Honeywell | Farenhyt™ Series

Date: July 2023 Marketing Bulletin M23.11

To: All Farenhyt Series Distributors

A Message from Dave Pakech

Vice President - SMB Systems, Sales

The ***catalyst*** Partner Portal is now live. Platinum, Gold and Silver partners can easily access their partner program information, performance metrics, MDF and benefits online here: Catalyst Partner Portal

MDF (Co-Op) Important Policy Update and Requirements

To ensure that Honeywell and our partners continue to deliver on our high standard of Integrity and Compliance in our MDF programs, Honeywell has updated the Terms and Conditions of our global MDF Policy for all Channel Partner Programs. See here for the official announcement of the new corporate global MDF policy from Laura Kelleher, Vice President and Chief Marketing Officer, effective August 31, 2023.

Starting **August 31, 2023**, all MDF Pre-Approval Requests and MDF Claims must be submitted through the partner portal. For 2024, a Marketing Plan will be required one month in advance of the quarter that partners plan to use MDF. (For example: If you are planning to use MDF in Q1 2024, then you need to submit a Marketing Plan in the **catalyst** Partner Portal detailing how MDF funds will be used by December 1, 2023.) Marketing Plans can be submitted either quarterly or annually, but must be received in advance in order to realize any MDF benefits. MDF Claims will be rejected for partners who fail to submit marketing plans by deadline. In 2024, Marketing Plans will act as pre-approval for MDF activities. Paid invoices and appropriate documentation are required to complete MDF Claim requests. Partner portal training will be provided with Marketing Plan examples to assist partners with the MDF and Marketing Plan requirements.

MDF Reimbursable Activities

MDF reimbursable activities for the Farenhyt Series **catalyst** Partner Program include and are limited to:

- **MyHBU Training**
- **Industry Training and Certifications**
- **Events** (educational lunch and learns, tradeshows, and events promoting Honeywell products)
- **Demo or Training Equipment**
- **Specification Credit**

Forward Migration credit is now excluded as an MDF reimbursable activity. MDF can instead be used towards the other activities. The last date to submit Forward Migration credit MDF Claims is August 31, 2023. After that date ESDs can request project discounts for any Forward Migration projects through their Regional Sales Manager, Strategic Account Director or Inside Sales Representative.

Limited One-Time MDF Promotional Offer
The MDF Co-Branded Uniforms limited one-time offer promotion deadline is extended until August 31, 2023. Please refer to bulletin M23.10 for details and directions.

MDF Pre-Approval and Claims Submission Process
MDF Pre-Approval requests and MDF Claims must be submitted through the partner portal going forward. Ready to get started? Watch this tutorial step-by-step video showing how to request pre-approval and make an MDF claim in the ***catalyst*** Partner Portal.

Need Access to the Partner Portal?
If you are a Platinum, Gold or Silver partner and do not have access to the partner portal, you can request it here by completing the form: Update your Portal Access

If you have not logged on in 6 months your account will be considered inactive. Please send an email to CPPPRMSupport@Honeywell.com to reactivate your account.

There will be a Honeywell Fire **catalyst** Partner Portal tutorial webinar for portal users soon. If you have questions in the meantime, contact your Channel Marketing Manager Laura.Jorgensen@honeywell.com. Send ***catalyst*** Partner Portal login or technical questions to cppprmsupport@honeywell.com.

We appreciate your business and continued support.

Sincerely,

Dave Pakech
Vice President – SMB Systems, Sales
Honeywell Fire