

NICE · ACTIMIZE

MyLead Program

NICE Actimize Employee Incentive Program

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Overview

The “MyLead” program provides eligible employees an opportunity to receive a bonus for a “lead” that results in either an executed agreement or a proof of concept (PoC) within 12 months of the initial referral. This bonus can earn eligible employees up to 1% of the total software contract value (up to \$7,500) – of either a new revenue opportunity at an existing client, or of a new account our Sales Teams may not be aware of. The objective of the program is to uncover qualified new revenue opportunities by engaging customers/potential customers in discussions about their current challenges and future organizational plans. Qualified opportunities include product enhancements/upgrades and new product opportunities.

Qualifications

The MyLead Program is open to all active NICE Actimize employees with the **exception of**:

- Participants in the NICE Actimize sales, professional services, or presales commission plans
- Product Marketing/Product Management
- Account Management
- Senior Directors and above

To qualify, the following actions must be completed:

1. The MyLead program form must be completed in full. The form can be accessed at <https://info.nice.com/MyLead-Program.html>
2. The form must include Company Name, Product Opportunity and Decision Maker (including direct contact information)
3. Add-on sales at existing accounts must include the same information
4. The MyLead bonus can be split among more than 1 employee if they desire to do so; however, the total amount paid will not exceed the amount that would be due if there were no split. Splits must be agreed upon by the employees involved and communicated to Sales Ops.

In order to be eligible for either the MyLead Bonus or the My Lead POC bonus (see “Bonus Calculation and Payment” section below), the lead must either result in an executed agreement or have a proof of concept (PoC) start within 12 months of initial referral. Resubmissions will be considered on a case-by-case basis.

Process

Upon identification of an opportunity, the employee, or ‘Lead Originator’, must complete the referral form and email it to MyLead@niceactimize.com. Incomplete forms will not be processed and will be returned to the Lead Originator.

Within 24 hours of receiving the completed form, Marketing will enter the lead into Salesforce.com, assign it to a sales representative, and mark it as a ‘hot’ lead. In addition, an email will be sent back to the originator confirming receipt of submission.

Within 48 hours of receiving the lead, Sales is required to make initial contact with the lead.

Within 30 days of receiving the lead, Sales must close the lead in one of four ways:

1. **Convert to Acct** – Net new revenue opportunity.
2. **Convert No Opp** – Already involved in a sales cycle related to this opportunity.
3. **Recycle** – No immediate opportunity, potentially in the future
4. **Reject** – No current or foreseeable revenue opportunity

Bonus payout (see “Bonus Calculation and Payment” section below) will be authorized when either of the following two events (“Qualifying Event”) happens within 12 months of initial referral (specified by the submission date of the lead):

1. Executed agreement is received and opportunity is closed by Sales Ops as ‘Won’ to signify eligibility for the MyLead Bonus or;
2. Email from PreSales confirming POC has commenced is forwarded to Sales Ops to signify eligibility for the MyLead POC Bonus

If either of the two events happens later than 12 months after initial referral, payout will not be made.

Escalation Process

If there is a disagreement as to the validity of a MyLeads submission, Sales Operations will review with Actimize Finance and Actimize CEO to determine final resolution.

Bonus Calculation and Payment

- Upon the occurrence of a Qualifying Event in a deal that was initiated by a MyLead submission, Actimize will pay the Lead Originator an amount (the “MyLead Bonus”) equal to 1% of the booking value of the software license fees represented by the executed agreement as determined in accordance with the Company’s then current sales commission plan, up to a maximum payout of \$7,500.
- The Lead Originator will be eligible for a one-time \$1,000 bonus (the “MyLead POC Bonus”) if the deal is lost or not closed within 12 months, but a PoC was performed. The \$1,000 bonus will not be paid if the deal was closed and the originator is eligible for the 1% MyLead Bonus as described above.
- Bonuses will be paid in the quarter following contract signature. However, Lead Originator must be an active employee at the time of payout; terminated employees will not receive a payout.

If you have any question about the Actimize MyLead Program, please reach out to Sales & Business Operations.