Tableau Partner Network Program Guide

Version Date: August 24, 2023

This Tableau Partner Network Program Guide includes the specific Program Guides for the Reseller Track, Services Track, and Technology Track. Partner must be enrolled in the relevant Program Track for that Program Track's Program Guide terms to apply. The Reseller Track Program Guide is listed first, followed by the Services Track Program Guide, Technology Track Program Guide, and Schedule 1 Tableau "Partner Joint Selling" Program.

Reseller Track Program Guide

Version Date: August 24, 2023

This Reseller Track Program Guide is current as of the Version Date set forth above and will remain in effect until it is replaced by a version with a later Version Date. Tableau may update this Program Guide, including the Reseller Track Benefits or Requirements, in its sole discretion, with or without notice. For the avoidance of doubt, Tableau intends to make further updates to this Program Guide as necessary to facilitate the transition of TPN Partners to the Salesforce Partner Program. The Program Guide is part of the Agreement as defined in the Tableau Partner Network Master Terms ("Partner Master Terms"), which a Reseller must accept in order to participate in the Reseller Track. Capitalized terms not defined in this Program Guide have the meanings otherwise set forth in the Agreement.

Reseller Track Overview

The Reseller Track is designed for companies who provide customers with Tableau licensing, pricing, order management, credit and collections expertise. They have a business focus on the sales and support of Tableau licensed Products.

Reseller Track Requirements

In order to participate in the Reseller Track, a Reseller must accept the terms of the Agreement (including the Partner Master Terms and Reseller Track Addendum) for each Country Cluster that the Reseller would like to do business in (as discussed below). Reseller must have a legal entity operating within one of the countries in the Country Cluster in order to be accepted into the Reseller Track for that Country Cluster. Upon acceptance by Tableau into the Reseller Track, the Reseller will be assigned a Program Level as discussed below.

Qualification requirements for each Country Cluster and Program Level are discussed on the Reseller Track Benefits and Requirements Page and available by logging into the Tableau Partner Network.

Reseller Track Benefits and Program Level

The benefits to which a Reseller is entitled based on the assigned Program Level (as discussed below) are set out on the Reseller Track Benefits and Requirements Page and available by logging into the Tableau Partner Network.

When a Reseller is admitted to the Reseller Track, it will be assigned to the "Member" Program Level, unless otherwise specified on the Partner Portal.

For Resellers admitted into the Reseller Track on or before January 31, 2023, Reseller's performance will be measured during the period from February 1, 2022 to January 31, 2023 ("Qualification Period"). Resellers may be reassigned to a different Program Level based on performance during the Qualification Period as measured against the qualifications described on the Reseller Track Benefits and Requirements Page. Evaluations will be conducted during the first month following the end of the Qualification Period.

Tableau will notify each Reseller of any resulting reassignment and applicable Discounts during the Notification Period, as set forth below.

A Reseller who is reassigned to a higher Program Level will be provided with the higher Program Level benefits approximately 30 days post notification. A Reseller who is reassigned to a lower Program Level will be provided with the lower Program Level benefits approximately 30 days post notification. Reseller activities performed during the Evaluation Period and Notification Period will be included in the next qualification period. Notices will be provided as set forth in Section 15.5 (Notices and Reports) of the Partner Master Terms.

End of Qualification Period	Evaluation Period	Notification Period
January 31, 2023	February 2023	February – March 2023

Resellers who do not remain in compliance with the qualifications of the Reseller Track or applicable Program Level may be removed from the Reseller Track without any refund of fees.

Program Renewal

The TPN Program Renewal phase will take place for Fiscal Year 2024. During this phase Tableau will evaluate Reseller's performance during the Qualification Period, realign Reseller's Program Level based on Program Level metrics attainment and process new Program Level activation where benefits are released.

Territory or Country Cluster

Each Reseller works in a Country Cluster, as specified on the Partner Portal. A Reseller must qualify separately for each Country Cluster within a Country Group as listed in the table below. In order to participate in a Country Cluster, the Reseller must have a legal entity operating in one of the countries within that Country Cluster. Area of focus either by Country or vertical market within the Country Cluster is determined as part of the Joint Business Plan for Premier and Select Resellers. For the APAC region where Reseller operates in Country Clusters covering multiple countries and wishes to operate outside of the signed business entity country, then an agreed-upon joint business plan will be required.

