Fulfillment Reseller Program Policies

Program Year 2021: March 1, 2020 - February 28, 2021
Version: March 2020

These Fulfillment Reseller Program Policies are current as of the Version Date set forth above and shall remain in effect until or unless they are superseded at this same (or redirected) URL by a version with a later Version Date. SFDC may update or modify these Program Policies in its sole discretion, with or without notice to Partners.

Partner must comply with these Program Policies as well as the Salesforce Reseller Agreement ("Reseller Agreement") and Fulfillment Reseller Addendum in order to participate in the Fulfillment Reseller Program. Capitalized terms not defined in these Program Policies have the meaning given to them in the Reseller Agreement.

Fulfillment Reseller Overview

Fulfillment Reseller Partners solidify the ability of SFDC to innovate and help companies connect with their customers in entirely new ways by adding the ability to transact where SFDC currently may not due to the currency of the region or a dedicated procurement arrangement.
PR and Branding Guidelines

Reseller Partners wishing to engage in public relations marketing must adhere to the Salesforce PR and Branding guidelines. Detailed information can be found on the Partner Community [here](#). Note the following:

- Any public mention of Salesforce.com or any of its brands **MUST** be approved by SFDC.
- Reseller may not publicly mention Salesforce or any of its brands without prior written approval from SFDC.
- Resellers to provide Salesforce a minimum of four weeks to provide an approved version of the material.
- Review the [Partner Branding Guidelines](#).

Reseller Request for Suspension of Services

As provided in the Agreement, Reseller may submit a written request to SFDC to suspend Services to a Customer that is thirty (30) days or more delinquent in payment by following the process below. Such suspension of Services is in SFDC’s sole discretion.

- Reseller must submit the request in writing to its GTM PAM.
- Reseller will provide SFDC with proof of three (3) written attempts to collect the overdue Customer payment since the original invoice due date.
- If SFDC determines, in its sole discretion, that suspension is warranted, the SFDC GTM PAM will internally process the suspension of Services, obtain a suspension date (“Suspension Date”) and notify Reseller of such Suspension Date.
- Reseller will provide written notification to Customer that Services will be suspended as of the Suspension Date.
- In order to reinstate Services, Reseller must submit written evidence to the SFDC GTM PAM that Customer is current with its payment obligations to Reseller and is otherwise in good standing.
- Reseller bears full risk of Customer nonpayment and shall not be relieved of its obligation to pay fees owed to SFDC in the event of any such nonpayment.