

Spectralink 2017 Promotions

Distributor Use Only

No Limits 2017 Promotions Overview (NA only)

- * All models except Butterfly and 7212
- ** Promo does not include 8452 or 8453 handsets
- *** Note: 8742 will have a special promo for limited time. See Buy 8742 promo.

Promotion	Description	Time Frames
Trade-in	<p>Customers trading in legacy (Spectralink, OEM) handsets may utilize the following discounts.</p> <ul style="list-style-type: none"> • \$75 off 84-Series** + Free extended battery • \$75 off 87-Series*** + Free battery • \$75 off most DECT handsets* + Free battery 	Mar 1, 2017 ~ Sep 1, 2017
	<p>Customers trading in competitor (Ascom, Zebra, Panasonic,...) handsets may utilize the following discounts.</p> <ul style="list-style-type: none"> • \$100 off 84-Series** + Free extended battery • \$100 off 87-Series*** + Free battery • \$75 off most DECT handsets* + Free battery 	Mar 1, 2017 ~ Sep 1, 2017
Skype for Business (S4B)	<p>Skype for Business customers may utilize the following discount</p> <ul style="list-style-type: none"> • \$75 off 84-Series** w/Lync license + Free extended battery • \$75 most DECT handsets* + Free battery • 50% off DECT Lync (S4B) Server Licenses 	Mar 1, 2017 ~ Sep 1, 2017
8742 PIVOT	<p>All customers may buy 8742 PIVOTs for a reduced price for a limited time, while supplies last.</p> <ul style="list-style-type: none"> • \$200 off 8742 PIVOTs 	Mar 1, 2017 ~ May 30, 2017
Free Battery	<p>All customers may buy 1 battery (either extended or standard) and get the 2nd one free, while supplies last. Minimum order is 50 units.</p> <ul style="list-style-type: none"> • Buy 1 84-Series battery or 87-Series battery, get 2nd one free 	Mar 1, 2017 ~ May 30, 2017

Trade-in Promotion

Overview

This is a trade-in promotion targeted at both Spectralink legacy handsets and competitive handsets.


Qualified Spectralink Legacy, OEM Products:

- Spectralink legacy & OEM handsets 60-series, 80-series, Avaya, Nortel...
- Discount for the return of these handsets:
 - \$75.00 per handset traded-in toward the purchase of a new Spectralink handset
 - Plus one Free Battery with the new handset purchase

Qualified Spectralink Competitive Products:

- Cisco (79-Series and 88-Series Handsets), Vocera Badges, Ascom WiFi Handsets, Ascom DECT Handsets, NEC WiFi Handsets, Zebra Smartphones, and Motorola Smartphones
- Discount for the return of these handsets:
 - \$100.00 per handset traded-in toward the purchase of a new Spectralink handset
 - Plus one Free Battery with the new handset purchase

This promotion CAN be combined with an Approved Deal Registration



NO LIMITS
Elevate the Customer Experience

For North America Only

TRADE-IN PROGRAM
(LEGACY OR COMPETITIVE HANDSETS)

Transform Enterprise Mobility with Spectralink's award-winning solutions.

Has your current mobile communication solution fallen behind? Choose Spectralink for the latest in voice and data mobility.

Streamline your business with our award-winning PIVOT 5C enterprise smartphone, recognized by THG as one of the most innovative IP communications solutions for 2017. Or select from our portfolio of DECT and Wi-Fi solutions, designed specifically to improve worker mobility and responsiveness to improve customer satisfaction.

Elevate the customer experience with Spectralink enterprise solutions.

Spectralink solutions provide seamless connectivity and communications for your business needs.

Our newest solutions offer unmatched reliability, rich integration and investment protection. Enjoy crystal-clear voice quality and swift, secure data access - even in the toughest workplace environments.

Accelerate your business by meeting customer needs faster and more efficiently.

Eliminate communication gaps that can lead to delays or unplanned enterprise downtime. Spectralink mobile solutions help you deliver a positive customer experience - each and every time.

TRADE-IN PROMOTION

Spectralink LEGACY handsets or COMPETITIVE HANDSETS:

Trade-in your legacy Spectralink, Spectralink OEM, handset and receive \$75 off a new Spectralink DECT handset series, Wi-Fi 84-Series, or PIVOT 87-Series. In addition, we'll include a FREE battery pack with each new handset trade-in purchase.

