

8x8<sup>®</sup>

# no caps

(weird in a headline. amazing for selling 8x8.)

Earn up to

# 10x

with

## UNCAPPED PAYOUT\*

AGENT PARTNER SPIF | July 1-September 30, 2025

**You read that right! NO CAPS on qualifying CX deals with 3-year annual prepay\***

The larger the deal, the more you earn. And more Contact Center seats means a higher incentive too. Maximize your earnings by selling the complete 8x8 portfolio. Earn more by selling the complete 8x8 CX portfolio.

- 4x on eligible licenses for 3-year deals with no MSR minimum
- 6x on eligible licenses for 3-year deals with 25+ CX seats and no MSR minimum
- 8x on eligible licenses for 3-year annual prepay deals with >\$2k MSR
- 10x on eligible licenses for 3-year annual prepay deals with >\$5k MSR and 50+ CX seats

\* See the Terms & Conditions for full details. Uncapped payout applies to 3-year annual prepay deals with 50+ CX seats.

**Contact your TSD or 8x8 channel account manager today!**

**Terms & Conditions**

1. This SPIF is offered by 8x8, Inc. or its affiliate ("**8x8**") and is subject to these terms and conditions ("**SPIF T&Cs**"). The SPIF is offered for qualifying orders booked by 8x8 during the period July 1, 2025 - September 30, 2025 (the "**Promotion Period**").
2. 8x8 direct agents and agents under a current 8x8 TSD/master agent, in good standing with 8x8 and the 8x8 Elevate Partner Program in 8x8's sole determination, are eligible to participate in this SPIF.
3. "**Eligible X Series Category 1 Licenses**", "**Eligible X Series Category 2 Licenses**", "**Eligible ICA Licenses**", "**Eligible Proactive Outreach Licenses**", and "**Eligible CX Licenses**" are each defined as those SKUs indicated as such in the Eligible SKU List at the end of these SPIF T&Cs.
4. For qualifying new logo customer deals only, 8x8 will pay according to the highest single SPIF award tier for which it qualifies:
  - a. **4X Average MSR** from Eligible X Series Category 1 Licenses with a 36+ month term (no deal MSR minimum).
  - b. **6X Average MSR** from Eligible X Series Category 1 Licenses (including 25+ Eligible CX Licenses) with a 36+ month term (no deal MSR minimum).
  - c. **8X Average MSR** from Eligible X Series Category 1 Licenses with a 36+ month term, annual prepayment, and a minimum deal MSR of USD \$2,000.
  - d. **10X Average MSR** from Eligible X Series Category 1 Licenses (including 50+ Eligible CX Licenses) with a 36+ month term, annual prepayment, and a minimum deal MSR of USD \$5,000.
  - e. For any deals that would qualify for one of the above-listed SPIF award tiers (a) through (d) except that they have a 24+ rather than a 36+ month term, 8x8 will pay the eligible agent the corresponding SPIF tier multiplier minus 2X.
5. 8x8 will additionally pay SPIF awards for any deals qualifying for a SPIF award tier under Section 4(a) through (e) above that also include the following licenses:
  - a. **1X Average MSR** from the committed-conversation Eligible ICA Licenses with a 12+ month commitment on ICA conversations and 1,000+ committed conversations per month (12,000+ committed conversations per year).
  - b. **1X Average MSR** from the Eligible Proactive Outreach Licenses with a 12+ month term.
  - c. **2X Average MSR** from the Eligible X Series Category 2 Licenses.
6. Deal registration must be submitted through the 8x8 PartnerXchange portal and such registration must be approved by 8x8.
7. A SPIF award is earned at the time the qualifying customer order is booked with 8x8. For any ramp-up or step-up contracts that have been approved by 8x8 for SPIF eligibility, a SPIF 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). SPIF awards are payable to the eligible direct agent or the eligible agent's current 8x8 TSD/master agent (as applicable) within 60 days of being earned.
8. "**MSR**" is defined as monthly-recurring subscription revenue from only the applicable eligible SKUs as indicated herein received by 8x8 (i.e. based on the actual purchase price from 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, E911 fees, regulatory recovery fees, and other applicable fees and taxes are not included in MSR (in each case unless otherwise indicated). "**Average MSR**" is calculated as MSR 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). MSR 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, does not qualify under this SPIF.
9. SPIF awards are capped at USD/CAD/AUD/NZD \$300,000 or GBP £250,000 for a single deal, except for SPIF awards on 36+ month term deals with annual prepayment and 50+ Eligible CX Licenses (which SPIF awards are uncapped). 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.
10. SPIF 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's effective date (after the application of promotional credits or free months) or (2) for SPIF awards requiring annual prepayment, the customer moves from annual prepayment to any shorter payment frequency during the current term of its contract. SPIF 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 SPIF cannot be combined with other active 8x8 SPIFs or promotions unless the specific SPIF or promotion is defined as "stackable" with this SPIF.
12. Participants will be deemed to have accepted these SPIF T&Cs and agreed to be bound by them when opting to participate in this SPIF.
13. 8x8 may, in its sole discretion, modify or withdraw this SPIF at any time by giving seven days' notice to the participants, but any such modification or withdrawal will not affect the earning or payment of SPIF awards for qualifying orders booked before the end of the modification or withdrawal notice period.
14. Except as expressly provided herein, the 8x8 agency agreement of the direct agent or TSD/master agent (as applicable), and the most recent 8x8 Elevate Partner Program Guide, govern this SPIF.

