

# Pax8 Accelerate Guide

FOR EXTERNAL USE

## Table of Contents

---

<b>Introduction</b>	1
<b>Purpose of The Pax8 Accelerate Program</b>	1
<b>Pax8 Accelerate Program Outline</b>	2
<b>Pax8 Accelerate Services</b>	2
<b>Current Pax8 Vendors in Pax8 Accelerate Program</b>	2
<b>New Pax8 Vendors Joining the Pax8 Accelerate Program</b>	3
<b>What are the Accelerate Program Tiers &amp; Measurements</b>	3
<b>Details of Quantitative Measures</b>	4
<b>Details of Incremental Requirements &amp; Commitments</b>	4
<b>Details of Operational and Technical Measures</b>	4
<b>Details of Pax8 Strategic Alignment Measures</b>	6
<b>Vendors Transitioning Between Tiers</b>	7
<b>FAQ</b>	8
<b>Definitions</b>	8
<b>Appendix</b>	9

## Introduction

---

This document outlines the Pax8 Accelerate Program and its components. It is subject to change based on changing circumstances, vendor input, commercial factors, or other elements that, at Pax8's discretion, merit adjustments to the program. Accelerate program participants will receive any modified or updated program guides. Program changes will be communicated to vendors at least 30 days prior to them going into effect.

## Purpose of The Pax8 Accelerate Program

---

Pax8 Accelerate is strategically designed to cultivate a vendor community through a tiered, incentivized value-add program, enhancing our ability to serve vendors effectively and deliver best-in-class go-to-market offerings and vendor engagement.

- Transparency and enablement through a GTM Roadmap, with incremental benefits.
- Scalability and efficiency through streamlined processes and aligned global and regional resources.
- Maximize the value of assets and enhance profitability by leveraging data strategically and optimizing go-to-market strategies for effective monetization.

## Pax8 Accelerate Program Outline

---

The Pax8 Accelerate Program framework is designed to give vendors a transparent and predictable way to manage their go-to-market activities and engagement with Pax8. The program follows a tiered approach whereby vendors unlock access to more sales, marketing, and business development support as they ascend through the tiers.

The tiers are designed to enable vendors' sales and marketing needs as their business grows. By earning points based on key metrics that drive mutual success, our vendors earn rewards aligned with tiers:

### Silver, Gold, Platinum, and Galactic

Vendors earn points throughout a semiannual cycle that count toward tier attainment. Vendors can unlock incremental value-added benefits by moving up through the tiers. The Pax8 Accelerate Program points review will take place semiannually in January and July. During the semiannual review cycles, the vendor's points will be reviewed based on the prior six months' activity.

During each review, vendors are placed in the tier corresponding to their quantitatively assessed points and qualitative measures. This may mean that a vendor moves up one or more tiers, remains at the same tier, or moves down a tier. All vendors will be informed of the changes in sales, marketing, and business development support as their tier changes.

- Vendors that achieve the required points and qualitative measures to move up a tier will be advanced within 90 days during the semiannual review period.
- Vendors that maintain the required points and qualitative measures will remain in their current tier.
- Vendors notified that they would move down a tier will have 90 days post notification to achieve the required points and qualitative measures to maintain their current tier. If within those 90 days, the vendor has not been able to achieve the required points and qualitative measures, they will be transitioned to the respective lower tier.

## Pax8 Accelerate Services

---

There are two categories of services available in Accelerate: Free, & Premium. Vendors are eligible to unlock incremental services as they move up in tier level and benefits provided in each of these categories differ according to tier level.

Free services incur no fees, while Premium Services have tier-dependent charges. Inventory allocation follows a first-come, first-served basis, determined through quarterly or semi-annual inventory reviews led by the Vendor Account Manager (VAM) or Vendor Community Director. Availability of inventory varies by region and may not align with vendor timelines, and globally purchased services are at the discretion of the regional Pax8 teams for execution.

Refer to the Pax8 Global Inventory Prospectus and the Free and Premium Accelerate Services guide.

Please note: All technical support remains contract dependent across all tiers.

