In order to promote the growth and success of our distribution channels, Fujitsu America Inc. has formalized our Rules of Engagement (ROE) and Deal Registration procedures to enable us to manage channel conflict and provide a disciplined approach to pursuing sales opportunities with our channel partners.

The Fujitsu Rules of Engagement are based on the “First Come, First Served” principle:

_The first reseller that brings Fujitsu a qualified sales opportunity will be the only reseller with which we engage the end customer._

By “Engage”, we mean:
- Make on-site visits, presentations and/or customer demonstrations
- Facilitate visit(s) by Fujitsu Account Executives
- Facilitate pre-sales training by Fujitsu
- Provide special pricing for the deal in question

This policy does not preclude other Fujitsu resellers from bidding on and winning a given deal. However, Fujitsu will only provide these engagement services for the first reseller to register a qualified opportunity.

A key aspect of this policy is the definition of a qualified sales opportunity. Fujitsu will not become engaged with a reseller on the basis of a speculative or poorly-defined opportunity, or with a reseller who is not eligible to win a sales opportunity. Adherence to the procedures below should ensure that only qualified sales opportunities are registered with Fujitsu.

The responsibility for managing this deal registration process lies with the Fujitsu Channel Development Executive (CDE) assigned to the registering reseller. CDEs will:
- Receive and review Deal Registration applications submitted by resellers
- Advise the reseller if they are/are not the first to register an opportunity
- Work with the reseller to confirm that this is a qualified sales opportunity
- Engage an Account Executive (AE) with the reseller on the sales opportunity where applicable

It is important to note that Fujitsu only engages with resellers on an individual sales opportunity basis—not for all opportunities related to an account. Fujitsu
does not recognize the notion of a reseller “owning” an account.

A Fujitsu reseller’s entitlement to engagement is limited to an individual deal registered with Fujitsu. This is the case even with a reseller who has introduced Fujitsu to an account, or with a reseller that has had a selling relationship with an account for years.

Only a properly completed Deal Registration Form can initiate an engagement. Thus, it is in all parties’ best interest that the reseller completes a Deal Registration Form as soon as a qualified sales opportunity is identified.

Thank you for your continued support of Fujitsu’s award-winning products.

### Fujitsu America, Inc. – Deal Registration Procedures

1. Fujitsu Channel Partner (Reseller) completes and submits the Deal Registration electronically within the Fujitsu America, Inc. partner portal at:
   - [http://www.computers.us.fujitsu.com/www/content/reseller_program/reseller_partner_signin.php](http://www.computers.us.fujitsu.com/www/content/reseller_program/reseller_partner_signin.php) (Direct partners only)
   - [https://www.shopfujitsu.com/www/content/reseller_program/reseller_partner_signin.php](https://www.shopfujitsu.com/www/content/reseller_program/reseller_partner_signin.php) (Indirect partners)

   The registration is forwarded to the appropriate Fujitsu CDE and reviewed.

2. CDE checks to see if Fujitsu is already engaged with another Reseller on this opportunity. If so, CDE notifies Reseller that we can not engage with them.

3. If Fujitsu is not already engaged with another Reseller, the CDE or Account Executive contacts the Reseller to immediately schedule either a meeting or conference call with the customer in order to confirm that:
   - a The information submitted on the Deal Registration Form is complete and correct
   - b A qualified sales opportunity exists
   - c The customer has not selected an alternate Fujitsu Reseller for this deal
   - d The customer agrees the Reseller is eligible to win this business.
[Note: “Eligible” means only that the Reseller meets all contractual or regulatory requirements to bid on the deal and that the customer is willing to buy from this Reseller. This is particularly germane with government contracts/bids, but could also apply to commercial work in which specific qualifications are required of bidders.]

4. If any of the above requirements are not met—or the Reseller fails to promptly schedule a meeting or conference call with the customer—the CDE advises the Reseller that we can not engage with them. Fujitsu will reconsider other Deal Registration applications submitted for this deal, in chronological order of submission. Reseller may subsequently attempt to remedy this situation and submit another Deal Registration Form for this deal, but this will be considered a new submission.

5. If 3a-3d are all TRUE, the CDE or AE will engage with the Reseller.

6. A deal registration will expire after 90 days. It may be renewed once, pending approval by the Channel Sales Director.

7. Fujitsu will continue to engage with the Reseller through the sales cycle, unless:
   a. Reseller elects to break off the engagement
   b. Reseller fails to adequately support the engagement [For example, by failing to respond to customer or Fujitsu requests and communications, failing to support agreed upon pre-sales activities, or failing to support agreed upon configurations, product mixes or pricing targets]
   c. Reseller introduces (or increases the prominence of) a competitive product into the sales opportunity
   d. Customer mandates that the deal go to another Reseller.

8. In the event the engagement is dissolved, the CDE will notify the Reseller by phone and email. Fujitsu will reconsider other Deal Registration Forms submitted for this deal, in chronological order of submission. Absent any valid Deal Registration, the AE may initiate engagement with a Reseller of the AE’s choosing.

9. Similarly, if the AE discovers an opportunity (before receiving a Deal Registration Form from a Fujitsu Reseller), the AE may select a Fujitsu Reseller well-suited for the opportunity, and encourage the Reseller to
submit a Deal Registration.