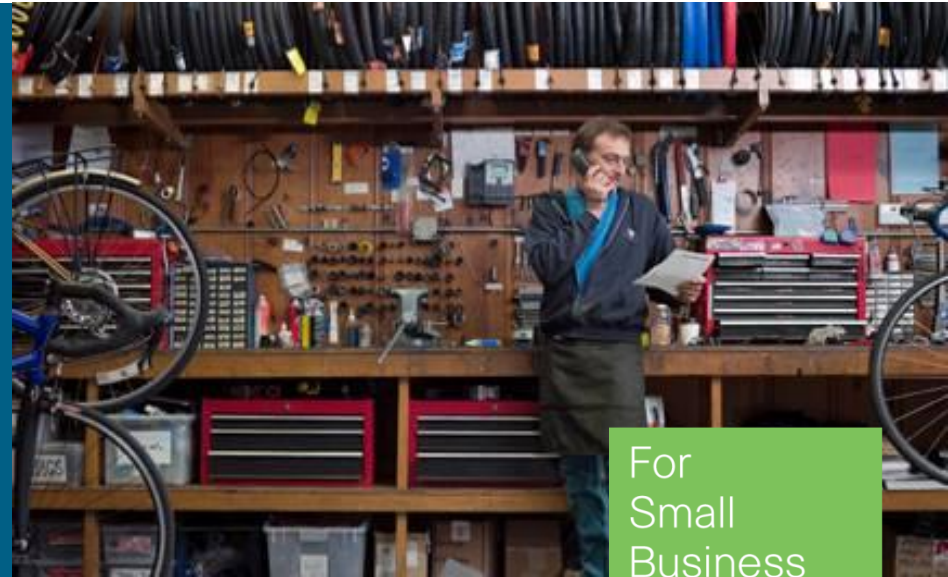




Partners Incentive Programs and Promotions

**Ashar Badar,
Channel Account Manager.**



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Content

- Promotions
 - Dealmaker
 - Fast Track 4 Tracks
- Incentive Programs
 - OIP – Opportunity Incentive Program
 - Partner Development Funds
 - Small Business NFR – Not For Resale

Deal Maker –Q1FY10

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- **What is Deal Maker?** A competitive product pricing program giving the ICAM and TMMs teams the power to “Make the Deal”
 - Available in all Emerging Markets - Non EU countries – **Flat 55% Discount – No Longer Combinable with OIP**
 - Dealmaker Available in EU Countries – Up to 54% Discount (Not combinable with OIP)
- **For SMB & Non Named accounts only (Non-STT)**
 - Maximum Deal Size of 300K GPL
- **Program covers:** Switching, Routing, Security, Unified Communications and Wireless LAN products
- **CHANGES IN FY10**
 - Aligning New Product families in Dealmaker to those in PDF (Cisco Classic Products)
 - Focused on Keeping it Simple in SMB... one simple discount

Fast Track 4 Tracks Overview

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Objective	Strategy
▪ Ease of Doing Business with Cisco ▪ Drive run-rate business & secure healthy margins	▪ Bundle Cisco Fast Track products & services with every sale
▪ Upgrade your customers network with Cisco enhanced Fast Track Products ▪ Capture new customers with non-Cisco networks	▪ Churn your installed base ▪ identify new customers with non Cisco networks ▪ Trade-in with new Cisco products
▪ Increase margin during this 2 weeks promotions on selected products	▪ Aggressive pricing to shorten sales cycle and win sales instantly ▪ Promote Cisco best in class products at competitive pricing
▪ Ease of Doing Business with Cisco on selected SB products ▪ Drive run-rate selected SB products business & secure healthy margins	▪ Aggressive pricing to shorten sales cycle and win sales instantly ▪ Promote Cisco Small Business products at competitive pricing

Fast Track



- Offers YOU aggressive discounts on more than 200 Cisco SMB products (such as Switching, Routing, Unified Communications, Security and Wireless technologies & SBCS products)
- Drives run-rate sales of SMB products, efficiently
- Offers new Cisco Partners competitive advantage over unauthorised Cisco resellers
- Access to best-in-class SMB products
- Combinable with OIP and other incentives programs



Investment Protection



Fast Track Trade-In

- investment protection for SMB customers
- new customer acquisition of non-Cisco end-users

What is Fast Track Trade-in ?