Offer includes the trade-in of competitive products. For each competitive handset you turn in (Ascom, Zebra, Honeywell, Panasonic or others) you will receive \$100 off each Wi-Fi 84-Series or PIVOT 87-Series and \$75 off of DECT handset models.

Trade-in Promotion

Process

PRE-APPROVAL PROCESS

Partner must fill out the [NO LIMITS Trade-in Form](#) on Partner Access

- Spectralink will send an approval letter to the partner within 72 hours

End customer must fill out [Letter of Authorization](#)

- Customer acknowledges via the Authorization they will need to turn-in old equipment
- Spectralink will advise the reseller that they have received the Letter of Authorization
- Spectralink will advise the reseller on how the customer should return old equipment

ORDERING PROCESS

Partner sends Purchase Order to distributor and includes the following:

- Trade-in Approval Letter from Spectralink
- Deal Registration approval letter (if applicable)

Distributor Processes Order and includes the appropriate amount of free batteries on the order (noted by reseller)

- Distributor Applies NST# for Legacy Trade-ins: **1340**
- Distributor Applies NST# for Competitive Trade-ins: **1341**

Skype for Business Promotion

Overview

This promotion targets customers who are leveraging or moving to Microsoft Skype for Business as their call platform. As we have the only mobile solution that is certified with Microsoft Skype for Business, we want our resellers to take advantage of this now.

- Qualified 84-Series Handsets: 8440, 8441
- Qualified DECT Handsets: 75-Series, 76-Series, 77-series
- LYNC (Skype for Business) Server Licenses for all DECT Servers

Discount for qualifying products:

- \$75 off each qualified 84-Series or DECT handsets + a Free Battery Pack
- 50% off MSRP DECT LYNC (Microsoft Skype for Business) Licenses

This promotion CAN be combined with Deal Registration

The flyer features a blue background with a city skyline. At the top left, two mobile phones are shown. The Spectralink logo is in the top right corner. The main headline reads "NO LIMITS" in large white letters, followed by "Elevate the Customer Experience". Below this, a red banner says "SPECTRALINK PROMOTION SKYPE FOR BUSINESS ENVIRONMENTS". A blue box on the left contains the text "SEE FOR YOURSELF! For every 84-Series Lync (Skype for Business) enabled handset or DECT handset you purchase... keeping your employees connected All handsets include a FREE battery pack." The right side of the flyer contains several sections of text: "Extend the value of Skype for Business for improved decision making.", "Empower mobile workers to connect and collaborate, even on the go.", "Elevate the customer experience with quick access to teams, applications and data.", and "Invest in a trusted, proven partner." Each section is followed by a brief description of the benefits.

NO LIMITS
Elevate the Customer Experience

SPECTRALINK PROMOTION SKYPE FOR BUSINESS ENVIRONMENTS

SEE FOR YOURSELF!
For every 84-Series Lync (Skype for Business) enabled handset or DECT handset you purchase... keeping your employees connected All handsets include a FREE battery pack.

Extend the value of Skype for Business for improved decision making.
The latest generation of Spectralink communication devices seamlessly extend the value of Skype for Business for your mobile workers. Enjoy crystal-clear voice quality and secure data exchange for real time collaboration and decision making.

Empower mobile workers to connect and collaborate, even on the go.
Help users quickly access and share information from anywhere in their workplace! Spectralink solutions provide all the UC benefits of Skype for Business including presence, voice, data, video and IM, all on a single, secure mobile device. The result? Improved collaboration and efficiency across your organization.

Elevate the customer experience with quick access to teams, applications and data.
Eliminate communication delays and provide a consistent, positive customer experience. Instantly deliver product and customer information into the hands of your in-building workers, helping them easily locate colleagues to drive better business decisions and exchange information for improved customer care.

Invest in a trusted, proven partner.
Spectralink enterprise devices are the only mobile solutions qualified to work with Microsoft Skype for Business. Enjoy peace of mind knowing our solutions work seamlessly, extending unified communication capabilities for your mobile workers.

