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Enrolling Direct Contracts



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The CloudBlue Connect platform can be used to find new products for your organization and start collaborating with new business partners. Use the Catalog module to access detailed information on products that are available for referral programs and syndication scenarios.

Direct contracts (also called *referral contracts*) are required to establish and manage direct business relationship with Vendors of products that are available via a *product catalog*. Specifically, Distributors can use direct contracts to start collaborating with new Vendors and list selected products within their marketplaces for subsequent distribution operations.

The following introduces the *Pennino Inc* distributor organization that wants to acquire the *Cyabra* social search engine. This product is presented and provided by *Mighty Mick's LLC* that has already created all required agreements for referral operations. Follow the guidelines below to enroll a direct contract.

Prerequisites

To successfully enroll a direct agreement on Connect, make sure that the following requirements are met:

- Your hub and marketplace are created.
- Create a program agreement to start working with new Vendors.
- Define your distribution agreement to establish terms of accessing your marketplace.

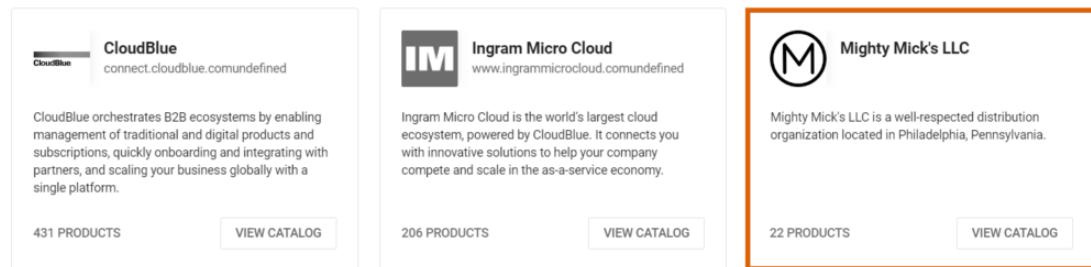
Pennino Inc successfully registered a hub with associated marketplace. Furthermore, this organization created a new generic program agreement and distribution agreement by using the *Partners* module.

Catalog Overview

Access the **Catalog** module to locate a product that will be used to enroll a new direct contract. Note that if your organization collaborates with multiple Distributors on Connect, the system will prompt to select a Distributor first.



Distributors 



CloudBlue [VIEW CATALOG](#)

CloudBlue orchestrates B2B ecosystems by enabling management of traditional and digital products and subscriptions, quickly onboarding and integrating with partners, and scaling your business globally with a single platform.

431 PRODUCTS [VIEW CATALOG](#)

Ingram Micro Cloud [VIEW CATALOG](#)

Ingram Micro Cloud is the world's largest cloud ecosystem, powered by CloudBlue. It connects you with innovative solutions to help your company compete and scale in the as-a-service economy.

206 PRODUCTS [VIEW CATALOG](#)

Mighty Mick's LLC [VIEW CATALOG](#)

Mighty Mick's LLC is a well-respected distribution organization located in Philadelphia, Pennsylvania.

22 PRODUCTS [VIEW CATALOG](#)

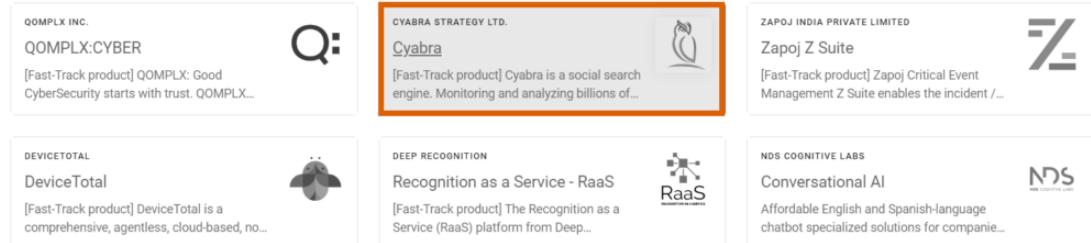
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QOMPLX INC. **QOMPLX:CYBER** 
 [Fast-Track product] QOMPLX: Good CyberSecurity starts with trust. QOMPLX...