Country Clusters exclude the US Public Sector as stated in Section 2.1 (Reseller Appointment) of the Reseller Track Addendum. "US Public Sector" means an agency, department or other entity of the United States Government or of any state or local government within the United States. If a Country Cluster contains a country within the European Economic Area (EEA), Reseller is authorized to market and distribute Products to End Users based in any member state of the EEA.

Country Group A	Country Group B	Country Group C
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Americas	Americas	Americas
 United States 	 Canada 	 Mexico
	• Brazil	Rest of Latin America
EMEA	EMEA	EMEA
 UK & Ireland 	France	 Africa & Middle East
• DACH	 Benelux 	Southern Europe
	 Nordics 	 Central & Eastern
	 Israel 	Europe
		 Commonwealth of
		Independent States
		(excluding Russia)
		 Mediterranean
		(excluding Israel)
APAC	APAC	APAC
 Australia & New 	South Korea	India
Zealand	 Singapore 	 Southeast Asia
Japan		(excluding Singapore)

Evaluation Versions

At Tableau's sole discretion, and pursuant to the terms and conditions of the Agreement, Tableau will supply Reseller with Evaluation Versions of the Software to provide to End Users. Reseller will submit their request to Tableau either directly or through their assigned Partner Development Manager ("PDM"). The term of any Evaluation Version license will be for fourteen (14) days or as determined by the PDM.

Support & Maintenance Obligations

<u>Tableau Support & Maintenance:</u> Reseller may resell Tableau Support & Maintenance products to be provided directly by Tableau to the End User at fees set forth in the Price List. Tableau Support & Maintenance shall be provided in accordance with Tableau's then-current Tableau <u>Technical Support Policy</u> (as may be updated or relocated by Tableau from time to time).

Reseller's Support Service: Reseller may offer its own support services ("Reseller Support Services") to End Users. Reseller must inform End Users that such Reseller Support Services are provided by Reseller, not Tableau, and that these support services are independent of and not subject to Tableau's Technical Support Policy. In the event that Reseller is providing Reseller Support Services to an End User who has purchased Tableau Support & Maintenance, Tableau will make reasonable efforts to provide, directly to Reseller, technical help desk (guidance and troubleshooting assistance) in support of Reseller's fulfillment of Reseller Support Services to such End User. Nothing herein shall be deemed to restrict or limit Tableau's right to provide formal or informal technical support or other assistance directly to any End User, including without limitation, End Users who have purchased Reseller Support Services.

At all times, at its own discretion, Tableau may contact End Users and sell Tableau Support & Maintenance (including renewals of such Product) directly to End Users. Under such circumstances, Reseller acknowledges that it has no right to receive fees for Tableau Support & Maintenance. As an example, when Reseller is unable to confirm the End User's intent to renew Tableau Support & Maintenance for

forty five (45) days prior to expiration, Tableau reserves the right to contact the End User and renew Tableau Support & Maintenance Products directly or via other resellers.

After the termination of the Agreement or Reseller Track Addendum, Reseller must cease offering any sales or renewals of Tableau Support & Maintenance.

Services Track Program Guide

Version Date: August 24, 2023

This Services Track Program Guide is current as of the Version Date set forth above and will remain in effect until it is replaced by a version with a later Version Date. Tableau may update this Program Guide, including the Services Track Benefits or Requirements, in its sole discretion, with or without notice. For the avoidance of doubt, Tableau intends to make further updates to this Program Guide as necessary to facilitate the transition of TPN Partners to the Salesforce Partner Program. The Program Guide is part of the Agreement as defined in the Tableau Partner Network Master Terms ("Partner Master Terms"), which a Services Partner must accept in order to participate in the Services Track. Capitalized terms not defined in this Program Guide have the meanings otherwise set forth in the Agreement.

Services Track Overview

The Services Track is designed for professional services organizations that deliver business services such as implementation, custom development and training, while leveraging Tableau with and for End Users. Services Partners can provide advisory, analytics, customer solution development, and other services for our joint customers. They can also provide vertical solutions focused on specific industries, horizontal business processes, or custom applications.

