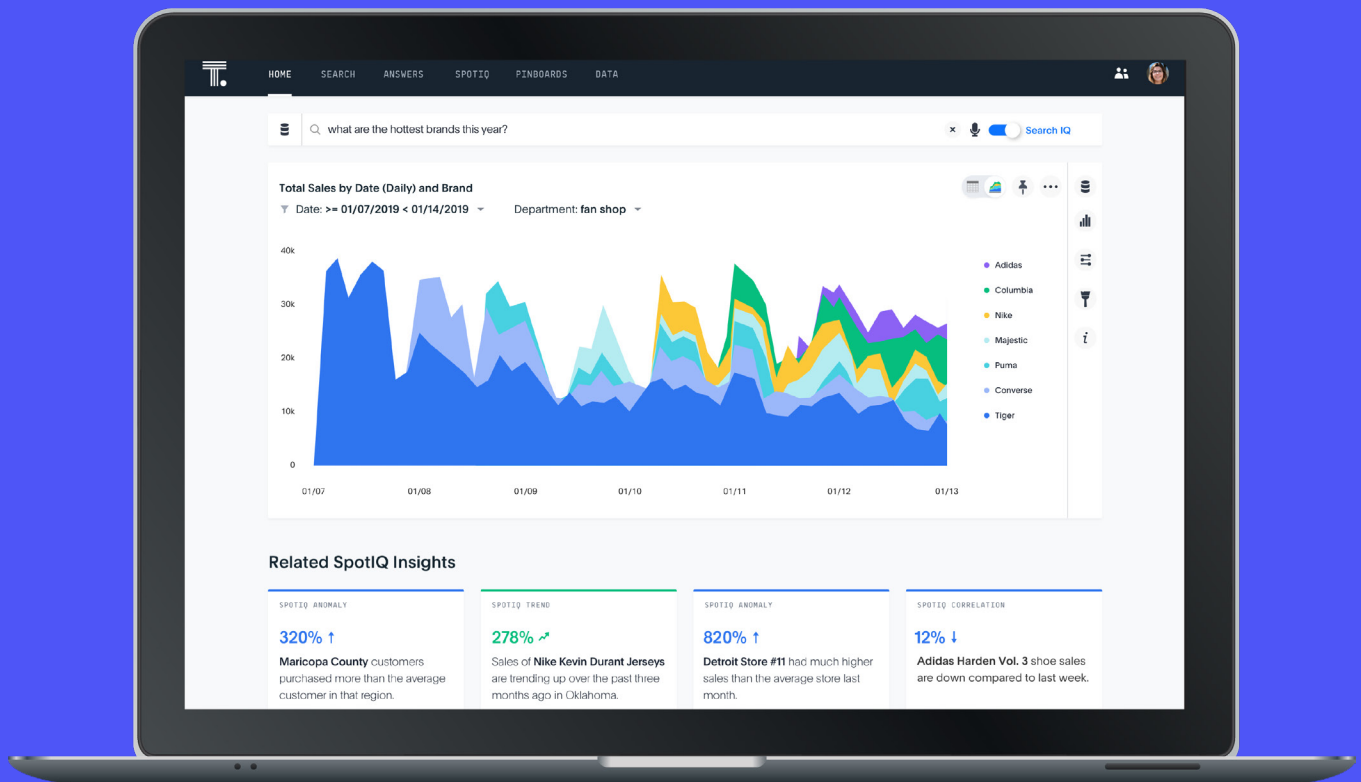


Channel Sales Program Guide



Introduction

The ThoughtSpot Channel Sales Program (“Program”) empowers each participant in good standing (“Participant”) to market, refer, sell, and implement ThoughtSpot products and services to prospective customers. This Guide describes the policies, benefits and requirements applicable to the Program. Participant employees should review and understand this Guide in order to maximize the Program’s benefits. If you have any questions or require additional information, please let us know at orders@thoughtspot.com.



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Overview

The Program is designed for companies that:



Sell ThoughtSpot software and related services, including by helping to drive sales to referred prospects, or by independently reselling ThoughtSpot software licenses and related services.



Implement ThoughtSpot software by providing consulting, implementation, configuration, and training services to ThoughtSpot customers.