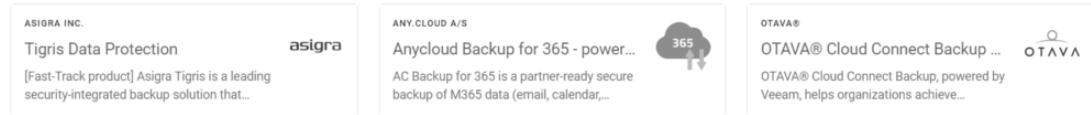
DEVICETOTAL **DeviceTotal** 
 [Fast-Track product] DeviceTotal is a comprehensive, agentless, cloud-based, no...

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 [Fast-Track product] Cyabra is a social search engine. Monitoring and analyzing billions of...

ZAPOJ INDIA PRIVATE LIMITED **Zapoj Z Suite** 
 [Fast-Track product] Zapoj Critical Event Management Z Suite enables the incident /...

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 [Fast-Track product] Asigra Tigris is a leading security-integrated backup solution that...

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 AC Backup for 365 is a partner-ready secure backup of M365 data (email, calendar,...

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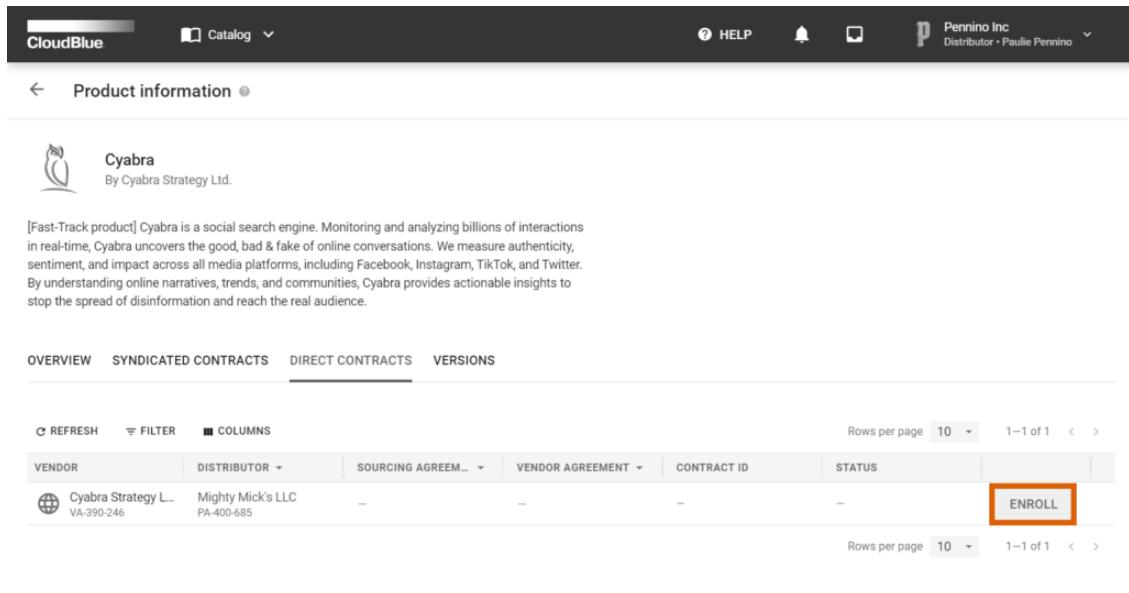
In case your business partner provides multiple products of the same category, click **More** to browse through all products of your selected category. In addition, you can use the search bar at the top-right corner of the Catalog module to quickly find required products.

In this scenario, Pennino Inc clicked on *Mighty Mick's LLC catalog* and selected the *Cyabra* product from the list.