## Pax8 Vendors in Pax8 Accelerate Program

---

Existing Pax8 vendors and vendors engaged with the Vendor Acquisition & Strategy team prior to Launch on July 19, 2023, will continue to receive the services from Pax8 listed in their contractual agreements.

However, the Accelerate Program will offer additional value-added services over time, available only via opting into program participation. Examples may include Custom Marketplace and Studios services; access to research studies funded by Pax8; and new Product and Engineering Marketplace functionality. Vendors seeking to take advantage of such services **must** opt into the Accelerate Program as described below.

If the vendor decides not to opt-in to the program, or opt out of the program, they will lose access to go-to-market inventory not specifically outlined in their existing distribution agreement with Pax8. Vendors who have opted-in to Accelerate may opt out at any time.

Existing vendors participating in Accelerate are reviewed against Accelerate Program qualifications as outlined in appendix 3 and assigned to the corresponding tier to receive additional Accelerate Program benefits.

Tier progression and the benefits available at each tier are limited to the regions in which Vendors are active. For example, a Vendor active in APAC and EMEA will receive services only in those regions and not North America until such time as they enter the North American region. Access to specific go-to-market offerings, sales support, and account management is available at the discretion of the local region. (See [Definitions](#))

## New Pax8 Vendors Joining the Pax8 Accelerate Program

---

New vendors signing a marketplace agreement with Pax8 will automatically be enrolled in the Pax8 Accelerate. Vendors will enter at the first tier, Silver, and begin earning points at launch. Newly launched vendors will be granted an onboarding grace period of six months, to ramp up and may receive additional support to address any onboarding challenges.

When new vendors onboard with Pax8, access to certain resources and go-to-market offerings may vary depending on the vendors marketplace agreement and launch pack purchased.

New vendors may receive an accelerated or adjusted onboarding set of offerings based on their level of development within one of each of the following categories: Strategic, Line of Business (LOB), and Core Stack. (See [definitions](#))

Vendors will earn points by scaling and growing their business with Pax8 and investing in incremental and operational measures. Semiannual reviews will begin **at least** six months after launch when vendors are eligible to change tiers based on the metrics and requirements outlined in appendix 3.

As with existing Vendors, tier progression and benefits available at each tier for new vendors are limited to the regions in which Vendors are active. Access to specific go-to-market offerings, sales support, and account management will be available at the discretion of the local region.

## What are the Accelerate Program Tiers & Measurements

---

A vendor's tier is determined by a combination of quantitatively assessed points and qualitative measures achieved during a semiannual cycle. Vendors must meet the eligibility requirements in all three eligibility measurements listed below to qualify for each tier.

The three measurements that make up a vendor's tier eligibility are as follows:

**Quantitative** – measured by a composite of the vendor's gross monthly recurring revenue (GMMR) and the corresponding number of transacting partners.

**Incremental requirements & commitments** – Agreement to achieve business goals at each corresponding tier, measured by the execution of engagement and investment into the program inventory. This includes average revenue growth over a six-month average, co-marketing investments, and regional presence.

**Operational & Technical Measurements** – This crucial element assesses the vendor's operational and technical proficiency. Specific criteria include the handling of support escalations, time to resolution metrics, billing error rates, and the integration into the Pax8 Marketplace Vendor Connect. These measurements ensure vendors not only achieve financial success but also uphold operational excellence and technical efficiency.

**Pax8 Strategic Alignment** – To reflect strategic alignment, vendors are assessed on their proactive efforts in areas such as nonprofit engagement, sales rep compensation alignment, and participation in account mapping and business overlap exercise. Meeting these strategic alignment measures demonstrates a commitment to shared goals and values within the Pax8 ecosystem. These measures are seen as additional points on top of the 3 key requirements listed above.

