

# CLARO ENTERPRISE SOLUTIONS

## CHANNEL PARTNER Q2 PROMOTIONS GUIDES

### CYBERSECURITY

PRODUCT	PROPOSED SPIFF	PERFORMANCE AWARD
ZERO TRUST ENDPOINT SECURITY	4 MRC at 100% for any deal over \$2,000 MRC - 24 months or more	<ul style="list-style-type: none"><li>Top seller (number of deals over \$5,000 MRC) wins a <b>Fully Paid Trip to a 2025 Industry Event</b> (e.g., RSA, Black Hat) OR</li><li><b>\$5,000 Travel Voucher</b></li></ul>
	Referral Incentive: \$100 bonus for each referral that results in a sale (min 12 months contract).	
	Customer Incentive: Offer a complimentary risk security assessment for customers who sign a 36-month contract.	
CYBERSOC	36+ Months: Maintain 3 MRC at 100% on deals over \$5,000 MRC	
	24+ Months: 2 MRC at 100% + new tiered incentive: <ul style="list-style-type: none"><li>Sell 2 deals over \$4,000 MRC, get an <b>iPad Air</b> (\$599 value)</li><li>Sell 3 deals over \$6,000 MRC, get the <b>latest iMac desktop</b> (\$1,299 value)</li></ul>	
	<ul style="list-style-type: none"><li>12+ Months: 1 MRC at 50% + <b>\$500 cash bonus</b> for first deal over \$3,000 MRC <b>signed in Q2</b></li><li>Referral Incentive: \$150 bonus for each qualified lead that converts into a 36-month deal</li></ul>	
“BETTER TOGETHER” PROMO	Sell CyberSOC with <b>Zero Trust Endpoint Security</b> in two separate new accounts, earn an <b>extra \$300 per deal</b>	

### IOT

PRODUCT	PROPOSED SPIFF	INCENTIVES
AI VIDEO ANALYTICS (36 months contract)	\$3,500+ MRC: 3x MRC + <b>\$1,000 bonus</b> for adding our <b>professional AIVA Service</b> .	<b>AIVA Customer Incentive:</b> Offer customers 1 free month of our <b>professional service</b> if they sign a 36-month contract, boosting appeal without heavy discounting.
	\$2,000 - \$3,499 MRC: 2x MRC + <b>\$500 bonus</b> for adding our <b>professional AIVA service</b> .	
	\$500 - \$1,999 MRC: 1x MRC + <b>\$200 bonus</b> for upselling (5) vaping and bullying sensors.	
ASSET INSIGHT (36 months contract)	5-10 devices: 1x MRC + <b>\$200 bonus</b> for any deal over \$200/month.	<b>Asset Insight Referral Incentive:</b> <b>\$200 bonus</b> for each referral that leads to a deal with over 20 devices.
	10-15 devices: 2x MRC + <b>\$500 bonus</b> on deals exceeding \$400/month.	
	16+ devices: 3x MRC + <b>\$700 cash bonus</b> for deals over \$1,000/month.	

### MANAGED CLOUD SERVICES

PRODUCT	SPIFFS	REFERRAL/ REBATE	TERMS & CONDITIONS
COLLABORATION SECURITY MANAGEMENT	Complimentary Data Risk Assessment, up to 1,000 users	New Logo: \$500 Cash Bonus	Customer must proceed with implementation with Claro Enterprise Solutions
	\$2,000 cash bonus for Remediation Plan implemented		
	Managed Services <b>1x MRC</b> , 12 months contract		
CLOUD BACKUP (Licensing + Start Setup + Managed Services)	\$500-\$1,999 12 months 1x MRC + <b>5% Start Setup</b>	New Logo: \$300 Cash Bonus	Max Spiff MRC \$5,000 per month
	\$2,000 - \$2,999 12 Months 2x MRC + <b>10% Start Setup</b>		
	\$3,000 in MRC and above* 12 Months 3x MRC + <b>15% Start Setup</b>		
ENTERPRISE CLARO CLOUD	<b>\$4,000</b> in MRC and above* 12 months 1x MRC	Rebate: 5% of TCV after 3 new deals closed.	<ul style="list-style-type: none"><li>Deals of resource pool, prefixed consumption</li><li>Max Spiff MRC \$10,000 per month</li></ul>
	<b>\$4,000</b> in MRC and above* 24 months 2x MRC		
	<b>\$4,000</b> in MRC and above* 36 months 3x MRC		