



Unlock Up to 12x SPIF this Quarter

For Qualifying New Logo 3+ Year Deals Booked: January 1, 2026 to March 31, 2026 (2-year deals booked during the same period may also qualify, see details in terms and conditions.)

1-99 Eligible UC seats	100+ Eligible UC seats	100+ Eligible UC seats & ≥10% Eligible CX seats	\$5K+ MSR* & ≥10% Eligible CX seats
6X SPIF	8X SPIF	10X SPIF	12X SPIF

*MSR is calculated based on Eligible UC and Eligible CX license MSR.

Include 8x8 ICA, the AI-powered virtual agent solution, that enables businesses to create engaging self-service experiences across both voice and digital channels

Plus 2X Bonus SPIF for Eligible ICA

(on Eligible ICA MSR if sold in a deal qualifying for a 4X-12X SPIF; see important terms and requirements in the Eligible SKU List)



January 2026 Fast Start SPIF Promotion

Promotion Overview Terms –

Please see the Agency SPIF Base Terms and Conditions for further details.

This January 2026 Fast Start SPIF (this “*SPIF*”) is offered by 8x8, Inc. or its affiliate (“8x8”) and is subject to these terms and conditions, the [January 2026 Fast Start SPIF - Eligible SKU List](#) (the “*Eligible SKU List*”), and the [Agency SPIF Base Terms and Conditions](#) (the “*Base Terms*”). The Eligible SKU List and the Base Terms are available in PartnerXchange.

2-year Deal Eligibility:

The following SPIFs are available for 2-year new-logo deals:

Eligible UC seats	100+ Eligible UC seats & ≥10% Eligible CX seats	≥\$5K+ Eligible UC/CX MSR & ≥10% Eligible CX seats
4X SPIF	4X SPIF	4X SPIF

Eligibility Requirements for the SPIFs:

- Only new logo initial customer orders qualify for this SPIF.
- For each qualifying new logo initial customer order with 8x8, 8x8 will pay according to the highest single SPIF 4X-12X award tier for which it qualifies.
- SPIF is paid only on Eligible UC, Eligible CX, or Eligible ICA MSR (as applicable).
- Consult the Eligible SKU List for details on which SKUs are eligible in which category and important terms and requirements:
 - “*Eligible UC*” means eligible unified communications SKUs.
 - “*Eligible CX*” means eligible customer experience SKUs.
 - “*Eligible ICA*” means eligible Intelligent Customer Assistant (ICA) SKUs.

Important Limitations:

- SPIF payouts are uncapped on 36+ month term deals with annual prepay. Otherwise SPIF payouts are capped at USD/CAD/AUD/NZD \$300,000 or GBP £250,000 for a single deal.
- The order must become effective during the SPIF promotion period.
- Deals with effective discounts (including free periods and credits) ≥ 50% do not qualify for these SPIFs (see Base Terms for more details).