



AGENT PARTNER SPIFF | APR. 1 – JUN. 30, 2024

# SPIFFing a deal?

Follow the Scent of Success and get up to 10X SPIFF. More with ICA.

## New Customers

### **4X** MRR for New Customers

4X\* MRR award for new customers (new logos) for X1–X8 licenses (excl. Lobby, X1-Gov, X0, X0-Teams, XT) on 24+ month contracts with monthly payment terms.

*\*Partners participating in the Elevate Uplift Program are eligible to earn 2X MRR for New Customers on X1–X4 licenses along with higher commission rates, and 4X MRR on X6–X8 licenses. For further details contact your 8x8 Channel Account Manager.*

### **+2X** MRR for 50+ UCaaS / CCaaS Seats

2X stackable for a minimum of 50 X1–X8 licenses (excluding Lobby, X1-Gov, X0, X0-Teams, XT) on 24+ month contracts.

### **+2X** MRR for CCaaS

2X stackable for qualifying contact center deals. Valid for 36+ month contracts with at least 10 CCaaS seats.

### **+2X** MRR for Annual Prepay

2X stackable for annual prepay. Valid for 36+ month deals.

## Existing Customers

### **4X** CCaaS MRR

4X MRR award on add-on deals for existing 8x8 UCaaS customers when they add CCaaS for the first time. Minimum 10 CCaaS seats. Minimum of 30 months remaining on the customer's existing contract, or a contract extension to at least 30 months. Contact Center deployment package must be purchased unless the channel partner is certified to deploy.

## Add-On Bonus

Introduce ICA Digital to your customers and add on to your SPIFF payout!

### **+1X** of Intelligent Customer Assistant (ICA) Digital MRR

A minimum 12-month commitment on ICA conversations for new customers or existing customers adding ICA for the first time applies. MRR is calculated on committed conversation fees only. A minimum of 1,000 conversations per month (12,000 conversations per year) applies.

## Register Your Deals Today in **PartnerXchange**.

For more information, contact your 8x8 Channel Account Manager.

## Terms & Conditions

1. This SPIFF is offered by 8x8, Inc. or its affiliate ("**8x8**") and is subject to these terms and conditions ("**Promotion T&Cs**"). The SPIFF is offered for orders booked during the period April 1, 2024 – June 30, 2024 (the "**Promotion Period**").
2. This SPIFF is open to current 8x8 direct agents and agents under a current 8x8 master agent/TSD.
3. For new customers purchasing unified-communications-as-a-service ("**UCaaS**") or contact-center-as-a-service ("**CCaaS**") licenses:
  - a. **4X MRR X1-X8 tier**: 4X SPIFF calculated on the MRR from X1-X8 licenses. A minimum 24-month contract term required. For contracts/orders/deals with customers upgrading from Fuze, Inc. or any of its subsidiaries ("**Fuze**"), please refer to Section 4 below ("For existing customers purchasing CCaaS"). Partners participating in the Elevate Uplift Program are eligible to earn 2X MRR for New Customers on X1-X4 licenses along with higher commission rates, and 4X MRR on X6-X8 licenses. Further details are set out in Section 11 below and in the Elevate Uplift Program documentation.
  - b. MRR from Lobby, X0, X0-Teams, X1-Gov and XT licenses is eligible for a maximum of 2X SPIFF payout. The portion of the MRR from these SKUs will be paid at 2X.
  - c. **2X MRR 50 X1-X8 tier**: A minimum of 50 X1-X8 licenses is required to qualify for this 2X enhancer. Lobby, X0, X0-Teams, X1-Gov and XT license types are not eligible for this 2X enhancer.
  - d. **2X MRR CCaaS tier**: A minimum 36-month contract term required. A minimum of 10 CCaaS licenses (X6, X7, X8, bundled or unbundled) required.
  - e. **2X MRR Annual Prepayment tier**: A minimum 36-month contract term required. The initial annual prepayment must total more than 50% of 12 months of full MRR to qualify for this SPIFF enhancer. Deals including the FlexPay payment option do not qualify.
4. For existing customers purchasing CCaaS:
  - a. **4X CCaaS MRR tier**: The SPIFF is available to current 8x8 customers when purchasing CCaaS for the first time. Customers upgrading from Fuze to 8x8 qualify for this SPIFF only if adding CCaaS for the first time during the Promotion Period. Customers with Fuze Contact Center or any third-party Contact Center licenses ordered from Fuze, or who previously purchased 8x8 CCaaS, do not qualify.
  - b. The SPIFF award is calculated on the MRR from CCaaS licenses (X6, X7, X8, bundled or unbundled). Purchase of UCaaS or other products on the same order will not be included in the SPIFF calculation.
  - c. The following must be met for a CCaaS add-on order to qualify:
    - i. The order must include a minimum of 10 CCaaS licenses.
    - ii. Either a minimum remaining contract term of 30 months, or an extension or renewal to at least 30 months required.
    - iii. Relevant 8x8 Contact Center deployment package must be purchased with the deal to qualify unless the partner is certified to deploy.

