change or eliminate rebates at any time with 30 days' notice to the partner.

Rebates are earned based on attainment of the sales targets set forth in the business plan.

Official details of the quarterly rebate, including rebate levers, targets, and payouts, can be found in the Barracuda Premier Partner Quarterly Rebate Letter. These letters will be distributed to eligible Premier partners at the beginning of each quarter.

Eligibility criteria (per quarter):

- Partner must have an active Partner Agreement with Barracuda and not be in breach of the Agreement.
- Partner must be in good credit standing with Barracuda.
- Partner must comply with all current Barracuda Partner Program requirements, including sales volume and certifications, and opt-in to the program.
- Annual Partner Business Plan must be completed, current with quarterly data, and approved by Barracuda and Partner management.

Rebate calculation:

Rebates are paid based on Annual Contract Value (ACV) bookings, uplifted at an industry-standard distribution markup percentage from the price paid to Barracuda by the distributor in case of two-tier sales through distribution.

Quarterly measurement periods follow Barracuda's fiscal quarters:

- Q1: March — May
- Q2: June — August
- Q3: September — November
- Q4: December — February

Payment terms:

Barracuda will pay rebates up to 200% of the period ACV net bookings target.

Barracuda reserves the right to exclude from net bookings:

- Any deal below Barracuda's standard margin;
- Any single deal greater than 50% of its target bookings;
- Any deal outside the approved territory in the Agreement; and
- Any deal with non-standard terms.

Barracuda's determination of target level, net booking amount, and criteria attainment is final.

Earned rebates will be paid within 90 days of the end of the quarterly measurement period.

Barracuda may reclaim rebates for any returned deal and will offset reclaimed amounts from subsequent payments.

Not-for-Resale (NFR)

The Not-for-Resale (NFR) program allows partners to purchase products at a discounted rate. NFR units are only for internal use and may not be re-sold. NFR units can be used to protect your own network, for sales demonstrations and evaluations, as well as for internal product training. NFR units may not be used to deliver, support, or operate managed services (including MSP or MSSP services) for end customers. With this program, partners can experience firsthand how effectively Barracuda products work to protect the corporate network. NFR units can be purchased directly from Barracuda or from any authorized distributor.

Not-For-Resale (NFR) products may be purchased at Discounts off Local List Price below by partners when purchasing directly from Barracuda up to a total value of < EUR/GBP 20,000 (EMEA) or < USD 40,000 (US) for internal use in its network. Products purchased for internal use may not be resold, used for customer production environments, or included in managed or hosted service offerings, and a support subscription must be purchased at the time of the initial order and maintained for the duration that the NFR product is in use. No other discounts (including Deal Registration discounts) or promotional discounts may be applied to NFR products.

All regions/territories

BARRACUDA PRODUCTS	PREMIER	PREFERRED	AUTHORIZED
Hardware up to 8xx, Subscriptions and Renewals	70%	60%	50%
SaaS solutions (new and renewals), virtual licenses (Vx), and public cloud over \$5k annual list	70%	60%	50%
SaaS solutions (new and renewals), virtual licenses (Vx), and public cloud up to \$5k annual list	100%	100%	100%
EXCLUSIONS & LIMITS			
XDR, CGF Models F12, F18, F80, and F82			
Discount categories are not additive. Certain products may NOT be eligible for NFR.			
Barracuda reserves the right to audit and limit internal use purchases at its discretion.			

Note that NFR products are subject to Barracuda Network's evaluation terms and conditions (Located at www.barracuda.com/company/legal/terms-and-conditions) only. No other terms and conditions apply regardless of any production use in partners' internal network.

