



Ivanti Partner Network

Marketing Development Fund Program 2023

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Marketing Development Fund (MDF) Overview

Ivanti's MDF program is a **global, invitation only, proposal-based program**. This program is designed to support eligible members of the Ivanti Partner Program in their demand generation marketing activities. This guide will walk you through how funds may be requested, eligibility and usage.

Primary Purpose

The primary purpose of the Marketing Development Fund Program is to provide discretionary funding to successfully promote and sell Ivanti products. The program allows partners to effectively market through joint marketing activities as listed in this document, with Ivanti.

Program Eligibility

Ivanti partners must meet the following criteria:

- Be invited to participate in the program by their Channel Account Manager and Partner Marketing Manager
- Partner must be considered strategically important
- Partner must be willing to show a minimum of 50% investment into their Ivanti marketing plan
- Partner must be willing to share any and all marketing plans, regardless of if Ivanti is funding activities
- Partner must be willing to agree to share leads from an Ivanti funded activity

Marketing Plan, Submission and Approvals

Approvals of activities, plan and issue of funds is the responsibility of your regional Ivanti Partner Marketing Manager. No funds will be approved by your Channel Manager, if you've received approval of an activity from your Channel Manager, fund will not be issued.

Activities must be entered into the MDF Portal within the Ivanti Partner Portal, a partner's marketing resource must have access to the Ivanti Partner Portal, if partner's marketing resource does not have access, please contact your regional Ivanti Partner Marketing Manager.

MDF funds may be issued to the partner against an annual plan, via the Ivanti Marketing Plan template. This marketing plan must align to the executed Ivanti Business Plan. All fields within the Ivanti Marketing Plan must be completed.

Upon approval of the plan, which is provided by your regional Ivanti Partner Marketing Manager, partner must submit their activity request via the MDF Partner Portal. Activities must be submitted into the MDF Portal at least 10 business days ahead of the activity start.

Co-Investment

Through requesting funds, supporting the Partner business plan, the partner must be willing to invest a minimum of 50% of the plan. This allows us to

equally invest, to be equally held accountable and most importantly, ensure that we are agreed to the mutual outcomes of the plan.

The Partner must be willing to show the equal investment, for example, partner may want to participate in a regional trade show as an exhibitor and the cost for participation is USD5,000, Ivanti will request that 50% of this request be funded by the partner and when requesting reimbursement, the partner must show the full invoice paid to the third party along with an invoice showing the 50% reimbursement.

Return of Investment (ROI)

- **Pipeline:** It is Ivanti's expectation that any funds requested should have a 30x (thirty times) return (pipeline) of the requested fund, by activity. For example, if you request USD2,000 you should identify return of USD60,000.
- **Bookings:** This is calculated by estimating that bookings is 4:1 of pipeline, for example, an activity costs \$2,000, pipeline derived from this activity based on 30x is USD60,000, bookings derived from this activity must meet or exceed USD15,000.
- **Reporting:** The Partner must be prepared to speak to the return, post any demand generation activity, with a continual look back to advise changes to bookings. Ivanti will be looking at deal registration and bookings reports to help support this discussion.

Spend Categories, Demand Generation, Partner Enablement, Incentives and Infrastructure

- **Demand Generation** is defined as the focus of targeted marketing programs to drive awareness and interest in a company's products and/or services, resulting in inquiries/leads/opportunities. Demand Generation funds should be applied only to net new or cross-sell initiatives. Net New is defined as follows: a new logo, new customer or an existing customer who hasn't purchased from Ivanti in the last three years. Cross-sell is defined as an existing customer who is purchasing a new product
- **Incentives** is defined as a focus of targeted initiatives to incent a sales organization to drive a specific behavior. Incentives can only be applied to driving demand. An incentive must be reviewed with your Ivanti channel manager and partner marketing manager to determine terms and conditions. For example, a partner may want to drive an incentive to increase deal registrations and opportunity close within a specific timeframe. A reward is offered to drive incremental submission of a deal registration, determining an uplift based on history. A further reward could be provided to close that registered deal.
- **Partner Enablement** is defined as funding that is leveraged to support the education of Ivanti solutions, value drivers, processes etc., within a defined sales or pre-sales audience.