## Details of Quantitative Measures

---

### Quantitative Points:

**Points associated:** A vendor can earn quantitative points in two ways:

- 1 Point for every \$500 USD in Gross Monthly Recurring Revenue (GMRR)
- 1 Point for every 10 new transacting partners

## Details of Incremental Requirements & Commitments

---

### 1. MDF Inventory

- Points associated:** A vendor can earn co-marketing investment points by marketing spend. 1 Point for every \$500 USD invested.
- Marketing spend not in USD will be converted on a standard rate outlined in the program guide appendix 4. This rate is subject to change at Pax8's discretion with a 30-day notice. Please note that currency conversion rate is solely for use of programmatic Accelerate points and does not affect invoiced amounts in regional currency.
- If a vendor has not paid for inventory within the outlined payment terms on the Statement of Work (SOW), all inventory items will be withheld for purchase of the vendor until paid in full.
- Please note that funds allocated to a Pre-paid Marketing Development fund through Pax8 will count towards the period in which the funds are invoiced and paid. Points criteria remain the same for Pre-paid MDF as the previous mentioned co-marketing investment.

### 2. Six - Months Average Growth

- Points associated:** 50 points for positive 6 month over month (MOM) average growth in GMRR.
- To advance through higher tiers, vendors will engage in a formalized business plan with their assigned Vendor Alliance Manager (VAM) and or Community Director, Point of contact (POC). Pax8 and the vendor will agree to a specific annual revenue growth target and track actual growth rates.

### 3. Regional Presence and Alignment:

- Points associated:** Each region where the vendor is transacting and has support in, is 25 points, up to a total of 75 points if a vendor is in all 3 regions (APAC, EMEA, North America.)
- Pax8 encourages the vendor to grow into new markets and/or add additional regions to help facilitate the agreed-upon growth targets. A region may include a new geographic territory or market with Pax8.
- A dedicated person per each region is needed to obtain the 25 points. This is defined as a vendor employee who solely focuses on the defined region growth and enablement for that vendor. The residential location of this employee does not matter, solely their roles and responsibility focus. Additionally, it is recognized that a single individual may not cover an entire region. Hence, the designated personnel can support specific countries within the designated region and still qualify for the outlined objectives.

## Details of Operational and Technical Measures

---

Vendors will engage with Pax8 in Operational & Technical Measurement reviews semiannually. These reviews are designed to ensure that Pax8 and the vendor work together to co-develop operational improvement plans. Pax8, with input from vendors, will continue to develop these measures to optimize operational precision that enables a valuable partnership between Pax8 and vendors.

The purpose of the review is to (1) assess any technical or operational matters that limit or impede growth or impose undue burdens or expenses on the vendor and Pax8, and (2) if any such matters are identified, Pax8 and the vendor will strive to propose resolution before transitioning tiers within the 90-day window. Pax8 reserves the right to delay a move up or down tiers until such concerns are resolved to Pax8's satisfaction.

Each of the operational health measures outlined below are worth 25 points for a total of 175 available points.

## 1. Support Operational Health

### a. Support Escalations

- i. The Support Escalations metric in the Pax8 Accelerate program evaluates a vendor's adequacy in handling escalated support issues over a baseline period of six months. To pass the operational health check and receive 25 points, the vendor must demonstrate a performance improvement by keeping the average increase in support escalations below 5% compared to the previous baseline. This metric underscores the importance of effective support escalation management, rewarding vendors who maintain or enhance their operational performance within the Pax8 Accelerate program.

### b. Support Ticket Time to Resolution

- i. The Time to Resolution metric within the Pax8 Accelerate program evaluates the ratio of Pax8 in-house escalation solve time to vendor escalated solve time over a baseline period of the previous six months. The metric is calculated by taking the ratio of Pax8 Ticket Solve time: Vendor solve time over 6 months to create a baseline. From this baseline, to pass the operational health check and earn 25 points, the vendor must ensure that the average increase in this ratio does not exceed 5% for the reviewed six months. This metric highlights the significance of maintaining or improving efficiency in resolving escalations, emphasizing a commitment to timely issue resolution and overall operational excellence within the Pax8 Accelerate program.

