



# MDF Program 2023

Parallels RAS & Awingu  
MDF Activity Guide

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## Program overview

Alludo's Marketing Development Fund (MDF) Program is a global, proposal-based funding program designed to support qualifying partners of the Alludo Partner Program in their marketing initiatives to promote and business growth for the covered Alludo products.

The Alludo MDF Program General Guideline and General Terms can be found on the Alludo MDF website.

## Parallels RAS & Parallels Awingu activity guide

This guide is intended for Parallels RAS & Awingu partners and distributors.

It provides Alludo suggested MDF activities to those partners. As Alludo's goal is to accelerate business growth in 2023 together with eligible partners via MDF funding, this guide provides visibility to partners on those activities that Alludo lists as "ALLUDO 2023 FOCUS ACTIVITY".

## Covered Alludo products in this guide

- Parallels RAS
- Parallels Awingu
- Parallels Desktop (for Business)





# Approved pipeline generation activities

The activities listed are an overview of frequently submitted MDF Partner activities. We have indicated the activities that are focus activities for Alludo in 2023.

Alludo is always looking for new ideas and ways to generate pipeline and revenue, If there is an activity that is not listed, this could fall under the “other” category — please discuss with us.

Approved activity	Alludo activity type	Approved expenses	Proof of performance	Alludo focus 2023
CxO Workshop/seminar or meeting	End user events	<ul style="list-style-type: none"> <li>Space rental</li> <li>Printing (must be co-branded)</li> <li>Non-alcohol related food &amp; beverage</li> <li>Merchandise</li> <li>List purchase</li> </ul>	<ul style="list-style-type: none"> <li>Partner invoice</li> <li>Copy of third party invoice</li> <li>Copy of emails, collateral</li> <li>List of attendees</li> <li>Generated pipeline/revenue</li> <li>Picture of co-branded assets &amp; event</li> </ul>	Alludo 2023 focus activity
Lunch and learn (customer facing)	End user events	<ul style="list-style-type: none"> <li>Printing (must be co-branded)</li> <li>Non-alcohol related food &amp; beverage</li> <li>Merchandise</li> <li>List purchase</li> </ul>	<ul style="list-style-type: none"> <li>Partner invoice</li> <li>Copy of third party invoice</li> <li>Copy of emails, collateral</li> <li>List of attendees</li> <li>Generated pipeline/ revenue</li> <li>Picture of co-branded assets &amp; event</li> </ul>	Alludo 2023 focus activity
Digital campaigns* (newsletters & email)	Email, newsletter	<ul style="list-style-type: none"> <li>Third party execution</li> <li>Third party list purchase</li> </ul>	<ul style="list-style-type: none"> <li>Partner invoice</li> <li>Copy of newsletter/email</li> <li>Open &amp; click results</li> <li>Unique recipients</li> <li>Generated pipeline/revenue</li> </ul>	Alludo 2023 focus activity
Digital lead generation Campaigns & paid social (e.g. banner display adds)*	Paid social	<ul style="list-style-type: none"> <li>Placement cost (expenses for advertising, agency fees...)</li> <li>List purchase where applicable</li> </ul>	<ul style="list-style-type: none"> <li>Partner invoice</li> <li>Copy of add</li> <li>Click-through results</li> <li>Copy of third party invoice</li> </ul>	Alludo 2023 focus activity
Sales incentive	Sales incentive	<ul style="list-style-type: none"> <li>Prizes based on achieving agreed incentive target</li> <li>Activities built around acquiring new business opportunities</li> <li>Activity must include timeline, clear goals and rewards</li> </ul>	<ul style="list-style-type: none"> <li>Partner invoice</li> <li>Samples of lead generation campaign</li> <li>Copy of communication</li> <li>Sales reporting containing results vs initial KPI</li> <li>Report of qualified opportunities and generated revenue</li> </ul>	Alludo 2023 focus activity
Telemarketing/ blitz day**	Telemarketing	<ul style="list-style-type: none"> <li>Telemarketing service fees</li> <li>List purchase</li> </ul>	<ul style="list-style-type: none"> <li>Partner invoice</li> <li>Detailed description of activity</li> <li>List of scheduled meetings &amp; leads</li> <li>Generated pipeline &amp; revenue</li> <li>Copy of third party invoice</li> </ul>	Alludo 2023 focus activity

\* Qualifying Partners are responsible for meeting their Controllorship obligations set forth under GDPR for the collection and processing of personal data.



