



Accelerated Lead Program

General

In order to increase exposure for Xorcom products, and thereby expand the market and create an ever-growing number of high quality opportunities for our partners, we have been investing in intensive lead-generating activities and tools. One such activity is the development of a Xorcom product configurator mechanism, which generates a quote request directly from our Web site.

About the Mechanism

Web prospects will be directed to the product configurator wizard and will indicate their exact needs (telephony port type and amount). They will receive an instantaneous and detailed system configuration suggestion. They will fill in their name, e-mail address, and country in their request for a price quote. This request will be received as e-mail by Xorcom and include all the information supplied by the prospect, as well as the suggested configuration produced by the product configurator. Xorcom will then forward the lead to a relevant partner participating in the Accelerated Lead Program.

Partners' Obligations

Any distributor interested in joining the Accelerated Lead Program will have to meet the following conditions:

1. The Partner's response to the prospect's request for a quote must be generated within one (1) business day.
2. The Partner will copy sales@xorcom.com on each quotation e-mail sent as a response to the lead. All interaction with the prospect will be done by e-mail, based on the original e mail received from Xorcom. In case a phone conversation takes place, the Partner will summarize the conversation by e-mail, include it as part of the original correspondence, forward it to the prospect, and copy sales@xorcom.com.
3. If the Partner is unable respond within one business day for certain dates or days (for example, national holidays or staff shortages) he must notify Xorcom at least one working day beforehand.

Criteria for Lead Distribution

Xorcom will distribute the leads according to the following criteria:

- Partner's geographical location
- Partner's history of responsiveness (see 'Credit Points System' paragraph, below)
- Partner's history of efficiency in closing deals (see 'Credit Points System' paragraph, below)
- Partner's history of adherence to Xorcom's policies

Credit Points System

We would like to reward our most dedicated partners with leads and other marketing benefits via a new credit points system, based on the following criteria:

- **Leads Closing Ratio:** number of closed deals compared to lost leads
- **Responsiveness:** average amount of time elapsed between the time a lead was sent *to a partner* and the time a quote was sent *by the partner*
- **Reporting:** accurate, timely reports to Xorcom about each lead (including lost leads)
- **Support:** level of customer sales and technical support
- **Customer Satisfaction:** Xorcom will contact customers directly from time to time to get their feedback
- **Compliance** with Xorcom's policies

Registration for the Program

If you would like to register for the Lead Acceleration Program, please sign below to confirm that you understand and are willing to abide by all guidelines stated in the policy. Send the signed policy by fax (+972 4 9990287) or e-mail (xorcom@xorcom.com).

| Name (print) | Signature | Company Name | Date |
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