

Incentives External | August 2025

ACC-Alliance

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AT&T Alliance Channel™

Name	Start	End	Product / Segment	SPs	Incentive
Volume Added Bonus (VAB)	Feb '25	On going	Dedicated Shared Fixed PPV All segments	TSD	Receive your base VAB when completing and activating units after hitting the minimum 10% growth qualifier.
Market Movers 2.0	March '25	Sept '25	Dedicated Shared (1G+) ACC – Dedicated ACC – Shared (1G+) Mid-Market Only	Low to no AT&T Fiber share pre-selected Subagents	Receive 2x MRC when wireline units complete!
Double Down on Dedicated	April '25	Sept '25	ACC – Dedicated All segments	TSD	Receive 2x MRC when ACC ADI units complete!
Dedicated Select	March '25	Oct '25	Dedicated ACC – Dedicated All segments	TSD	VP-approved deals with a minimum qualifier of 15 units receive 2.5x MRC when Dedicated units complete