Product demos & demo unit conversion

Demo offerings

Barracuda provides several different free demo offerings for partners and customers:

- Live product demos: Barracuda offers live product demonstrations that you can schedule through your channel manager or the Barracuda website. These are guided, real-time demos led by Barracuda product specialists.
- MSP-focused demo/test drive: For managed services providers, there are “Test drive” options and MSP-focused demos that showcase Barracuda’s MSP offerings.
- On-demand / self-service demos: Some product pages provide on-demand demos or demo videos partners and customers can view without scheduling a live session.
- Free trials or “Try it Free” promotions: Certain Barracuda products have free trial or promotional access that allow customers to evaluate the product before purchasing.
- Hardware demo units: Hardware demo units may be available for partners and end-users. For more information, contact your Barracuda channel manager or sales engineer and explicitly request a hardware-focused demonstration or a loaner/demo unit. Account teams can arrange test drives, temporary hardware availability, or hands-on lab sessions depending on inventory, region, and your use case.

Note: The exact availability of free demos, self-serve demos, and free trials can vary by product line (email protection, security, MSP offerings, etc.) and by region.

Market Development Funds (MDF)

Barracuda may provide our partners with Marketing Development Funds (MDF) to enhance and support our mutual sales and marketing strategies with the targeted goal of developing revenue opportunities to secure new business.

The Barracuda MDF Program provides eligible Barracuda partners with the ability to apply for reimbursable funding for approved demand generation, business development, and partner enablement activities. The Barracuda MDF Program requires that partners first incur the expense for a pre-approved activity. Partners will then be reimbursed at a pre-designated level to assist in covering the marketing costs.

Partners may access MDF or co-op with:

- An approved business/marketing plan for all activities planned on a quarterly basis.
- Approved MDF or co-op requests that include associated ROI for each activity. Barracuda will fund up to 50% of the total activity cost for approved activities. Total fund details will be specified in the approved request.

Eligibility

- Partner must be Premier or Preferred partners that are fully compliant with all sales program policies provided by Barracuda, in accordance with the Barracuda approval process as outlined in this Guide.
- Eligible channel partners must be current on certifications and other program requirements for their program level to request MDF or co-op.

Partner Portal & product management applications

Barracuda offers several applications to support managing your partnership and solutions with Barracuda. These applications are available to all Barracuda partners.

Barracuda Partner Portal

<https://partners.barracuda.com/login>

The Partner Portal serves as the primary resource hub for all Barracuda partners, providing tools for deal registration, pipeline tracking, and access to marketing and sales enablement materials. Partners can find product datasheets, demos, training programs, certifications, and promotional resources to support business growth. This portal is essential for partners focused on sales development and go-to-market success. The Partner Portal serves as a starting point for partners to access the following applications:

BarracudaONE Platform

<https://login.barracudanetworks.com/>

BarracudaONE is a unified, AI-powered cybersecurity platform that gives partners holistic visibility and automation across Barracuda solutions. It supports centralized management of services like Email Protection, Cloud-to-Cloud Backup, and Managed XDR, while offering advanced reporting, dashboards, and PSA integrations for billing. With features like bulk threat remediation and automated workflows, BarracudaONE is perfect for partners seeking efficiency and scalability.

Barracuda MSP App

<https://login.barracudanetworks.com/>

The MSP App is designed for managed service providers to simplify account and product management across multiple clients. It enables partners to create and manage customer accounts, assign and activate purchased Barracuda products, and monitor billable users for accurate invoicing. This tool is ideal for MSPs who need centralized control and streamlined operations for their service offerings.

Barracuda Cloud Control

<https://login.barracudanetworks.com/>

Cloud Control is the backbone of Barracuda's product management ecosystem, offering a centralized interface for deploying and managing Barracuda solutions. Partners can launch trials, activate purchased products, manage serial numbers, and troubleshoot configurations. It provides full visibility into licensing and application settings, making it a critical tool for partners handling product deployment and lifecycle management.

Partner enablement & onboarding

New partner onboarding (account & contact)

Self-service onboarding journeys are available to our partners in the Partner Portal.

