



## Cisco Partner Plus Program Global Terms and Conditions Prestige and Elite Partners

### 1. Introduction and Background

#### 1.1. Program Summary

The Cisco Partner Plus Program (the “Program” or “Partner Plus”) provides Cisco Channel Partners (“Partners”) focused on small and mid-sized customers with preference, support, and investment in sales and marketing, in return for commitment, engagement, and business growth. Partner Plus is a multi-level, partner growth program aimed at driving accelerated growth for Cisco in the Midmarket space by delivering compelling and sustainable business value to Partners. Each level offers increased benefits in recognition for a partner’s additional engagement, commitment, and performance in growing and evolving its Cisco business with mid-size customers. The Program provides a suite of benefits for all eligible enrolled Partners. The Program has a 12-month period that runs from July 31, 2016 through July 30, 2017 (the “Program Term”).

#### 1.2. Program Overview

The Program allows partners to develop their Cisco midmarket business by providing what resources partners need to address customers’ business demands. The more a partner achieves, the more benefits a partner may receive.

The Program includes three levels in which a Partner may participate. These levels are defined as follows:

1. **Partner Plus Aspire** – entry level with benefits designed to enhance a partner’s Midmarket foundation.
2. **Partner Plus Prestige** – middle level with benefits designed to develop and drive demand to advance a partner’s Midmarket business.
3. **Partner Plus Elite** – top level with benefits designed to provide greater agility to address new market opportunities.

Please refer to section 3 for Program eligibility requirements.

#### 1.3. Policy Overview

This document, as updated by Cisco from time to time and posted at <http://www.cisco.com/go/partnerplus> (the “**Terms and Conditions**”), sets forth the terms and conditions for the Partner’s participation in the Program.

#### 1.4. Process Summary

1.4.1. Participation: Partner Plus is open to all Partners who meet the criteria outlined in Section 3.

1.4.2. Enrollment: The Program requires Prestige and Elite Partners to enroll through Cisco’s Partner Program Enrollment (PPE) tool (<http://www.cisco.com/go/ppe>).

To enroll, follow the steps below:

- Choose Partner Plus Prestige FY17 or Partner Plus Elite FY17 as the Program, corresponding to the level for which you have qualified.
  - Select the country where the Partner would like to enroll in the Program.
  - Confirm Partner's contact details on the "Who Is Involved" tab.
  - Complete the contact information section (Name and Email address).
  - Complete the questionnaire.
  - Click to accept these Terms and Conditions.
  - Review the final application and select Submit.
- 1.4.3. If eligible, Partner will receive Program growth targets for the Program period by the end of Cisco's FY17 Q1.
- 1.4.4. Approval: When requested, Partner agrees to submit a Partner Plus business plan, subject to the review and approval of Partner's virtual/Partner Account Manager. Upon approval, the Partner will receive the growth targets for the period by the end of Cisco's FY17 Q1.
- 1.4.5. Cisco will process the Program reward based on the Partner's achievement of their quarterly booking target.

## 2. **Definitions**

If a capitalized term is not defined in these Terms and Conditions, it shall have the meaning as described to it in the Resale Agreement. In the event of a conflict between the Resale Agreement and these Terms and Conditions, these Terms and Conditions will control as it relates to the subject matter set forth herein.

- 2.1. **Direct Order:** An order placed by Partner directly with Cisco.
- 2.2. **End Customer or End User:** Final purchaser or licensee that (i) has acquired Product and/or Services for its own Internal Use and not for Resale, remarketing, or distribution, and (ii) is identified as such purchaser or licensee by Reseller. Cisco Partners or Resellers are NOT considered an eligible End Customer or End User under these Terms and Conditions.
- 2.3. **Fiscal Year 2017 (FY17):** Cisco defines Fiscal 2017 as July 31, 2016 through July 29, 2017. Cisco's FY17 has four fiscal quarters. Q1 FY17 is from July 31, 2016 to October 29; Q2 FY17 is from October 30 to January 28; Q3 FY17 is from January 29 to April 29; and Q4 FY17 is from May 30 to July 29, 2017.
- 2.4. **GPL:** The Cisco Global Price List as published at Cisco.com.
- 2.5. **Internal Use:** Any business use of a Product for an End Customer's or Partner's own internal use; it is to be distinguished from the definition of Resale provided below. For clarification purposes, "internal use" does not mean the use of a Product or Service by Registered Partner for the purpose of providing managed or cloud services to an End Customer.
- 2.6. **Midmarket:** An End Customer with less than 1,000 employees.
- 2.7. **Partner:** Reseller registered with Cisco that purchases and/or licenses Products and Services from Cisco or an Authorized Source or Authorized Channel and Resells such Products and Services directly to End Customers.
- 2.8. **Products:** Cisco hardware products, software, and related documentation, as defined in Partner's Resale Agreement and as listed on the then-current GPL.

