

:talkdesk®

PowerPlay Program EMEA



Win more with Talkdesk.

We are all in with our partners. We believe in the power of working together to deliver the most value to our customers. That's why we're kicking things up a notch in EMEA with a new program, designed exclusively for our EMEA reseller and referral partners. Let's win more business together!

Talkdesk PowerPlay Program for EMEA Partners.

PowerPlay is all about demonstrating our commitment and investment with our partners in EMEA. We have devised a tiered program that brings top partners into our direct deals - **so when we win, YOU WIN.**

Receive late stage opportunities - up to 3X the value of closed won deals.



The more deals you help us close, the more deals we'll bring you into.

How it works

It's simple - Based on how much you have sold with us in the past 12 months, Talkdesk will bring you into Talkdesk "sourced" later stage opportunities (which have a higher likelihood to close). Your closed won value determines your tier within the program and your tier determines the multiplier:

- **Silver** (over \$100K closed won ACV in the last 12 months = 1X)
- **Gold** (over \$250K closed won ACV in the last 12 months = 2X)
- **Platinum** (over \$500K and up to a maximum \$1.00M closed won ACV in the last fiscal 12 months = 3X)

E.g., If a Platinum Partner has closed \$500K with us in the last 12 months, we will attach the partner to \$1.5M worth of our sourced late stage opportunities. (\$500K x 3 = \$1.5M in late stage opportunities). However, if a Platinum Partner has closed \$1.5M with us in the last 12 months, we will attach the partner to a maximum of \$3.0M worth of our sourced late stage opportunities.

PowerPlay Program Program Rules:

- Partner tier identified based on prior 4 quarters Closed Won > Sourced ACV measured on August 1st of each year.
- Sourced > Closed ACV is reviewed 2 times per year (February 1st and August 1st) to ensure partner tier alignment.
- Partner tagged to equivalent value of Direct > New Logo > Late Stage opportunities as indicated in the tiers below.
- Partner will be tagged to the equivalent value of opps by July 31st of each year.
- Residual reduction of 25% applies to all residual categories on the reward opportunities.
- Reward & partner add opportunities do not count towards Sourced > Closed Won ACV for the next review period.
- Equivalent tagged ACV is based on the ACV value in the Talkdesk CRM at the time the opportunity is tagged regardless of closed or changed ACV.
- No spiffs apply to tagged opportunities under this program.
- Standard rules of engagement apply to tagged opportunities and the customer decides how and from whom to buy Talkdesk; if a partner is replaced on a tagged opportunity based on a customer request, they will be tagged to other equivalent ACV opportunities in its place.
- Introductions to Talkdesk opportunities are at the sole discretion of Talkdesk.
- Once opportunity assignment is complete, regardless of outcome, the assignment(s) are final.

PowerPlay EMEA Tiers

The higher the ACV, the greater the reward.



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