

## Cisco Value Incentive Program for Advanced Technologies: Period 14

### Asia Pacific rules

The Cisco® Value Incentive Program for Advanced Technologies is a comprehensive back end payment program designed to increase margins for Cisco channel partners that resell collaboration, virtualization and borderless networks products. The program provides a payment to partners that achieve program objectives during a 6-month program period or a 3 month program period. The Cisco Value Incentive Program rewards Cisco channel partners for their investment in advanced technologies, and for achieving customer satisfaction. **Cisco Value Incentive Program Period 14 runs from July 26 2009 through January 23 2010.**

### Program Benefits

The Cisco Value Incentive Program is another element of the pay-for-performance approach that Cisco uses to support its channel partners in increasing their profitability. The Cisco Value Incentive Program:

- Substantially improves the profitability of Cisco solutions for qualifying partners that participate in this program
- Rewards partners that focus on advanced technologies as a practice and promote customer technology migration, regardless of company size
- Develops eligibility criteria based on partner quality and focus, not company size
- Rewards partners that receive high customer satisfaction ratings

### Participation Prerequisite

Cisco Value Incentive Program Period 14 has 3 separate tracks and 12 sub tracks.

Participation prerequisite differ for each track. Please review these rules carefully.

Unless otherwise stated, partners may apply simultaneously to participate in multiple tracks. However, payments must be earned independently for each subtrack.

Table 1 lists the tracks and subtracks for Cisco Value Incentive Program Period 14, with the prerequisite for each.

Table 1 Prerequisite for Cisco Value Incentive Program (VIP) Subtracks		
VIP14 Track	VIP14 Sub tracks	Specialization/Certification/ ATP requirements at time of attainment in the Program
<b>Borderless Networks</b>	Multinational Security	Host = Master Security Specialization Satellite = Security Satellite Specialization or Advanced Security Specialization
	Routing	Advanced Routing and Switching Specialization or Premier Certification
	Security	Advanced Security Specialization
	Core Switching	Advanced Routing and Switching Specialization or Premier Certification
	WAN Optimization	Advanced Routing and Switching Specialization
	Wireless	Advanced Wireless Specialization

<b>Collaboration</b>	Multinational Unified Communications	Host = Master UC Specialization Satellite = UC Satellite Specialization or Advanced UC Specialization
	Unified Communication	Advanced Unified Communications Specialization
	TelePresence	TelePresence Authorized Technology Provider (ATP)
<b>Virtualization</b>	Data Center	Advanced Data Center Network Infrastructure Specialization
	Storage Switching	Advanced Data Center Storage Networking Specialization
	Unified Computing	Unified Computing Authorized Technology Provider (ATP)

- You must hold the required specialization /certification / ATP at the time of attainment in the Cisco Value Incentive Program.
- You must have access to the Partner Access online (PAL) tool for the purpose of sending customer satisfaction surveys to your customers. If you do not have access, please work with your Cisco channel account manager (CAM) to gain access.
- Under the Borderless Networks track, you may only participate in either the Multinational Security subtrack or the Security subtrack; you may not participate in both tracks simultaneously within the VIP Period 14. You must choose between the two.
- Under the Collaboration track, you may participate in either the Multinational Unified Communications sub-track or the Unified Communications sub track; you may not participate in both tracks simultaneously within VIP Period 14. You must choose between these two.
- To participate in the Multinational Security and the Multinational Unified Communications sub tracks you must have a minimum of one host and one satellite.

### Enrollment Process

You must meet the participation prerequisite for at least one subtrack to enroll in a track. See Table 1 for details. Once you have successfully enrolled in a track you may gain entitlement to any additional subtrack of the track you are enrolled in, provided you have successfully met the subtrack requirements.

**All Partners must enroll in VIP Period 14 to participate regardless of their previous VIP period enrollment status.** If you meet the participation criteria, please visit the Value Incentive Program Tool at <http://www.cisco.com/go/viptool>.

1. Click "Apply Online"
2. Select the country you would like to enroll in for the Value Incentive Program
3. Select the track
4. Review and agree to the program terms and conditions
5. Review the final application
6. Check the box "I have read and understand the VIP Program rules"
7. Submit the application.

## Enrollment Timeframes

Applications for VIP Period 14 will be accepted during the timeframes indicated in Table 2.