Skype for Business Promotion

Process

PRE-APPROVAL PROCESS

Partner must fill out the [No Limits Microsoft Promo form](#) **Form on Partner Access**

- Spectralink will send an approval letter to the partner within 72 hours



ORDERING PROCESS

Partner sends **Purchase Order** to distributor and includes the following:

- Skype for Business Approval Letter from Spectralink
- Deal Registration approval letter (if applicable)

Distributor Processes Order and includes the appropriate amount of free batteries on the order

- Distributor Applies NST#1342 for Skype for Business promo

Free Battery Pack Promotion

Overview

This is a short term promotion we hope our current customers leverage (though it is available to all customers). The promotion is simple. Buy a minimum of 50 battery packs for qualified devices and receive 50 free.

- All 84-Series standard or extended batteries qualify
- All 87-Series standard batteries qualify
- Promotion runs from March 1st to May 30th, 2017 (while supplies last)

Discount for qualifying products:

- Buy 50 battery packs, receive 50 free.

This promotion CANNOT be combined with Deal Registration

The flyer features the Spectralink logo at the top right. On the left, there is an image of several black battery packs. The central text reads 'NO LIMITS' in large, bold letters, followed by 'Elevate the Customer Experience' and 'For North America Only'. Below this, a blue banner states 'FREE BATTERY PACK PROMOTION'. The flyer is divided into sections with headings: 'FREE BATTERY PROGRAM' (describing the offer for 84-Series and 87-Series batteries), 'Power your business to meet customer needs faster.' (highlighting the benefit of eliminating communication hurdles), 'Keep your employees charged and productive.' (highlighting the benefit of providing a consistent power source), 'Be prepared with additional batteries on hand.' (highlighting the benefit of having a supply of charged batteries), and 'Recharge for optimal performance.' (highlighting the benefit of fast charging). The bottom of the flyer features the Spectralink logo again.

FREE BATTERY PROGRAM

With 84-Series and 87-Series batteries, Spectralink is offering a FREE new battery pack with every new battery pack you purchase. Offer applies to 84-Series standard and extended battery pack options, and 87-Series standard battery packs. A minimum order of 50 battery packs is required. Offer is good while supplies last.

Power your business to meet customer needs faster.

Eliminate communication hurdles which can lead to unplanned downtime. Spectralink enterprise solutions help you deliver a consistent, positive customer experience which can boost your bottom line.

Keep your employees charged and productive.

Spectralink enterprise mobility solutions empower your workers with crystal clear voice quality and secure data exchange. Yet, new features, applications and continual use can put a strain on your battery. Consider power solutions that give employees access 24/7.

Be prepared with additional batteries on hand.

Spectralink mobile solutions enable your employees to conveniently access power whenever they need it! Maintain a supply of charged battery packs with these options:

- **Standard Battery Pack**
Up to 8 hours talk time, 60 hours standby time
- **Extended Battery Pack**
Up to 12 hours talk time, 120 hours standby time

Recharge for optimal performance.

Eliminate communication delays in fast-paced and multi-shift environments by getting phones back to fully charged quickly. Spectralink provides a mix of charging systems to ensure that battery life stays high. Simply drop the device into a single, dual or multi-charging station for easy and rapid re-charging.

Free Battery Pack Promotion

Process

ORDERING PROCESS

Partner sends Purchase Order to distributor and includes the following:

- Partner includes the total number of batteries being ordered (purchased and free)
- Promo Code: Spectralink Free Battery

Distributor Processes Order and includes the appropriate amount of free batteries on the order

- Distributor Applies NST#1343



PIVOT 8742 Promotion

Overview

We hope our partners leverage this promotion to encourage their current and new customers to incorporate PIVOT's into their environments. Note, this is a short term promotion.

Qualifying Product: PIVOT 8742

Discount for qualifying products:

- \$200 off MSRP of each PIVOT 8742 purchased

This promotion CANNOT be combined with Deal Registration

- This promotion runs from March 1st – May 30th, 2017 (or while supplies last)

The graphic is a promotional flyer for the Spectralink PIVOT 8742. At the top, the Spectralink logo is in the upper right corner. Below it, the text 'NO LIMITS' is prominently displayed in large, white, sans-serif capital letters. Underneath 'NO LIMITS' is the tagline 'Elevate the Customer Experience' in a smaller, white font. To the left of this text is a black smartphone displaying a mobile application interface. Below the smartphone, a red banner with white text reads 'PIVOT 8742 PROMOTION'. To the right of the banner, in small text, it says 'For North America Only'. The background of the top section shows silhouettes of two people in a modern office setting with large windows. Below the top section, there are three columns of text. The first column is titled 'TRY SPECTRALINK PIVOT 8742 PROMOTION' and describes the opportunity to buy an enterprise-grade smartphone. The second column is titled 'Transform Enterprise Mobility with Spectralink's PIVOT smartphone.' and describes the benefits of the device, including integration with leading Wi-Fi networks and secure data access. The third column is titled 'Elevate the customer experience with tightly integrated apps.' and describes how the device integrates with a range of software apps to provide enhanced customer service. At the bottom, there is a section titled 'Accelerate your business by meeting customer needs faster and more efficiently.' which describes how the device helps eliminate communication gaps and deliver a positive customer experience.