New partner accounts will be guided through introductory journeys to explore the tools, resources, benefits, and requirements of the Barracuda Partner Success Program. New individuals will also be provided with a tailored journey based on their role type to explain best practices and tips for successful partnership and engagement.

Enablement programs & resources

Barracuda offers a variety of partner enablement programs and resources for partners to develop their Barracuda solution knowledge. Self-paced trainings, instructor-led training, and distance-learning courses are all available through Barracuda Campus.

Barracuda Campus also hosts the BarracudaONE certification courses, which are designed to validate partner expertise across Barracuda solutions. These certifications support technical, sales, and solution-focused roles and help partners demonstrate proficiency and readiness to sell, deploy, and support Barracuda products.

Instructor-led classroom training- and distance-learning courses are conducted by certified Barracuda Networks trainers and Authorized Training Centers. Instructor-led courses are available in classroom- or distance learning format.

Barracuda Campus also provides technical documentation for all Barracuda Networks products.

Barracuda Mastery Program (badging & specializations)

The Barracuda Mastery Program provides partners with the opportunity to earn additional technical and sales badges across five solution categories: Email Protection, Data Protection, Network Protection, Application Protection, and Platform (BarracudaONE with XDR).

The program follows a structured, college-like curriculum delivered through defined learning tracks, ensuring a comprehensive and progressive learning experience. Each badge includes prerequisites—either required or recommended—followed by a set of mandatory core courses. Participants may then select from a list of elective courses, meeting a minimum selection requirement to tailor their learning based on individual interests or business models. In some cases, third-party certifications may also be required to earn a badge.

The Barracuda Mastery Program is designed to guide learners from foundational knowledge to expert-level proficiency, with each solution category offering two or three progressive badge levels.

Through the program, partner individuals can build deep expertise in specific Barracuda solution areas and earn badges that demonstrate their overall competency and specialization. Detailed information on badge curricula and requirements is available in the Partner Portal.

Partner community forums & events

In addition to our regional engagements, Barracuda also offers several community forums and events for our partners participating in the Barracuda Partner Success Program. For more details on these communities and events, please contact your Barracuda Channel Manager.

Barracuda Partner Sales Engineer Community (PSEC)

<https://www.barracuda.com/partners/partner-se-community>

The Barracuda Partner Sales Engineer Community (PSEC) is a community and rewards program tailored for partner technical resources—like SEs from VARs, MSPs, distributors, and SIs—to build and enhance their expertise in Barracuda solutions. Community members have access to a multitude of training courses, labs, scanning tools, demos, sandboxes, and evaluations all designed to help our partner technical resources to learn more about Barracuda products and capabilities, while allowing them to position and demonstrate our products to customers. Members can earn rewards for completion of activities within the program. The more interaction a member has with our training and tools, the greater the benefits.

Discover — Annual Partner Conference

Registration by invitation only

Discover is Barracuda's exclusive, annual partner conference designed to bring together Barracuda's global channel community for strategic insights, sales and technical enablement, and networking. The event features deep-dive sessions on product roadmaps, cybersecurity trends, and best practices for driving customer success, along with hands-on labs and interactive workshops to strengthen technical expertise. Attendees also gain direct access to Barracuda executives, fostering collaboration and alignment on growth strategies, while enjoying opportunities to connect with peers and celebrate partner achievements in a dynamic, engaging environment.

TechSummit

Barracuda TechSummit is an immersive, annual technical conference bringing together solution architects, engineers, product managers, and developers from our customers and partners for deep technical learning and collaboration. The event features hands-on workshops including hackathons and ethical hacking labs, keynote presentations from senior Barracuda visionaries, product roadmap deep dives, live demos, and the opportunity to earn certifications.

Secured

Barracuda Secured events are a series of one-day, free-of-charge, regional in-person gatherings aimed at IT security professionals from our customers and partners. These technical workshops feature keynote discussions by Barracuda leaders, interactive hands-on sessions, and peer networking and real world learning designed to help customers and partners address today's most pressing cybersecurity challenges.