Program Period	Program duration	Enrollment open dates	Enrollment Close dates	Approximate date to Receive Payment for Orders booked by January 23 2010 and Shipped Before February 12 2010	Approximate date to Receive Payment for Orders booked by January 23 2010 but shipped between February 12 2010 and May 1 2010
July 26 2009 January 23 2010	6 months	August 10 2009	September 4 2009	April 2010	June 2010
October 25 2009 to January 23 2010	3 months	October 26 2009	November 13 2009	April 2010	June 2010

## Acceptance into the Program

Once you have completed and electronically signed the VIP application form, the program administrator will send email to you and your Cisco CAM notifying you of your program status.

## Payout Criteria

### Customer Satisfaction Payout Criteria

One customer satisfaction (CSAT) score and a minimum number of responses will be used for all three tracks (Borderless Networks, Collaboration and Virtualization). If a partner misses either the CSAT target or the number of required surveys, the partner will not be eligible for payment in any of the sub-tracks. Table 3 summarizes the payout criteria for the 6-month and 3-month periods.

Criteria	If Enrolled in the 6 -Month Period	If Enrolled in the 3- month period
<b>Customer satisfaction</b>	Average customer satisfaction score must be <b>4.40</b> or higher on all surveys received from January 25 2009 through January 23 2010  Minimum number of valid responses for <b>Gold/Silver partners regardless of the number of tracks the partner is enrolled in is 20** and for Premier and below partners is 10**.</b>	Average customer satisfaction score must be <b>4.40</b> or higher on all surveys received from January 25 2009 through January 23 2010  Minimum number of valid responses for <b>Gold/Silver partners regardless of the number of tracks the partner is enrolled in is 20** and for Premier and below partners is 10**.</b>

\*\* A valid response is a returned survey in which the end customer:

- Agrees to evaluate the partner that sent the survey invitation
- Rates the partner on overall customer presales satisfaction and post-sales satisfaction

If the customer does not provide all the required information, the survey does not count toward achievement of the customer satisfaction criterion.

## Specialization and Sales Volume Payout Criteria

### Borderless Networks track

Partners may only enroll in the Borderless Networks track only if they meet the prerequisite for any of the following sub tracks: Multinational Security, Routing, Security, Core Switching, WAN Optimization or Wireless LAN.

Partners may qualify for a payout in any of these subtracks simultaneously if they meet the associated requirements.

Partners may not qualify for both the Security and Multinational Security subtracks.

### Multinational Security Payout Criteria

You must meet the following criteria in full to qualify for any payout for the Multinational Security subtrack.

Table 4 Multinational Security Payout Criteria		
Criteria	If enrolled in 6 months period	If enrolled in 3 months period
Specialization	Host must maintain a <b>valid Master Security Specialization and satellite must maintain valid Security Satellite or Advanced Security Specialization from the specialization</b> attainment date through January 23 2010.	Host must maintain a <b>valid Master Security Specialization and satellite must maintain a valid Security Satellite or Advanced Security Specialization from the specialization</b> attainment date through January 23 2010.
Sales volume**	****Minimum booking: must purchase the total of all enrolled country's minimum booking target in qualifying Security SKUs from 26/07/2009 through 23/01/2010. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.	****Minimum booking: must purchase the total of all enrolled country's minimum booking target in qualifying Security SKUs from 25/10/2009 through 23/01/2010. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.

### Routing Payout Criteria

You must meet the following criteria in full to qualify for any payout for the Routing subtrack.

Table 5 Routing Payout Criteria		
Criteria	If enrolled in 6 months period	If enrolled in 3 months period
Specialization / certification	Must maintain a <b>valid Advanced Routing and Switching Specialization from the specialization</b> attainment date through January 23 2010 <b>or Premier certification from the certification</b> attainment date through January 23 2010.	Must maintain a <b>valid Advanced Routing and Switching Specialization from the specialization</b> attainment date through January 23 2010 <b>or Premier certification from the certification</b> attainment date through January 23 2010.
Sales volume**	There are no minimum bookings for Routing Opportunity Incentive Program/Solution Incentive Program orders.	There are no minimum bookings for Routing Opportunity Incentive Program/Solution Incentive Program orders.

### Security Payout Criteria

You must meet the criteria shown in Tables 6 in full to qualify for any payout in the Security subtrack.

Table 6 Security Payout Criteria		
Criteria	If Enrolled in the 6-Month Period	If Enrolled in the 3- Months Period
Specialization	Must maintain a <b>valid Advanced Security Specialization from the specialization</b> attainment date through January 23 2010.	Must maintain a <b>valid Advanced Security Specialization from the specialization</b> attainment date through January 23 2010.

