

SPIF

Go for Gold with up to 10X MRR

4X MRR

on any 2+ year deal

+2X MRR

on 3+ year Contact Center licenses

+2X MRR

on annual prepaid Contact Center licenses

+2X MRRon 5 year terms that meet **all** prior criteria

Potential SPIF Payout

1,000 users, get a **\$100,000 SPIF**
(1,000 seats x \$25 for Dialpad Ai Voice x 4X MRR)

*Payout subject to license cost

Win with Dialpad

Where to Register

Register your deals through the Dialpad Partner Success Portal at dialpad.allbound.com.

Questions? Please contact partners@dialpad.com.

Terms and Conditions

To qualify, you must be an active partner. For all qualifying accounts activated from May 1, 2024 through July 31, 2024, the Partner will be paid a bonus based on the MRR at the end of the month in which the qualifying account is activated. **Revenue from services, fees, and taxes are not eligible for the SPIF.** Based on higher discounted per seat price, Dialpad reserves the right to adjust SPIF amount. Discounted Partner accounts do not apply to this SPIF. This SPIF does not apply to upsell of current accounts.

Customers must be on a minimum two year agreement to be eligible for the 4X bonus. Annual Contract Value (ACV) must be greater than \$2,000 USD, excluding fees and taxes, to be eligible

CCaaS deals with three years or longer contract terms are eligible for an additional 2X bonus. CCaaS deals that are two years or longer with annual pre-pay contract terms are eligible for an additional 2X bonus. Deals that are five years or longer and annual pre-pay are eligible for an additional 2X bonus on CCaaS licenses. The maximum available for any deal is a 10X bonus. CCaaS is defined as Dialpad's Ai Contact Center and Ai Sales Center products. Additional Bonus multiplier(s) (+2X MRR) for Contact Center deals will only be applicable to Contact Center licenses sold.

MRR is defined as monthly recurring revenue related to UCaaS, CCaaS and AI license purchases. Equipment charges, deployment, services, training, third-party products, shipping, and other applicable fees and taxes are not included in MRR. Average MRR for the life of the contract will be used to calculate SPIF award for all deals. Average MRR is based on the total contract value expected to be collected by Dialpad (considering any concessions, credits, or other provisions), divided by the number of months in the contract (excluding trial period).

Customer contracts must be signed and submitted to Dialpad by July 31, 2024. SPIFs will be paid when paid services begin and customer payment is received by Dialpad. Deals with monthly invoicing will be paid in monthly installments. For example, a deal that qualifies for the 4X MRR SPIF would be paid across months 1, 2, 3 and 4 of the contract. Annual prepaid SPIFs will be paid upfront upon Dialpad receipt of 1st payment from the customer. Should the customer cancel service within six months of acceptance by Dialpad, compensation paid as incentive payments to the Partner will be assessed a charge-back on the incentive program. Dialpad reserves the right in its sole discretion to modify this promotion at any time.