## 2. Billing Operational Health

### a. Billing Error Rate

- i. The Billing Error Rate metric in the Pax8 Accelerate program assesses the occurrence of vendor caused billing errors. To successfully pass the operational health check and earn 25 points, the vendor must ensure that the number of vendor-caused billing errors does not increase by more than 5% from the baseline of the previous six months to the reviewed six months. This metric underscores the vendor's commitment to minimizing billing errors and maintaining a high standard of accuracy in financial transactions within the Pax8 Accelerate program.

## 3. Integration Operational Health

### a. Provisioning API Error Rate

- i. Provisioning API Error Rate metric in the Pax8 Accelerate program evaluates the frequency of errors in provisioning API operations. To successfully pass the operational health check and earn 25 points, the vendor must ensure that the error rate is maintained at less than 20% for the reviewed period. This metric emphasizes the vendor's commitment to efficiency and reliability in API provisioning processes, promoting a high standard of operational performance within the Pax8 Accelerate program.

## 4. Vendor Experience

### a. Adherence to Contractual Requirements

- i. As outlined in the marketplace agreement with Pax8, vendors are assessed for their compliance with various requirements. In the event of a contract breach within the Pax8 Accelerate program, the vendor stands to lose 25 points at the discretion of Pax8. This discretionary approach underscores the critical importance of maintaining elevated standards in compliance, security, and marketplace alignment to preserve the overall integrity of the Pax8 Accelerate program.
- b. Timely MDF Payments
  - i. In the context of timely Market Development Fund (MDF) payments within the Pax8 Accelerate program, vendors must adhere to the specified payment terms outlined in the Statement of Work (SOW). Failure to complete MDF payments in a timely manner, as per the agreed-upon terms, will result in the vendor not earning the associated 25 points. This policy emphasizes the importance of fulfilling financial obligations promptly, ensuring the smooth operation of the Pax8 Accelerate program and reinforcing a commitment to agreed-upon terms and conditions.
  - ii. Vendors utilizing a pre-paid Marketing Development Fund for inventory to ensure timely payments, will automatically earn these points as the funds are paid in full to Pax8 prior to the activity in period.
- c. Vendor Content Accuracy
  - i. Vendors are required to maintain accurate and up-to-date information in enablement tools. This six-month review process will be facilitated through your VAM or Director of Community at Pax8, ensuring that all data fields and resources are current. This proactive approach enables improved sales, support, and overall engagement, equipping the Pax8 team with the latest information to better know and understand you as the vendor. To earn these 25 points, Pax8 is requesting vendor to be available to verify and confirm accuracy of information within vendor enablement engines both internal and external facing every 6 months.

## Details of Pax8 Strategic Alignment Measures

---

Tier Adjustment Criteria: To assist vendors between tiers within the program, an additional category has been introduced, termed "Extra Credit." This category, outside the standard weighting of the program, encompasses criteria subject to modification at the discretion of Pax8, aligning with the future strategy of the marketplace. Each outlined check below within the Extra Credit category carries a weight of 12.5 points, totaling 50 extra credit points for vendors to eligibly earn. These points are independent of the three main program requirements—Quantitative, Incremental, and Operational Health—providing a flexible mechanism to recognize and reward vendors for aligning with evolving Pax8 marketplace strategies and priorities.

### 1. Nonprofit Engagement

- a. Vendors can earn an additional 12.5 points by having a nonprofit SKU featured in the marketplace catalog. This initiative recognizes and incentivizes vendors contributing to social impact through nonprofit offerings, aligning with Pax8's commitment to supporting community and social responsibility. This extra credit point acknowledges the importance of fostering partnerships that extend beyond traditional business boundaries, contributing positively to the greater community and aligning with evolving Pax8 marketplace strategies and priorities.

### 2. Sales Representative Compensation Alignment through Clear Channel Rules of Engagement

- a. Recognizing the significance of reducing channel conflict for effective co-selling partnerships, vendors can earn an additional 10 points. To qualify, vendors must present clear and concrete sales rep compensation plans that align with Pax8's compensation structure. Furthermore, the

implementation of transparent rules of engagement, published and adhered to by vendor engagement through channel leads, demonstrates a commitment to collaboration and reduces potential conflicts. This extra credit incentive encourages vendors to foster a seamless and mutually beneficial partnership with Pax8 in the co-selling motion.