Program Benefits

ThoughtSpot Demo/Test/Training Program Software

ThoughtSpot provides each Participant with a non-production software license for Participant to demonstrate its functionality to prospective customers, as well as for ongoing product familiarity, configuration testing, configuration demonstration, and training. Currently the software provided is described in the table below. If a different configuration is needed, please contact ThoughtSpot.

Product	Permitted In-Memory Storage
Non-Production Software	250 GB

Opportunity Registration

Compensation for referrals and eligibility for resale discounts will be initiated by entering information regarding the transaction in the opportunity registration tool available at <https://go.thoughtspot.com/deal-registration.html>. The opportunity registration tool is designed to help protect the investment made by a participant that is proactively engaging with a customer and influencing the sale of ThoughtSpot solutions. By using the tool, the participant is eligible to receive limited opportunity protection and/or financial incentives when value-selling and leading with ThoughtSpot solutions.

Eligibility and benefits for opportunity registration may vary with involvement in the sale and the participant's Territory. Participants may only register resale opportunities if granted resale rights (subject to additional terms in the Program agreement) and will only be credited with resales that close within their approved Territory. All opportunity registrations and the rights granted thereby are subject to use of the opportunity registration tool and compliance with the Opportunity Registration Terms and Conditions provided by ThoughtSpot.



Refer Opportunities to ThoughtSpot

Participants that have relationships with potential ThoughtSpot customers and wish to monetize their leads and sales efforts may refer those companies to the ThoughtSpot sales team. Participants may earn referral fees by driving sales engagements, provided that the engagement results in a successful sale. Referral fees may not be available for customer types and territories where prohibited or discouraged by law, such as sales to the U.S. Federal Government; see the Opportunity Registration Terms and Conditions for more details.

Resale Territory

Participant may resell ThoughtSpot products and services independently to any customer domiciled in a country listed as part of the participant's "Territory." At the time of Program application submission, the applicant may request approval of one or more countries in which they do business. The requested approvals will form the basis of the business review by ThoughtSpot before the applicant is approved for appointment to the Program. Upon approval, ThoughtSpot will also approve the countries that form the participant's Territory. The Territory may or may not comprise all of the countries requested by the participant, depending on the applicant's capabilities and investments to sell ThoughtSpot products and services in the countries requested. A participant may apply to update its Territory at any time while the participant is a member in good standing in the Program, with any updates to the Territory contingent upon ThoughtSpot's written confirmation. Note that U.S. Federal Government customers are approved as an applicable part of a "Territory" as if those customers were a country.

Resale to the U.S. Federal Government (Approved U.S. Federal Resale Partners Only)

In addition to its other resale rights, Participant may request that the resale Territory includes U.S. Federal Government, and upon approval, ThoughtSpot grants further rights permitting Participant to resell to the U.S. Federal Government. ThoughtSpot engages U.S. Federal Distributors to assist with the particular demands of selling to government customers in the United States of America. The Participant reselling to a U.S. Federal Government customer must send orders for subscription services and professional services to a designated U.S. Federal Distributor instead of transacting directly with ThoughtSpot. The Participant and applicable U.S. Federal Distributor must enter into an ordering agreement for each Order Form, and the Participant must in turn enter into a corresponding ordering agreement with each customer including the same information.

Logo Advertising on the ThoughtSpot Website

Participants will be listed on the ThoughtSpot website, using the participant logo in accordance with the participant's logo usage guidelines. The listing size may include information relevant to prospective customers for each participant, including Territory, company size, and other applicable information provided for all participants or as otherwise discussed between the participant and ThoughtSpot.



Eligible to Sponsor ThoughtSpot Events

Participants are eligible to sponsor ThoughtSpot events. Please contact ThoughtSpot regarding sponsorship of the Beyond event or other events.

Eligible for Strategic Business Reviews

Participants may be eligible to participate in bi-annual strategic business review meetings with ThoughtSpot partner leadership. Discussion topics during these business reviews will be focused on an in-depth look at the participant's challenges and successes across their sales efforts, including review of product implementation capabilities, customer satisfaction, and other partnership components.