Services Track Requirements

In order to participate in the Services Track, the Services Partner must accept the terms of the Agreement (including the Partner Master Terms and Tableau Services Track Addendum) for each Country Cluster that the Services Partner would like to do business in (as discussed below). Services Partner must have a legal entity operating within one of the countries in the Country Cluster in order to be accepted into the Services Track for that Country Cluster. Upon acceptance by Tableau into the Services track, the Services Partner will be assigned a Program Level as discussed below.

Qualification requirements for each Country Cluster and Program Level are discussed in the Services Track Benefits and Requirements page and available by logging into the Tableau Partner Network.

Services Track Benefits

The Fiscal Year 2023 benefits to which a Services Partner is entitled are based on the assigned Program Level as discussed in the Services Track Benefits and Requirements page and available by logging into the Tableau Partner Network.

Program Level

When a Services Partner is admitted into the Services Track, it will be assigned to the "Member" Program Level, as applicable unless otherwise specified on the Partner Portal. For Services Partners admitted into the Services Track on or before January 31, 2023, the Services Partner's performance will be measured during the period from February 1, 2022 to January 31, 2023 ("Qualification Period"). Beginning February 1, 2023 TPN Program Levels will no longer be available and, in lieu of such Program Levels, Services Partners will be offered a Salesforce Trailblazer Tier as described below subject to the requirements described below. Services Partners' performance during the Qualification Period will be taken into

account in determining the Salesforce Trailblazer Tier. Evaluations for the purpose of determining the applicable Salesforce Trailblazer Tier will be conducted during the first month following the end of the Qualification Period.

End of Qualification Period	Evaluation Period
January 31, 2023	February 2023

Transition to the Salesforce Consulting Partner Program

Starting on February 1, 2023, Tableau will initiate Services Partner's transition to the Salesforce Consulting Partner Program. Services Partners will be invited to join the Salesforce Consulting Partner Program, which will include execution of the Salesforce Partner Program Agreement ("SPPA") and subsequent termination of their Tableau Partner Network Services Track Addendum. When invited to join the Salesforce Consulting Partner Program, the Services Partner will be offered a Salesforce Trailblazer Tier which takes into account their updated TPN legacy Program Level during the Qualification Period. Services Partners already party to the SPPA and participating in the Salesforce Consulting Partner Program may continue to participate in such Program subject to the SPPA and the Consulting Partner Program Policies and such Partners' Tableau Partner Network Services Track Addendum will be terminated as part of the transition. Once Services Partners join the Salesforce Consulting Partner Program, they will transition to the Salesforce Trailblazer scorecard and will be eligible to receive many of their existing benefits for the next Program Year as well as other applicable Salesforce Consulting Partner Program benefits, subject to the terms of the SPPA and the Consulting Partner Program Policies.

Territory or Country Cluster

Each Services Partner works in a Country Cluster, as specified on the Partner Portal. A Services Partner must qualify separately for each Country Cluster within a Country Group as listed in the table below. In order to participate in a Country Cluster the Services Partner must have a legal entity operating in one of the countries within that Country Cluster. Area of focus either by Country or vertical market within the Country Cluster is determined as part of the Joint Business Plan for Premier and Select Services Partners. For the APAC region where Services Partner operates in Country Clusters covering multiple countries and wishes to operate outside of the signed business entity country, then an agreed-upon joint business plan will be required.

Country Group A	Country Group B	Country Group C
Americas	Americas	Americas

United St	ates •	Canada	•	Mexico
	•	Brazil	•	Rest of Latin America
EMEA	EMEA		EMEA	
UK & Irela		France	LIVILA	Africa & Middle East
			_	
• DACH	•	Benelux	•	Southern Europe
	•	Nordics	•	Central & Eastern
	•	Israel		Europe
			•	Commonwealth of
				Independent States
				(excluding Russia)
			•	Mediterranean
				(excluding Israel)
APAC	APAC		APAC	
 Australia 	& New •	South Korea	•	India
Zealand	•	Singapore	•	Southeast Asia
 Japan 				(excluding Singapore)

Technology Track Program Guide

Version Date: August 24, 2023

This Technology Track Program Guide is current as of the Version Date set forth above and will remain in effect until it is replaced by a version with a later Version Date. Tableau may update this Program Guide in its sole discretion, with or without notice. For the avoidance of doubt, Tableau intends to make further updates to this Program Guide as necessary to facilitate the transition of TPN Partners to the Salesforce Partner Program. The Program Guide is part of the Agreement as defined in the Tableau Partner Network Master Terms ("Partner Master Terms") which a Technology Partner must accept in order to participate in the Technology Track. Capitalized terms not defined in this Program Guide have the meanings otherwise set forth in the Agreement.

