

# Lumen Agent Activator Incentive

New and returning Partners can earn up to \$30K for first three new deals



Whether you are a new or returning Lumen Channel Partner, we want to reach new heights with you in 2021. Lumen helps businesses meet growing data and application needs with the extraordinary capabilities of our platform and the strength of our global fiber infrastructure. **Start selling Lumen and our Platform for Amazing Things and you could earn up to \$30,000!**



## Lumen Agent Activator Incentive Overview:

- **Earn a one-time payout equal to 2X MRC, up to \$10,000 per billing customer, for each of your first three new deals with Lumen**
- Eligible Participants: Partners without a "Closed Won" opportunity in Salesforce during the 2020 calendar year
- New Qualified Sales of Eligible Products required with minimum service term of two years
- No minimum MRC

**Incentive Period: January 1 - June 30, 2021**

See Page 2 for full terms and conditions. Contact your Lumen Account Team for full details.

## Terms & Conditions: Lumen Agent Activator Incentive

- The Lumen Agent Activator Incentive (the “Incentive”) is open to Eligible Participants (defined below).
- Eligible Participants are eligible to receive up to three one-time payouts equal to 2X MRC for each new Qualified Sale, with a maximum payout of \$10,000 per billing customer.
- The Incentive applies only to new Qualified Sales of Eligible Products (defined below):
  - Marked “Closed Won” in Salesforce from January 1, 2021 through June 30, 2021
  - For new logo customers or for existing customers ordering net-new services (renewals and/or, except as provided further below, replacement services (e.g. ported or upgraded services) will not qualify for the Incentive)
  - With a minimum service term of 2 years
- “Eligible Participants” means Channel Partners who have active partner agreements with CenturyLink Communications, LLC d/b/a Lumen Technologies Group (“Lumen”) or its affiliates and such Partners’ sub-agents, in each case, who have no record of “Closed Won” opportunities in Salesforce activity during the 2020 calendar year.
- “Eligible Products” means the products and services provided by Lumen and/or its affiliates and identified on the Lumen Channel Partner Portal.
- “Incentive Period” means the period beginning January 1, 2021 and ending June 30, 2021 or upon budget depletion – whichever comes first. In situations of budget depletion, deals will be paid on a first-in basis up to the budgeted amount.
- A “new logo” is a sale to a customer that has no historical sales and no historical revenue at the Bus Org Number and Ultimate Customer level for the previous 6 months.
- Standard ordering processes apply. Sales must provide a Lumen countersigned contract, if applicable.
- This Incentive can be applied once per billing customer per Incentive Period. Standard commission rates apply in addition to the Incentive.
- Payout based on the MRC stated in a valid customer signed order accepted by Lumen in accordance with its standard process. Qualified sales amounts consist of MRC + Committed Usage.
- All Eligible Product orders included on the original deal will count towards the Incentive requirements. Products added on subsequent deals will not be considered for the Incentive.
- Incentive awards will be paid at the Partner level through the regular commission process.
- The Incentive will be paid approximately 45 days after a qualified sale is “Closed Won” in Salesforce on or before June 30, 2021.
  - The Incentive will apply to strategic product migrations/replacement services and technology refreshes only if such migrations/replacement services and refreshes qualify for sales recognition under Lumen’s Sales Recognition guidelines. Strategic Product Migration Sales recognition is based on full value if the service substitution is a strategic product migration (as approved by Finance/Product).
  - Migration/Replacement Services – Sales recognition is for the net new revenue generated; If the replacement services are similar, sales recognition will be computed for the incremental amount of revenue increase.
  - In either case, the related disconnect will be netted with new install service to compute the net amount.
- Lumen may modify, suspend, amend or terminate the Incentive at any time and without prior notice to or consent of Eligible Participants.
- Lumen specifically reserves the right to change the Incentive in a manner that may modify or eliminate the amount of the Incentive.
- Incentive disputes will be considered on a case-by-case basis. All disputes must be submitted within 90 days of the Salesforce “Closed Won” date. Incentive disputes submitted after 90 days will not be considered.
- Any liability for federal, state or other taxes for the Incentive will be the sole responsibility of the Eligible Participants. Lumen will not be responsible for payment of any such taxes.
- Lumen will review all submitted orders to ensure Incentive criteria have been met before awarding payouts.
- Lumen reserves the right to end, modify, or deny any claim under this Incentive, including the right, in its sole discretion, to deny any Incentive submission that does not satisfy the terms of the Incentive.
- Orders that cancel prior to installation will not qualify for the Incentive and Lumen may recover incentives paid in connection with such Orders, including by way of off-set against the Channel Partner’s normal commissions.
- Lumen reserves the right to review all qualified sales for which Eligible Participants received an incentive payout under this Incentive six months from the service installation date to verify that the MRC requirement for such qualified sale is being met. If not, Lumen may recover the incentive paid, including by way of off-set against the Channel Partner’s normal commissions.
- Void where prohibited.
- Check the Lumen Channel Partner Portal regularly for updates to the Incentive.
- This Incentive may be combined with other incentives offered by Lumen.