# Eligible SKU List

Eligible X Series Category 1 Licenses		
<i>“Eligible X Series Category 1 Licenses”:</i> SKU Name	<i>“Eligible X Series Category 1 Licenses”:</i> SKU #	Qualifies as <i>“Eligible CX License”</i>
X Series - X1 Nationwide	VOSVC0216-21	N
X Series X1 - Ireland	VOSVC0216-01IE	N
X Series - X2	VOSVC0216-02	N
X Series - X2	VOSVC0216-02GB	N
X Series - X2	VOSVC0216-02NZ	N
X Series - X2	VOSVC0216-02AU	N
X Series X2 - Ireland	VOSVC0216-02IE	N
X Series - X3	VOSVC0216-03	N
X Series - X3	VOSVC0216-03GB	N
X Series - X3	VOSVC0216-03NZ	N
X Series - X3	VOSVC0216-03AU	N
X Series - X4	VOSVC0216-04	N
X Series - X4	VOSVC0216-04GB	N
X Series - X4	VOSVC0216-04NZ	N
X Series - X4	VOSVC0216-04AU	N
X Series - X6	VOSVC0216-060	Y
X Series - X6	VOSVC0216-060R OW	Y
X Series - X6 Bundled	VOSVC0216-06	Y
X Series - X6 Bundled	VOSVC0216-06GB	Y
X Series - X6 Bundled	VOSVC0216-06NZ	Y
X Series - X6 Bundled	VOSVC0216-06AU	Y
X Series - X7	VOSVC0216-070	Y
X Series - X7	VOSVC0216-070R OW	Y
X Series - X7 Bundled	VOSVC0216-07	Y
X Series - X7 Bundled	VOSVC0216-07GB	Y
X Series - X7 Bundled	VOSVC0216-07NZ	Y
X Series - X7 Bundled	VOSVC0216-07AU	Y
X Series - X8	VOSVC0216-080	Y
X Series - X8	VOSVC0216-080R OW	Y
X Series - X8 Bundled	VOSVC0216-08	Y
X Series - X8 Bundled	VOSVC0216-08GB	Y
X Series - X8 Bundled	VOSVC0216-08NZ	Y
X Series - X8 Bundled	VOSVC0216-08AU	Y

Eligible X Series Category 2 Licenses		
<i>“Eligible X Series Category 2 Licenses”:</i> SKU Name	<i>“Eligible X Series Category 2 Licenses”:</i> SKU #	Qualifies as <i>“Eligible CX License”</i>
X Series - Lobby	VOSVC0216-00	N
X Series - Lobby	VOSVC0216-00GB	N
X Series - Lobby	VOSVC0216-00AU	N
X Series - Lobby	VOSVC0216-00NZ	N
X0	VOSVC0216-13	N
XO Teams	VOSVC0216-13T	N
XT	VOSVC0216-14	N
XT	VOSVC0216-14GB	N
X1-Gov	VOSVC0216-01GB-GOV	N
Operator Connect - Metered	VOSVC0216-22	N
Operator Connect - Nationwide	VOSVC0216-23	N
X Series - X1 Metered	VOSVC0240-01	N

Eligible Proactive Outreach Licenses		
<i>“Eligible Proactive Outreach Licenses”:</i> SKU Name	<i>“Eligible Proactive Outreach Licenses”:</i> SKU #	Qualifies as <i>“Eligible CX License”</i>
Proactive Outreach - Commit Tier 1	VOSVC0235-10	N
Proactive Outreach - Commit Tier 2	VOSVC0235-11	N
Proactive Outreach - Commit Tier 3	VOSVC0235-12	N
Proactive Outreach - Commit Tier 4	VOSVC0235-13	N
Proactive Outreach Notify - Platform Fee	VOSVC0235-08	N
Proactive Outreach Interact - Platform Fee	VOSVC0235-09	N
Proactive Outreach Alert - Monthly Fee	VOSVC0235-14	N

Eligible ICA Licenses			
<i>“Eligible ICA Licenses”:</i> SKU Name	<i>“Eligible ICA Licenses”:</i> SKU #	Qualifies as <i>“Eligible CX License”</i>	Note
Intelligent Customer Assistant (ICA) Digital	VCCS0257-01	N	Committed-conversation only
Intelligent Customer Assistant (ICA) Voice	VCCS0257-04	N	Committed-conversation only