Approved activity	Alludo activity type	Approved expenses	Proof of performance	Alludo focus 2023
Event/tradeshow participation**	End user events	<ul style="list-style-type: none"> <li>• Space rental</li> <li>• Speaker slot</li> <li>• Printing (must be co-branded)</li> <li>• Non-alcohol related food &amp; beverage</li> <li>• Merchandise</li> <li>• List purchase</li> </ul>	<ul style="list-style-type: none"> <li>• Partner invoice</li> <li>• Copy of third party invoice</li> <li>• Copy of emails, collateral</li> <li>• List of attendees</li> <li>• Generated pipeline &amp; revenue</li> <li>• Generated revenue</li> <li>• Picture of co-branded assets &amp; event</li> </ul>	Alludo 2023 focus activity
End user facing webinar	End user webinar	<ul style="list-style-type: none"> <li>• List purchase</li> </ul>	<ul style="list-style-type: none"> <li>• Partner invoice</li> <li>• Agenda</li> <li>• List of registrations and participants</li> <li>• Copy of collateral</li> <li>• Generated pipeline</li> <li>• Generated revenue</li> </ul>	Alludo 2023 focus activity
Whitepaper creation	Other digital marketing	<ul style="list-style-type: none"> <li>• Production/creation cost</li> </ul>	<ul style="list-style-type: none"> <li>• Partner invoice</li> <li>• Number of unique recipients</li> </ul>	Lower Alludo focus
Other Activities not defined above	Partner status agreement	<ul style="list-style-type: none"> <li>• Contact your Alludo sales &amp; partner marketing contact to discuss before submitting this request</li> </ul>	<ul style="list-style-type: none"> <li>• Partner invoice</li> <li>• SOW</li> <li>• Generated revenue</li> </ul>	Lower Alludo focus
Other online advertising (e.g. online banner) (including collateral literature)	Online banner	<ul style="list-style-type: none"> <li>• Placement cost (expenses for advertising, agency fees...)</li> </ul>	<ul style="list-style-type: none"> <li>• Partner invoice</li> <li>• Copy of banner</li> <li>• Click-through results</li> <li>• Direct generated revenue</li> </ul>	Lower Alludo focus

## Approved partner enablement activities

Approved activity	Alludo activity type	Approved expenses	Proof of performance	Alludo focus 2023
Partner internal (sales/presales) presales update or Lunch & Learn	Partner training	<ul style="list-style-type: none"> <li>• Non-alcohol related food &amp; beverage</li> <li>• Co-branded collateral/print costs</li> </ul>	<ul style="list-style-type: none"> <li>• Partner invoice</li> <li>• Agenda</li> <li>• List of participants</li> <li>• Copy of collateral</li> <li>• Photos of the event</li> </ul>	Alludo 2023 focus activity

\* Qualifying Partners are responsible for meeting their Controllorship obligations set forth under GDPR for the collection and processing of personal data.



# Approved Distributor MDF Activities

The activities listed are an overview of frequently submitted MDF distribution activities. We have indicated the activities that are focus activities for Alludo in 2023.

Alludo is always looking for new ideas and ways to generate pipeline and revenue, If there is an activity that is not listed, this could fall under the "other" category — please discuss with us.

Approved activity	Alludo activity type	Approved expenses	Proof of performance	Alludo focus 2023
Partner recruitment	Partner recruitment	<ul style="list-style-type: none"> <li>List purchase</li> <li>Printing (must be co-branded)</li> <li>Non-alcohol related food &amp; beverage</li> </ul>	<ul style="list-style-type: none"> <li>Partner invoice</li> <li>List of leads</li> <li>Generated pipeline</li> <li>Generated revenue</li> </ul>	Alludo 2023 focus activity
Partner event	Events	<ul style="list-style-type: none"> <li>Space rental</li> <li>Printing (must be co-branded)</li> <li>Non-alcohol related food &amp; beverage</li> <li>Merchandise ?</li> </ul>	<ul style="list-style-type: none"> <li>Partner invoice</li> <li>Collateral</li> <li>List of attendees</li> <li>Generated pipeline</li> <li>Generated revenue</li> <li>Photos of the event</li> </ul>	Up to \$2,500  (depending on number of participants)
Other activities not defined above	Partner status agreement	<ul style="list-style-type: none"> <li>Contact your Alludo sales &amp; partner marketing contact to discuss before submitting this request</li> </ul>	<ul style="list-style-type: none"> <li>Partner invoice</li> <li>SOW</li> <li>Generated revenue</li> </ul>	Lower Alludo focus





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## Questions

If you have any questions related to the MDF tool, please contact [partners@alludo.com](mailto:partners@alludo.com).

If you have any questions related to MDF activities before submitting them, please contact your regional Alludo Partner Marketing Manager:

**North American region:** [cristina.gonzalez@alludo.com](mailto:cristina.gonzalez@alludo.com)

**EMEA region:** [koen.franckaert@alludo.com](mailto:koen.franckaert@alludo.com)

