

# Channel Acronyms

The A-Z List

**1T Partner:**  
Partner  
Purchasing Direct

**1T**

**AR:**  
Authorized  
Reseller

**A**

**CIPM:**  
Channel  
Incentive  
Program  
Management

**C**

**EODB:**  
Ease of Doing  
Business

**E**

**GPPC:**  
Global  
Partners and  
Pricing  
Catalog

**G**

**JMF:**  
Joint Marketing  
Funds

**J**

**L2RM:**  
Lead to Revenue  
Management

**L**

**NFR:**  
Not for Resale

**N**

**PRM:**  
Partner  
Relationship  
Management

**P**

**RFP:**  
Request for  
Proposal

**R**

**TPMA:**  
Through Partner  
Marketing  
Automation

**T**

**VEV:**  
Virtual  
Entitlement  
Voucher

**V**

**YoY:**  
Year over Year

**Y**

**2T** **2T Partner:**  
Reseller  
purchasing via  
distribution

**B** **BECS:**  
Back-End  
Credit System

**D** **DMR:**  
Direct Market  
Reseller

**F** **FMO:**  
Fulfilment  
Model Option

**I** **ISV:**  
Independent  
Software  
Vendor

**K** **KM:**  
Knowledge  
Management

**M** **MDF:**  
Market  
Development  
Funds

**O** **OEM:**  
Original  
Equipment  
Manufacturer

**Q** **QIP:**  
Quarterly  
Incentive  
Program

**S** **SPIFF:**  
Special Pricing  
Incentive Fund  
Formula

**U** **UPL:**  
Universal  
Partner Locator

**X** **XaaS:**  
Everything as a  
Service