- 2.9. **Services:** Cisco services as defined in Partner's Resale Agreement, Cisco Services Partner Program Agreement and as listed on the then-current GPL.
- 2.10. **Resale Agreement:** The Cisco Indirect Channel Partner Agreement (ICPA), the Cisco Systems Integrator Agreement (SIA), or another similar Cisco agreement that authorizes the resale of Cisco Products and Services to End Customers.
- 2.11. **Territory:** Varies by region.

### 3. **Eligibility Requirements**

Partner must meet the requirements listed below for the duration of the Program Term. If Cisco determines at any point that the requirements are not met, Partner may be removed from the Program.

#### 3.1. **Partner Eligibility**

- 3.1.1. Partner must have a current and valid Resale Agreement in place, and must be in good standing with the Cisco Channels Partner Program.
- 3.1.2. Partner must have a valid CCO User Identification (CCO ID) account in order to access Cisco's Partner Central website.
- 3.1.3. Partner must have all the required Cisco certifications, specializations, and authorizations to sell and implement all of the required Products and Services within the Partner's authorized Territory.
- 3.1.4. Partner agrees to maintain all required Cisco certifications, specializations, and authorizations ("Certifications") throughout the Program Term. Should said Certifications expire, Partner agrees to renew required Certifications within 90 days of expiration or Partner's participation in this Program may be terminated.
- 3.1.5. To be eligible for reward payments under this Program, Partner must collaborate fully upon completion of a business plan, if requested, with its Partner Account Manager (PAM) or Virtual Partner Account Manager (VPAM), who will submit it to the Partnership Planning System. Partners who do not complete a business plan within the timeframe requested may not receive their reward payments and may be removed from the Program for noncompliance.
- 3.1.6. If Partner meets the requirements stated in this Section 3.1, Partner will be invited to participate in the Program if Partner meets additional specific eligibility requirements stated in the applicable regional Exhibit.
- 3.1.7. Cisco's Commercial Big Bets Program and the Partner Plus Program are mutually exclusive. Partner cannot be in both Cisco programs at the same time, even if Partner is otherwise eligible for Partner Plus. If Partner has an active Commercial Big Bet set up, Partner is not eligible for Partner Plus.
- 3.1.8. Additional Country/Region Specific Entry Level Criteria is included in the applicable Regional Exhibits.

#### 3.2. **Partner Plus Status Level Maintenance Criteria**

Partners who qualify to participate in the Program may be required to meet performance criteria throughout the duration of the Program to maintain status at the same Program level.

### 4. **Program Enrollment**

- 4.1. Eligible Prestige and Elite Partners must enroll in the Program through the Partner Program Enrollment Tool (PPE) (<http://www.cisco.com/go/PPE>).
- 4.2. Enrollment will be open from August 15, 2016 through September 2, 2016. The enrollment end date may be extended based upon regional requirements. Any extensions will be communicated to Partners prior to enrollment opening.
- 4.3. Partner must provide all requested information and accept these Terms and Conditions to participate in the Program.
- 4.4. Once approved, enrollment is valid through the end of the Program Term provided Partner complies with these Terms and Conditions, and Partner will be entitled to access the benefits based on eligibility level noted in Section 3.
- 4.5. If a Partner has difficulty enrolling, a case must be opened at Customer Service Central prior to the closing of the enrollment period for consideration. No enrollment exceptions will be made without a case.
  - 4.5.1. To open a case at Customer Service Central:
    - Go to My Cisco Workspace at <http://www.cisco.com/go/mycisco>.
    - If this is your first time using Customer Service Central, you will need to add the module to your Workspace.
    - Click on "Open a case."
    - Select <General Inquiries, Products, Services> or <Programs & Promotions Inquiries, Partner Program Enrollment>.
    - Select "Partner Plus" from <Program/Promotion> drop down box, describe the issue and attach file if applicable.
    - <Submit> the case.