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- Fast Track Trade-in (FTT) is an SMB focused program which simply combines a Fast Track Promotion Discount with a CTMP (Cisco Trade-in Migration Program) credit.
- Fast Track promotion discounts are only available through Distribution Channels
- CTMP is available to all eligible partners via Cisco Commerce Workspace (CCW), previously known as PDR



= Fast Track + CTMP

A simple to use program to drive new opportunities in SMB !

Fast Track Trade-in with Estimator SMB Competitive Trade in Program

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FTT is available for:

- Competitive Vendor Trade in
- Cisco End of Life Trade in



- investment protection for SMB customers
- new customer acquisition of non-Cisco end-users

- FTT Estimator displays Cisco & Competitive Trade in credits available for Distributors & Partners www.cisco.com/go/ftt

Trade in from HP Procurve, 3COM, Nortel, Huawei and more !

- Trade in Quote Tool available in Cisco Commerce Workspace
- Trade in credit (CTMP) Combinable with Fast Track Discounts

Fast Track
Trade – In

+

OIP

=

Excellent Opportunities to drive more SMB
Business with your customers

Improved Profitability



Fast Track Accelerator

- Increase your margin for 2 weeks
- Attractive pricing on Enhanced Cisco products for customers

Fast Track Accelerator Overview



Huge Discounts on
Fast Track SKUs

Fast Track Accelerator is a discount uplift on a limited set of Fast Track SKUs for a limited time.

Regular promotion offers throughout the quarter

Opportunity Incentive Program (OIP)

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- Protects and rewards the pre-sales investment that a partner makes when developing new business opportunities
- Incentives are available to partners that are the first to complete all presales requirements specified by each offer, register the opportunity, and obtain Cisco approval
- www.cisco.com/go/oip



Partner Development Funds Overview

PDF is a comprehensive channel partner payment program designed to increase your profitability as you expand your Cisco Small Business or Commercial practice

Quarterly Payments

- PDF provides quarterly payments to qualifying partners based on purchases of Cisco Small Business and Commercial products
- It features tracks specifically designed to benefit partners based on your level of Cisco training



Program Duration

- Eligible partners must enroll by September 19, 2009 to receive credit for sales made from the beginning of the new Cisco fiscal year. Partners who enroll after this date will have their eligible sales counted from the beginning of that month
- Program duration: 7/27/09 - 7/31/10

Single Tool for Tracking Progress

- The Partner Program Platform provides single integrated platform for partners to enroll, track progress and receive payments across multiple Cisco programs worldwide

FY 10 PDF Tracks for Small Business and Commercial

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How Do I Get Started?

- Partners must have a valid CCO login and password
- To start your enrollment go to the Partner Program Enrollment (PPE) online tool:

www.cisco.com/go/ppe
- The PPE tool will display all of the program tracks currently available to the partner based on their level of Cisco specialization and certification
- For additional information: www.cisco.com/go/pdf
- Follow the easy six step enrollment process

Step 1: Choose your preferred language

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[Solutions](#)[Products & Services](#)[Ordering](#)[Support](#)[Training & Events](#)[Partner Central](#)

PARTNER PROGRAM ENROLLMENT (PPE)

Welcome ROBBIE to the Partner Program Platform - Enrollment Tool. You are now able to enroll, submit and track multiple Cisco Channel Programs through this integrated platform.

