



2019 Q3 Programs, Promotions, and SPIFFs

Programs and Promotions



| UCaaS Promotion

FREE 6910 PHONE FOR ONE YEAR

July 1, 2019 - December 31, 2019

Choose MiCloud
Connect as your cloud
communications
solution and get **FREE**
Mitel 6910 desk phone
for a year

- Simple anywhere, anytime management
- Fixed, low-cost subscription service
- Scalable as your business grows

Free 6910 Phone for 1 Year

New

Terms	Details
Offer	Get a free rental on a 6910 phone for each user for a year with the purchase of new MiCloud Connect licenses on a 36-month contract.
Qualifying Purchase	A new MiCloud Essentials, Premier or Elite user contract with a 36, 48, or 60-month term.
Additional Requirements	Minimum 10 users
Exceptions	Phones for Extension-only, Courtesy-only, Phone-only or Telephony-only profiles/users are excluded from this promotion.
Stackable	Activation Waiver (JumpStart)

Customer Type	
Net New	
Platform	Countries
MiCloud Connect	US, CA, UK, AU
Timing	
July 1, 2019 – December 31, 2019	

Terms and Conditions (SEE BULLETIN FOR FULL PROGRAM DETAILS)

Mitel unconditionally reserves the right to alter, amend, or cancel this program at any time at its sole discretion. In the case of any dispute with respect to the Program, Mitel's decision is final. Net New Cloud Customer is defined as: 1.A new customer who has not done business with Mitel before. 2. An existing on-site customer who has not purchased Mitel cloud products before. Offer valid with standard pricing and cannot be combined with any other promotion. This program may not be used in conjunction with Special Pricing Authorizations (SPAs) or with any other Mitel price promotion(s), with the exception of specific other promotion(s) approved by Mitel as noted. Only eligible product purchases made during the qualifying period (promotion start date and end date) will qualify for inclusion in the promotion. Promotion benefits are for new MiCloud Connect customers on their initial order only, no extensions or add-ons. 36-month contract required. Participating phones include the Mitel 6910 and will be applied as a zero-cost phone rental on the sales order for the first 12 months of the contract. At the conclusion of the promotional period, phone price shall return to standard monthly rental rates. Limit one phone per user license, no substitutions. Phone-only, Extension-only, Courtesy-only or Telephony-only are excluded from this promotion. Minimum 10 users on MiCloud Connect. In the case of early contract termination, a fee for the prorated value for each device will be assessed. Void where prohibited by law.



| UCaaS Promotion

GROW YOUR BUSINESS BUNDLE

July 9, 2019 - December 31, 2019

You can now purchase an all-inclusive MiCloud Connect bundle to kickstart your business and plan for future growth, all for the low price of **\$52.99 per user!**

\$52.99
per user

1 Premier License per user

10 MiCloud Connect
CC licenses

Free Jumpstart

1 6910 phone per user

Free SFDC plugin

Free On-Demand
call recording

“Grow Your Business” Bundle

New

Terms	Details
Offer	<p>SMB companies can now purchase an all-inclusive MiCloud Connect bundle to kickstart their business and plan for future growth, all for the low price of \$52.99 per user! Minimum 10 users, maximum 50 users</p> <p>Bundle includes:</p> <ul style="list-style-type: none">• 1 Premier License per user OR 1 Elite License per user• 1 6910 per user• 10 MiCloud Connect CC licenses (includes 1 Supervisor)• Free Jumpstart• Free SFDC plugin• Free On-Demand call recording
Qualifying Purchase	A new 36-month MiCloud Connect contract with minimum 10 users.
Stackable	Activation Waiver (JumpStart)

Customer Type				
Net New				
Platform		Countries		
MiCloud Connect		US, CA, UK, AU		
Timing				
July 1, 2019 – December 31, 2019				
Price Matrix				
	US	CA	UK	AU
Premier Bundle	\$29.99	\$29.99	£23.99	\$52.99 AUD
Elite Bundle	\$43.99	\$43.99	£29.99	\$72.99 AUD

Terms and Conditions (SEE BULLETIN FOR FULL PROGRAM DETAILS)

Mitel unconditionally reserves the right to alter, amend, or cancel this program at any time at its sole discretion. In the case of any dispute with respect to the Program, Mitel's decision is final. Net New MiCloud Connect Customer is defined as: 1) A new customer who has not done business with Mitel before or 2) an existing on-site customer who has not purchased Mitel Cloud products before. Offer valid with standard pricing and cannot be combined with any other promotion for Special Pricing Authorizations (SPAs). Promotion benefits are for new MiCloud Connect customers on their initial order only, no extensions or add-ons. 36-month contract required. Minimum 10 and Maximum 50 UCaaS + CCaaS users on a 36-month MiCloud Connect contract.