Cuda CoSell

Cuda CoSell is a dynamic, collaborative go-to-market initiative where partners (particularly resellers) and Barracuda sales teams come together for targeted prospecting days—referred to as “CoSell Days.” These joint efforts focus on engaging net-new and existing prospects, driving pipeline creation, and accelerating deal closure through coordinated outreach. CoSell Days often feature themed campaigns, deal registration tracking, and incentives tied to new business generation. The program emphasizes close collaboration, team alignment, and revenue acceleration by combining partner expertise with Barracuda sales resources.

Cuda GrowSell

Cuda GrowSell is a complementary, collaborative go-to-market initiative focused on helping MSP partners grow recurring revenue by expanding services within their existing customer base. Through GrowSell Days, partners and Barracuda sales teams work together to review current MSP service offerings, assess existing product and license usage, and identify upsell and optimization opportunities that can drive higher monthly recurring revenue (MRR).

GrowSell Days often include themed campaigns, licensing and service-stack reviews, enhanced upgrade options, and team-based planning sessions designed to uncover growth opportunities and strengthen customer value.

Resale boost program overview

Partners actively participating in our resale route-to-market are also eligible for additional program benefits and expected to abide by the below additional program requirements and details.

Resale boost benefits

	PREMIER	PREFERRED	AUTHORIZED
RESALE BOOST BENEFITS			
Deal registration with additional discounts and sales support to win business	✓	✓	✓
Spiff / Incentive programs	✓	✓	✓
Spares program	✓	✓	✓
Renewals visibility in Partner Portal	✓	✓	✓
Cloud marketplace commerce support	✓	✓	

Resale discount grids

These discounts only apply for direct sales from Barracuda to the reseller, and only for sales through the Resale model. For avoidance of doubt, these discounts do not apply to any MSP sales.

Discounts listed are for reference only. Opportunities priced through distribution may differ based on local market conditions, distributor-specific programs, and negotiated terms. Always verify with your distributor before quoting.

Domestic Reseller Discounts

(Includes the United States, Canada, and Latin America)

	PREMIER	PREFERRED	AUTHORIZED
NEW			
Deal Registration	35%	25%	20%
Standard	10%	10%	10%
RENEWALS			
Partner of Record	23%	20%	15%
Standard	10%	10%	10%

Note: These discounts do not apply to Barracuda MSP solutions which are priced separately.

International Reseller Discounts

(EMEA and APAC)

	PREMIER	PREFERRED	AUTHORIZED
NEW			
Deal Registration	40%	35%	30%
Standard	10%	10%	10%
RENEWALS			
Partner of Record	25%	25%	20%
Standard	10%	10%	10%

Note: These discounts do not apply to Barracuda MSP solutions which are priced separately.

New business deal registration

Deal registration provides additional discounts for the Barracuda reseller on an approved opportunity. Deal registration discounts are exclusive to the approved reseller for a limited period of time as set forth in the deal registration process.

Deal registration for Barracuda opportunities generally follows a “first to register” approach, however Barracuda reserves the right to grant the deal registration based on other factors including end user preference, status of the reseller, and past performance of the reseller. Only individual opportunities are eligible for deal registration. A single deal registration does not apply to the entire customer account.

Deal registration discounts may not be applied to Renewals, Premium Support, Professional Services, or Concierge Campaign Services. Standard pricing will apply for these offerings.

Eligible partner type — All Premier, Preferred, and Authorized partners in good standing.

Eligible opportunities — All new, cross sell, and upsell opportunities over \$3,000 USD.

Select Hyperscaler marketplace opportunities may be eligible at Barracuda’s sole discretion.