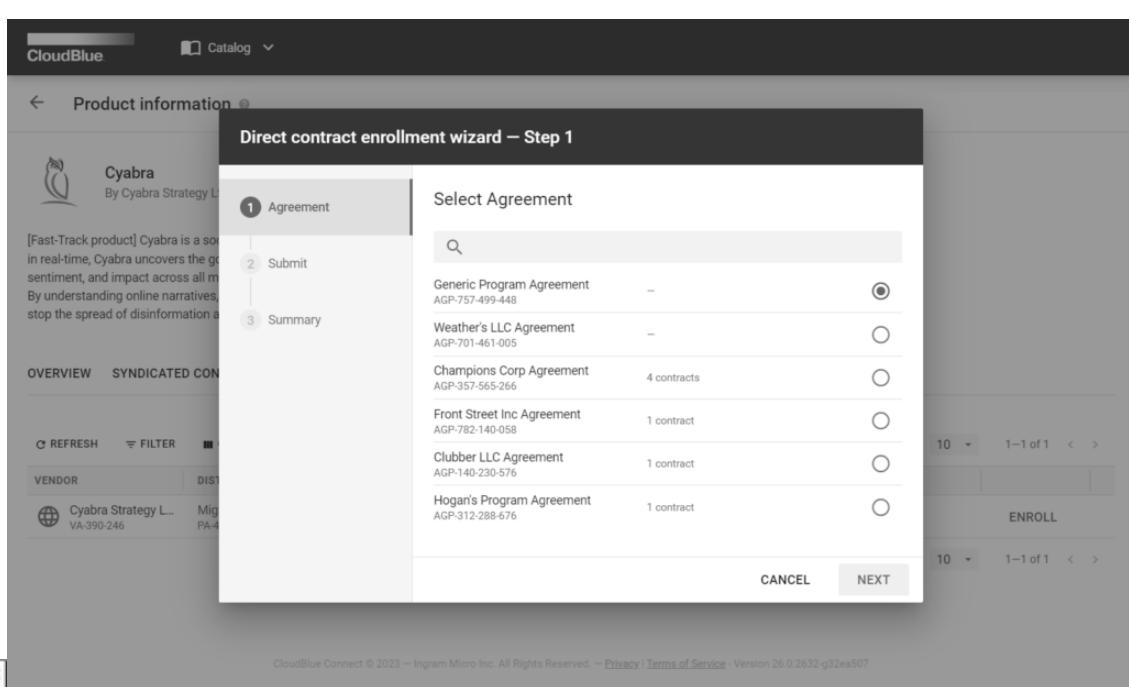
Enrollment Wizard

Once a product from the provided list is selected, the system allows accessing product overview, versions, video presentations, images, Vendor information and so on. The system allows enrolling direct contracts only if your selected product provides agreement information within the **Direct Contracts** tab.

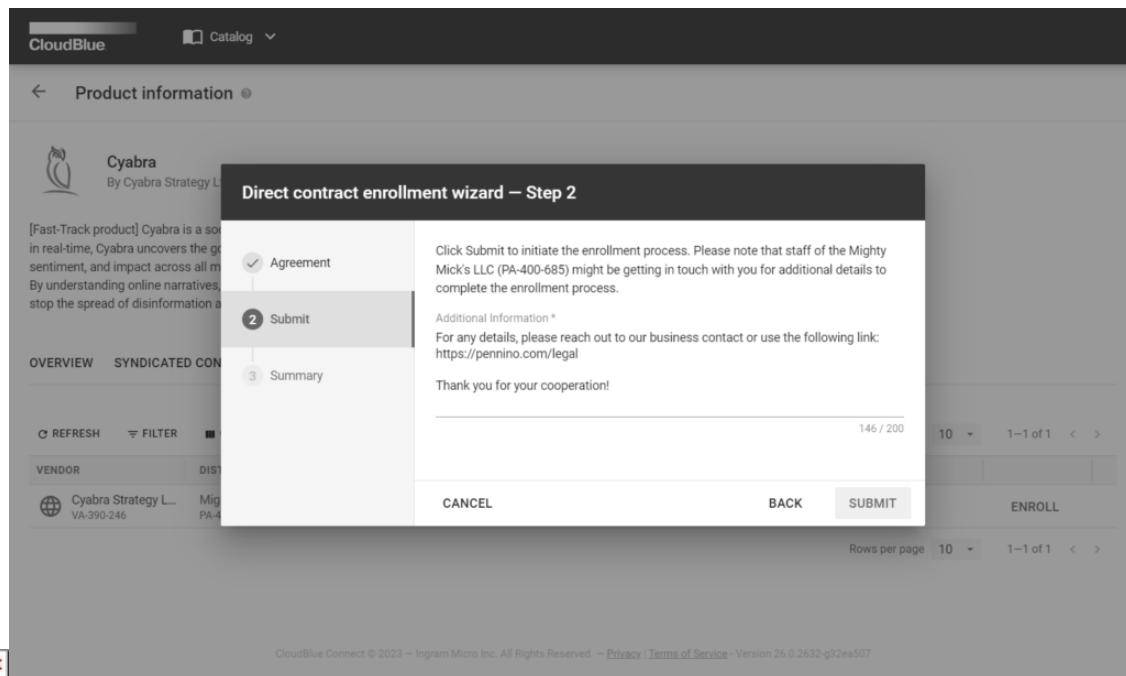
Click **Enroll** and complete the provided wizard steps as follows:



The screenshot shows the CloudBlue Connect interface. At the top, there are navigation links: Documentation, Getting Started, Distributor Tutorial, Additional Distributor Tutorials, and Enrolling Direct Contracts. The main title is "Product information" for "Cyabra". Below the title, there is a brief description: "[Fast-Track product] Cyabra is a social search engine. Monitoring and analyzing billions of interactions in real-time, Cyabra uncovers the good, bad & fake of online conversations. We measure authenticity, sentiment, and impact across all media platforms, including Facebook, Instagram, TikTok, and Twitter. By understanding online narratives, trends, and communities, Cyabra provides actionable insights to stop the spread of disinformation and reach the real audience." The "DIRECT CONTRACTS" tab is selected. Below the tabs, there is a table with columns: VENDOR, DISTRIBUTOR, Sourcing Agreement, Vendor Agreement, CONTRACT ID, and STATUS. A single row is shown for "Cyabra Strategy L... VA-390-246" with "Mighty Mick's LLC PA-400-685" in the DISTRIBUTOR column. The "ENROLL" button is highlighted with a red box. At the bottom, there is a footer with the text "CloudBlue Connect © 2023 — Ingram Micro Inc. All Rights Reserved. — [Privacy](#) | [Terms of Service](#) - Version 26.0.2632-g32ea507".



The screenshot shows the "Direct contract enrollment wizard – Step 1" dialog box. The title is "Direct contract enrollment wizard – Step 1". The left sidebar shows steps: 1. Agreement, 2. Submit, 3. Summary. The main area is titled "Select Agreement" and contains a list of agreements with radio buttons for selection. The "Generic Program Agreement" is selected. Other agreements listed are: Weather's LLC Agreement, Champions Corp Agreement, Front Street Inc Agreement, Clubber LLC Agreement, and Hogan's Program Agreement. At the bottom of the dialog are "CANCEL" and "NEXT" buttons. The background shows the CloudBlue Connect interface with the "DIRECT CONTRACTS" tab selected for the Cyabra product page. The footer of the dialog box also includes the text "CloudBlue Connect © 2023 — Ingram Micro Inc. All Rights Reserved. — [Privacy](#) | [Terms of Service](#) - Version 26.0.2632-g32ea507".



- Agreement:** The system requires to choose a *Program Agreement*. Thus, Pennino Inc selects their created generic agreement for Vendors.
- Submit:** This step allows specifying any additional information that may be required to process a contract. Pennino Inc provided a short message for their business partners.
- Summary:** This step provides a summary with the specified Distributor, product, target marketplace and the created contract.

As a result, Pennino Inc successfully enrolled their direct contract for the Cyabra product. In case Mighty Mick's LLC accepts this contract, the system will allow the Cyabra Strategy Ltd vendor organization to review and sign the attached program agreement. Once the program agreement is signed, Pennino Inc will be able to create manage required listing requests, establish a product to hub connection, and perform other operations on the Connect platform.