- **Infrastructure** is defined as funds that are requested to support specific program fees. Partners must be willing to support reporting associated with these fees to ensure that we are able to track and report against the fund issue.

MDF Usage and Terms

- Partners must be prepared to invest a minimum of 50% of the total cost of the plan and/or the activity.
- Funds will not be allocated for activities that were not approved prior to execution.
- MDF must be approved prior to the execution of the activity, funds will not be applied retroactively.
- All marketing assets must be co-branded and approved prior to the activity, regardless of whether the activity is web/digital or in print.
- Partners must follow the Ivanti Partner Brand Guidelines and leverage the Ivanti logo in their materials/web – please request these files through your Ivanti partner portal or your Ivanti partner marketing manager.
- A copy of the asset associated with the activity must be reviewed and approved by your Ivanti Partner Marketing Manager prior to execution. Please allow for a minimum of a 48 hour turnaround for approval. Depending on the type of asset, we may require a longer approval cycle.
- A copy of your invoice must be submitted against the activity in the MDF portal. When submitting

your invoice for reimbursement, copies of all assets etc., should be provided as part of the invoice reimbursement process.

- Requests for pre-payment on an activity is not permitted

Submission/Approval of your MDF Request

- Unless otherwise advised, all Ivanti partners must be the Ivanti MDF portal to submit their requests, please work with your Ivanti partner marketing manager to review the process/access.
- Partner **MUST** be an approved vendor of Ivanti, this is required to ensure that we can pay on invoice. There is an application process that requires detailed information, please work with your Ivanti Partner Marketing Manager to determine status and application if necessary.
- Activities cannot be entered into the MDF portal if the activity start has already passed. The MDF Portal will not accept an activity date in the past.
- Activities must be submitted with a minimum of at least 10 days prior to the activity start — this allows for the appropriate workflow of approvals to be executed within the system.
- Understanding that activities may change from time to time, if this happens, work with your Ivanti partner marketing manager. The event can be deleted/ cancelled and re-entered.
- Partners must submit their invoice against the activity within 30 days of the activity

completion date. All reimbursements must be submitted against the activity within the MDF Portal, a copy of the invoice, along with relevant proof of performance must be uploaded into the MDF portal.

- Failure to submit for reimbursement within 30 days of the activity end date could result in expiration of funds.
- The claim process is covered within this guide.
- Advanced payment for activity is strictly prohibited.

Lead Data

Partners who are leveraging MDF are required to upload their lead to Ivanti. All prospect and lead data from MDF sponsored demand generation activity should be shared back with Ivanti within ten days of activity end date. All leads submitted will not be marketed to by Ivanti for 60 days. During this 60 day period, if the partner registers this lead, it will be registered as a partner sourced lead. If the partner fails to register the lead within this 60 day period, the leads will be added to Ivanti's marketing workflows, where any lead at this point could be fully nurtured, by Ivanti, and will be determined as an Ivanti Sourced Lead.

In accordance with privacy laws and GDPR, there is a specific process in which a partner must upload their lead list. Please work with your Ivanti Partner Marketing Manager who will provide you with details on where and how to upload your leads.

Approved Activities

MDF is designed to reimburse participating partners for Ivanti-related sales and marketing activities. The following categories provide an example of approved activities/expenses, required proof of performance,

and non-approved expenses. If the event proposed isn't one of the activities listed under approved activities, that does not mean it will be immediately rejected. The activities listed are merely an overview of frequent activities, while Ivanti 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 your Ivanti Partner Marketing Manager.