Bundle includes: 1 Premiere Connect license per user up to 50 users, 1 6910 phone per user up to 50 users, 9 MiCloud Connect CC Elite licenses, 1 MiCloud Connect CC Supervisor license, and Free Jumpstart.

Void where prohibited by law.



Partner In-House Discount Program

April 1, 2019 - December 31, 2019

Take advantage of unique discounts when you purchase MiCloud Connect for your in-house system. Not only will you get a brilliantly simple UCaaS solution, you will also receive:

- Up to 56% off Licenses
- 75% off Phones
- 50% off Applications
- 50% off MiCloud Connect Contact Center



Your full commission when you close

Partner In-House Discount Program

On-going

Terms	Details
Offer	Partners purchase an inhouse MiCloud Connect system at a discounted rate while still receiving their commission.
Qualifying Purchase	Discount benefits are for initial purchase of MiCloud Connect on a single order only, no extensions or add-ons, with a 36-month term
Restrictions	All participants in this promotion must be a contracted Authorized Partner, accredited to sell the product(s) upon which a claim is based, or Agents of Mitel contracted through a Mitel Master Agent.
Discount Rates	Licenses - Up to 56% off Phones - 75% off Apps - 50% off MiCloud Connect Contact Center - 50% off
Stackable	Not Stackable

Customer Type	
Partner	
Platform	Countries
MiCloud Connect	US, CA, UK, AU
Timing	
April 1, 2019 – December 31, 2019	

Terms and Conditions (SEE BULLETIN FOR FULL PROGRAM DETAILS)

Mitel unconditionally reserves the right to alter, amend, or cancel this program at any time at its sole discretion. In the case of any dispute with respect to the Program, Mitel's decision is final. Activation fees are defined as one-time, per user installation fees associated with a net new cloud customer install and will not be applied to additional add-ons or subsequent purchases. This program may not be used in conjunction with Special Pricing Authorizations (SPAs) or with any other Mitel price promotion(s), with the exception of specific other promotion(s) approved by Mitel as noted in this promotion bulletin or other promotion bulletin. Only eligible product purchases made during the qualifying period (promotion start date and end date) will qualify for inclusion in the promotion. 36-month contract required no minimum users on MiCloud Connect. 50% off Contact Center only applies to MiCloud Connect Contact Center. All participants in this promotion must be a contracted Authorized Partner, accredited to sell the product(s) upon which a claim is based, or Agents of Mitel contracted through a Mitel Master Agent. To the extent Mitel detects a fraudulent claim; it reserves the right to exclude the sales person and/or Authorized Partner from this program or future programs. Void where prohibited by law.

PATHWAY PROGRAM

Shoretel
14.2 and
Connect ONSITE

Toshiba
IP Edge and CIX

Inter-Tel
Axxess,
5000, 3000,
and 1000

Mitel
MiVoice Office,
MiVoice Business
8.0 (or earlier),
3300s, and SXs



Pathway: MiCloud

MiCloud Connect

\$175 credit per user

No Activation Fee

OR

Net New Cloud Promos

*Volume pricing incentive does not apply above 250 users

Terms	Details
Offer	Get \$175 per user on deals greater than 10 users on MiCloud Connect when you purchase a 36-month cloud contract and new phones. Zero Activation Fee The benefit lowers to \$100 per user without phone rentals.
Qualifying Purchase	MiCloud Connect on 36 Month Contract. Minimum 10 users.
Additional Requirements	Shoretel: 14.2 (or Earlier) and Connect ONSITE Toshiba: IP EDGE and CIX Inter-Tel: Axxess, 5000, 3000, and 1000 Mitel: MiVoice Office 250, MiVoice Business 8.0 (or Earlier), 3300 systems, and SX systems
Exceptions	MiCloud Connect – 250 Profile Maximum
Stackable	Free Jumpstart

