



# Cisco ONE VIP 27 Overview

# VIP 27 Cisco ONE

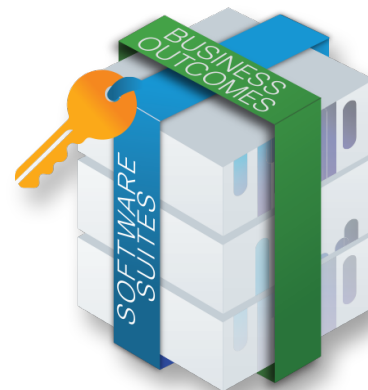
## Partner Opportunity

- Cisco ONE is a new Software Licensing Go-to-Market
- Enroll in the regular EN and Data Center Tracks , if you are partner interested in growing and accelerating your Data Center, WAN, and Access business through Cisco ONE Software
- Cross Architecture Rebates Preserved and Enhanced

The Cisco ONE VIP SKU's provides a synergistic approach by preserving hardware rebates on like SKUs and allows for higher rebates on Cisco ONE Software.

For example, Cisco ONE offers rebates on Software for Data Center Computer at 15%, Enterprise Networks 10%, and Nexus at 5% with Nexus ACI software products 10%
- Gold/Master Level Kicker

Master and Gold bonus structure in Cisco ONE mirrors the Master and Gold bonus structure of the underlying Architectural tracks



# VIP 27: Summary of Changes

What's New	What It Is	Partner Impact	Your Action
Cisco ONE™ SKUs integration to EN and DC tracks	<ul style="list-style-type: none"> <li>Cisco ONE is new software licensing go-to-market strategy</li> </ul>	<ul style="list-style-type: none"> <li>Cisco ONE SKUs can be found in EN and DC SKUs lists now</li> </ul>	<ul style="list-style-type: none"> <li>Learn more details about Cisco ONE and start selling Cisco ONE SKUs as part of your EN, DC opportunities</li> </ul>
Cisco ONE evolution	<ul style="list-style-type: none"> <li>Cisco ONE is new software licensing go-to-market strategy</li> </ul>	<ul style="list-style-type: none"> <li>Cisco ONE VIP track is opening to more partners in VIP 27</li> </ul>	<ul style="list-style-type: none"> <li>Enroll into Cisco ONE track and learn more details about Cisco ONE at <a href="http://www.cisco.com/go/one4partners">www.cisco.com/go/one4partners</a></li> </ul>
Cisco ONE VIP rebates provide the best opportunity for a partner to maximize their rebates	<ul style="list-style-type: none"> <li>Cisco ONE is a new simple software licensing go-to-market strategy focused on delivering solution based outcomes to customers</li> </ul>	<ul style="list-style-type: none"> <li>Partners can optimize their VIP rebates by selling Cisco ONE. (Please see the VIP chart for specific sku information)</li> </ul>	<ul style="list-style-type: none"> <li>Ensure your account teams are enabled to position Cisco ONE Software on all Data Center and Enterprise Networking opportunities</li> </ul>
Migration to Existing VIP Tracks	<ul style="list-style-type: none"> <li>Cisco ONE is now part of the mainstream VIP Tracks for Data Center and Enterprise Networks</li> </ul>	<ul style="list-style-type: none"> <li>Partners will now be able to enroll in their regular VIP Tracks and leverage Cisco ONE to help them achieve their VIP bookings requirement</li> </ul>	<ul style="list-style-type: none"> <li>In order to be eligible for Cisco ONE VIP Rebates please enroll in the corresponding Data Center and Enterprise Networks VIP Tracks that you qualify for.</li> </ul>

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Cisco ONE VIP 27 Coverage					
Track Name	Core & WAN	Unified Access	Express EN	DC Unified Fabric	DC Unified Compute
Entry Requirement	Advanced Routing and Switching and/or Advanced Borderless Network Architecture Specialization and/or Advanced Core and WAN Services and/or Advanced Enterprise Networks Specialization	Advanced Wireless LAN and/or Advanced Borderless Network Architecture Specialization and/or Advanced Unified Access and/or Advanced Enterprise Networks specialization	Express Foundation and/or Small and Midsize Business Specialization	No Entry Requirement	No Entry Requirement
Exit Requirement	Advanced Routing and Switching and/or Advanced Borderless Network Architecture Specialization and/or Advanced Core and WAN Services and/or Advanced Enterprise Networks Specialization	Advanced Wireless LAN and/or Advanced Borderless Network Architecture Specialization and/or Advanced Unified Access and/or Advanced Enterprise Networks Specialization	Express Foundation and/or Small and Midsize Business Specialization	Advanced Data Center Architecture and/or Unified Fabric Technology Specialization	Advanced Data Center Architecture and/or Unified Fabric Technology Specialization
Min. Bookings	\$350K	Up to \$165K - Varies by Country	\$50K	Up to \$200K - Varies by Country	Up to \$50K - Varies by Country
CSAT Score	Maintain Gold/Premier certification OR Completed follow-up activities on all low scores received for the current fiscal year within the PAL tool				
C1 Software Rebate	10%*	10%*	2%	5%, 10%***	15%
C1 Hardware Rebate	No Change**	No Change**	No Change**	No Change**	No Change**
Gold	1%*	1%*	N/A	1%	1%
Master	N/A	N/A	N/A	1%	1%
Core Accelerator	1-2%****	1-2%****			

\* Gold Kicker only available on 10% and 8% rebate category products of Core and WAN Services and Unified Access

\*\* No Change on Hardware Rebates from Business as Usual SKUs (Traditional Hardware SKUs)

\*\*\* Nexus Cisco ONE Software Suites with ACI have rebates at 10%, All other Nexus Cisco ONE Software Suites are 5%

\*\*\*\* Available to Golf Certified Partners Only

# Cisco ONE VIP Strategy

Software	VIP 26	VIP 27
EN Core & WAN Service	10%	10%
Data Center UCT	15%	15%
Data Center UFT	5%, *10%	5%, *10%

Hardware	VIP 26	VIP 27
Enterprise Networks Core & WAN Services (Based on Core & WAN Services VIP Program Guidance)	No Change	No Change
Data Center (Based on Data Center VIP Program Guidance)	No Change	No Change

\*Cisco ONE Software sold with Nexus ACI has a rebate of 10%