Exclusions:

- Renewals
- NFR
- Professional Services
- Premium Support
- Training
- Promotions
- MSP Transactions

Defining an opportunity

- An opportunity is defined as a project within an end user organization that has allocated sufficient budget to invest in Barracuda products and services, and purchase requirements (timeframe) are defined.
- The end user has a business need and is interested in meeting with Barracuda to learn more about our solutions and do a proof of concept.
- The partner has a relationship with the end user decision maker, and the partner is able to schedule a meeting with Barracuda and the decision maker to investigate Barracuda as a possible solution.

Deal registration approval

- All new opportunities that a partner is requesting deal registration for must be submitted through the Barracuda Partner Portal at partners.barracuda.com.
- Deal registrations will be rejected if the opportunity has already been registered by another partner; if the information provided is incomplete or incorrect; or if the end user and Barracuda are currently in material discussions regarding purchase of products.
- A prospective opportunity will only be approved to one partner per opportunity for a designated time period intended to allow the opportunity to close. Approved Deal Registration is attached to the specified product category upon submission, and does not approve registration for the entire end user account.
- Barracuda reserves the right to validate the opportunity with the end user as well as the partner's capability prior to granting the approval. If another partner has already registered the opportunity, you are still entitled to the standard discount.
- The end user on the registered deal must be willing to work with the registered partner. If Barracuda receives notification from an end user that they will not work with a specified partner, the registration on that opportunity will be voided.
- Upon receiving approval of a registered opportunity submission, the applicable sales opportunity shall be deemed a "registered opportunity". The registration number must be clearly indicated on any subsequent purchase orders submitted to Barracuda and/or distribution to receive the associate deal registration discounts.
- Deal Registration will last up to 90 days from submission, and is able to be extended by Barracuda in its sole discretion should additional time be needed after the original form submission.
 - Deal registration expiration reminders will be sent 30 days, 15 days, and one day prior to a registered deal expiration date for all open registered opportunities.
- We utilize a partner of record process on renewal opportunities.
- Any partner deemed to be using this program inappropriately can be terminated from the Partner Program.
- A partner may not discuss the details of Barracuda Deal Registration program with any customers.
- If a partner registers a deal for Barracuda and has been identified they are holding registration for multiple competing vendors in the same opportunity, registration can and will be revoked.

In the US, for state, local and education (SLED) projects, deal registration applies to partners that are proactively designing in Barracuda solutions into opportunities. If subsequent opportunities result in needing to go to bid, the following rules apply:

- State, local and education (SLED) projects out for public bid will not be accepted as registered deals. Partners can quote with standard unregistered partner program level pricing, or
- For open bid opportunities Barracuda can provide an additional discount for standard pricing for multiple pricing.

Renewals incumbency / partner of record (PoR)

Renewals are a strategic and important aspect of the business for Barracuda. Retention of customers through timely renewals is a shared responsibility of Barracuda and the reseller. Barracuda will give the incumbent reseller the first opportunity to process the renewal for customers where the reseller is listed as the Partner of Record (as defined below) with the primary goal to retain the customer as a user of Barracuda technology.

Partner of Record definition

The “Partner of Record” status applies to the reseller who closed the sale opportunity for an associated order with the end-customer and meets Barracuda requirements for incumbency, or the partner who the customer has requested be their Partner of Record whether or not the reseller closed the initial sale opportunity. The “Partner of Record” status applies to each specific renewal opportunity for each specific order and does not apply to the entire Barracuda product installed base at the end-customer (as the end customer may order and purchased other Barracuda products from other partners).

In order to be eligible for “Partner of Record” status, Barracuda partners must be compliant with current program requirements (sales volume, certifications, renewals service level agreements, and other), must be in good credit standing with Barracuda, and must remain “active” with the end-customer.

Remaining “active” for “Partner of Record” qualification is defined as the partner having completed at least one activity with the customer within the past 12 months of the renewal date, including but not limited to:

- Submitting a verifiable and approved Deal Registration for a new product sales opportunity within that customer account.
- Closing a new product sale within the customer account, regardless of opportunity source, of minimum \$5,000 USD net value to Barracuda.
- Providing proof that partner has conducted a product demonstration, used a “Not For Resale” product, ran a “Threat Scan” or “Security Health Check” for Barracuda products within the customer environment.
- Providing proof that partner has provided a technical service on the Barracuda products within the customer environment (installation, configuration, user adoption training, or the like).