Customer Type		
Installed Base		
Platform	Countries	
MiCloud Connect	US, CA, UK, AU	
Timing		
July 1, 2019 – December 31, 2019		
Country	With Phone Rentals	Without Phone Rentals
US	\$125/user	\$75/user
UK	£80/user	£45/user
AU	\$175 AUD/user	\$100 AUD/user

Terms and Conditions (SEE BULLETIN FOR FULL PROGRAM DETAILS)

Program benefits are for initial purchase of MiCloud Connect on a single order only, no extensions or add-ons. 36-month contract, minimum 10 AND maximum 250 users on MiCloud Connect. Deals above 250 must be handled on a case by case basis. Customers who wish to migrate to MiCloud Connect may choose to forego the \$175/user benefit to take advantage of any active net new MiCloud Connect promotion IF they have not purchased MiCloud services before. To take advantage of this program, customers must be under an active service contract. If a customer is not under an active service contract, the customer must re-enlist in support (including penalty) before using this program. Void where prohibited by law.



WE'LL BUY OUT YOUR CONTRACT

Cloud communications holds a lot of promise. Unfortunately, for some companies, the first dive into the cloud came up short of expectations. But there's a system called MiCloud that makes good on those promises.

**We'll buy out your current business
phone system contract to help you get it.**

MiCloud Benefits Include:

- Fast Setup
- Affordable Pricing
- Rich Feature Set
- Powerful Collaboration Tools
- Seamless CRM Integrations
- Advanced Business Analytics

Contract Buyout Program

On-going

Terms	Details
Offer	Get up to \$130/line in early termination fee service credit for each user you migrate from a competitor.
Qualifying Purchase	MiCloud Connect on 36 Month Contract. Minimum 10 users.
Additional Requirements	Minimum 10 users
Exceptions	Maximum \$13,000 or the amount of the early termination fee. Whichever is less. Not for Network Services. This MAY NOT be used to break an existing Mitel, Mitel-heritage company contract, or Mitel Partner-Built Cloud Products.
Stackable	N/A

Customer Type		
Net New		
Platform	Countries	
MiCloud Connect	US, CA, UK, AU	
Timing		
July 1, 2019 – December 31, 2019		
Country	Offer	Maximum
US	\$100/line	\$10,000
UK	£75/line	£7,500
AU	\$130 AUD/line	\$13,000 AUD

Terms and Conditions (SEE BULLETIN FOR FULL PROGRAM DETAILS)

Mitel unconditionally reserves the right to alter, amend, or cancel this program at any time at its sole discretion. In the case of any dispute with respect to the Program, Mitel's decision is final. This program is for customers leaving a competitive UCaaS providers OR a service provider providing a contracted phone service. Not for use with network contracts. This MAY NOT be used to break an existing Mitel, Mitel-heritage company contract, or Mitel Partner-Built Cloud Products. Benefits are paid as cloud service credits calculated as follows: The LESSER of \$130/line for each user migrated, maximum \$13,000 OR The full amount of the early termination fee To receive the credit, the customer must: 1. Sign a MiCloud Connect contract for a term no less than 36 months. 2. Submit recent MiCloud Connect invoice. 3. Provide early termination invoice showing fee from accepted UCaaS competitor (see above). Offer valid with standard pricing and CANNOT be combined with any other promotion. This program may not be used in conjunction with Additional Discount Incentives (ADIs), Special Pricing Authorizations (SPAs), or with any other Mitel price promotion(s), with the exception of specific other promotion(s) approved by Mitel as noted in this program bulletin or other promotion bulletin. Program benefits are for initial purchase of MiCloud Connect on a single order only, no extensions or add-ons. All participants in this promotion must be a contracted Authorized Partner, accredited to sell the product(s) upon which a claim is based. To the extent Mitel detects a fraudulent claim; it reserves the right to exclude the sales person and/or Authorized Partner from this program or future programs. Void where prohibited by law.

FastTrack Program – Online Agent Opp. Reg. (US, CA, UK, AU)

On-going

MICLOUD FASTTRACK BENEFITS

ASSISTANCE, NOT DOMINANCE

You should never feel like you're being cut out of your own sale. Our team respects your customer relationships and wants to help you nurture that relationship to the fullest extent.