### 3. Marketplace Vendor Connect Transition

- a. Vendors can earn an additional 10 points by successfully completing their integration and contributing to the Pax8 Marketplace Vendor Connect during the review period. This initiative promotes enhanced billing and operational efficiency for vendors, aligning with Pax8's commitment to optimizing marketplace processes. Pax8 strongly encourages all vendors within the financial years of 2024 and 2025 to transition to Marketplace Vendor Connect, recognizing the benefits it brings to both vendors and the overall ecosystem.

### 4. Account mapping in review period with partner details (1 per year)

- a. Strategic Alignment Measure: As part of the Pax8 strategic alignment measures within the Extra Credit category, the fourth criterion involves the Account Mapping and Business Overlap Exercise. Vendors are encouraged to participate in this exercise by conducting the following:
  - i. Conducting an exercise to determine shared partners.
  - ii. Vendors should collaborate by sharing partner details data with Pax8 to aid in the co-sell motion.
- b. This extra credit initiative emphasizes collaboration, data transparency, and fostering strong partnerships within the Pax8 Accelerate program.

## Vendors Transitioning Between Tiers

---

Vendors will be reviewed semiannually and notified not later than 30 days in advance of their review times. At the time of review, and if the vendor is eligible to move between tiers, the Accelerate Program team will notify the vendor of the transition. The transition to a new tier will occur within 90 days of the completion of each vendor's review period. During these 90 days, the VAM or Director of Community will introduce the new Vendor Operations contact(s) if applicable. The VAM or Director of Community will project manage the transition of this vendor to their new tier. They will work with the vendor to create a tier transition project plan. The vendor and Pax8 will mutually set dates and timelines for completion within the 90-day transition period. Delays may occur if the vendor fails to effectively cooperate with Pax8 in this process or if it has actions identified from the operational and technical measurement review that may shift tier advancement beyond the 90-day transition period. Details will be shared with the Vendor by the Pax8 VAM or Director of Community. The vendor and Pax8 will commit the necessary resources during this time to enable actions within the mutually agreed-upon timeline. It is at Pax8 discretion to change the 90-day timeframe.

If a vendor is moving from Platinum to Galactic status, the vendor tier will be highlighted in the platform.

Vendors are eligible to request new tier marketing services at the time that their program tier changes in the Pax8 platform for up to 30 days post-transition. Pax8 reserves the right to remove access to services that the vendor is no longer eligible for as they transition to a lower tier.

All vendors are supported by the Pax8 Vendor operations team which may be supplemented with additional Pax8 resources in the applicable region at the discretion of Pax8. All Pax8 services are subject to local resourcing and service availability and therefore may not be available to each vendor at the time or in the region requested.

Pax8 reserves the right to establish an optimization plan and or grace period following a semiannual review to ensure that both the vendor and Pax8 can support the scale and growth required for upward tier transitions. Completion of a tier upgrade is contingent on the satisfactory implementation and execution of such plans. Optimization plan requirements for the vendor are determined by Pax8 Vendor stakeholders based on the technical and operational review categories as described above. This is an opportunity to document and set

the expectation for a semiannual review of the vendor before each (qualified) vendor's quarterly business review (QBR).

## FAQ

---

**Q:** Can a vendor buy their way into the tiers?

**A:** No, tier access can only be earned by meeting the requirements outlined within the program.

**Q:** What happens if a vendor has a bad revenue month?

**A:** Revenue is normalized over a six-month average.

**Q:** How can a vendor leverage the tiers to move up?

**A:** Work with your Vendor Alliances Manager and or Director of Community to create a plan to grow faster, leveraging items such as promotions, channel events, change of channel, and sales engagements.

**Q:** What services does a vendor lose if they move down a tier?

**A:** Services listed in the previously applicable tier on the Free and Premium table will no longer be accessible when a vendor is moved down through the tiers. Such Vendor will only be able to access those services within its applicable tier.

