

# MiContact Center Business

## “Buy 1 Get 1 Free (up to 5 free) Multimedia Agent”

**Summary:** The “Buy 1 Get 1 Free (up to 5 free) Multimedia Agent” promotion is designed to incentivize existing and new logo MiContact Center Business customers to take advantage of the full omnichannel capabilities of the application such as handling digital channels like email, web chat, SMS texts, and social media while opening the door for Google AI-powered Virtual Agent and Agent Assist solutions.

**Posted Date:** August 28<sup>th</sup> 2020

**Effective Date:** August 20<sup>th</sup> 2020

**Bulletin Type:** Promotion

**Bulletin Number:** PB2020Aug20A

**Product Family:** Software Application, MiContact Center

**Audience:** Mitel Employees, Partners and Distributors

**Revision Version:** 2

**Revision Reason:** Removed the requirement for the customer to have to agree to be a reference customer in order to be eligible for the promotion. Changed the start date of the promotion from May 15, 2020 to August 20, 2020. Changed the end date of the promotion from December 30, 2020 to December 31, 2020.

## Buy 1 Get 1 Free (up to 5 free) Multimedia Agent

Major shifts in consumer behavior have brought new challenges to the way businesses deliver customer experience. 90 percent of consumers check the company website before interacting with them, and most customers would rather interact through digital channels like web chat, SMS, chatbots and social media.

The “Buy 1 Get 1 Free (up to 5 free) Multimedia Agent” promotion is designed to incent existing and new logo MiContact Center Business customers to take advantage of the full omnichannel capabilities.

It lowers the barrier to entry into the world of omnichannel interaction management by offering a 20% discount on the first 25 Multimedia Agents.

A company’s customers want to reach them on their preferred channel and not be limited to calling them over the phone. MiContact Center Business Multimedia Agents can log in from anywhere and start responding to customer emails, web chats, SMS Texts and social media with a laptop and an internet connection which is especially important as remote working has become the norm.

For Mitel Partners, this promotion is a great opportunity to generate new revenue while helping companies that are struggling to respond to their customer requests over multiple channels.

### Offer Details

	MiContact Center Business
Offer	Buy 1 Get 1 Free (up to 5 free) Multimedia Agent license
Qualifying Purchase	Offer only available for: <ul style="list-style-type: none"><li>Existing MiContact Center Business customers that don't have Multimedia</li><li>New logo MiContact Center Business customers</li><li>Minimum of 20 Multimedia Agent licenses must be purchased at regular price</li><li>Mitel Product Management approval required on promotional parts</li></ul>
Other Available Options	<ul style="list-style-type: none"><li>N/A</li></ul>
Exceptions	Offer NOT available for: <ul style="list-style-type: none"><li>Existing MiContact Center Business customers that already own Multimedia Agent licenses</li><li>MiCloud Flex customers</li></ul>
Regions / Countries	This promotion is available in all countries where MiContact Center Business is sold other than Australia, New Zealand and some countries in the AsiaPac region.
Start/End Date	<ul style="list-style-type: none"><li>Start Date: August 20, 2020</li><li>End Date: December 31, 2020</li></ul>

## Part Numbers Table

Product	Part Number
MiContact Center Business	<ul style="list-style-type: none"><li>Buy a minimum of 20: 54006789 - MultiMedia Agent License x1 (standard priced part)</li><li>Get 5 Free: 52003647 - Promo Multimedia Agent License x1 (\$0 promo part number, requires Mitel Product Management approval) up to a maximum of 5 per system</li></ul>

## Offer Execution

### Who to Contact?

Please contact your regional Mitel Contact Center Sales/SE Specialist listed below who can help you quote and order the promotional offer:

US (Northeast): Louis Leyerzapf [louis.leyezapf@mitel.com](mailto:louis.leyezapf@mitel.com)

US (Central North): Lou Gallagher [lou.gallagher@mitel.com](mailto:lou.gallagher@mitel.com)

US (Central South and Southeast): Lou Ann Jones [Louann.jones@mitel.com](mailto:Louann.jones@mitel.com)

US (West): Matthew Neimeier: [matthew.neimeier@mitel.com](mailto:matthew.neimeier@mitel.com)

Canada: Alex Carroll [alex.carroll@mitel.com](mailto:alex.carroll@mitel.com)

UK: James Mackie [james.mackie@mitel.com](mailto:james.mackie@mitel.com)

UK: Shameem Smillie [shameem.smillie@mitel.com](mailto:shameem.smillie@mitel.com)

Rest of Europe: Jeroen Borsboom [jeroen.borsboom@mitel.com](mailto:jeroen.borsboom@mitel.com)

### Quoting & Ordering

CPQ will be used to quote and order the Buy 1 Get 1 Free Multimedia Agent promotional offer using "Loose Items" mode. To take advantage of the promotion, partners must add the following \$0 part number to the quote/order. Remember, a minimum of 20 Multimedia Agent licenses at the regular price (54006789 - MultiMedia Agent License x1) must be on the order to be eligible for the promotion.

**52003647 - Promo Multimedia Agent License x1**

(\$0 promo part number, requires Mitel Product Management approval)

Geographic restrictions apply to the availability of the promotion and these restrictions will be managed in the Mitel CPQ tool.

## Terms and Conditions

<b>Promotion Subject to Change</b>	Mitel unconditionally reserves the right to alter, amend, or cancel this program at any time at its sole discretion. In the case of any dispute with respect to the Program, Mitel's decision is final.
<b>Don't stack with SPAs or ADIs</b>	Offers valid with standard pricing and CANNOT be combined with any other promotion. This program may not be used in conjunction with Additional Discount Incentives (ADI's), Special Pricing Authorizations (SPAs), or with any other Mitel price promotion(s), with the exception of specific other promotion(s) approved by Mitel as noted in this program bulletin or other promotion bulletin.
<b>Only Mitel Authorized Partners</b>	All participants in this promotion must be a contracted Mitel Authorized Partner, accredited to sell the product(s) upon which a claim is based.
<b>No Cheating</b>	To the extent Mitel detects a fraudulent claim; it reserves the right to exclude the salesperson and/or Authorized Partner from this program or future programs.
<b>Dispute</b>	In case of any dispute with respect to the Promotions outlined in this bulletin, Mitel's decision is final.
<b>Void where prohibited</b>	Void where prohibited by law.

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