[Training](#) | [Support](#)

Quick Start



My Preferences

[Update My Profile](#)
[Manage My Access](#)
[My Proxy](#)

Preferred Language English
[Change Language](#)

Disclaimer: This application accepts input in English only

Select Language

Disclaimer

Language : English

Language
☐ Czech - Čeština
☐ English
☐ French - Français
☐ German - Deutsch
☐ Italian - Italiano
☐ Japanese - 日本語
☐ Korean - 한국어
☐ Polish - Polski
☐ Portuguese - Português
☐ Russian - Русский
☐ Simplified Chinese - 简体中文
☐ Spanish (LATAM) - Español
☐ Spanish - Español
☐ Thai - ไทย
☐ Turkish - Türkçe

Change Language

Cancel

Choose your preferred language by clicking on "Change Language"

Step 2: Choose “Enroll in a New Program”

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Choose
“Enroll in a
New Program”
from the
Quick Start
and click “Go”

Worldwide [change] Welcome, ROBBIE TUMA | Profile | Log Out | About Cisco

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PARTNER PROGRAM ENROLLMENT (PPE)

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 Quick Start

 My Preferences

[Update My Profile](#)
[Manage My Access](#)
[My Proxy](#)

Preferred Language : English
[Change Language](#)

Disclaimer: This application accepts input in English only

 Search

[Basic](#) | [Advanced](#)

 Export

Enrollments

Enrollment Id ▲▼	Theater	Country ▲▼	Program Name ▲▼	Track Name / Solution Name	Status ▲▼	Next Approver
 3995	USA	USA	Cisco Technology Migration program		Not Submitted	
 2948	USA	USA	Solution Incentive Program		Not Submitted	
 3001	USA	USA	Host Agent Program	RESALE_AGENT	Approved	
 3245	USA	USA	Test SBPA		Reject / Denied	
 3446	USA	USA	Test SBPA		Submitted	scrivell
 2982	USA	USA	Solution Incentive Program		Not Submitted	
 2092	USA	USA	Webex Commission Program		Submitted	stconnor
 3324	USA	USA	Solution Incentive Program		Not Submitted	
 3010	USA	USA	SP Video Sales Promotion		Not Submitted	
 2998	USA	USA	Host Agent Program	MSCP_AGENT	Approved	

Step 3: Choose the Program

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Choose the
program that
you want to
enroll in and
click on the
select button

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PARTNER PROGRAM ENROLLMENT (PPE)

[Program Enrollment Home](#)[Training](#) | [Support](#)[Eligible Programs](#)[Potential Programs](#)

Select Program

	Program Name	Program Description
Select	Cisco Technology Migration program	Cisco Registered Partners are eligible to enroll in TMP. TMP Program offers an up-front credit provides for the Trade-In Credit to flow to customer to churn installed base. The goal of TMP is to provi more...
Select	Commercial Partner Development Funds	Cisco® Commercial Partner Development Funds (PDF) is a comprehensive channel partner incentive program designed to increase the profitability of Cisco channel partners as they expand their Commercial more...
Select	Host Agent Program	Cisco Premier, Silver or Gold Certified Partners are eligible to enroll in Host Agent program. The Host-Agent Program enables Cisco partners to establish an agency relationship with other Cisco certif more...
Select	SB PDF Cash Back Basic	Cisco® Small Business Partner Development Funds (PDF) is a comprehensive channel partner payment program designed to increase the profitability of Cisco channel partners as they expand their small bus more...
Select	SB PDF Pro	Cisco® Small Business Partner Development Funds (PDF) is a comprehensive channel partner payment program designed to increase the profitability of Cisco channel partners as they expand their small bus more...
Select	WebEx Collaborative Resale Program	The WebEx Collaborative Resale Program requires an invitation from a WebEx CAM. Unsolicited applications will be denied. The WebEx Collaborative Resale Program enables partners to resell select WebEx more...

Step 4: Verify Your Contact Details

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Verify contact details and identify your Cisco Account Manager in the “Who is Involved” Section.