**Q:** If a vendor moves up through the tiers, when is it effective?

**A:** Vendors will be notified of their tier eligibility and a change of status will happen within a 90-day window post their review.

**Q:** How will the tiering changes affect vendors who are transitioning from one POC to another within the VXP?

**A:** Vendors that are affected by the program will be transitioned to the appropriate POC within the VXP within 90 days

**Q:** Does Beyond count as a GTM activity?

**A:** Yes! All Beyond monetary spend counts as for points towards the MDF inventory commitment measure.

**Q:** Can I opt out of the program at any time?

**A:** Vendors who have opted-in to Accelerate may opt out at any time, however, they may lose access to go-to-market inventory not specifically outlined in their existing distribution agreement with Pax8.

## Definitions

---

- **Categories:**
  - **LOB: Line of business** is a general term that refers to a product or a set of related products that serve a particular customer transaction or business need, such as Finance, or HR. In some industry sectors, like insurance, "line of business" also has a regulatory and accounting definition to meet a statutory set of insurance policies. It may or may not be a strategically relevant business unit.
    - "Line of business" often refers to an internal corporate business unit, whereas the term "industry" refers to an external view that includes all competitors competing in a similar market.



- **Strategic** vendors are vendors with a fast growth trajectory and multi-geo traction (global), with extensive partner reach and alignment with Pax8's strategic initiatives.
  - **Core-Stack** is a term used to identify vendors that map to Pax8 stack strategy (Security, Infrastructure, Productivity, Operations) which are broadly applicable to standard business software solutions and applications.
- **POC:** The point of contact is the liaison at Pax8 responsible for vendor management/relationship. These roles differ across regions and include Vendor Alliance Managers, Director of Communities, and Global Alliance Managers.
- **Region:** A region relates to a market or geographic region in which Pax8, and the vendor can sell into as defined by the Territory in the parties' distribution agreement. For the purposes of the Accelerate Program, the three regions are: Americas, APAC, EMEA
  - **Americas:** The states and territories in the Western Hemisphere.
  - **APAC:** The states and territories in Asia and the Pacific region including, without limitation, China, India, Pakistan, Afghanistan, Turkmenistan, Kyrgyzstan, Kazakhstan, Uzbekistan, Tajikistan, Nepal, Bangladesh, Bhutan, the member states of the Association of Southeast Asian Nations, Japan, South Korea, Australia, New Zealand, and Oceania.
  - **EMEA:** Europe, the Middle East, and Africa, including, without limitation, the member states of the European Economic Community, Switzerland, Norway, the United Kingdom, all countries within the continent of Africa, and states and territories in the Middle East including Israel, the Palestinian Territories, Lebanon, Syria, Turkey, Azerbaijan, Armenia, Iraq, Yemen, and the member states of the Gulf Cooperation Council.
- **Tier:** The alignment of a vendor to a tier, based on the criteria described herein, enables a vendor to obtain specific free or paid services from Pax8.
- **Vendor:** Entity with a signed distribution agreement with Pax8
- **VXP:** Vendor Experience Team is the Pax8 organization that works with vendors to elevate and accelerate their business through enablement, thoughtful engagement, differentiated market approach, and world-class support.

## Appendix

### 1. Free Services

Americas Free Services					
Service	Description	Silver	Gold	Platinum	Galactic
SMB Partner Enablement	Partner Testimonial Sales Video			✓	✓
	Partner Training on new vendor Products	✓	✓	✓	✓
	QBP follow up video (In conjunction with sales)			✓	✓
	Access to Marketing Catalog	✓	✓	✓	✓
	Billing & Provisioning Support	✓	✓	✓	✓
Account Management	Digitally Managed Community	✓			
	VAM (Vendor Alliance Manager)		✓	✓	✓
	Global VAM (Vendor Alliance Manager)				✓
Sales Engagement	Bi-yearly Business Review meetings		✓	✓	✓
	Microsoft Teams Channel Access with X- Solution Consultants		✓	✓	✓
	Pre-sales Demos		✓	✓	✓
	Post Sales Product Onboarding		✓	✓	✓
	Training on new vendor products		✓	✓	✓

Technical Support is contract dependent
All services are subject to change

a.

