

Introducing the 2016 Allworx APEX Program

apex noun \ˈā-peks\

1. the top or highest point of something
2. Allworx Authorized Partner of Excellence

Celebrating your **awesomeness.**

The Allworx APEX program is our way of saying thanks and celebrating your success. Your Allworx purchases in 2015 determine your APEX status level in 2016. Besides the well-deserved bragging rights, the APEX status comes with real benefits including Allworx Reward Bucks that can be exchanged for a variety of merchandise or gift cards (U.S. only), Allworx software and hardware product coupons, complimentary Allworx clothing and gear, complimentary Allworx product brochures, and more.

2016 Allworx APEX Rewards At-A-Glance

	Qualifying 2015 Allworx Purchases ¹			
	BRONZE	SILVER	GOLD	PLATINUM
	\$40,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000+
Allworx Reward Bucks (available for U.S. partners only)	1% of purchases	1% of purchases	1% of purchases	1% of purchases
Allworx Software Coupon ²	1% of purchases	1% of purchases	1% of purchases	1% of purchases
Allworx Hardware Coupon ²				1% of purchases
Allworx Clothing and Gear ²	\$100	\$200	\$300	\$400
Allworx Product Brochures ²	\$200	\$400	\$600	\$800
Expedited Shipping on Advanced Replacements (for servers)	2-day shipping	2-day shipping	1-day shipping	1-day shipping
Customer Lunch & Learns	2 per quarter	2 per quarter	2 per quarter	2 per quarter
Exclusive APEX Digital Logos	✓	✓	✓	✓
Exclusive APEX Plaque	✓	✓	✓	✓
Invitation to Allworx Regional Strategy Summit	✓	✓	✓	✓

2016 Allworx APEX Rewards



Allworx Reward Bucks

(Coming soon — April 2015)

Get 1% back in Allworx Reward Bucks that can be exchanged for a variety of exciting merchandise, gift cards or experiences. Spend the Reward Bucks as they are accrued or save them for a bigger purchase. Best of all, they never expire. Reward Bucks are only available in the U.S. for now. If you're an APEX partner located outside the U.S., contact your CRM for additional goodies we've prepared for you.



Allworx Software Coupon²

Get 1% back in Allworx Software Coupon, which will be mailed to you in the first quarter of 2016. Be sure to redeem before 9/30/2016 because it expires after that.



Allworx Hardware Coupon²

Get 1% back in Allworx Hardware Coupon, which will be mailed to you in the first quarter of 2016. Be sure to redeem before 9/30/2016 because it expires after that.



Complimentary Allworx Clothing and Gear²

Get your complimentary Allworx-branded clothing or gear based on the allowance for your APEX level. Be sure to redeem before 12/31/2016 because the reward expires after that.



Complimentary Allworx Product Brochures²

Order your Allworx brochures based on the allowance for your APEX level. Be sure to redeem before 12/31/2016 because the reward expires after that.



Free Expedited Shipping on Advanced Replacements (for servers only)

Enjoy one-day shipping (for the Platinum and Gold partners) or two-day shipping (for the Silver and Bronze partners) on advanced replacement orders for servers. Be sure to engage our APEX tech support (866-Allworx extension 5500) before making your replacement request.



Customer Lunch & Learns

Hosting informal Lunch & Learn sessions is an effective way to engage with customers and prospects. Contact your Allworx Channel Manager to arrange a lunch event in your area.



Exclusive APEX Digital Logos

Flaunt your APEX status on your website, marketing materials, and email signature. We'll email your exclusive APEX logo files in the first quarter of 2016.



Exclusive APEX Plaque

Impress everyone who walks into your office with your fancy fancy APEX plaque. We'll mail your 2016 APEX plaque in the first quarter of 2016.



Invitation to Allworx Regional Strategy Summits

Becoming an APEX partner officially makes you an Allworx insider. That means you'll influence the future product direction of Allworx. You'll be invited to join one of our ten regional summits held throughout the U.S. and Canada in 2016 by your Channel Manager.

Learn more about the **APEX** program and all its reward benefits by visiting the **Allworx Partner Portal**.

Terms and Conditions: 1. Only the Allworx purchases made through Allworx Authorized Distributors will be counted as qualifying purchases. Allworx equipment sold in combination with IP Simple will be excluded. 2. For each category of rewards (e.g., hardware), the redemption must be a one-time transaction. The total redemption amount for each reward category cannot exceed the face value of the coupon for that category. Allworx reserves the right to modify the terms and conditions of the program or cancel the program at any time.

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