Approved Activity	Spend Category	Approved Expenses	Proof of Performance	Non-Approved Expenses
Customer Facing In-Person Event	Demand Generation	<ul style="list-style-type: none"> Space Rental Printing (must be co-branded) AV Equipment rental Food & Beverage Merchandise 	<ul style="list-style-type: none"> Partner Invoice List of attendees Copy of emails, collateral Copy invoices of any third-party costs Picture of co-branded merchandise Deal registration report with deal registration IDs Lead list – follow the lead list upload process 	<ul style="list-style-type: none"> Alcohol Shipping Travel & lodging Cost of printing business cards and letterheads
Partner Program Fees	Infrastructure	<ul style="list-style-type: none"> To be defined dependent on the program Please work with your Ivanti Partner Marketing Manager to define 	<ul style="list-style-type: none"> Partner invoice A copy of the program guide associated with fee outlining all of the components of the program If listed on the intranet for example, screenshots of Ivanti content, please work with your Ivanti Partner Manager for PoP 	N/A
CxO Workshop/Seminar or Meeting	Demand Generation	<ul style="list-style-type: none"> Space Rental Printing (must be co-branded) AV Equipment rental Food & Beverage Merchandise 	<ul style="list-style-type: none"> Partner Invoice List of attendees Copy of emails, collateral Copy invoices of any third party costs Picture of co-branded merchandise Deal registration report with deal registration IDs Lead list – follow the lead list upload process 	<ul style="list-style-type: none"> Alcohol Shipping Travel & lodging Cost of printing business cards and letterheads
Lunch and Learn (Customer Facing)	Demand Generation	<ul style="list-style-type: none"> Food and Beverage Gift cards (up to \$25) Merchandise List purchase 	<ul style="list-style-type: none"> Partner Invoice List of attendees Copy of emails, collateral Copy invoices of any third-party costs Picture of co-branded merchandise Lead list – follow the lead list upload process 	<ul style="list-style-type: none"> Alcohol Shipping Travel & lodging Cost of printing business cards and letterheads

Approved Activity	Spend Category	Approved Expenses	Proof of Performance	Non-Approved Expenses
Direct Mail Campaigns**	Demand Generation	<ul style="list-style-type: none"> Printing, flyers, leaflets, handouts, postcards, brochures, data sheets Production Development 	<ul style="list-style-type: none"> Partner invoice Proof that partner has contributed 50% of the activity if a third party has been leveraged Copy of direct mail piece Description of mailing list Report including number of inquires If available report including number of Deal Registrations with Deal Registration ID Lead List - please follow the lead upload process 	<ul style="list-style-type: none"> Overnight Shipping Associated costs of printing business cards or letterheads Travel, lodging, food and beverage
Event/Tradeshow Participation**	Demand Generation	<ul style="list-style-type: none"> Collateral/print costs (co-branding, creative design, layout, production) A/V equipment rentals Booth space rental 	<ul style="list-style-type: none"> Partner invoice Proof that partner has contributed 50% of the activity Detailed description of activity Attendee list with full contact details (within GDPR regulation) Agenda or event guide Copies of event invoices Photos of the event Event registration report Lead list - please follow the lead upload process 	<ul style="list-style-type: none"> Production of giveaways/collateral with only 'Partner' branding on Carpeting, booth furniture Food and beverage for client or employee meals If event is cancelled, partner will be responsible for all fees and associated costs Customer reception and happy hours Travel, lodging, food & beverage
Floor Day or Blitz Day	Partner Enablement	<ul style="list-style-type: none"> Food and beverage Prizes under \$50 Collateral/print costs (co-branding, creative design, layout, production) 	<ul style="list-style-type: none"> Partner Invoice Agenda List of participants Copy of collateral Copy of confirmation of creative costs Photos of the event 	<ul style="list-style-type: none"> Alcohol Prizes over \$50 in value Travel, lodging Shipment or fulfillment costs
Lead purchase**	Demand Generation	<ul style="list-style-type: none"> 3rd party lead purchase Lead subscription services Business data subscription (example Hoovers.com) 	<ul style="list-style-type: none"> Partner invoice Proof that partner has contributed 50% of the activity Copy of third party invoice Partner invoice Samples of lead generation campaign List of inquiries Lead list - please follow the lead upload process Deal registration report including deal registration ID's 	<ul style="list-style-type: none"> Travel, lodging, food & beverage Cost of internal marketing automation
Lead Qualification/ Blitz Day**	Demand Generation	<ul style="list-style-type: none"> Prizes under \$50 Food and beverage Collateral/print costs (co-branding, creative design, layout, production) 	<ul style="list-style-type: none"> Partner invoice Detailed description of activity List of participants and prizes awarded Copy of collateral Copy of confirmation of creative costs Photos of the event ROI report including deal registration ID's Lead list - please follow the lead upload process 	<ul style="list-style-type: none"> Gifts over \$50 in value Alcohol Travel, lodging Shipment or fulfillment costs