Eligible for Joint Marketing Planning

Participants may be eligible to engage with global or geography-based marketing management resources to develop an annual go-to-market plan with ThoughtSpot. Plan formats and requirements are defined by the assigned ThoughtSpot marketing manager and must include goals, objectives and executable tactics to drive higher ThoughtSpot sales, market growth, or customer engagement. Approved plans must include a commitment for plan execution from the participant and ThoughtSpot prior to implementation.

Access to Partner Account Manager

Participants will have access to a named Partner Manager. The Partner Manager will facilitate business reviews on a regular basis and aid the participant with onboarding, enablement, monitoring program metrics and helping with collaboration between ThoughtSpot and the participant.



Program Criteria

Program Governance

ThoughtSpot will perform a review of each participant on a rolling twelve-month basis and share the results with the participant. ThoughtSpot reserves the right to audit a participant at any time by validating their results against this Guide and compliance requirements. A partner's success will be reviewed based on several factors, including the following:

- **Credit Verification:** A sufficient credit line for the business it is conducting, in particular for resale. Upon request of ThoughtSpot, the participant must provide ThoughtSpot with financial information, bank and trade references, and other information as ThoughtSpot requires to establish an appropriate credit line for the participant's activities, if applicable to the participant's rights under the Program (e.g., resale).
- **Sales Capabilities and Successes:** The participant's investments in trained sales staff that understand ThoughtSpot and participate in ThoughtSpot advertising, as well as successfully closed opportunities where the participant influenced the deal as a referral partner or closed the deal as a reseller.
- **Implementation Capabilities and Successes:** The participant's investments in trained implementation staff able to configure the ThoughtSpot software and deliver proofs of concept and implementation plans to customers, as well as successfully completing implementations of the ThoughtSpot software.
- **Customer Success:** The participant's investments in customer satisfaction, as reflected in customer satisfaction survey responses, customer communications with ThoughtSpot, and customer success stories.

Sales Plan

Prior to its application to the Program or within its first 45 days as a participant, each participant must develop with ThoughtSpot a written sales plan that is mutually acceptable to both parties stating: rolling sales forecast, specific sales targets and goals, and a detailed description of required marketing, promotional and sales activities for the subsequent 12 month period including, by way of example, the participant's marketing efforts to develop use cases, provide reference accounts and other sales activities. The participant should provide such reports and information regarding marketing, promotion and sales of the Products and Services as ThoughtSpot requests from time to time.



Expertise

Participants must maintain designated business and technical contacts who will be responsible for liaising with ThoughtSpot. To modify designated support contacts, the participant should inform ThoughtSpot of the change in the ThoughtSpot Support System available at <https://support.thoughtspot.com>. In addition, each participant must have on staff at least one employee who has, to ThoughtSpot's satisfaction, demonstrated technical proficiency in the installation, configuration, operation and administration of ThoughtSpot software, and who has attended ThoughtSpot technical training.

Acting with Integrity

ThoughtSpot is committed to conducting its business in a manner that exemplifies integrity, ethical conduct, and honesty. This commitment is an important professional value of ThoughtSpot's leadership and critical to earn the respect of customers. To ensure that business relationships are created only with companies that share this commitment, participants must ensure that they comply with ThoughtSpot's Partner Code of Conduct referenced in the ThoughtSpot partner agreement.



About ThoughtSpot

The world's most innovative enterprises use ThoughtSpot to empower every person in their organization, from C-suite executive to front-line employee, with the ability to quickly uncover data-driven insights. With ThoughtSpot, business people can type a simple Google-like search in natural language to instantly analyze billions of rows of data, and leverage artificial intelligence to get trusted, relevant insights pushed to them as answers to thousands of questions they might not have thought to ask. ThoughtSpot is simple enough for any business person to use, yet powerful enough to handle even the largest, most complex enterprise data without sacrificing speed, security, or governance. That's why customers like 7-11, BT, Celebrity Cruises, Daimler, De Beers, Hulu, Miami Children's Health System, Nationwide Building Society, and Scotiabank have turned to ThoughtSpot transform their decision-making cultures. By making insights a part of every conversation and every decision, ThoughtSpot is reimagining the role of data in creating a more fact-driven world. For more information, please visit www.thoughtspot.com.