

## **Alexander Open Systems - Marketing Bonus Plan**

### **Bonus Structure**

The Regional Marketing Specialist is a position that is designed to maximize sales opportunities within the respective regions. The RMS is eligible for incentives based on revenue driven by the Marketing Campaigns each region has implemented per quarter. A campaign is defined as any Marketing effort that is able to be tracked in Connect Wise.

**(Total Revenue Driven) x 1%**

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1. Bonuses will be paid on a quarterly basis but revenue driven will be Bonus Eligible for 1 Year from campaign end date.
  1. Example: An attendee from an EMC Executive Briefing in May 2016 purchases a VxRail the following September. That margin is eligible for bonus at the end of Q3.
  2. Exceptions will be considered on a case by case basis.
2. Regional Marketing Specialist Bonus Opportunity is capped at \$2000/quarter.
3. Each Regional Marketing Specialist will be responsible for tracking opportunities and providing supporting campaign details to claim bonus. These will be reviewed with leadership at Marketing QBR.