Approved Activity	Spend Category	Approved Expenses	Proof of Performance	Non-Approved Expenses
Lunch and Learn (Partner Facing)	Partner Enablement	<ul style="list-style-type: none"> Food and beverage Collateral/print costs (co-branding, creative design, layout, production) 	<ul style="list-style-type: none"> Partner invoice Agenda List of participants Copy of collateral Copy of confirmation of creative costs Photos of the event 	<ul style="list-style-type: none"> Alcohol Travel, lodging Shipment or fulfillment costs
Other Activities not defined above	Not defined, activity dependent	<ul style="list-style-type: none"> For activities not listed in this document, please work with your Ivanti Partner Marketing Manager to review and garner approvals. 	<ul style="list-style-type: none"> Proof of performance will be outlined when activity is approved by Ivanti Management 	<ul style="list-style-type: none"> All events requested will be under careful consideration Ivanti does maintain the right to approve or deny any expense that is not listed on this chart
Webinars	Demand Generation	<ul style="list-style-type: none"> List purchase 	<ul style="list-style-type: none"> Partner invoice Proof partner has contributed 50% of the activity if a third party has been leveraged Copy of the presentation clearly showing Ivanti's promotion SQLs List of registrants and attendees to include company name, name, email and phone 	<ul style="list-style-type: none"> Travel, lodging, food & beverage
Print & Online ** Advertising (including collateral literature)	Demand Generation	<ul style="list-style-type: none"> Print & placement cost Expenses for advertising, agency fees, layout Production, creation or any other costs associated with creation Electronic banner ads Printing costs 	<ul style="list-style-type: none"> Partner invoice Proof that partner has contributed 50% of the activity if a third party has been leveraged Copy of tear sheet of printed ad Screenshot of web banner Run dates, media schedule ROI report with number of leads and deal registration ID's where applicable 	<ul style="list-style-type: none"> Expedited printing costs Travel, lodging, food and beverage
Web Page**	Demand Generation	<ul style="list-style-type: none"> Production Creation 	<ul style="list-style-type: none"> Partner invoice Proof that partner has contributed 50% of the activity if a third party has been leveraged Copy of the advertisement 	<ul style="list-style-type: none"> Talent hire Travel, lodging, food and beverage

Approved Activity	Spend Category	Approved Expenses	Proof of Performance	Non-Approved Expenses
Sales Incentive**	Incentive	<ul style="list-style-type: none"> Activities built around acquiring Net New Customer Details involving expense of sales incentive Activity must include a timeline and list of goals around the incentive 	<ul style="list-style-type: none"> Partner invoice Detailed description of incentive Amount of anticipated pipeline and revenue List of participants and prizes awarded 	<ul style="list-style-type: none"> Alcohol Visa Gift Cards Travel, lodging, food & beverage
Sales Kick-Off	Partner Enablement	<ul style="list-style-type: none"> Sponsorship Development of collateral/signage associated with kick off Food & Beverage Merchandise (max cost per person) 	<ul style="list-style-type: none"> Partner Invoice Copy of agenda List of attendees Copy of all co-branded collateral 	<ul style="list-style-type: none"> Travel, lodging Alcohol Shipment costs Printing costs
Sales/Technical Training	Partner Enablement	<ul style="list-style-type: none"> Food and beverage Printing of collateral Giveaways and/or incentive (to be aligned with partner terms on incentive issue and just be a component of the activity) 	<ul style="list-style-type: none"> Agenda Copies of notification of the event List of attendees with company name, name, phone and email Copies of any collateral or presentations used during the event 	<ul style="list-style-type: none"> Travel, lodging Shipping or fulfillment costs Alcohol
Search Engine Optimization (SEO)** Search Engine Marketing (SEM)**	Demand Generation	<ul style="list-style-type: none"> Adwords purchase 3rd party consulting fees Inbound marketing assistance Key word search assistance 	<ul style="list-style-type: none"> Partner invoice Proof that partner has contributed 50% of the activity if a third party has been leveraged KPI reporting (click rates, CTR, # of leads generated, Timing) Landing page development Confirmation of call to action 	<ul style="list-style-type: none"> Travel, lodging, food and beverage Domain purchases Shipment or fulfillment costs Cost of internal marketing automation
Telemarketing**	Demand Generation	<ul style="list-style-type: none"> Telemarketing service fees Cost of list acquisition List subscription services 	<ul style="list-style-type: none"> Partner invoice Proof that partner has contributed 50% of the activity if a third party has been leveraged KPIs Campaign duration A copy of all leads generated during this activity, and deal registration ID's 	<ul style="list-style-type: none"> Travel, lodging, food and beverage Bonus to telemarketing staff Partner staff time for campaign planning In-house telemarketing activities made from your place of business

Ineligible Activities for Reimbursement

Activities that are seen to be “outside” the scope of demand generation/sales pipeline must be reviewed by your regional Ivanti Partner Marketing Manager.