Technology Track Overview

The Technology Track is for organizations that build repeatable IP that compliments, extends, or improves the use of Tableau's Products for our joint customers.

Technology Track Requirements

In order to participate in the Technology Track, a Technology Partner must accept the terms of the Agreement (including the Partner Master Terms and Tableau Technology Track Addendum). Upon entrance to the Technology Track the Technology Partner will be assigned a Program Level as discussed below.

Qualification requirements for each Program Level are discussed on the Technology Track Benefits and Requirements Page and available by logging into the Tableau Partner Network.

Technology Track Benefits

The benefits to which a Technology Partner is entitled based on Program Level (as discussed below) are set out on the Technology Track Benefits and Requirements Page and available by logging into the Tableau Partner Network.

Program Levels

When a Technology Partner is admitted to the Technology Track, it will be assigned to the or "Member" Program Level, as applicable, unless otherwise specified on the Partner Portal.

For Technology Partners admitted into the Technology Track on or before January 31, 2023, the Technology Partner's performance will be measured during the period from February 1, 2022 to January 31, 2023 ("Qualification Period"). Technology Partners may be reassigned to a different Program Level based on performance during the Qualification Period as measured against the qualifications described on the Technology Track Benefits and Requirements Page. Evaluations will be conducted during the first month following the end of the Qualification Period. Tableau will notify each Technology Partner of any resulting reassignment during the Notification Period, as set forth below.

A Technology Partner who is reassigned to a higher Program Level will be provided with the higher Program Level benefits approximately 30 days post notification. A Technology Partner who is reassigned to a lower Program Level will be provided with the lower Program Level benefits approximately 30 days post notification. Technology Partner activities performed during the Evaluation Period and Notification Period will be included in the next qualification period. Notices will be provided as set forth in Section 15.5 (Notices and Reports) of the Partner Master Terms.

End of Qualification Period	Evaluation Period	Notification Period
January 31, 2023	February 2023	February – March 2023

Technology Partners who do not remain in compliance with the qualifications of the Technology Track or applicable Program Level may be removed from the Technology Track without any refund of fees.

For Technology Partners joining the Tableau Partner Network Technology Track after January 31, 2023 Technology Partner's performance will only be measured at the next evaluation period.

Program Renewal

The TPN Program Renewal phase will take place for Fiscal Year 2024. During this phase Tableau will evaluate Technology Partner's performance during the Qualification Period, realign Technology Partner's Program Level based on Program Level metrics attainment and process new Program Level activation where benefits are released.

Territory

When a Technology Partner is admitted to the Technology Track, the geographic Territory in which the Technology Partner may offer a Solution is global (except Mainland China & Russia) unless otherwise specified on the Partner Portal.

NOTE: The Assist Program ended on March 21, 2022, and the Joint Selling Program went live on March 21, 2022. Both Assist and Joint Selling opportunities that meet the required criteria and fall within the Qualification Period will be included in the overall ACV metric for a partner's respective Country Cluster and Program Track. To reference the previous Assist Schedule please find it here.

Partner Program Guide - Schedule 1

Tableau "Partner Joint Selling" Program

To participate in Tableau's Partner Joint Selling Program ("Joint Selling Program"), Partner must have executed a Tableau Partner Network "Partner Joint Selling" Program Addendum ("Joint Selling Addendum"). Subject to eligibility requirements detailed below, Partner may earn a Joint Selling Commission for Joint Selling Prospects. For avoidance of doubt, Partner is only eligible for a Joint Selling Commission for Joint Selling Prospects meeting the additional requirements below. Partner must be registered in Supplierforce, Salesforce's supplier payment system in order to receive Joint Selling Commissions. Registration can be completed by taking action on an invitation sent by Supplierforce. Any questions about this process can be directed to the Partner's PDM or TPNSupport@salesforce.com. This Schedule 2 ("Schedule") further defines the business process and terms outlined in the Joint Selling Addendum for the Joint Selling Program and is incorporated in the Agreement by reference. All capitalized undefined terms in this Schedule have the meanings set forth in the Agreement.

