



# XPERIENCE XTRA

# 5X<sub>TRA</sub>

**MANAGED  
INTERNET  
BONUS  
SPIFF**

**POINTS ON  
YOUR RESIDUAL**

**SPIFF program effective for eligible sales closed between 4/1/24 and 6/30/24 (signed/dated and closed/won in TPx systems)** Managed Internet Bonus SPIFF is for new customer sales and existing customer new location and/or add core sales • Managed Internet Bonus SPIFF Maximum Payout is 15% • Managed Internet Bonus SPIFF is based on qualifying TPx services only • Managed Internet Bonus SPIFF Excludes 4G/5G • 3-yr minimum term to qualify • Excludes reconfigs, renewals, upgrades, and moves • All sales requiring special pricing (NSR) not eligible, except with prior written approval from Channel SVP • SPIFFs calculated and paid after installation • SPIFFs paid on first commission cycle once customer has billed • Canceled/disconnected order in first 12 months will result in a SPIFF chargeback • TPx reserves the right to change program without notice





# XPERIENCE XTRA

# \$10k

## PARTNER GIVEAWAY



Earn tickets for the Partner \$10,000 Giveaway by closing New Customer (NNL) opportunities from April 1 through June 30, 2024

**Up to 10 Tickets per New Customer (NNL)**

- 1st NNL = 1 Ticket
- 2nd NNL = 5 Tickets
- 3rd+ NNL = 10 Tickets



**Bonus...5 tickets for each NNL order with Virtual Compliance Officer solution included**

**SPIFF program effective for eligible sales closed between 4/1/24 and 6/30/24 (signed/dated and closed/won in TPx systems)** A new customer is defined as contracted business with no existing services from TPx • Order must be over \$250 MRR to qualify for ticket(s) • Only orders with 3-yr minimum terms will qualify • To qualify for Bonus Virtual Compliance Officer (VCO) tickets, the VCO portion of the order must be at least a 1-yr minimum agreement • NRR Services and Equipment billed on installments are excluded and will not earn tickets • Sales requiring special pricing (NSR) not eligible, except with prior written approval from Channel SVP • TPx reserves the right to change program without notice • For \$10,000 giveaway, partner is defined as Selling Agent (unique email) • Drawing to take place on or before July 31, 2024





# XPERIENCE XTRA

# 5X

5X FOR NEW  
CUSTOMER  
3X FOR EXISTING  
CUSTOMER

# MRR

UCX WITH WEBEX  
UCX MICROSOFT TEAMS  
UCX SMARTVOICE

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MANAGED ENDPOINTS  
MANAGED FIREWALLS  
MANAGED BACKUPS  
MANAGED SD-WAN  
MANAGED NETWORKS  
SECURITY AWARENESS  
TRAINING

**SPIFF program effective for eligible sales closed between 4/1/24 and 4/30/24 (signed/dated and closed/won in TPx systems)** 5x SPIFF for new customer sales • New customer is defined as contracted business with no existing services from TPx • 3x SPIFF for existing customer sales • Excludes Microsoft 365, Virtual Fax, Inbound Toll Free, Remote Call Forwarding, Inbox Detection & Response (IDR), Data Center, Business Internet and TPx Ethernet Network Service • Max payout is \$100k per customer, per product • 3-yr minimum term to qualify • Excludes reconfigs, renewals, upgrades, and moves • All sales requiring special pricing (NSR) not eligible, except with prior written approval from Channel SVP • SPIFFs calculated and paid after installation • SPIFFs paid on first commission cycle once customer has billed • Canceled/disconnected order in first 12 months will result in a SPIFF chargeback • TPx reserves the right to change program without notice





# Managed Firewall Savings

No-cost hardware plus service discounts and free ransomware evaluation

A firewall is like a vigilant and highly trained security guard stationed at the entrance of a building. Just as the security guard carefully examines and filters the individuals entering the premises, a firewall diligently inspects and filters the incoming/outgoing network traffic.

A properly managed firewall is the first line of defense in protecting your business from Internet-based threats. Our next-gen firewall (NGFW) service leverages the industry-leading technology present in Fortinet's FortiGate line of firewalls, providing advanced firewall capabilities, intrusion prevention, web filtering, application control, and more. Paired with our expert 24/7 monitoring and support, which is offered at three different service levels, our solution can provide varying degrees of protection from cyber threats based on your particular needs.

## Limited-time offer:

Sign a new 3-year agreement and:

- Pay \$0 for your purchase of a Fortinet FortiGate Firewall (up to 200F device)
- Discounted rates off of Optimum (10% off) and Secure (20% off) service levels
- Free Ransomware Evaluation: high-level review of a customer's ability to recover from a ransomware attack

## Details

- Eligibility:
  - New customers
  - TPx customers who don't have our firewall service
  - TPx customers without our firewall service at their site
- The 200F model is the largest device offered at no cost
- Offer expires 6/30/2024



# Server Security Bundle

Managed Endpoints and Backups plus a Free Ransomware Evaluation



Safeguard your valuable data and help prevent operational interruptions with this exclusive bundle.