### EMEA Free Services

Service	Description	Silver	Gold	Platinum	Galactic
SMB Partner Enablement	Partner Training on new vendor products	✓	✓	✓	✓
	Billing & Provisioning Support	✓	✓	✓	✓
	Access to Marketing Inventory	✓	✓	✓	✓
Account Management	Digitally Managed Community	✓			
	Vendor Alliance Manager		✓	✓	✓
	Global VAM (Vendor Alliance Manager)				✓
Sales Engagement	Quarterly Business Reviews				✓
	End of Year Review				✓
	Microsoft Teams Channel Access with Systems Engineers		✓	✓	✓
	Pre-sales Demos			✓	✓
	Post Sales Product Onboarding			✓	✓
	Training on new vendor products with SoCos & SEs		✓	✓	✓

Technical Support is contract dependent

All services are subject to change

b.

### APAC Free Services

Service	Description	Silver	Gold	Platinum	Galactic
SMB Partner Enablement	Access to GTM Prospectus	✓	✓	✓	✓
	Billing & Provisioning Support	✓	✓	✓	✓
	Partner Training on new vendor products	✓	✓	✓	✓
Account Management	Vendor Strategy Director		✓	✓	✓
	Global VAM (Vendor Alliance Manager)				✓
	Digitally Managed Community	✓			
Sales Engagement	Quarterly Business Reviews				✓
	End of Year Review				✓
	Microsoft Teams Channel Access with Systems Engineers		✓	✓	✓
	Pre-sales Demos			✓	✓
	Post Sales Product Onboarding			✓	✓
	Sales Training on new vendor products			✓	✓

Technical Support is contract dependent

All services are subject to change

c.

2. Premium Services

### Americas Premium Services

Service	Description	Silver	Gold	Platinum	Galactic
Global Marketing	Integrated Solution Campaign – Hero Placement		✓	✓	✓
	Integrated Solution Campaign – Secondary Placement	✓	✓	✓	Included
	Website Chatbot	✓	✓	✓	Included
	Analyst Relations Report Sponsorship & Marketing Campaign	✓	✓	✓	✓
SMB Partner Engagement	Peer Group Presenting Sponsorship	✓	✓	✓	✓
	Peer Group Premier Sponsorship	✓	✓	✓	✓
	Peer Group Exhibit Table Sponsorship	✓	✓	✓	✓
	Broncos Suite Sponsorship	✓	✓	✓	✓
	Momentum Event Platinum Sponsorship			✓	✓
	Momentum Event Gold Sponsorship	✓	✓	✓	✓
	Launch Briefing Sponsorship	✓	✓	✓	✓
	Service Readiness and Viability Assessment	✓	✓	✓	✓
	Solution Webinar			✓	✓
	Banner Ads (Autopilot)	✓	✓	✓	✓
	Carousel Banner Ads (Featured Vendor)	✓	✓	✓	✓
	Blog Article	✓	✓	✓	✓
	Direct Mail	✓	✓	✓	✓
Vendor Resource Translation into French		✓	✓	✓	
Sales Engagement	Sales Training		✓	✓	✓
	Sales Focus Group		✓	✓	✓
	SKO/Q&P Primary Sponsorship	✓	✓	✓	✓
	SKO/Q&P Booth Sponsorship	✓	✓	✓	✓
	Sales Incentive/Spiff	✓	✓	✓	✓
	President's Club			✓	✓

All services are subject to change

a.

### EMEA Premium Services

Service	Description	Silver	Gold	Platinum	Galactic
Global Marketing	Integrated Solution Campaign – Hero Placement		✓	✓	✓
	Integrated Solution Campaign – Secondary Placement	✓	✓	✓	Included
	Website Chatbot	✓	✓	✓	Included
	Analyst Relations Report Sponsorship & Marketing Campaign	✓	✓	✓	✓
SMB Partner Engagement	Mission Briefing Sponsorship – Speaker & Table		✓	✓	✓
	Mission Briefing Sponsorship – Table Only	✓	✓	✓	✓
	Banner Ads (Autopilot)	✓	✓	✓	✓
	Carousel Banner Ads (Featured Vendor)	✓	✓	✓	✓
	Blog Article	✓	✓	✓	✓
	Direct Mail	✓	✓	✓	✓
	Vendor Resource Translation into German		✓	✓	✓
Sales Engagement	Sales Training	✓	✓	✓	✓
	SKO/Q&P Primary Sponsorship	✓	✓	✓	✓
	Sales Incentive/Spiff	✓	✓	✓	✓

All services are subject to change

b.