INCREASED PROFIT

Your success is tied directly to your profits. Not only will we grow your bottom line due to an increase in clients, but our Customer Success Managers help you upsell throughout a customer's lifetime, meaning more money in your pocket.

COMPLETE SUPPORT

All the support you need to close more deals is at your fingertips. We will assist with quoting, demoing, meeting with the client, or any other support you need.

YOUR LEAD, YOUR ADVANTAGE

Support for qualified opportunities is provided every time. Register your qualified opportunity and receive Mitel's full support, from start to finish.

Visit [Mitel.com/FastTrack](https://mitel.com/fasttrack)

HOW EASY IS IT? 3-STEPS EASY!

- ✓ Step 1: Register the lead using the form to the right.
- ✓ Step 2: Work with Mitel as much or as little as you'd like to close the deal
- ✓ Step 3: Profit!

A global market leader in UCaaS communications with over 1.3 million subscribers, Mitel helps agents provide innovative solutions to their customers. As an Agent of Mitel, receive assistance with customer selling, provisioning/configuration, and tier 1/2/3 services as part of this world-class network.

Register your qualified MiCloud Connect opportunities and accelerate your success today!

PARTNER INFORMATION

Company Name

Contact Name

Phone Number

Email Address

Mobile Agent

Agent Address (Street, City, State, and Zip Code)

Web CRM (Optional)

CUSTOMER INFORMATION

Company Name

Primary Contact

Phone Number

Email Address

Customer Address

SCOPE OF SERVICE

Lead Count

Expected Close Date (MM/YYYY)

Additional Hardware, Services, or Notes (Optional)

SUBMIT

2019 Q3 Programs and Promotions

UCaaS

Promotion	Description	Regions	Duration
NEW - Free 6910 Phone for 1 Year	Customers who purchase new MiCloud licenses on 36-month contracts can get a free 6910 phone for 1 year for every new user license they purchase until December 31, 2019.	US, CA, UK, AU	1/7/2019 – 31/12/2019
NEW – “Grow Your Business” Bundle	Customers can purchase MiCloud Connect bundle that gives them everything they need to kickstart their business and grow for only \$52.99/user.	US, CA, UK, AU	1/7/2019 – 31/12/2019
Contract Buy-out	Net new cloud customers may receive up to \$13,000 in service credits to offset early termination fees when breaking UCaaS or voice contracts to migrate to MiCloud Connect for 36-months.	US, CA, UK, AU	1/7/2019 – 31/12/2019
Pathway Program	Mitel installed base customers may enjoy incentives to migrate from legacy system to a new UCaaS platform.	US, CA, UK, AU	2/1/2019 – 31/12/2019
Partner In-House Discount Program	Partners purchase an inhouse MiCloud Connect system for up to 56% off licenses, 75% off phones, 50% off apps, and 50% off MiCloud Connect Contact Center while still receiving their full commission.	US, CA, UK, AU	1/4/2019 – 31/12/2019
MiCloud FastTrack Program	Agents can now easily register MiCloud Connect opportunities online with Mitel. Agents will receive assistance to close the deal quickly or can hand-it off and let Mitel sales handle it, from quote, to close, to renewal. All while still getting their commission.	US, CA, UK, AU	2/1/2019 – 31/12/2019

SPIFFs and Contests



| New Agent Bonus

NEW AGENT BONUS

July 1 – September 30, 2019

\$875

When you sell your first
MiCloud Connect deal

min. 25 users on 36-month contract

New Agent Bonus

On-going

Summary

\$875 when you sell your first MiCloud Connect deal

Minimum 25 users on a 36-month contract

Customer Type

Net New Cloud

Platform

MiCloud Connect

Countries

US, CA, UK, AU

Timing

July 1 – September 30, 2019

Country

US/CA

UK

AU

Payout

\$500

£400

\$875 AUD

Terms & Conditions / Requirements

Bonus is for New Customer Sales Only at standard pricing with defined field discounts. New Customer Sales means entities (including affiliated entities) that have never purchased MiCloud products or services OR existing on-site customers who have not purchased cloud product or services before.

Not for PoC, seat or location add-ons. New sales must be submitted as complete order packages and accepted by Mitel between July 1 – September 30, 2019. Minimum 25 seats and 36 month contract. Net new agents are defined as a sub agent who has not sold a new Mitel deal in the last 12 months.