## 5. **Program Benefits**

Enrolled Partners will have access to various benefits, depending on the Partner Plus level in which they are enrolled. These benefits may be delivered directly by Cisco or by an authorized Cisco Distributor. Specific Program benefits may vary by region – please check the applicable Regional Exhibit for details.

Cisco may communicate with any registered contacts via email and provide regular updates on the Partner Plus Program, including information on benefits, offers, incentives, marketing, and industry trends.

## 6. **Target-Based Partner Plus Incentives Requirements**

Target-based Partner Plus Incentives may be available to reward Partners for growing their Commercial Territory midmarket business. This benefit varies by region – please check the applicable Regional Exhibit for details.

## 7. **Product, Service, and End Customer Eligibility**

- 7.1. All Cisco Products and Services on the Global Price List (GPL) are eligible for incentives under the Program. Only Products purchased from Cisco or an Authorized Channel are eligible. Not for Resale (NFR) and Used Products are ineligible. Products procured by Partner for internal use will not be eligible for the Program.
- 7.2. Only Products and Services sold to End Customers in the Midmarket space will be eligible for Partner Plus Incentives.

- 7.3. For orders placed through a Cisco Authorized Distributor, Cisco does not recognize distributor point-of-sale (POS) until the Product ships and invoices, regardless of when the Product is booked with the distributor. If Partner buys through Cisco Authorized Distributors, Cisco will consider the posted date (the date the Cisco Authorized Distributor posted the POS to Cisco) to qualify the booking transaction. The POS transaction must be posted no later than the last day of Cisco's fiscal quarter to be valid for Partner Plus Incentives for that quarter. If the distribution order is placed using the Channels Booking Neutrality (CBN) or equivalent process from Cisco, the distribution order will be converted to a Direct Order and treated as such. The CBN order would then follow the same deadline dates as a Direct Order.

Booking Eligibility Dates for Products and Services

	For Direct and CBN/DSV Orders		For Orders through Distribution
<i>To be eligible for fiscal quarter</i>	<i>Must book by:</i>	<i>Must ship by:</i>	<i>Must book AND ship by:</i>
Q1	October 29, 2016	Jan 28, 2017	October 29, 2016
Q2	Jan 28, 2017	April 29, 2017	Jan 28, 2017
Q3	April 30, 2017	July 29, 2017	April 30, 2017
Q4	July 30, 2017	October 23, 2017	July 30, 2017

- 7.4. Partner is free to determine its Resale prices for Products and Services unilaterally. This Program is not a commitment or a guarantee that the Partner will increase margins and profitability.
- 7.5. Cisco reserves the right to modify or cancel the Program at its discretion without prior notice to Partner.
- 7.6. Service contract renewal takeovers are not included in the Partner's eligible Services bookings.
- 7.7. Partner is responsible for identifying and reporting to Cisco any discrepancies between Cisco published bookings and their own records. The reporting deadline for any bookings discrepancy cases is 30 days from the final bookings date. In addition, Partner must supply the supporting documentation within 30 days of the shipment cutoff date. If Partner fails to meet this deadline, Partner's discrepancy claim will be automatically rejected.
- 7.8. Payment discrepancies must be reported within 30 days after receipt of the first payment notification for each payment. If no payment notification is received by Partner, payment discrepancies must be reported by 90 days after the first group of second run payment run notifications are sent to partners.
- 7.9. Bookings and payment discrepancy cases must be opened using the Customer Service Central (CSC) module in My Cisco. Discrepancies reported only by email, not using CSC, will not be considered.
- 7.9.1. To open a case at Customer Service Central:
- Go to My Cisco Workspace at <http://www.cisco.com/go/mycisco>.
  - If this is your first time using Customer Service Central, you will need to add the module to your Workspace.

- Click on "Open a case."
- Select <General Inquiries, Products, Services> or <Programs & Promotions Inquiries, Partner Program Bookings Claims?>.
- Select "Partner Plus" from <Program/Promotion> drop down box, describe the issue and attach file if applicable.
- "Submit" the case.