TRY SPECTRALINK PIVOT 8742 PROMOTION

This is an opportunity to buy an enterprise-grade smartphone and enjoy the benefits Spectralink's PIVOT 8742. For each PIVOT 8742 handset you purchase, receive \$200 off! Discount is available for a limited time and while supplies last.

Transform Enterprise Mobility with Spectralink's PIVOT smartphone.

Enjoy exceptional voice quality and secure data access to empower your mobile workers.

Spectralink's PIVOT 8742 devices integrate with leading Wi-Fi networks, providing seamless connectivity and real-time communication across your mobile teams.

Elevate the customer experience with tightly integrated apps.

Our purpose-built mobile devices integrate with a range of software apps to provide enhanced customer service, faster response and improved decision making. The result? Tighter team collaboration, improved workflows and an enriched customer experience.

Accelerate your business by meeting customer needs faster and more efficiently.

Eliminate communication gaps which can lead to delays or unplanned downtime. Spectralink enterprise mobile solutions help you deliver a positive customer experience – each and every time.

PIVOT 8742 Promotion

Process

ORDERING PROCESS

Partner sends Purchase Order to distributor and includes the following:

- Promo Code: PIVOT 8742

Distributor Processes Order and discounts \$200 from each PIVOT 8742 purchased.

- Distributor Applies NST# 1344



Spectralink Promotion FAQ's

Question: If more than one promotion applies to the sale (eg., customer is purchasing 8742's and batteries) can they both be applied on the purchase order?

Answer: No, separate purchase orders should be created for each purchase with one promotion code or approval letter included.

Question: For the promotions that come with free batteries, do you have to list the free battery on the purchase order to receive it?

Answer: Yes, the battery must be listed, but will not be billed if the promo code is noted on the PO.

Question: On the Free Battery Promotion, it states you must purchase a minimum of 50 batteries to receive 50 free. Can 70 batteries be purchased or do the orders need to be in increments of 50?

Answer: A minimum of 50 batteries must be ordered. Any order of 50 or more batteries qualifies.

Question: When using the Free Battery Promotion, should the order be placed for the total amount of batteries (purchased and free) that the customer will receive?

Answer: Yes. NOTE, the promo code must be included on the PO to receive the free battery pricing.

Spectralink Promotion FAQ's

Question: Are there specific SKU's that have to be ordered for the Skype for Business promotion?

Answer: Yes.

2200-37149-001	Spectralink 8440 <u>with</u> Lync support. North American Handset, BLUE. Order battery and charger separately.
2200-37150-001	Spectralink 8440 <u>with</u> Lync support. North American Handset, BLACK. Order battery and charger separately.
2200-37290-001	Spectralink 8441 <u>with</u> Lync support, North American Handset, BLACK. Order battery and charger separately.

Question: Can these promotions be applied toward other deals that have an NST ("custom deals" / non-Deal Registration)?

Answer: No.

Question: Which promotions can be combined with an approved Deal Registration?

Answer: Trade-in Promotion (legacy or competitive) or Skype for Business Promotion

Question: Can more than one Partner submit for the Trade-in or Skype for Business Promotion per customer.

Answer: Yes.

Question: If an opportunity is already awarded in Spectralinks Deal Registration system, can the Trade-in and Skype for Business Promotions still be requested?

Answer: Yes.

Promotion Rules

Applies to all promotions:

- Only available to Engage Partners
- These incentives are available while supplies last
- Partner must complete the NO Limits form on Partner Access to utilize the Trade-in Promotions and the Skype for Business Promotion
- Customers must fill out a Letter of Authorization if the Trade-in Promotions or the Skype for Business Promotion is being utilized
- All orders must be delivered in 2017
- This promotion is for the North America Region only