Examples of these would be:

- Sponsorship of Ivanti-led events. This activity must be wholly funded by the partner.
- Customer gifts
- Associated cancellation fees of any activity that may or may not have a third party associated.
- Office supplies
- Attending “sports” events without an aligned sales generation plan
- Bribes, inducements
- Unapproved print magazine/publication advertisements
- Funded heads and their incurred expenses or associated costs, unless previously approved within the funded head contract.
- Visa Gift Cards
- Flights/travel costs and depending on the activity, food & beverage
- Alcohol-related gifts including giveaways and co-branded alcohol promotional items
- Legal fees
- Clothing or giveaways not associated with an event
- Deposits or pre-paid activities

Contact Us

Ivanti Partner Marketing contacts:

EMEA: mariusz.nowak@ivanti.com

AMS: alex.woodward@ivanti.com

APAC: matilda.wee@ivanti.com

General Ivanti Partner Marketing inquiries: ipn@ivanti.com

When submitting your claim be prepared to have the following documentation ready:

1. A copy of the invoice—the invoice must be addressed to the list of Ivanti entities that are regionally based, the addresses for the regional entities are listed to the right of this page.
2. The invoice MUST have the Fund Request Number (FR) clearly identified, any invoice without this Fund Request Number will be automatically rejected.
3. Copies of the activity proof of performance as identified in the activity listing in the MDF Guide.

Submitting your invoice

1. All claims must be submitted through the MDF portal (selected Partners) or by email to the Ivanti Partner Marketing Manager, depending on the partnership/partner. For submitting MDF invoices and proof via the MDF portal, please ask your Ivanti Partner Marketing Manager for guidance.
2. It is required that every and each APPROVED ACTIVITY has a unique invoice.
3. An invoice must be submitted within 30 (thirty) days of activity end date.
4. If the activity is not submitted within 30 (thirty) days of the activity end date and is submitted outside of this window, the activity fund will be revoked and will not be reimbursed.
5. The invoice must be submitted with copies of the applicable proof of performance as identified in the activity listing in the MDF Guide.
6. Your regional Ivanti Partner Marketing Manager will review the invoice and submit it to Ivanti Accounting on your behalf.

North America

Partners who are in Canada and the United States should address their invoices to:

IVANTI INC

10377 South Jordan Gateway,
Suite 110 South Jordan, Utah
84095 USA

Latin America

Partners who are in Latin America with the exception of partners in Brazil should address their invoices to:

IVANTI INC

10377 South Jordan Gateway,
Suite 110 South Jordan, Utah
84095 USA

Latin America: Brazil

Partners who are in Brazil should address their invoices to:

IVANTI INC

10377 South Jordan Gateway,
Suite 110 South Jordan, Utah
84095 USA

EMEA

Partners who are in EMEA should address their invoices to:

IVANTI UK LIMITED

3 Arlington Square
Downshire Way
Bracknell Berkshire
RG12 1WA United Kingdom

APAC

Partners who are in APAC with the exception of China and Japan should address their invoices to:

IVANTI UK LIMITED

3 Arlington Square
Downshire Way
Bracknell Berkshire
RG12 1WA United Kingdom

APAC: China

Partners who are in China should address their invoices to:

Ivanti Software Technology

(Beijing, Co. Ltd.)
Unit 905-907, Level 9
No 1 Dong Change An Avenue,
Dongcheng District
Beijing, 100738 China

APAC: Japan

Partners who are in Japan should address their invoices to:

Ivanti Software KK

Chiyoda-ku, Hirakawa-cho 1-1-8
Kojimachi Ichihara bldg 5F
Tokyo 102-0093
Japan

** within GDPR regulation– during all MDF funded activities i.e. events, webinars, tradeshow etc, Partners must clearly cite (display) a disclaimer that customer/prospect data collected by them will be shared with Ivanti and demonstrate that their leads have opted into this agreement

MDF Activity Closure

- An invoice must be submitted by the partner and include approved Fund Request number for each MDF payment submitted within 30 (thirty) days after the end date of the activity. Ivanti will refuse any claim submitted after this 30 (thirty) day period.
- Invoice MUST show the FR number, this number can be found against the activity in the MDF portal, without this number, your invoice will be rejected and funds expired.
- Once the MDF activity is closed, Ivanti will no longer make payment against the activity.

