

Dialpad H1 SPIF

**Earn up to
10X MRR**

4X MRR

**on any 2+
year deal**

+2X MRR

**on 3+ year
Contact Center
licenses**

+2X MRR

**on annual
prepaid
Contact Center
licenses**

+2X MRR

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



Terms & Conditions

To qualify, you must be an active partner. For all qualifying accounts activated from February 1, 2025 through July 31, 2025, 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. Based on higher discounted per seat price, Dialpad reserves the right to adjust SPIF amount. Discounted Partner accounts do not apply to this SPIF. This SPIF does not apply to upsell of 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 \$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 Center and Ai Sales Center products. Additional Bonus multiplier(s) (+2X MRR) for Contact Center deals will only be applicable to Contact Center 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. Average MRR for the life of the contract will be used to calculate SPIF award for all deals. 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 trial period).

Customer contracts must be signed and submitted to Dialpad by July 31, 2025.

SPIFs for annual pre-pay contracts will be paid out in full on or around the last day of the month following the contract start date. SPIFs for contracts that are not annual pre-pay will be paid in two installments: 50% on or around the last day of the month following the contract start date, and the remaining 50% on or around three months after first SPIF payment.

If a customer cancels a contract within nine months of the contract start date, SPIFs to the partner will be assessed a charge-back in an amount equal to the total SPIF applicable for such contract. In case a customer is more than 30 days past due payment within the first nine months of the contract, Dialpad may withhold or chargeback the entire SPIF applicable for such contract. For the purposes of this program, the "chargeback" amount is equal to the cash equivalent of the incentive provided (including taxes). Dialpad may deduct chargeback amounts from any amounts owed to the partner (or their Master Agent).

Dialpad reserves the right in its sole discretion to modify this promotion at any time.

Dialpad H1 SPIF

Earn 4X MRR on cross sell deals

4X MRR

on any cross sell 1+
year deal with a
minimum value of
\$2,000 USD



Terms & Conditions

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Cross sell products are not limited to any, specific Dialpad products All cross sell deals must be approved deal registrations. There is no minimum time between the initial deal and the cross sell. To be eligible for the 4x bonus, the cross sell must be a one-year minimum deal and the contract must be greater than \$1,999.99 USD, excluding fees and taxes. 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. Average MRR for the life of the contract will be used to calculate SPIF award for all deals. 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 trial period).

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