1. Eligible Partners

Partners in the Reseller Track and Services Track are eligible to participate in the Joint Selling Program.

2. Qualification of Joint Selling Prospects

Tableau's Joint Selling Program rewards Partner for engaging in co-selling activities to Joint Selling Prospects. For a prospect to qualify as a Joint Selling Prospect, the following must occur:

1. Either:

- (a) Partner notifies Tableau of a prospect or their support of a prospect; or
- (b) Tableau's direct seller identifies a prospect and requests the Partner's involvement in coselling activities related to the prospect;
- 2. Tableau's Partner Development Manager (PDM) or PDM Management assigned to the Partner tags the opportunity in Tableau's CRM system as a Joint Selling Opportunity; and
- 3. Tableau approves the Joint Selling Opportunity.

A prospect is not a Joint Selling Prospect and Tableau may decline to approve a Joint Selling Opportunity if the requirements in Section 3 below are not met or if the Partner notifies Tableau that Partner does not want to be recognized on a particular Joint Selling Opportunity. In either case, Tableau may decline to approve the Joint Selling Opportunity. Partner should work with Partner's PDM or e-mail

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<u>partners@tableau.com</u> if there are questions regarding the qualification of a Joint Selling Prospect or the approval status of a Joint Selling Opportunity.

3. Approval of Joint Selling Opportunity

In order to approve a Joint Selling Opportunity, Tableau must determine in its sole discretion that Partner meets at least two of the following criteria by closing of the sales transaction covered by the Joint Selling Opportunity. The Partner:

- 1. drives joint executive level engagement and sponsorship throughout the sales cycle;
- 2. first registers the opportunity using Tableau's most current deal registration process (as compared to other partners and Tableau);
- 3. provides consistent engagement in multiple stages of the sales cycle or fulfills responsibilities outlined in the teaming agreement;
- 4. actively recommends Tableau to the Joint Selling Prospect in their proposal;
- 5. designs the winning proof-of-concept or solution the Joint Selling Prospect buys, and/or
- 6. provides significant deployment and/or technical expertise resulting in the Joint Selling Prospect's selection of Tableau.

4. Joint Selling Commission

Subject to eligibility requirements, a Joint Selling Opportunity may be eligible for a Joint Selling Commission. The amount of the "Joint Selling Commission" is 5% of Eligible Billings. The following rules pertain to Joint Selling Commissions:

- There will be a Joint Selling Commission cap (maximum) of \$100,000 per opportunity
- Commissions will only apply to year 1 of multiyear deals
- A Joint Selling Opportunity is not eligible to receive a Joint Selling Commission if the Joint Selling Prospect is located in the following Country Clusters / Territories designated as mature markets:
 - o Australia
 - Benelux
 - Brazil
 - Canada
 - France
 - Germany, Austria, Switzerland
 - o Iberia
 - Italy
 - Israel
 - Japan and Korea
 - Nordics
 - UK and Ireland
 - o US

Joint Selling Commissions will be calculated on a monthly basis and shall be due to the Partner no later than 45 days after the last day of the month in which the approved Joint Selling Opportunity is closed. Tableau will only pay a monthly Joint Selling Commission if the amount owed is \$500 or greater (or if the opportunities are not in US Dollars, the applicable currency equivalent of \$500). If the monthly amount is

less than \$500, the Joint Selling Commission will not be paid and the amount does not roll over into subsequent months.

If Tableau makes a Joint Selling Commission-payment to Partner in error, or if a Joint Selling Prospect fails to make required first-year subscription fee payments to Tableau within sixty (60) days of the payment due date, or if the applicable order form between Tableau and the Joint Selling Prospect is terminated before its agreed upon expiration date, Tableau will be entitled to a refund of the corresponding Joint Selling Commission payments made to such Partner (provided that if a non-paying Joint Selling Prospect does ultimately pay all amounts due, Tableau will repay Partner the applicable Joint Selling Commissions less a deduction for collection and administrative costs, not exceeding half of the total Joint Selling Commission). Tableau may in its sole discretion choose to either offset such refundable amounts against fees Tableau owes to Partner hereunder, or invoice Partner for the refundable amounts; invoiced amounts are due and payable within thirty (30) days of the invoice date. Tableau's right to a refund of which Tableau has not notified Partner will expire ninety (90) days after the one-year anniversary of the start date of the applicable order form.

