

Imperva Competitive Replacement Promotion

Imperva built the world's **first** and **only** multi-cloud platform to protect the edge, apps and databases.

And now our partners have **three** winning ways to **knockout the competition** and protect their customers:



MIGRATION PERIOD PROMOTION

For customers migrating from a competitive WAF to an Imperva AppSec subscription, customer can receive up to 6 months free overlap time between when Imperva subscription begins and competitor's subscription ends.



COMPETITIVE REPLACEMENT PROMOTION

For customers replacing a competitive product with an Imperva offering, a one-time additional discount of 10% off list price of any Imperva product, subscription, or support agreement.



WINBACK PROMOTION

For a select set of over 3,000 previous Imperva customers, a one time additional discount of 10% off list price for any product, subscription, or support agreement for coming back to Imperva.

Select the incentive that creates the best leverage with your customer.

Offers valid for purchases through December 31, 2020*

Imperva Competitive Replacement Promotion for Partners

Program Details

If multiple promotions apply:

- There may be cases where multiple incentive programs may apply.
- Need help selecting the right offer for your customer? Contact your Imperva CAM for support.

Migration Period Promotion

Promo	Details	Eligibility
Migration Period Promotion	<p>Customers switching from a competitive WAF to the Imperva Cloud WAF, FlexProtect Pro/Plus/Premier, Advanced Bot Protection and/or Network DDoS can overlap the Imperva subscription with the competitors' solution for up to 6six months at no additional cost.</p> <p>This free period gives customers the time to migrate from the competitor to Imperva without double paying during the overlap between the two agreements.</p>	<p>The customer must be currently using a competitive WAF solution, and intends to decommission the competitor and replace with Imperva.</p> <p>The customer is subscribing to one of the following Imperva plans: Cloud WAF Enterprise, FlexProtect Pro for Applications, FlexProtect Plus for Applications, FlexProtect Premier for Applications.</p> <p>Partners and/or CAMs need to provide some sort of objective proof, without getting sensitive confidential information, of the competitive product and remaining term of the subscription or license.</p>

Considerations:

- The Migration Period Promotion (MPP) is the most generous, in that it provides up to six months of overlap (to give the customer time to migrate) at no additional cost. Generally, this will be the most beneficial if it applies.
- The MPP doesn't apply in all cases (e.g., customer considering DataSec, a customer that wants to buy physical WAF appliances). And in certain cases (e.g., the competitor's agreement expires within a few weeks), the general 10% competitive replacement may offer a stronger incentive. In these cases, feel free to use the general competitive replacement program.
- Lastly, there may be winback opportunities where the customer isn't using a competitive product (e.g., a DAM cancellation and customer is currently just pushing native audit to Splunk). In these cases, the Winback incentive can be used.

MPP Examples

Example 1: Six Months of Overlap	Example 2: Three Months of Overlap
<ul style="list-style-type: none"> • Customer has a \$120,000/year contract with Acme WAF Vendor. • Customer's Acme contract expires 3/31/2021 • Imperva FlexProtect Pro agreement to replace Acme is also \$120,000/year. • Customer signs with Imperva on October 1, 2020 (6six months prior to Acme agreement expiring) • We would quote as: <ul style="list-style-type: none"> ◦ 1.5 years (10/1/2020 to 3/31/2022) of FlexProtect Pro for \$180,000 (1.5 years) ◦ The MPP incentive is set at \$60,000 (the 6six months of overlap). ◦ For a net price to the customer of \$120,000, which is equal to a one year subscription. 	<ul style="list-style-type: none"> • Customer has a \$120,000/year contract with Acme WAF Vendor. • Customer's Acme contract expires 3/31/2021 • Imperva FlexProtect Pro agreement to replace Acme is also \$120,000/year. • Customer signs with Imperva on January 1, 2021 (3three months prior to Acme agreement expiring) • We would quote as: <ul style="list-style-type: none"> ◦ 1.25 years (1/1/2021 to 3/31/2022) of FlexProtect Pro for \$150,000 (1.25 years) ◦ The MPP incentive is set at \$30,000 (the 6three months of overlap). ◦ For a net price to the customer of \$120,000, which is equal to a one year subscription.

Competitive Replacement and Winback Promotions

Competitive Replacement	Winback
<ul style="list-style-type: none"> • Offer a one-time additional 10% discount off list price. • This can be applied to product, subscription and support offerings. • Managed services and TAM are not eligible <p>Considerations:</p> <ul style="list-style-type: none"> • Offer a one-time additional 10% discount off list price • This can be applied to product, subscription and support offerings. • Managed services and TAM are not eligible. • For Winback, the customer must be on the Imperva "Winback target" list. • Customers identified as Winback targets are those that have non-renewed with Imperva, and have shown no activity within the last 12 months. • If you believe an account should be eligible, please contact your Imperva CAM • Please note, a customer on the Winback list does not need to be using a competitive product to be eligible for the Winback incentive. • The one-time additional 10% discount will be calculated by Imperva Sales Operations and added to the quote 	<ul style="list-style-type: none"> • The customer must be on the "Winback target" list. Contact your CAM for details. • Eligible customers that have non-renewed with Imperva, and have shown no activity within the last 12 months. • A customer on the winback list does not need to be using a competitive product to be eligible for the winback incentive.

Questions?

Contact your local Imperva Channel Account Manager or email:

partners@imperva.com

Partner Terms and Conditions:

- To qualify, all orders must be booked by Imperva on or before December 31, 2020
- All competitive offers expire on December 31, 2020
- All incentives are intended to be passed to the end customer
- Winback competitive offer customer eligibility must be confirmed and approved by Imperva prior to quoting
- MPP up to six months free is reflected as a credit for overlap time period
- These promotions do not constitute a binding offer and Imperva may offer discounts to eligible customers, under these promotions, at its sole discretion.