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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

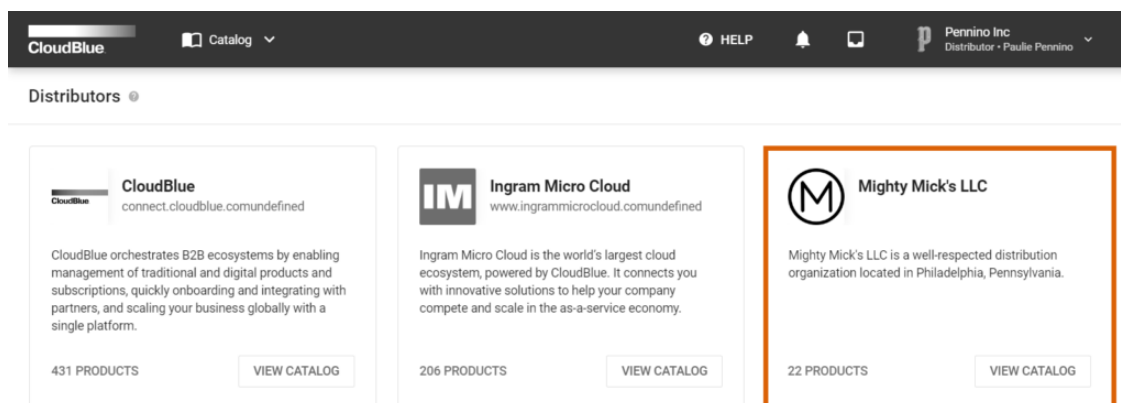
To successfully enroll a direct agreement on Connect, make sure that the following requirements are met:

- 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.



**CloudBlue**  
connect.cloudblue.comundefined

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**  
www.ingrammicrocloud.comundefined

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.

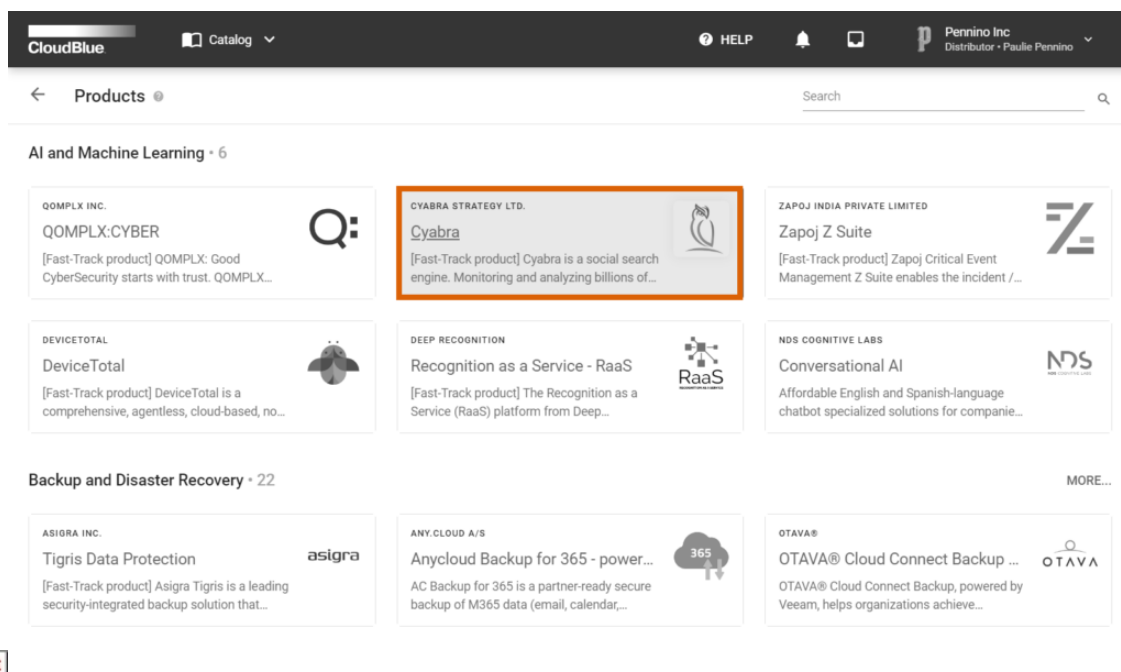
206 PRODUCTS [VIEW CATALOG](#)

**Mighty Mick's LLC**

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

22 PRODUCTS [VIEW CATALOG](#)

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Catalog

Products

Search

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

**CYABRA STRATEGY LTD.**  
Cyabra  
[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 /...

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

**DEEP RECOGNITION**  
Recognition as a Service - RaaS  
[Fast-Track product] The Recognition as a Service (RaaS) platform from Deep...

**NDS COGNITIVE LABS**  
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Affordable English and Spanish-language chatbot specialized solutions for companie...

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

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

**OTAVA®**  
OTAVA® Cloud Connect Backup ...  
OTAVA® Cloud Connect Backup, powered by Veeam, helps organizations achieve...

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:

CloudBlue Catalog

HELP

Pennino Inc  
Distributor - Paulie Pennino

Product information

**Cyabra**  
By Cyabra Strategy Ltd.

[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.

OVERVIEW SYNDICATED CONTRACTS **DIRECT CONTRACTS** VERSIONS

REFRESH FILTER COLUMNS Rows per page 10 1--1 of 1 < >

VENDOR	DISTRIBUTOR	SOURCING AGREEMENT	VENDOR AGREEMENT	CONTRACT ID	STATUS	
Cyabra Strategy L... VA-390-246	Mighty Mick's LLC PA-400-685	—	—	—	—	<b>ENROLL</b>

Rows per page 10 1--1 of 1 < >



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CloudBlue Catalog

Product information

**Cyabra**  
By Cyabra Strategy Ltd.

[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.

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Rows per page 10 1--1 of 1 < >

**Direct contract enrollment wizard — Step 1**

1 Agreement

2 Submit

3 Summary

Select Agreement

Generic Program Agreement  
AGP-757-499-448

Weather's LLC Agreement  
AGP-701-461-005

Champions Corp Agreement  
AGP-357-565-266

Front Street Inc Agreement  
AGP-782-140-058

Clubber LLC Agreement  
AGP-140-230-576

Hogan's Program Agreement  
AGP-312-288-676

CANCEL NEXT



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CloudBlue Catalog

Product information

Cyabra  
By Cyabra Strategy Ltd

[Fast-Track product] Cyabra is a solution that provides real-time sentiment and impact across all marketplaces. By understanding online narratives, you can stop the spread of disinformation and protect your brand.

OVERVIEW SYNDICATED CONTENT

REFRESH FILTER

VENDOR Cyabra Strategy Ltd VA-390-246

DISTRIBUTOR Mighty Mick's LLC PA-400-685

Direct contract enrollment wizard — Step 2

1 Agreement

2 Submit

3 Summary

Click Submit to initiate the enrollment process. Please note that staff of the Mighty Mick's LLC (PA-400-685) might be getting in touch with you for additional details to complete the enrollment process.

Additional Information \*

For any details, please reach out to our business contact or use the following link: <https://pennino.com/legal>

Thank you for your cooperation!

CANCEL BACK SUBMIT

ENROLL

Rows per page 10 1—1 of 1

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1. **Agreement:** The system requires to choose a *Program Agreement*. Thus, Pennino Inc selects their created generic agreement for Vendors.
2. **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.
3. **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.