### APAC Premium Services

Service	Description	Silver	Gold	Platinum	Galactic
Global Marketing	Integrated Solution Campaign – Hero Placement		✓	✓	✓
	Integrated Solution Campaign – Secondary Placement	✓	✓	✓	Included
	Website Chatbot	✓	✓	✓	Included
	Analyst Relations Report Sponsorship & Marketing Campaign	✓	✓	✓	✓
SMB Partner Engagement	Mission Briefing Sponsorship	✓	✓	✓	✓
	Cybersecurity Masterclass Sponsorship	✓	✓	✓	✓
	Lunch and Learn Sponsorship	✓	✓	✓	✓
	Banner Ads (Autopilot)	✓	✓	✓	✓
	Carousel Banner Ads (Featured Vendor)	✓	✓	✓	✓
	Blog Article	✓	✓	✓	✓
	Direct Mail	✓	✓	✓	✓
Sales Engagement	Sales Training	✓	✓	✓	✓
	SKO/GBP Primary Sponsorship	✓	✓	✓	✓
	Sales Incentive/Spiff	✓	✓	✓	✓

All services are subject to change

C.

### 3. Point Structure

		Tiers and Requirements				Weight	
		Silver	Gold	Platinum	Galactic		
Quantitative Global Level Points	GMRR - # transacting partners	Quantitative points -1 Point for every \$500 in Gross Monthly Recurring Revenue (GMRR) -1 Point for every 10 new transacting partners				50	
	MDF Inventory	1 Point for every \$500 USD Invested.					
Incremental Requirements and Commitments	6 month average of growth	50 points for positive 6 month over month average growth.				25	
	Regional Presence and	25 points per region supported					
Operational Health	Support	25 points per Operational Health measure Check passed. With a minimum of at least 3 operational measures completed.				25	
	Escalations						
	Time to Resolution (Support)						
	Billing						# of Non-regrettable Billing Issues
	Integration						Service Delivery Provisioning Error Rate Touchless rate
Vendor Experience	Concerning Transition events						
	Timely MDF Payments						
	Vendor Content Health- Based on VP Template						
Pax8 Strategic Alignment	Non-Profit SKU	Pass/Fail - 10 Points Each- 50 in total				Extra Credit	
	Sales Pop Compensation						
	Marketplace Connect (Integration)						
	Account mapping in period with Academy Content Annual Review						
Total		0-455	456-799	800-1499	1500+		

A.

### 4. MDF Investment FX rate plan

Currency: 1.00 USD	2023 Year Average
EUR to 1 USD	0.924806
AUD to 1 USD	1.507612
BGN to 1 USD	1.8097
BHD to 1 USD	0.376752
CAD to 1 USD	1.351201
CHF to 1 USD	0.899445
DKK to 1 USD	6.896235
FJD to 1 USD	6.896235

GBP to 1 USD	0.804615
HKD to 1 USD	0.804615
INR to USD	82.575746
JYN to 1 USD	82.575746
MYR to 1 USD	4.55478
KWD to 1 USD	0.307448
NOK to 1 USD	10.586698
NZD to 1 USD	1.630544
PHP to 1 USD	55.598464
PLN to 1 USD	4.202253
SAR to 1 USD	3.751723
SEK to 1 USD	10.631975
SGD to 1 USD	1.343436
THB to 1 USD	34.807677
TWD to 1 USD	31.164608
VND to 1 USD	23835.15122
XPF to 1 USD	110.949735
ZAR to 1 USD	18.464095