Resale Spiff Program

The Resale Spiff Program awards Barracuda Rewards Points ("Points") to enrolled Participants for designated activities outlined in promotional offers.

Specific rules for offers will be outlined in the Barracuda Networks Partner Portal at <https://www.barracuda.com/Rewards>.

Offers and eligibility may vary by criteria such as country, partner level and certification, and user role.

Points are the currency used within the Program ("Points") and are redeemable for rewards from the Program rewards catalog hosted at <http://barracuda.perksplus.com> ("Website"). The Program awards Points to enrolled Individual Participants for designated activities outlined in promotional offers.

Resale expectations & additional operations

Minimum advertised price

Resellers may sell Products and Services for any price you choose, but may not display in any print or online advertising, a price below the Minimum Advertised Price. Additionally, resellers may not indicate that the actual price or a lower price will be shown when added to the shopping cart or equivalent.

AMER Only: The MAP for Barracuda products and support services is currently five percent (5%) below the local list price for the product in the territory ("list price"). However, this may be revised by Barracuda at any time and without notice. Failure to comply with this requirement is a material violation of the Program and may result in termination of the Reseller Agreement by Barracuda.

Purchase order requirements

A firm and documented purchase order is required between the Barracuda partner and customer for both one and two-tier orders. Resellers should not pre-order solutions for discount or budgetary purposes that do not have an associated PO from the customer.

A firm and documented purchase order:

- Includes standard shipping and payment terms.
- Must be free of concessions, contingencies, or side letters.
- Must be fulfilled within 120 days of booking.

MSP boost program overview

Partners actively participating in our managed service provider route-to-market are also eligible for additional program benefits and expected to abide by the below additional program requirements and details.

MSP Boost Benefits

	PREMIER	PREFERRED	AUTHORIZED
MSP BOOST BENEFITS			
Partner Level Commit (PLC) discounts	✓	✓	✓
MSP deal submission sales support to win business	✓	✓	✓
MSP platform self-service provisioning	✓	✓	✓
Multi-tenant management	✓	✓	✓

MSP Partner Level Commit (PLC) & discounts

MSPs can achieve additional, tiering discounts based on their Partner Level Commit (PLC). The PLC offers predictable pricing for MSPs. Higher level commitments will offer higher levels of discounting.

The PLC covers all business types, including legacy, special bid, and standard new business. If actual usage falls short of the committed amount, a true-up process will be executed to ensure alignment with the agreed PLC. Commitments can be reviewed and adjusted at the partner's anniversary date.

Partner Level Commit Bands

Volume discounting details based on PLC are available upon request. Below are the monthly commitment bands available for our partners:

CONTRACTUALLY COMMITTED MRR (PARTNER LEVEL COMMIT)	LEVEL	PARTNER LEVEL REFERENCE
\$100K +	10	Premier
\$50K - \$100K	9	Premier
\$30K - \$50K	8	Premier
\$10K - \$30K	7	Preferred
\$5K - \$10K	6	Preferred
\$2K - \$5K	5	Preferred
\$1K - \$2K	4	Authorized
\$500 - \$1K	3	Authorized
\$100 - \$500	2	Authorized
< \$100	1	Authorized

Adjustments to Orders

All active products renew for an additional 12-month period at the Anniversary Date. Downgrades to individual orders or partner level commit, is at Barracuda's sole discretion and, if granted, are limited to the anniversary date. Barracuda is not required to accommodate downgrade requests outside of this cycle.

MSP anniversary dates & billing

Partner Anniversary Dates

All MSP contracts come with a 30-day right of return on all new products; meaning if any product was purchased within the last 30 days it can be canceled with written notice.

