



**BERKSHIRE
GREY**

Berkshire Grey Partnerships & Alliances Consulting Partners

2021 Program & Policy Guide

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This guide contains program information and schedules for the Berkshire Grey Partnerships & Alliances Program. It is an informational guide and is not binding on either Berkshire Grey or you, until and unless you agree to the terms and conditions for the program.

<i>Disclosures</i>	3
<i>BGPA Program</i>	4
<i>BGPA – Consulting Partner Competencies</i>	4
Consulting Partners	4
<i>Getting Started as a Consulting Partner</i>	5
<i>Consulting Partner - Program Benefits</i>	5
<i>Program Schedules</i>	6
<i>Berkshire Grey Vertical Sales Team Organization</i>	6
<i>Training</i>	7
<i>Other Program Guidelines</i>	7
Intellectual Property (IP)	7
Berkshire Grey End Customers	7
Partner of Record	8
Project Registration	8
Partner Identified Leads	8
Changing Partners	8
Marketing to End Customers and Leads	8
Annual Fees	9
Payments	9
<i>Branding and Marketing Policy</i>	10

Disclosures

- Berkshire Grey reserves the right to modify such information at any time. If you are a current partner, Berkshire Grey shall provide you with notice, at Berkshire Grey's discretion, of material changes before such changes take effect. It is the duty of each partner to understand and regularly review this guide.
- To obtain current disclosures and information regarding the Berkshire Grey Partnerships & Alliances Program, please contact your Berkshire Grey partner manager.

BGPA Program

The Berkshire Grey Partnerships & Alliances Program, or BGPA Program, is a partnering program to enable Berkshire Grey partners to develop, implement, and deliver Berkshire Grey offerings and their own solutions that interoperate with Berkshire Grey offerings worldwide. The program enables partners to combine their unique capabilities with Berkshire Grey solutions to deliver value to shared customers.

BGPA – Consulting Partner Competencies

The Consulting Partner competency focuses on understanding customer needs and business objectives and then connecting that customer with a strategic partner that will help the customer meet their goals. They need to understand the Berkshire Grey systems, benefits, and capabilities and build a solution vision for the customer. Some competencies that Consulting Partner is expected to perform are included in the graphic below.



Consulting Partners

Our Consulting Partners will bring unique capabilities to the Berkshire Grey partner ecosystem. The ideal Consulting Partner to work with Berkshire Grey will have a long-term consulting relationship with their clients focused on supply chain modernization, digital transformation, or warehouse optimization.

Each Consulting Partner engages with Berkshire Grey to understand and identify customer pain points for which Berkshire Grey’s technologies can deliver relief through its solutions. The Consulting Partner can then register the opportunity with Berkshire Grey, providing an overview of the customer’s current state and desired future state. The Consulting Partner then works with Berkshire Grey to determine the ideal approach to interfacing with the customer.

A profile of the Consulting Partner will be given to the Berkshire Grey sales team and other BGPA Program partners to facilitate introductions into accounts that need expert supply chain consulting from a Partner who understands Berkshire Grey unique value proposition. Consulting Partners can present an overview of their consulting capabilities on a regular basis to the Berkshire Grey sales team and can collaborate on webinars and white papers where there are complimentary capabilities.

Getting Started as a Consulting Partner

All partners enter the BGPA Program by signing up on the BGPA Program enrollment page provided to them by their Berkshire Grey partner manager.

Consulting Partner - Program Benefits

BGPA Partner Benefits	Consulting Partners
Marketing Support:	✓
•Access to ABM campaigns	✓
•Berkshire Grey Partner Logo	✓
•Joint event participation	✓
•Annual co-marketing thought leadership	✓
Sales	✓
•Joint sales support	✓
•Partner-only webinars	✓
•Innovation Center Access	✓
Product	✓
•Product Roadmap Access	✓
•BG Beta Program Access	✓
Berkshire Grey Academy Access	✓
•Consulting Partner Training	✓
Consulting Tools – Solutions Architect Access	✓

Program Schedules

The following schedules govern partner requirements and program benefits.

Requirements	Consulting
Maintenance Courses	Annual
Opportunity Forecasting	Quarterly
Account Plan	Bi-Annual
Annual Growth	TBD
Total Revenue	TBD
Business Reviews	Monthly
Market Planning	Bi-Annual
Field Sales Engagement	By Opportunity
Trained & Certified Staff	50%
Tier 1 Support	No post sales support
Marketing Resources & Investment	TBD
Performance Reporting	Future
Demo Center	Upon Request (2 weeks in advance)

Berkshire Grey Vertical Sales Team Organization

Berkshire Grey has organized its sales initiatives by verticals. Each vertical has a General Manager, sales team, and technical sales team. The verticals are as follows:

- Retail:
 - eCommerce
 - Traditional
- Food & Beverage
- Post & Parcels
- Third Party Logistics (3PL)
- Strategic Accounts
- Regions:
 - EMEA
 - APAC
 - Japan
 - ANZ

After registering an opportunity, partners will be assigned to work with the Berkshire Grey account manager in the given vertical or region. This ensures the best possible customer experience and the appropriate expertise.

Training

Consulting Partners are asked to maintain trained staff for sales, support, and design activities. Training requirements and certified staffing are specified for each offering. Requirements are available from your Berkshire Grey partner manager. The majority of staff representing Berkshire Grey solutions must receive training prior to working with a customer.