NO REGISTRATION NECESSARY



Get up to \$28,000 as a Mitel Frequent Flyer

July 1 – September 30, 2019

Earn an additional bonus when you close multiple MiCloud Connect deals in the same quarter!

Book 10 and you'll get **\$28,000**
...not bad, eh?



Frequent Flyer Bonus (Sub-Agents)

On-going

Promotion Summary

Earn up to \$28,000 when you close multiple deals in the same quarter!

Min. 15 seats per deal to qualify

2 MiCloud Connect deals = \$2,800 bonus

3 MiCloud Connect deals = \$4,500 bonus

5 MiCloud Connect deals = \$10,500 bonus

10 MiCloud Connect deals = \$28,000 bonus

Customer Type

Net New Cloud

Platform

Countries

MiCloud Connect

US, CA, UK, AU

Timing

July 1 – September 30, 2019

Country	2 Deals	3 Deals	5 Deals	10 Deals
US/CA	\$2,000	\$3,000	\$7,500	\$20,000
UK	£1,500	£2,500	£5,500	£15,000
AU	\$2,800 AUD	\$4,500 AUD	\$10,500 AUD	\$28,000 AUD

Terms & Conditions / Requirements

New Customer Sales Only at standard pricing with defined field discounts count towards deal count. New Customer Sales means entities (including affiliated entities) that have never purchased MiCloud products or services OR existing on-site customers who have not purchased cloud product or services before.

Not for PoC, seat or location add-ons. New sales must be submitted as complete order packages and accepted by Mitel between July 1 – September 30. Minimum 15 seats and 36 month contract for deal to qualify. Deals must be registered via the Mitel MiCloud FastTrack Program on www.mitel.com/FastTrack and have all appropriate Sub-Agent and Master Agent information at time of booking. Minimum 2 MiCloud Connect deals to receive \$2,800. Minimum 3 MiCloud Connect deals to receive \$4,500. Minimum 5 MiCloud Connect deals to receive \$10,500. Minimum 10 MiCloud Connect deals to receive \$28,000.

Bonus applicable to sub-agents purchasing from a Mitel-contracted Master Agent. Bonus is paid out to Sub-Agent entities only, not to individuals.

MITEL CLOUD BONUS

EARN UP TO

4X with no limit

July 30 - September 31, 2019

3X MRR
10+ Users

OR

4X MRR
50+ Users

MiCloud Connect Profiles

Phone Rentals

Network Access

Connect CC Profiles

Connect CC Apps

Mitel Cloud Bonus

On-going

Promotion Summary

Up to 4X MRR on MiCloud Connect

3X MRR for 10+ Users



1X MRR for 50+ Users

Customer Type

Net New Cloud

Platform

MiCloud Connect

Countries

US, CA, UK, AU

Timing

July 1 – September 30, 2019

Terms & Conditions / Requirements

Bonus is for New MiCloud Connect Customer Sales Only on a 36-month contract at standard pricing with defined field discounts. New MiCloud Connect Customer Sales means entities (including affiliated entities) that have never purchased MiCloud products or services OR existing on-site customers who have not purchased cloud product or services before. Not for PoC, seat or location add-ons. New sales must be submitted as complete order packages and accepted by Mitel between July 1 – September 30, 2019.

Minimum 10 seats for 3X MRR, Minimum 50 seats for 4X MRR.

Bonus pays out to Sub-Agent entity, not to the individual.

2019 Q3 SPIFFs and Contests

UCaaS

SPIFF	Description	Regions	Duration
Cloud Bonus	Earn up to 4X MRR when you sell MiCloud Connect. The bigger the deal, the better the bonus.	US, CA, UK, AU	1/7/2019 – 30/9/2019
Frequent Flyer Bonus (sub-agents)	Sub-agents can earn an additional bonus when they close multiple MiCloud Connect deals in in the same quarter, up to \$28,000.	US, CA, UK, AU	1/7/2019 – 30/9/2019
New Partner Bonus	New agents will get a flat \$875 bonus when they sell their first MiCloud Connect deal over 25 users.	US, CA, UK, AU	1/7/2019 – 30/9/2019



Thank You