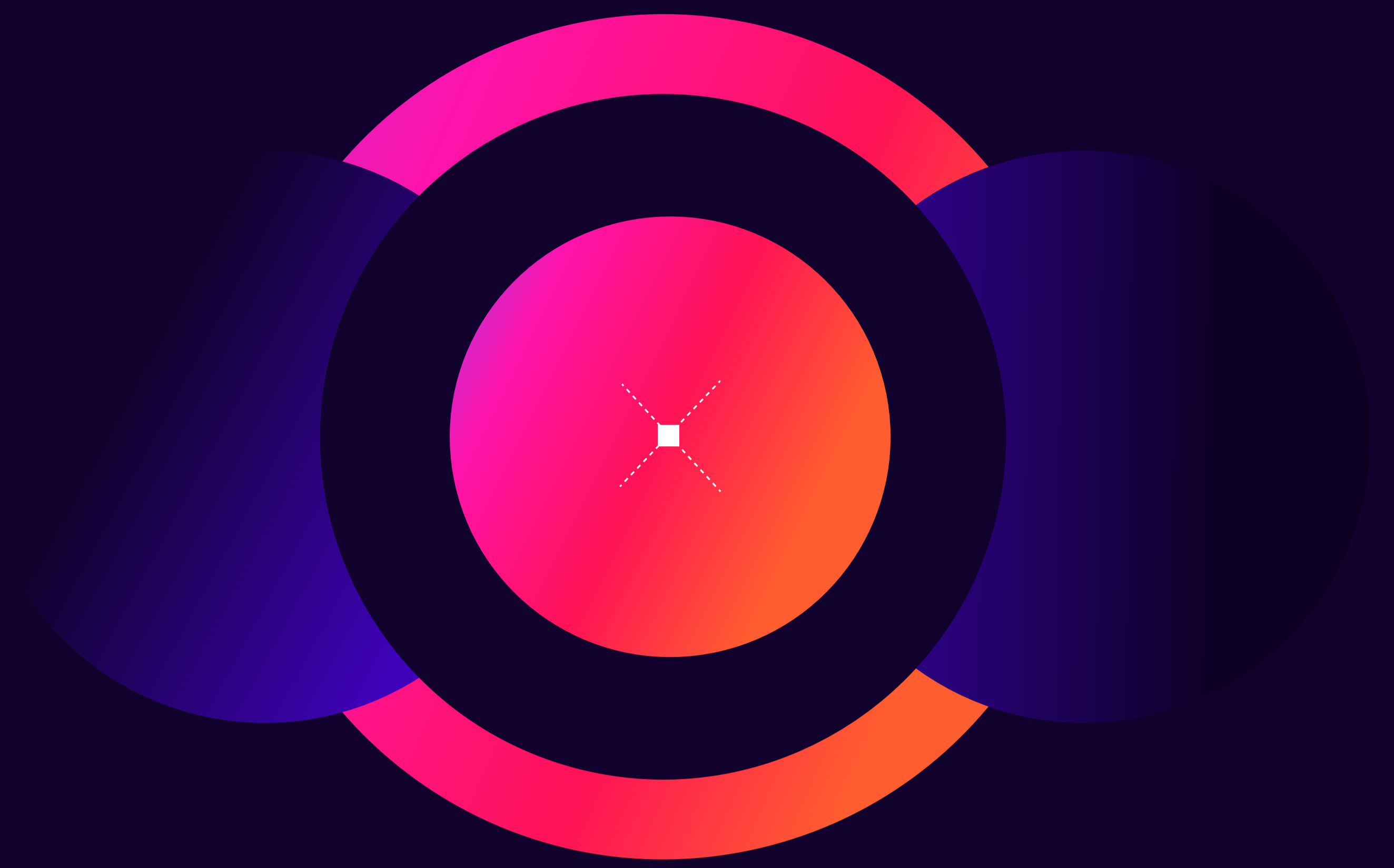


# Earn up to 11x MRR with Dialpad



**5x**

MRR on any 2+ year deal

**+2X**

MRR on 2+ year Contact Center deal

**+2X**

MRR on annual prepaid contracts

**+2X**

MRR on any 2+ year Dialpad Agentic AI deal

## Potential SPIF Payout

- **500 UCaaS Users**  
\$25 per user = \$12,500
- **100 CCaaS Users**  
\$115 per user = \$11,500
- **2 year pre-pay contract Agentic AI**  
\$10,000 per month

**Total MRR = \$34,000**

**Total potential SPIF = \$374,000**

\*Payout subject to license cost

### Terms and Conditions

To qualify, you must be an active partner in good standing with Dialpad. For all qualifying accounts activated from February 1, 2026 through July 31, 2026, 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 internal use Partner accounts do not apply to this SPIF. This SPIF applies to any upsell or cross-sell opportunity of current accounts and requires an approved deal registration to qualify.

Customers must agree to a minimum two-year agreement to be eligible for any of the current SPIF amounts. Total Annual Contract Value (ACV) must be greater than \$2,000 USD, excluding fees and taxes, to be eligible for this SPIF. Eligibility for 5x bonus requires selling Dialpad's UCaaS, CCaaS or Agentic AI product for a minimum of two years. Eligibility for the first additional 2x bonus requires the customer to sign a contract that includes a CCaaS product, CCaaS is defined as Dialpad's Sell or Support product, for a minimum of two years with an additional ACV of at least \$2,000 USD. Eligibility for the second 2x bonus requires customers to agree to, at least, a two-year contract with annual pre-pay. Eligibility for the final 2x bonus requires customers to commit to purchasing Dialpad's Agentic AI product for a minimum of two years with an ACV of at least \$100,000 USD. The maximum available for any deal is a 11X bonus.

MRR is defined as monthly recurring revenue related to UCaaS, CCaaS and AI license purchases, including contracted usage for both AI and calling credits. 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, 2026. SPIFs for annual pre-pay contracts will be paid out in full on or around the last day of the second month following the contract start date, assuming the customer has paid invoices. SPIFs for contracts that are not annual pre-pay will be paid in two installments: 50% on or around the last day of the second month following the contract start date, and the remaining 50% on or around three months after the first SPIF payment.

If a customer cancels a contract within eleven 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 Technology Service Distributor, TSD).

Partner is solely responsible for all federal, state, and local taxes arising from SPIF payments received under this program. SPIF payments are non-transferable and may only be paid to the qualifying Partner or, where applicable, their designated Technology Service Distributor. Dialpad reserves the right in its sole discretion to modify this promotion at any time.

Where to Register? [dialpad.allbound.com](https://dialpad.allbound.com) Questions? [partners@dialpad.com](mailto:partners@dialpad.com)