## 8. **Redeeming Program Incentive for Eligible Activities**

- 8.1. Partner Plus Prestige and Elite Partners that meet or exceed their booking targets will be eligible for the Program Incentive.
- 8.2. Program incentives will be calculated based on the structure documented in the applicable Regional Exhibit.
- 8.3. **Prestige and Elite Partner Program Incentive Redemption**
  - 8.3.1. This Section 8.3 applies to all regions except China. Specific on China are included in the applicable Regional Exhibit.
  - 8.3.2. The Program Reward Incentives will be deposited and tracked in Partner Marketing Central (PMC) where Partners can apply their incentives to offset costs for approved activities.
  - 8.3.3. Program Reward Incentives will be deposited into PMC approximately six (6) weeks after the end of the quarterly reward period. Incentives accommodating CBN/DSV shipments and adjustments will be made subsequent to that date.
  - 8.3.4. All activities require prior approval. Only activities that are approved by Cisco will be eligible for Incentive fund reimbursement. For a list of approved activities, please go to: [http://www.cisco.com/web/CA/channels/programs\\_promotions/incentive\\_programs/partner\\_plus.html](http://www.cisco.com/web/CA/channels/programs_promotions/incentive_programs/partner_plus.html).
  - 8.3.5. Elite and Prestige Partner utilization of Reward Incentives is governed by the Activities Utilization and Proof of Performance Guidelines, incorporated by reference into these terms and conditions and available on the Virtual Wallet. Prior approval is required for all activities.
  - 8.3.6. Activity requests for all funds earned in Cisco's fiscal year 2017 must be submitted and approved by Cisco in Partner Marketing Central (PMC) prior to the end of the second fiscal quarter (Q2) of Cisco's fiscal year 2018 and all activities must be completely executed by the end of Q3 of Cisco's fiscal year 2018.
  - 8.3.7. Activity approval requires both approval of the activity request and final approval of the appropriate proof of performance once uploaded into PMC. Proof of performance must be uploaded into PMC within 60 days of the completion of the activity.
  - 8.3.8. All funds not claimed by the date above will be forfeit and returned to Cisco.
  - 8.3.9. Activities funded through other Cisco programs, including Joint Marketing Funds (JMF), will not be eligible for duplicate reimbursement. Any Partner deliberately submitting a single activity for multiple reimbursements will forfeit any remaining funds from this Program and may be removed from the Program and barred from future participation in in the Program.

- 8.4. To receive incentive payments under this Program, Partner must be in good standing with the Cisco Channel Program. In particular, incentive payments cannot be earned if and for as long as Partner or any of its Affiliates owes money to Cisco or its Affiliates, other than in the ordinary course of Cisco's standard 30-day payment terms (or any other payment terms agreed in writing with Cisco or its Affiliates), in which case Cisco reserves the right to set off any amount due under the Program against unpaid invoices and immediately suspend Partner or its Affiliates' entitlement to receive incentive payments under the Program until all outstanding amounts have been irrevocably paid in full by Partner or its Affiliates.
- 8.5. Partner is responsible for complying in full with the Program's Activities Guidelines, Proof of Performance requirements, and other approvals necessary to receive reimbursement. Cisco, Cisco's representatives, and Cisco's contractors are not responsible for Partner's failure to comply with Cisco requirements.

## **9. Payment Location for Program Payments**

- 9.1. One or more Partner legal entities may execute these Terms and Conditions.
- 9.2. Cisco assigns each legal entity that executes a Resale Agreement to a Country Group<sup>1</sup>. Cisco, in its discretion, maintains the Country Group mappings. Some Cisco Programs apply Program Payments at the Country Group level, while others apply Program Payments at the country level.
- 9.3. Cisco makes Program Payments based on the country of the Partner Program agreement (or Program Terms and Conditions, as applicable) or Partner's assigned Country Group, if applicable.
- 9.4. For each Country Group, one of Partner's legal entities that executed the Resale Agreement must accept these Terms and Conditions for that Country Group.
  - 9.4.1. Partner must select a legal entity located in one of its authorized Territories in the Country Group as the entity and location for payment. The beneficiary of the payment must be the entity identified by the Partner when accepting these Terms and Conditions.
- 9.5. For any Program reward earned at the Country Group level, all payments will be made only to a bank account in the country selected by Partner for the receipt of such payments. The country of the bank account must be located within the Partner's assigned Country Group.
- 9.6. For rewards earned at the country level, all payments will be made only to the bank account in the country associated with these Terms and Conditions.
- 9.7. Partners operating in the CANSAC region, India, and Ukraine must follow the additional payment restrictions identified in the table below:

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<sup>1</sup> Country Groups may consist of a single or multiple countries.