After the initial purchase, all future purchases are co-termed to the assigned Anniversary Date. Partners do not need to reach out to Barracuda when configuring a new customer. A contract will only need to be updated within term when purchasing new hardware products or new SaaS products that are not already on contract.

Billing Overview

Barracuda operates with a pooled licensing model, they simply pull licenses from your existing pool. Any hardware purchased is managed by the MSP. Hardware solutions can be repurposed to other customers as needed.

Barracuda will only bill you as our MSP partner leaving you free to mark up and package services into your Managed service stack.

All Barracuda services are billed monthly on a 12 month agreement. All contracts will automatically renew annually unless there is written notice for cancellation 30 days prior to the anniversary date. Pricing will be determined at time of renewal. The anniversary date can be found on page 1 of the contract.

MSP deal submission

The MSP Deal Submission process provides a way for partners to notify Barracuda of working managed service opportunities with end-users to help streamline the sales experience, coordinate special pricing requests, and provide co-sell support.

Barracuda requests MSP opportunities be submitted if the opportunity meets either of the following criteria:

1. Partner would like to request special pricing for a specific end-user opportunity that is outside of their contracted pricing.
2. Partner is working a large end-user opportunity with 100 seats or greater.

The MSP Deal Submission process is not the same as the Resale Deal Registration process. The MSP Deal Submission process does not follow an approval process, provide deal protection, or unlock additional deal discounts.

MSP expectations & additional operations

MSP Technical Support

Barracuda will not be in any direct contact with a Managed Service Provider's end customer. This includes any need to work with the Barracuda technical support team.

As the Managed Service Provider, partners are responsible for offering all Tier 1 level support for their customers.

Managed Service Providers will have direct access to the Barracuda support team to escalate any issues on behalf of the customer. The Barracuda support team is available 24x7 via phone, email, or chat. For more information on levels of support and SLAs based on partner level, please review the general program benefits matrix on page 4.

Marketplace boost program overview

Marketplace Boost Benefits

Barracuda works closely with our marketplace partners to create differentiated cloud delivered solutions and programs, leveraging joint development and marketing resources to raise awareness of the combined solution for mutual customers and channel partners.

Hyperscaler Marketplace Transaction Benefits

Customers may have a preference to procure their Barracuda products through Cloud and Hyperscaler (AWS, Microsoft, Google) marketplaces. Benefits to the customers of procuring third-party software products from marketplaces includes streamlined purchasing, control and governance, and retirement of volume commitments with the providers, including AWS Enterprise Data Plans (EDP) and Microsoft Azure Consumption Commitment (MACC).

As Barracuda is a channel-centric company, our priority is to include our partners in these marketplace transactions. Outside of our program benefits, our alliance partners, including AWS, Microsoft, and Google, all have programs, processes, and financial incentives to include partners in the end-customer's marketplace transaction.

The Barracuda Partner Success Program discount matrix for resale opportunities applies equally to any new business or renewal transacted through marketplace for partner pricing via the marketplaces. No pricing advantage will be gained by converting a two-tier route to market to a marketplace opportunity.

Currently no professional services or premium support options can be transacted via a marketplace and would need to be fulfilled through traditional routes.

Hyperscaler Marketplace Enablement Benefits

Partners can access enablement materials that highlight how Barracuda works with the hyperscalers. These resources provide an overview of how to provide our customers with joint solutions built on today's environments as well as sales and marketing programs available to you as a Cloud Hyperscaler enabled partner.

Program contact

For questions or more information on the Program, contact your channel manager or email partnerprograms@barracuda.com.

Thank you for your continued partnership. We're on a mission to deliver innovative security products and to protect and support our customers for life. We're looking forward to working with you to help grow your Barracuda business, innovate new products, and reach and protect more customers as they navigate the ever-changing threat landscape. Here's to a long and successful relationship.