General Guidelines (MDF Usage, Reimbursement, etc.)

- An invoice must be submitted by the partner for each MDF payment and submitted within 30 (thirty) days after the end date of the activity. Ivanti will refuse any claim submitted after this 30 (thirty) day period.
- If after having an activity approved for funding the partner decides to no longer execute the 'approved activity', the partner must demonstrate how the new activity will generate equally as much pipeline/revenue prior to moving forward with the activity if expecting reimbursement. No information may be misleading or deceptive as to price, product, performance, features or specifications.

- Activities that feature products from other vendors will be reimbursed on a pro rata basis. Ivanti reserves the right to decline participation or reimbursement if other vendors are not considered strategic to Ivanti's sales plans.
- No privileged information regarding Ivanti may be disclosed in the channel partner's printed or external communications.
- Ivanti logos, copyrights and trademarks must be used in accordance with Ivanti's brand guidelines. Please access the Ivanti Partner Brand Guidelines via your portal or via your Ivanti partner marketing manager.
- MDF may not be used for personal items.
- The Ivanti partner sales manager is not permitted to incur any expenses against a partner's previous allocation of funds.
- Your Ivanti Partner Manager may not provide you approval of any activity funded by MDF. All approvals must be provided by your Ivanti Partner Marketing Manager.
- Ivanti will endeavor to ringfence lead data submitted via the Ivanti Lead Portal for a period of 60 days, to ensure the partner has priority in following up with leads from the activity.
- Pre-approved funding requests cannot be combined for a single (unapproved) activity.
- Claims (and respective invoices) must be submitted with a valid FR number that was supplied by Ivanti for that activity only.
- Behavior not conforming to these rules, could result in the Partner's removal from the MDF program.
- Reimbursement for MDF expenditures are budgeted expenses in Ivanti's accounting structure and, as such, cannot be combined with the purchase of Ivanti's product.
- Debit memos or deductions from invoices are not allowed and may be grounds for disqualification from the MDF Program.
- Ivanti reserves the right to refuse reimbursement for any activity that does not follow the agreed upon guidelines or otherwise is deemed inappropriate for MDF reimbursement by Ivanti. Ivanti retains the rights to all MDF funds.
- The assignment and/or ownership of the funds will remain with Ivanti and are non-transferable or assignable without written permission from Ivanti.
- Any insertion order/contract or SOW must be signed by an Ivanti authorized signatory. Your Ivanti partner sales manager and Ivanti partner marketing manager are not authorized signatories. All documents that require a signature will need to be reviewed by legal and signed by an authorized signatory. Please ensure that you are aligning an appropriate timeframe for review and signature. Please work with your Ivanti partner marketing manager who will direct you accordingly.

About Ivanti

Ivanti makes the Everywhere Workplace possible. In the Everywhere Workplace, employees use myriad devices to access IT networks, applications and data to stay productive as they work from anywhere. The Ivanti automation platform connects the company's industry-leading unified endpoint management, zero trust security and enterprise service management solutions, providing a single pane of glass for enterprises to self-heal and self-secure devices, and self-service end users. More than 40,000 customers, including 96 of the Fortune 100, have chosen Ivanti to discover, manage, secure and service their IT assets from cloud to edge, and deliver excellent end user experiences for employees, wherever and however they work. For more information, visit [ivanti.com](https://www.ivanti.com)

The Ivanti logo consists of the word "ivanti" in a bold, lowercase, sans-serif font. The letter "i" is red, while the remaining letters "vanti" are black. A small registered trademark symbol (®) is located at the top right of the letter "i".

ivanti

A vertical bar on the right side of the page, transitioning from red at the top to orange at the bottom.

[ivanti.com](https://www.ivanti.com)

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