

SPIF

The Dialpad Grand Prix

Win up to 10X MRR



4X MRR

on any **2+ year** deal



+2X MRR

on **3+ year** Contact Centre licenses



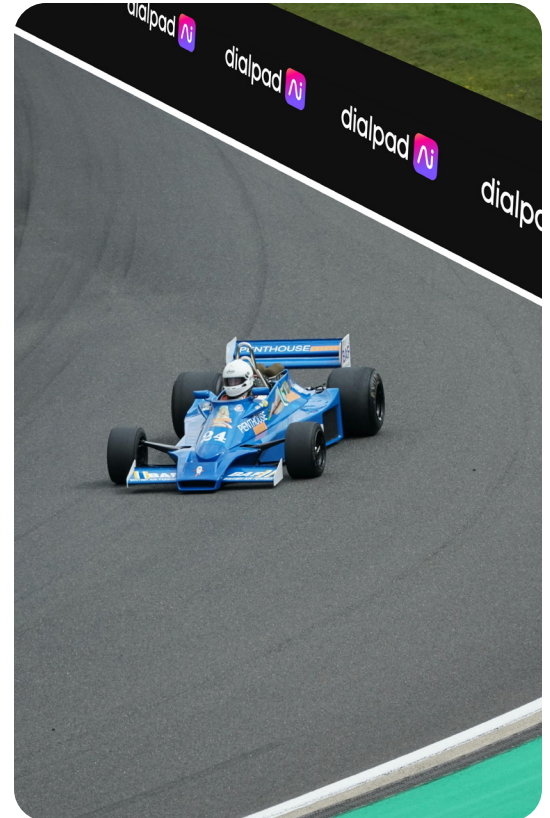
+2X MRR

on annual prepaid Contact Centre licenses



+2X MRR

on **5-year** terms that meet **all** prior criteria



Potential SPIF Payout

EUR:

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

*Payout subject to license cost

GBP:

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

*Payout subject to license cost

Pedal to the Metal with Dialpad

Where to Register

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

Questions? Please contact partner-marketing-emea@dialpad.com.

Terms and Conditions

To qualify, you must be an active partner. For all qualifying accounts activated between 1 August 2024 and 31 October 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.** Dialpad reserves the right to adjust the SPIF amount based on the higher discounted price per seat. Discounted Partner accounts do not apply to this SPIF. This SPIF does not apply to upselling 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 the current, local conversion of \$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 Centre and Ai Sales Centre products. Additional Bonus multiplier(s) (+2X MRR) for Contact Centre deals will only be applicable to Contact Centre 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. The average MRR for the life of the contract will be used to calculate SPIF award for all deals. The 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 the trial period).

Customer contracts must be signed and submitted to Dialpad by 31 October 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 instance, 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. If the customer cancels the 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, at its sole discretion, to modify this promotion at any time