

How to register an opportunity from a marketing generated activity

Omniassa's Opportunity Registration program rewards partners for providing Omniassa with visibility into partner-led opportunities by providing registered partners with additional margin via upfront discounts. In addition to the Opportunity Registration reward program, [Omniassa also offers Marketing Development Funds to Gold and Platinum Partners for external marketing campaigns, enablement, and sales initiatives that generate demand for Omniassa products.](#)

Please use this How-To Guide to link your Marketing efforts with DF to your Opportunity Deal Registrations to increase your rewards. By linking your DF and registrations, partners will increase their chances of being awarded DF for future marketing activities. Our intention is for our partners to showcase their value and return on investment for their programs. [Omniassa marketing funds will be prioritized for partners who accurately complete both deal registration and inclusion of marketing campaign codes during deal registration.](#)



Who is eligible to register?

Partner levels: Gold & Platinum

Partner business models: Resellers & Service Providers

How to select a campaign name on your prior approval in the Partner Rewards Portal

1. Select “create prior approval”
2. Enter activity details (fund source, activity start and end date, activity type, and cost)
3. Under ‘additional information’, select a ‘campaign name’. Please select the campaign name that matches your DF marketing activity (either the quarter in which the activity is occurring, or the solution focus – always select the Citrix campaign name if this program involves Citrix Compete components, otherwise select the quarter).
4. After completing this DF Event or Activity, if a lead from this activity becomes an opportunity that will be registered as part of Omnisia’s Opportunity Registration program, please follow the steps to ensure you link your marketing efforts with DF usage to your Opportunity Deal Registrations to increase your rewards

Prior Approval #: TBD0.00 USD

Activity 1

DF Test Fund

Start Date *04/11/2025

End Date *04/25/2025

Activity Type *Citrix Campaign

Sub Activity *Customer/Partner Even...

Activity Name *My Activity489 of 500 max characters

Status: Claim By Date:

Select Products *Add/Edit

Product Selections: 0%

Requested Amount *40,000.00 USD

Reimbursement (auto-populated) *0.00 USD

+ Add ActivityDuplicate Activity

Activity Specific Questions

Quarter Execution (in what Omnisia fiscal quarter is your activity taking place) *Q1'26

Country in which activity is taking place *United States

Partner Type *Solution Provider

Estimated Omnisia Pipeline (enter amount in USD) *250,000.00 USD

Campaign Name (Select a campaign code for Deal Registrations generated from this campaign) *Select

How to register your opportunity from a Marketing Generated Activity

1. Log into the [Omniessa Partner Portal](#)
2. From the top menu bar, hover over [Sales](#) tab
3. Select [Register an Opportunity](#) in the drop-down menu
4. Review the [step-by-step registration guide](#) available in the Partner Portal.
5. When navigating to the 'Customer Lifecycle Activities' page, there are 3 key components to ensure your registered opportunity is [linked to your DF/Marketing activity](#):
 - Select 'Opportunity source' as '[Joint Marketing](#)'
 - Type '[DealReg-](#)' in the 'campaign name' box for drop down options of campaign codes. Please select the campaign name that best [matches your DF Marketing Activity](#) (either the quarter in which the activity occurred, or the solution focus – [please reference your Partner Rewards Portal PA details to MATCH the DealReg name](#) with what was entered on the PA).
 - Select 'Yes' that the opportunity came from a '[Marketing Activity](#)'.

Customer Lifecycle Activities

*Customer Lifecycle Activities

0 options selected ▼

*Opportunity Source

None ▲▼

Campaign Name ⓘ

Search By

Lead ID

*Marketing Activity ⓘ

☒ Yes ☐ No

Campaign Codes for Deal Registration and Development Funds

Select the campaign codes across both portals when completing opportunity registration

- To ensure alignment across marketing development funds and deal registrations, please ensure to [select the correct Campaign Codes](#) in both the deal registration portal and 360 Insights Portal.
- Type “[DealReg](#) –” in ‘Campaign Name’ box for drop down options of campaign codes

- [DealReg-FY26-Q1GEO-DF](#)
- [DealReg-FY26-Q2GEO-DF](#)
- [DealReg-FY26-Q3GEO-DF](#)
- [DealReg-FY26-Q4GEO-DF](#)
- [DealReg-FY26SW-DEX_HelpDesk](#)
- [DealReg-FY26SW-UEM_MTD+Mobile](#)
- [DealReg-FY26-WW-CTX-Compete-Partner](#)