If you do not have a specific Cisco Account Manager, please select “Unknown CAM”

Delete Archived

Who is Involved

Terms and Conditions

Review and Submit

The Partner

*Required Field

Partner Name and Address :

RAYTHEON COMPANY INC
1847 West Main Road
Portsmouth, RI02871

[View Partner Profile](#)

Use the Contact Details in my User Profile: ☒

Partner Contact: *

First Name: *

ROBBIE

Last Name: *

TUMA

Title: *

FE

Phone Number: *

972 205 5605

Email Address: *

amutrl@test-yahoo.com-test

Save

Save and Continue

Cisco Channel Account Manager (CAM):

Other

[Find your CAM with the CAM Locator.](#)

Cisco Channel Account Manager (CAM) Email ID:

@Cisco.com

Cisco Channel Account Manager (CAM):

Other

Other

Unknown CAM

Prithvi Schertz

David Titchener

Robert Robinson

Thomas Shannon

@Cisco.com

[Find your CAM with the CAM Locator.](#)

Cisco Channel Account Manager (CAM) Email ID:

Step 5: Click to Accept Terms and Conditions

Who is Involved **Terms and Conditions** Review and Submit

✓ Terms and Conditions *

Click To Accept the terms and conditions for the program.

Download the terms and conditions for future reference.

Rules and Guidelines

CISCO

Partner Development Funds Cash Back Basic

Program Rules

Cisco® Small Business Partner Development Funds (PDF) is a comprehensive channel partner payment program designed to increase the profitability of Cisco channel partners as they expand their small business practice. The PDF Cash Back Basic track provides quarterly payments to qualifying channel

Click Here to Sign* ☐ [Download Terms and Conditions](#) 

Step 6: Submit Your Enrollment

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 View Enrollment Activity

 Delete  Archived

Who is Involved

Terms and Conditions

Review and Submit

Enrollment Summary

Enrollment Information:

Enrollment is ready for submission.

✓ Who is Involved: [Edit](#)

✓ Terms and Conditions: [Edit](#)

[Submit Request](#)

Comments on this Enrollment:

No Comments

[Add a Comment...](#)

Solutions

Products & Services

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PARTNER PROGRAM ENROLLMENT (PPE)

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Submission Confirmed

Thank you for submitting Your Application for Enrollment.

You will be notified via email once Cisco has approved this application for program Small Business PDF Cash Back Basic.

Enrollment ID # 7798

Created By **ROBBIE TUMA** on 23-Jul-2009

[Ok](#)

Review and submit your enrollment request.

You will then receive the submission confirmation screen as well as an email confirmation with your enrollment approval.

How Do I Track My Progress?

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Select
“Partner
Program
Intelligence”
from the PPE
Quick Start
Menu
and click “Go”

Solutions	Products & Services	Ordering	Support	Training & Events	Partner Central
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PARTNER PROGRAM ENROLLMENT (PPE)

Welcome **ROBBIE** to the Partner Program Platform - Enrollment Tool. You are now able to enroll, submit and track multiple Cisco Channel Programs through this integrated platform. [Training](#) | [Support](#)

Quick Start

Partner Program Intelligence

My Preferences
[Update My Profile](#)
[Manage My Access](#)
[My Proxy](#)
Preferred Language : English
[Change Language](#)
Disclaimer: This application accepts input in English only

Participating partners can begin tracking their progress in the Partner Program Intelligence tool starting September 2009.

Small Business NFR Guideline and overview

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The Not for Resale program was designed for partners to be able to integrate Cisco Small Business products (at a discounted price) within their own networks so they are able to demonstrate these products to their customers.

By participating in the Cisco Small Business Not-for-Resale program, partners can now acquire Cisco Small Business products for use in non-revenue generating activities such as **labs, demos and internal course development and training.**

Dates available: Jan 12, 2009 – Ongoing

Theater availability: Global

Eligibility: Registered Cisco Partners and above

Inquiries: Contact your SBMM for more information

Products: SBBU, SBSBU and SPAMBlocker

Small Business NFR - Terms and conditions

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Terms and Conditions

- NFR is for partners who are selling Cisco small business products
- Cannot combine with any other program or promotion
- Reseller name on the DART is a must

Theater	Max Discount Rate (for both SB Basic and Pro)	Max Discount (off WPL) per reseller per year	Max Quantity per technology per reseller per year	Max Quantity per SKU per deal (in DART)
EM	50%	\$20K	Qty 1 per SB sku and up to Qty 5 of SPA Phones SKUs	1