Location of Sales Related to Program Payment	Country Group Assigned by Cisco	Where Program Payment Must be Paid
CANSAC	CANSAC	All rewards earned in CANSAC will be paid in the mainland country (or any of the following islands: the Dominican Republic, Jamaica, Puerto Rico, or Trinidad and Tobago) identified by Partner. If no rewards are earned in mainland countries, payments may be made to the authorized Territory in an island country (Anguilla, Antigua and Barbuda, Aruba, Bahamas, Barbados, Bermuda, Cayman Islands, Dominica, Grenada, Guadeloupe, Martinique, Montserrat, Netherlands Antilles, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Turks and Caicos Islands, Virgin Islands, British, Virgin Islands, U.S.) in CANSAC.
India	India Sub-Continent	All rewards earned in the India Subcontinent country group will be paid in India. If no rewards were earned in India, payments will be made to the authorized territory within India Subcontinent country group.
Ukraine	Europe East	All rewards earned in the Europe East Country Group will be paid to the Partner entity in Ukraine if any reward is earned there. If no rewards are earned in Ukraine, payments will be made to the authorized Territory within Europe East.

9.8. The beneficiary of the rewards must be the entity identified by Partner when accepting these Terms and Conditions.

9.9. The reward payment location must remain constant for the duration of the Program Term.

**10. Beneficiary, Banking, and Contacts**

10.1. Cisco will not permit changes to the name and/or the payment location of Partner during the Program Term.

10.2. Partner may not nominate third parties to receive payments directly from Cisco on behalf of the Partner.

10.3. Partner payments to a payment aggregator will not be allowed.

10.4. Individuals may not receive payments. Only corporate entities may receive payments.

**11. Confidentiality**

11.1. Any information shared between Cisco and Partner related to this Program is Confidential Information as defined under the Partner's Resale Agreement.

11.2. Breach of Confidentiality. If any Partner breaches the confidentiality provisions contained in these Terms and Conditions or the Partner's Resale Agreement, Cisco may reject the related enrollment and revoke access to future Program Terms.

**12. Leads and Prospects Platform Tool**

- 12.1. Partner agrees that, by accepting the Partner Plus Terms and Conditions, Partner agrees to enroll Partner Company in the Cisco Leads and Prospects Platform, a Cisco online tool, as appropriate, or if requested by Cisco.
- 12.2. Partner agrees to assume the following responsibilities when using the Sales Collaboration Platform:
  - 12.2.1. Partner will accept or reject target prospects, uncovered account lists, and leads in within two business days.
  - 12.2.2. If accepted, Partner will assign target prospects, uncovered account lists, and leads to the appropriate partner sales representative.
  - 12.2.3. Partner will provide updates within the system on sales engagement activities with the End Customer.
  - 12.2.4. Partner will track status to ensure sales representative action.
  - 12.2.5. Partner will review results and develop plans with Cisco Sales lead.

### **13. Cisco Rewards**

This Section 13 applies to all regions except Asia Pacific, Japan, and China. See Regional Exhibits for details.

Partner agrees that, by accepting these Partner Plus Terms and Conditions, Partner is also enrolling Partner Company in to the Cisco Rewards Program, in regions where it is available.

The Partner company and its Administrator/Sponsor will be auto-enrolled into the Cisco Rewards Program upon enrolling in Cisco's Partner Plus Program.

Terms and conditions for Cisco Rewards are available at: [http://www.cisco.com/web/partners/incentives\\_and\\_promotions/cisco\\_rewards.html](http://www.cisco.com/web/partners/incentives_and_promotions/cisco_rewards.html).

Partners can choose to opt out of Cisco Rewards by selecting "opt-out of Cisco Rewards" in Cisco's Partner Program Enrollment (PPE) tool or by contacting Cisco Customer Service at <http://www.cisco.com/go/cs>.