Managed Endpoints

+



Managed Backups

+



Ransomware Evaluation



Enhanced Server Security

## Limited-time offer:

- Sign a new 3 or 5-year agreement for both Managed Endpoints and Managed Backups:
  - Free Datto Siris 5 backup & disaster recovery appliance
  - Free upgrade to Optimum service level per server support
  - 10% discount off Cloud Retention (1, 7, or infinite retention periods apply)
  - Secure-level server support for Managed Endpoints at just \$200/server
- Free Ransomware Evaluation: high-level review of customer's ability to recover from a ransomware attack

## Details

- New customers or TPx customers who do not currently have Managed Endpoints Secure Level service are eligible
- Offer expires 6/30/2024



# Microsoft 365 Ransomware Protection Bundle

All your files have been encrypted



Ransomware is one of the most common cyber attacks companies face. Most ransomware attacks start with phishing triggered by an email. Doing your best to secure your company's email is one of the best cybersecurity investments you can make. For **just \$8/month/user**, you get:

### Managed Security Awareness Training

to educate staff on proper cybersecurity hygiene and how to spot phishing

### Managed Inbox Detection & Response

for staff to easily differentiate and report malicious emails

### Managed Cloud Backups

to restore customer data in Microsoft 365 in case of ransomware attack

### Network Security Evaluation

to get an in-depth view of the current state of your network

## Details

### ■ Eligibility:

- New customers
- TPx customers new to the services in the bundle (no renewals) or without bundle services at their site

### ■ Offer expires 6/30/2024

A successful ransomware attack can devastate any size organization, so put safeguards in place before they're needed.



*75% of SMBs said they'd be able to survive only three to seven days following a ransomware attack. Research suggests that about 90% of successful breaches are caused by human error.*

# CYBERSECURITY PROMO EMAILS

## 1 Subject: Secure your IT infrastructure for less

Have you been putting off cybersecurity decisions because you're not sure where to start? Cyber threats are growing quickly and getting more sophisticated, so now is the time to take action. Small and mid-size businesses are primary targets for cyber adversaries, yet often struggle the most with cybersecurity due to a lack of resources. Does that sound like something you are dealing with?

To tackle this issue, our partner, TPx, just introduced new security bundles that make enterprise-level security accessible to businesses of all sizes. You can detect and respond to cyber threats faster, train your staff on cybersecurity, backup your data, and a lot more for a fraction of the cost of an in-house resource.

For a limited time, TPx offers free firewall hardware (which can save you thousands of dollars), a ransomware bundle for just \$8/month/user, and discounts when you bundle managed endpoints and backups.

TPx helps thousands of clients across the United States, including Kraft Foods, Goodwill, and other household names.

What do you think? Does this sound like it could be helpful? If so, contact me at [XXX](#) for a quick chat.

## 2 Subject: Don't pay for next-gen firewall hardware

Every 39 seconds, a threat actor targets a business's cybersecurity infrastructure. Cyber-attacks happen day in, day out to businesses of all sizes and industries. They are not just something you see in the news. They are targeted at businesses just like yours. Please don't wait until after you've suffered a breach to determine if your level of protection is adequate

The first thing to check is your firewall. A properly managed firewall is the first line of defense in protecting your business from Internet-based threats.

Our partner, TPx, offers next-gen firewall (NGFW) service that leverages the industry-leading technology present in Fortinet's FortiGate line of firewalls, providing advanced firewall capabilities, intrusion prevention, web filtering, application control, and more. Paired with expert 24/7 monitoring and support, which is offered at three different service levels, TPx's solution can provide varying degrees of protection from cyber threats based on your particular needs.

For a limited time, TPx offers a Fortinet FortiGate Firewall at no cost (with a 3+ year contract) - plus up to 20% discount off their service.

If you want to set up a free cyber threat assessment just to see the status of your network or learn more about anything I mentioned, just email me at [XXX](#) or call me at [XXX](#).



# CYBERSECURITY PROMO EMAILS

## 3

### Subject: What if you are hit with ransomware tomorrow?

Think about it, you come in tomorrow morning, boot up your computer, and see a message that your files have been encrypted and a \$20,000 ransom is required to get the data back. This is not sci-fi; this happens every day to businesses like yours. How would you respond? Would you get your data back?

In partnership with TPx, we can put safeguards in place to minimize the chances of this happening or help mitigate the impact should something like this happen.

1. We can check what's happening on your network, completely for free - and see if your firewall is holding up.
2. We can deploy a next-gen firewall and manage it for you - and if you sign with us for 3+ years, the FortiGate hardware is free (which can save you thousands).
3. For just \$8/month/user, you can strengthen your company's defenses against ransomware with security awareness training, inbox detection and response, and cloud-to-cloud Microsoft 365 backup, all included.
4. In the fight against ransomware, the dealbreaker is a proper backup. You can strengthen your server security with managed endpoints and hybrid backup - when bundled together, pay \$0 for your Datto Siris 5 device, get a free upgrade to the Optimum service level per server support, and receive a 10% discount off Cloud Retention.

These offers won't last, so let me know if this piqued your interest. You can give me a call at **XXX**, or reply to my email.

## 4

### Subject: Want to reduce your cybersecurity risk?

Malware. Ransomware. Phishing. I am sure these cybersecurity threats keep your stress level high, especially if you don't have the resources to effectively detect and respond to them.

Together with our partner TPx, we combine market-leading technology with highly trained cybersecurity experts who can help you tackle your challenges for a fraction of the cost of an in-house resource.

We offer managed detection and response for your firewalls and endpoints, cybersecurity awareness training for your staff, DNS protection, SD-WAN, security advisory services, and a lot more. I would love to have an opportunity to go into greater detail about how we can help.

Would you have some time for a quick chat this week about how we can reduce your cybersecurity risk? Let me know at **(email address and phone number)**.