5. In relation to the **1X Intelligent Customer Assistant (ICA) Digital MRR tier**:
  - a. A minimum of 12-month commitment on ICA conversations is required for new customers and existing customers. Existing customers must purchase ICA Digital for the first time.
  - b. A minimum of 1,000 conversations per month (12,000 conversations per year) is required.
  - c. The SPIFF award is calculated on the MRR from the committed conversation SKU only: VCCS0257-01 - Intelligent Customer Assistant (ICA) Chatbots. Overages, platform fees and professional services do not qualify.
6. Deal registration and approval is required and must be submitted through the 8x8 PartnerXchange portal.
7. A SPIFF award is earned at the time the customer order is booked with 8x8. SPIFF awards are payable within **60 days** of being earned.
8. "**MRR**" is defined as monthly-recurring revenue from UCaaS, and/or CCaaS, and/or ICA Digital license purchases (as applicable) received by 8x8. Equipment, deployment, services (including project services), training, support, third-party products (unless otherwise indicated), CPaaS, usage and prepaid usage bundles, overages, additional numbers, toll free, DID numbers, shipping, platform fees, and other applicable fees and taxes are not included in MRR. Average MRR for the life of the contract will be used to calculate the SPIFF award for all deals. "**Average MRR**" is calculated as MRR multiplied by the number of months in the contract term, removing any prorated concessions, credits, free months, or other similar provisions. The amount is then divided by the number of months in the contract term (excluding any trial period).
9. SPIFF awards are capped at USD/CAD/AUD/NZD \$300,000 or GBP 250,000 for a single deal unless prior approval has been obtained from 8x8. Similarly, deals with special customer terms that alter the economics, including but not limited to extra delayed billing, ramp-up or step-up contracts, extended payment terms, contingencies (e.g. proof-of-concept periods), license burst, and downturn clauses do not qualify unless prior approval has been obtained from 8x8.
10. SPIFF awards are subject to pro-rated chargeback by 8x8 in the event that (1) the customer cancels 20% or more of the original order within 6 months after the original order effective date and the application of promotional credits or free months or (2) the customer moves from annual prepayment to any shorter payment frequency during the current term of its contract. SPIFF awards are subject to full or partial chargeback until the customer has submitted three full payments (does not apply for annual payment frequency) and in any situation in which fraud is confirmed on a customer account.
11. This SPIFF cannot be combined with other active 8x8 SPIFFs or promotions unless the specific SPIFF or promotion is defined as "**stackable**".
  - a. **Elevate Uplift Program**. The Elevate Uplift Program (the "**Program**") is "stackable" with this SPIFF, and for partners participating in the Program, their participation in this SPIFF is additionally subject to the terms and conditions of the Program.
  - b. By confirming its participation in the Program, a partner thereby agrees to reduced multipliers on certain licenses under this SPIFF as set forth in this document, but will receive certain higher residual commission rates under the Program.
  - c. A partner participating in the Program may elect to stop its participation in the Program under its terms, and in that case will again be eligible to earn the standard multipliers offered under this SPIFF as of the date their participation in the Program ends (as confirmed by 8x8). In that case, a partner will not be eligible to earn the standard multiplier under this SPIFF retroactively for the period it was participating in the Program.
12. Participants will be deemed to have accepted these Promotion T&Cs and agreed to be bound by them when opting to participate in this SPIFF.
13. Except as expressly provided herein, the 8x8 agency agreement of the direct agent or master agent/TSD (as applicable) governs this SPIFF.
14. 8x8 may, in its absolute discretion, withdraw the SPIFF at any time by giving 7 days' notice to the participants, but any such withdrawal will not affect the earning or payment of SPIFF awards for qualifying orders booked before the end of the SPIFF.