The BGPA Program specifies the number of certified individuals for sales, services, and design tracks for each offering. Certification is achieved when a registered user completes defined coursework.

To maintain certification, partners must complete newly assigned coursework within the 3 months required timeframe and adhere to the minimum company compliance score. In the event of assigned staff departure, a new staff member must be assigned and complete coursework within three months.

In person training at a Berkshire Grey is required at the partner's expense within 1 year of joining the BGPA Program unless a training waiver is provided.

To understand specific training requirements, consult with your Berkshire Grey partner manager.

Other Program Guidelines

Intellectual Property (IP)

Berkshire Grey promotes partners creating added value for our mutual customers. To that end, Berkshire Grey provides formal avenues for partners to build, customize, and optimize unique and differentiated solutions. Berkshire Grey understands the effort and creativity each partner contributes when creating customer solutions and maintains a minimally restrictive approach to the partner's intellectual property.

In the name of collaboration, partners who intend to build customized solutions should notify their partner manager in advance.

Each partner will own its preexisting IP developed prior to BGPA, while all applications, training, technologies, and knowledge developed by Berkshire Grey and derivatives thereof remain Berkshire Grey's IP.

Berkshire Grey End Customers

The BGPA Program exists to best support efforts to sell to and delight our mutual customers. It's vital to our success and the success of BGPA Program partners to maintain open lines of communication with our customers. We will work with our customers directly to assess solution, program, and partner performance, and explore enhancements and market needs for existing and current solutions in conjunction with the BGPA Program partner.

Partner of Record

For all partner-lead customer relationships, a 'Partner of Record' designation will be given to the BGPA Program partner. Typically, this will be the partner that originated the account.

Berkshire Grey will not share end customer information with partners that are not the Partner of Record for an end customer.

These end customer-related commitments are specific to an offering and a customer that acts as a business entity. Independent business units associated with an end customer may have independent relationships with Berkshire Grey partners and Berkshire Grey. An end customer may have different relationships with Berkshire Grey and Berkshire Grey partners for different Berkshire Grey offerings.

Project Registration

Partners may register an opportunity with Berkshire Grey by contacting their Berkshire Grey partner manager. The partner manager will inform the partner when the opportunity is registered.

Partner Identified Leads

Berkshire Grey's expects to support partners with new opportunities they identify or bring forth to us, provided the same opportunity is not already identified by Berkshire Grey or another partner. For opportunities that Berkshire Grey is already pursuing, Berkshire Grey and a partner who identifies the same opportunity can discuss and determine whether it is appropriate to collaborate regarding the opportunity.

Changing Partners

End customers may change partners within the BGPA Program at their discretion. To follow provisions of the BGPA Program, Berkshire Grey will request that the end customer notify Berkshire Grey so that Berkshire Grey may discuss appropriate information with another partner.

Marketing to End Customers and Leads

Berkshire Grey markets to end customers and across the industries we serve in order to grow the robotics market. When customer leads are identified for offerings for which there is a Partner of Record for that offering, Berkshire Grey will endeavor to route those leads to the Partner of Record for that end customer for that offering and coordinate any targeted marketing efforts.

If a customer lead is identified for an offering that is not sold by the Partner of Record for that customer, then Berkshire Grey may manage that lead independently or share with another partner.

Annual Fees

Annual fees associated with the Berkshire Grey Partners & Alliances program are listed below. These fees will be updated annually to reflect the value associated with the BGPA program. Current Partners will be notified by November 1, of any fee changes associated with the upcoming calendar year. Invoices for the current calendar year must be paid by January 31st of the calendar year.

For 2021 the annual fee is \$10,000 per partner, however the fee will be waived for partners that enroll by August 31, 2021. For partners that enroll after August 31, 2021, an early adopter fee of \$5,000 will be assessed.

For 2022, the annual fee will be \$15,000. For 2021 partners, an early adopter discount will be applied to keep the fee at \$10,000. This early adopter discount is available only for 2021 and 2022.

	Before 31-Aug-2021	After 1-Sep-2021	2022
BGPA Annual Fee	\$10,000	\$10,000	15,000
BGPA 2021 Discount	\$10,000	\$5,000	\$5,000
Annual Fee	\$0	\$5,000	\$10,000

Payments

Berkshire Grey partners must pay invoices due within the agreed time periods for that partner per contractual requirements. Partners may be assessed interest on outstanding balances. Berkshire Grey may take additional actions, as specified in the BGPA agreements, on outstanding balances including credit holds, status change, collection actions, and program termination in the event outstanding balances are not resolved in reasonable time frames.

Branding and Marketing Policy

As part of the BGPA Program (i.e., when identifying the partner as a BGPA Program partner), partners are permitted use of the Berkshire Grey logo, however, general logo use or use of other Berkshire Grey trademarks must be approved through the Berkshire Grey Partner Manager.

All external marketing material that is not provided by Berkshire Grey and uses the Berkshire Grey logo or references Berkshire Grey or any Berkshire Grey solutions needs to be approved in advance by Berkshire Grey marketing. This includes but is not limited to:

- Web page listing
- Press Releases
- Co-Branded brochures
- Co-Branded Videos
- Case Studies