Individual participants need to enroll in Cisco Rewards independently via Cisco's Partner Self Service (PSS) tool.

## Canada Regional Exhibit

### 1. Territory

The provisions contained in this Exhibit apply only to Territory bookings in Canada.

Public Sector (SLED accounts) bookings are not eligible for Commercial Territory bookings and will not count towards Program targets.

National Direct Integrators and Cisco Gold Partners do not qualify for the FY17 Partner Plus Program in Canada.

### 2. Regional Partner Eligibility Requirements

Partner will be invited to participate in the Program if Partner meets the eligibility requirements stated in the table below:

	<b>Partner Plus Elite</b>
Minimum Certification	Premier
Minimum Commercial Territory Bookings from Q4, FY15 through Q3, FY16.	\$400,000 CAD
Maximum Commercial Territory Bookings from Q4, FY15 through Q3, FY16	\$4,000,000 CAD
Percentage of Midmarket Focus	20%
Maximum Allowable Negative Growth, year over year	-15%
Minimum Quarterly Territory Bookings / Number of Quarters	\$75,000 CAD/ 3 Quarters
Other Investments	No current MOU/MDA
Commercial Business Plan	Required if Cisco vPAM, PAM or TBM is assigned to Partner

### 3. Partner Plus Status Level Maintenance Criteria

Partners who qualify to participate in the Program must meet performance criteria throughout the duration of the Program to maintain status at the same Program level.

- 3.1. To maintain Partner Plus Elite status, Partner must achieve a minimum of three out of four quarterly target-based product incentive goals during Cisco FY17 or the annual target incentive goal.
- 3.2. Additionally, to maintain Partner Plus Elite status, Partner must execute a minimum of one marketing or demand generation activity using their Partner Plus incentive funds in their Partner Plus Virtual Wallet during the Program Term.
- 3.3. Partners who do not meet FY17 Q1 and Q2 targets AND generate less than 15% of

their annual product bookings target by the end of Q2 FY17 (January 28, 2017) may be removed from the Program.

- 3.4. Partners who do not meet their Business Plan objectives and deliverables may be removed from the Program.
- 3.5. Failure to meet any of the Partner Plus Status Level Maintenance Criteria or other Program requirements may result in Partner's status level for the subsequent Program Term being reduced to the next lowest level, the Partner being removed from the Program, the Partner being removed from future consideration for subsequent Program years, or all three options.

4. Program Benefits

- 4.1. Enrolled Partners will have access to various benefits, depending on the Partner Plus level in which they are enrolled. These benefits may be delivered directly by Cisco or by an authorized Cisco Distributor.

Cisco Partner Plus Benefits	Partner Plus Elite
<b>Business Enablement</b>	
Exclusive pre-sales technical support services	Yes – Cisco Partner Help Plus
Web Based Learning – Partner Plus Briefcase	Yes
Partner Plus Sales Enablement Journeys	Yes
<b>Marketing and Demand Generation</b>	
Marketing Training	Yes
Partner Marketing Central	Yes
Marketing Planning and Execution Resources	Yes – Cisco Provided
Full Service Architecture Demand Generation Campaigns and Services Marketing Campaigns	Yes
Access to Leads and Prospects	Yes
<b>Incentives and Rewards</b>	
Cisco Rewards	Yes
Cisco Winner's Circle	Yes
Partner Plus Target-Based Incentives and Virtual-Wallet Access	Yes

- 4.2. **Business Enablement** – Optimize Partner's sales productivity with tools delivered by Cisco or a Cisco-Authorized Distributor.

- 4.2.1. **Exclusive Pre-Sales Technical Support Services** – Access to expert pre-sales technical services with defined Support Level Agreements (SLAs) to help the Partner scale scarce engineering and service offering expertise and drive End Customer satisfaction.

- 4.2.1.1. **Partner Help Plus** – The Partner Help Plus service available to Elite Partners offers escalated 24/5 pre-sales technical support from Cisco specialist engineers and service proposal managers, with a six-hour SLA.