Notwithstanding any other provisions in the Agreement, Partner will not be entitled to Joint Selling Commissions: (i) if such fees are prohibited or limited by federal, state or local law or regulation in the United States or in the jurisdiction where the applicable Partner, or referred customer, is located, (ii) if such Partner has used illegal, unethical, or improper means to generate such Joint Selling Opportunity or if it has promised, given, offered, or authorized the provision of money or anything of value to anyone to improperly influence the award or retention of business in connection with such Joint Selling Opportunity, or (iii) if the referred customer is in any sanctioned country (including Cuba, Sudan, Iran, North Korea, Syria, and Crimea or any other countries included on lists maintained by the Office of Foreign Asset Control), on any Specially Designated Nationals lists, or on any other denied parties lists.

5. Joint Selling Commissions Opt-Out

In order to decline to receive Joint Selling Commissions entirely, the Partner will need to sign and return to Tableau the Tableau Partner Joint Selling Program Waiver of Joint Selling Commissions. In order to request the waiver Partner must:

- Submit request for the Tableau Partner Joint Selling Program Waiver of Joint Selling Commissions to your PDM. If you do not have a PDM, submit your request through the Partner Portal - TPN Support
- 2. Tableau will review Partner's request and, if approved, issue the Tableau Partner Joint Selling Programs Waiver of Joint Selling Commissions to the Partner.

Partner will need to sign and return the waiver to your Partner Development Manager Submission of the waiver will result in the partner waiving their right to receive Joint Selling Commissions on all opportunities.

If the Partner typically receives Joint Selling Commissions, but cannot receive Joint Selling Commissions on a specific deal (e.g. due to government customer or other reason), the Partner must notify Tableau in writing via the following process:

- 1. Submit request to waive Joint Selling Commissions on a specific deal to your PDM. If you do not have a PDM, submit your request through the Partner Portal TPN Support
- 2. Request will then be reviewed and approved by Tableau

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3. Your PDM or <u>TPNsupport@salesforce.com</u> (if you do not have a PDM) will inform you of your approval status.

In either of the foregoing scenarios, Tableau will track the Annual Contract Value (ACV) pertaining to the associated sales transactions in accordance with the Partner's ACV requirements and definition set forth in the applicable Program Track benefits and requirements.

6. Eligible Billings

As used in Section 5 (Joint Selling Commissions) of the Joint Selling Addendum, "Eligible Billings" means:

- License fees for the Joint Selling Prospect's initial purchase of term Software licenses actually paid by the Joint Selling Prospect to Tableau; or
- 2. License fees for add-on Software licenses actually paid by the Joint Selling Prospect to Tableau.

If a Joint Selling Prospect has existing licenses to Tableau products or related maintenance which are terminated or recontracted as a result of the Joint Selling Opportunity ("Pre-Existing Licenses"), Eligible Billings exclude any amount of license fees which are deemed by Tableau, in its sole discretion, to be replacement license fees that are otherwise assumed to be renewed and/or paid by the Joint Selling Prospect to Tableau if the Pre-Existing Licenses had not been terminated.

Any license fees relating to portions of a subscription term greater than 365 days are excluded from Eligible Billings.

Opportunities are not eligible for Joint Selling Commission where (i) the referred customer is the Partner or (ii) where the referred customer is an Affiliate of the Partner, where "Affiliate" means any entity that directly or indirectly controls, is controlled by, or is under common control with the subject entity, and "Control" for purposes of this definition means direct or indirect ownership or control of more than 50% of the voting interests of the subject entity.

Eligible Billings further exclude: any fees for term Software license renewals, maintenance beyond first year or maintenance renewals for perpetual Software licenses, Tableau CRM licenses, training, professional services, other support services, Tableau customer conference registrations, or any other service, and any amounts reserved, allocated, or withheld for taxes.

7. Eligible Software

The "Software" eligible for Joint Selling Program activities means Tableau's standard software products unless otherwise excluded in the definition of Eligible Billings above. Only the first year of multiyear deals are eligible for Joint Selling Commissions. Salesforce products are not eligible.