

# Winning Never Felt So Good!



AGENT PARTNER SPIFF | OCT. 1 – DEC. 31, 2024

## Be the Sales Champion with our 10X SPIFF!

Earn More with ICA and CPaaS!

### New Customers

#### **4X** MRR | 24 Months

4X MRR award for new customers (new logos) for X1-X8 licenses (excl. Lobby, X1-Gov, X0, X0-Teams, Operator Connect - Metered, Operator Connect - Nationwide) on 24+ month contracts with monthly payment terms.

#### **+2X** MRR | 50+ Seats | 24 Months

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

#### **+2X** MRR for CCaaS | 36 Months

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

#### **+2X** MRR | Annual Prepayment

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

### Existing Customers

#### **4X** CCaaS MRR

4X MRR award on add-on deals for existing 8x8 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.

## Add-On Bonuses

Introduce ICA and/or CPaaS Proactive Outreach to your customers and add on to your SPIFF payout!

### **1X** of Intelligent Customer Assistant (ICA) Digital and/or ICA Voice MRR

A 1X SPIFF calculated on the MRR from committed conversations for ICA Digital and/or ICA Voice. Available for new customers and current customers purchasing ICA Digital or ICA Voice for the first time. A minimum of 12 months of committed conversations (1,000 conversations per month / 12,000 conversations per year) applies.

### **1X** of CPaaS Proactive Outreach MRR

A 1X SPIFF calculated on the MRR from platform fees and committed usage for CPaaS Proactive Outreach Notify or Proactive Outreach Interact. Available for new customers and existing customers adding CPaaS Proactive Outreach for the first time. A minimum of 12 months of committed usage 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 October 1, 2024 – December 31, 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 / 24 Months 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 ("For existing customers purchasing CCaaS").
  - b. MRR from Lobby, X0, X0-Teams, X1-Gov, Operator Connect - Metered and Operator Connect - Nationwide 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+ Seats / 24 Months tier**: A minimum of 50 X1-X8 licenses is required to qualify for this 2X enhancer. Lobby, X0, X0-Teams, X1-Gov, Operator Connect - Metered and Operator Connect - Nationwide license types are not eligible for this 2X enhancer.
  - d. **2X MRR CCaaS / 36 Months 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:** 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 a term of at least 30 months required.
    - iii. Relevant 8x8 Contact Center deployment package must be purchased with the deal to qualify unless the partner is 8x8-certified to deploy.
5. Additional bonuses:
  - a. **1X SPIFF for Intelligent Customer Assistant (ICA) Digital and ICA Voice MRR:**
    - i. A minimum of 12-month commitment on ICA conversations is required for new customers and existing customers. If an existing customer previously purchased either product, e.g. ICA Digital, they will qualify for a SPIFF only on the newly-purchased product, e.g. ICA Voice. Qualifying committed conversations converting from one ICA product to the other do not qualify as a purchase of the other ICA product.
    - ii. A minimum of 1,000 conversations per month (12,000 conversations per year) is required.
    - iii. The 1X SPIFF award is calculated on the recurring MRR from the committed conversation ICA SKUs only:
      1. Intelligent Customer Assistant (ICA) Chatbots
      2. Intelligent Customer Assistant (ICA) Voice
    - iv. For clarity, overages, platform fees and professional services do not qualify.
  - b. **1X SPIFF for CPaaS Proactive Outreach MRR:**
    - i. Available for new customers and current customers purchasing Proactive Outreach Notify or Proactive Outreach Interact for the first time.
    - ii. A minimum of a 12-month usage commitment is required.
    - iii. The 1X SPIFF is calculated on the following SKUs:
      1. Proactive Outreach - Commit Tier 1/2/3/4
      2. Proactive Outreach Notify - Platform Fee
      3. Proactive Outreach Interact - Platform Fee
    - iv. For clarity, one time usage fees, setup fees and other related additional services are not SPIFF eligible.
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. For any ramp-up or step-up contracts that have been approved by 8x8 for SPIFF eligibility (see Section 9 below), a SPIFF award is earned at the time the individual customer drawdown orders are booked (i.e. not the total commitment ramp-up or step-up contract arrangement under which the individual customer drawdown orders are placed). 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, ICA Voice, Proactive Outreach Notify and Proactive Outreach Interact license purchases (as applicable) received by 8x8. Equipment, deployment, services (including professional services), training, support, third-party products, 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 (in each case unless otherwise indicated). **"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). MRR from customers transitioning from a resell agreement with an 8x8 reseller to a direct agreement with 8x8 or any other customers in 8x8's determination, is ineligible for this SPIFF.
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), Early Access Participation or Early Adopters Programs (EAPs), 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 or downturns the applicable order within 12 months of the order effective date (after 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"**.
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 sole 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 Promotion Period.