- 4.2.2. **Training** – Access to ramp up and increase productivity of new partner sales representatives. Available either directly from Cisco or through an authorized distributor.
  - 4.2.2.1. **Web Based Learning** – P+ Sales Briefcase – On demand access to Soft Skills training modules, regionally customized campaigns, and midsized case studies developed exclusively for Partner Plus partners.
  - 4.2.2.2. **Partner Plus Sales Enablement Journeys** – Role-based enablement recommendations and trainings hosted by Cisco Learning Partners and Distributors.
- 4.2.3. **Marketing and Demand Generation** – Accelerate customer demand in the midmarket sector.
  - 4.2.3.1. **Marketing Training** – Access to Cisco Marketing Training and Enablement resources on the Sales Connect Platform.
  - 4.2.3.2. **Partner Marketing Central** – Access to Partner Marketing Central (PMC), an easy-to-use tool for Cisco partners to create co-branded marketing materials, campaigns and other resources.
  - 4.2.3.3. **Marketing Planning and Execution Resources** – Access to regionally specific co-marketing support that assists in the effective planning and execution of demand generation activities via a Cisco Authorized Distributor or directly from a Cisco Partner Marketing Manager or a Cisco Virtual Partner Marketing Manager, when available.
  - 4.2.3.4. **Full Service Architecture Demand Generation Campaigns** – Access to Partner Plus Full Service Architecture Demand Generation Campaigns designed specifically for the midmarket. These campaigns are designed to be quickly and easily executed so you can start benefiting from the results immediately.
  - 4.2.3.5. **Service Demand Generation Campaigns** – Access to Service Demand Generation Campaigns designed to create leads for services targeted at midmarket.
  - 4.2.3.6. **Cisco-Generated Leads and Target** – Access to Cisco-generated sales-qualified leads and target prospects when available. Elite Partners will get priority. In regions where leads are generated and there is no Elite Partner, then leads will be passed to the most qualified Partners.
- 4.2.4. **Incentives and Rewards** – Motivate Partner sales team and reinvest reward incentives in Partner's business.
  - 4.2.4.1. **Cisco Rewards Program** – Access to incentives and recognition for Partner employees through the Cisco Rewards Program platform. Earn points for selling technologies and services highlighted through Cisco Rewards. Please refer to the Cisco Rewards Program Terms and Conditions for further information on eligibility and qualifications. The Cisco Rewards Program is not available in the China, Japan, or APAC regions.
  - 4.2.4.2. **Cisco Winner's Circle** – Rewards the partner sales representative at the highest-selling Midmarket-focused Partner.

Please refer to Winner's Circle Terms and Conditions for further information on eligibility and qualifications located here:  
<http://www.cisco.com/go/winnerscircle>.

- 4.2.4.3. **Target-Based Incentives and Virtual Wallet** – Provides financial rewards for reinvestment in business-building activities. The Virtual Wallet provides the mechanism to re-invest incentives in Midmarket business development for Elite Partners.

5. Target-Based Partner Plus Incentives Requirements

Target-based Partner Plus Incentives are a key benefit designed to reward Partners for growing their Commercial Territory business by providing funding that can be used for a variety of marketing, demand generation, and enablement activities. The Program provides an incentive to Partners that achieve Program growth targets during the 12-month Program Term. Partners participating in the Partner Plus Elite level are eligible for Target-Based Partner Plus Incentives.

5.1. **Elite Partner Reward Incentives Requirements**

- 5.1.1. Partner Plus Incentives reward Elite Partners that meet an FY17 Cisco Product bookings target and/or FY17 Cisco Services bookings target. Elite Partner Product-based targets will be calculated by multiplying the Partner's Cisco FY16 eligible bookings by a target growth percentage.
- 5.1.2. Elite Partner Services-based targets will be calculated by multiplying the Partner's quarterly services bookings for each Cisco Fiscal Quarter in Cisco's FY16 by a target growth percentage.
- 5.1.3. Elite Partner Annual and Quarterly targets will be published in Total Program View (TPV) (<http://www.cisco.com/go/tpv>).
- 5.1.4. Incentive Reward Periods. Partner Plus Reward Incentives have a quarterly reward period based on Cisco's fiscal quarters. Reward Incentives will be based on meeting growth targets in both periods as described below.

5.2. **Incentive Reward Summary Matrix**

Reward Period	Booking Thresholds	Percentage Reward on Shipped Bookings	Maximum Reward
Quarterly	100% of Quarterly Target	6% on Products 4% on Services	\$40,000 CAD Products \$10,000 CAD Services