<b>Sales volume**</b>	***Must purchase minimum net bookings, <b>US\$40,000</b> in qualifying Security SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.	***Must purchase minimum net bookings, <b>US\$20,000</b> in qualifying Security SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.
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### Core Switching Payout Criteria

You must meet the criteria shown in table 7 in full to qualify for any payout in the Core Switching subtrack.

Table 7 Core Switching Payout Criteria		
Criteria	If Enrolled in the 6-Month Period	If Enrolled in 3-Month Period
<b>Specialization / certification</b>	Must maintain a <b>valid Advanced Routing and Switching Specialization from the specialization</b> attainment date through January 23 2010 <b>or Premier certification from the certification</b> attainment date through January 23 2010.	Must maintain a <b>valid Advanced Routing and Switching Specialization from the specialization</b> attainment date through January 23 2010 <b>or Premier certification from the certification</b> attainment date through January 23 2010.
<b>Sales volume**</b>	There are no minimum bookings for Core Switching Opportunity Incentive Program/Solution Incentive Program orders.	There are no minimum bookings for Core Switching Opportunity Incentive Programs/Solution Incentive Program orders.

### WAN Optimization Payout Criteria

You must meet the criteria shown in Table 8 in full to qualify for any payout in the WAN Optimization sub track

Table 8 WAN Optimization Payout Criteria		
Criteria	If enrolled in 6 months period	If enrolled in 3 months period
<b>Specialization</b>	Must maintain a <b>valid Advanced Routing and Switching Specialization from the specialization</b> attainment date through January 23 2010.	Must maintain a <b>valid Advanced Routing and Switching Specialization from the specialization</b> attainment date through January 23 2010.
<b>Sales volume**</b>	***Must purchase minimum net bookings, <b>US\$80,000</b> in qualifying WAN Optimization SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.	***Must purchase minimum net bookings, <b>US\$40,000</b> in qualifying WAN Optimization SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.

### Wireless LAN Criteria

You must meet the criteria shown in Table 9 in full to qualify for any payout in the Wireless LAN subtrack

Table 9		
Criteria	If enrolled in 6 months period	If enrolled in 3 months period
<b>Specialization</b>	Must maintain a <b>valid Advanced Wireless LAN Specialization from the specialization</b> attainment date through January 23 2010.	Must maintain a <b>valid Advanced Wireless LAN Specialization from the specialization</b> attainment date through January 23 2010.
<b>Sales volume**</b>	***Must purchase minimum net bookings, <b>US\$30,000</b> in qualifying Wireless LAN SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.	***Must purchase minimum net bookings, <b>US\$15,000</b> in qualifying Wireless LAN SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.

### Collaboration track

Partners may only enroll in the Collaboration track only if they meet the prerequisite for any of the following subtracks: Multinational Unified Communications, Unified Communications or TelePresence. If they meet the associated requirements, partners may qualify for a payout in both of the Unified Communications and TelePresence subtracks, or in the Multination

Unified Communications and TelePresence subtracks simultaneously. Partners may not qualify for both the Unified Communications and Multinational Unified Communications subtracks.

### Multinational Unified Communication Payout Criteria

You must meet the following criteria shown in Table 10 in full to qualify for any payout for the Multinational Unified Communications sub track.

Table 10 Multinational Unified Communications Payout Criteria		
Criteria	If Enrolled in the 6- Month Period	If Enrolled in 3-Month Period
Specialization	Host must maintain a <b>valid Master Unified Communications Specialization and satellite must maintain Unified Communications Satellite or Advanced Unified Communications specialization from the specialization</b> attainment date through January 23 2010.	Host must maintain a <b>valid Master Unified Communications Specialization and Satellite must maintain UC satellite or Advanced Unified Communications specialization from the specialization</b> attainment date through January 23 2010.
Sales volume**	****Minimum booking: must purchase the total of all enrolled country's minimum booking target in qualifying Unified Communication SKUs from 26/07/2009 through 23/01/2010. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.	****Minimum booking: must purchase the total of all enrolled country's minimum booking target in qualifying Unified Communication SKUs from 25/10/2009 through 23/01/2010. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.

### Unified Communications Payout Criteria

You must meet the criteria shown in Table 11 in full to qualify for any payout in the Unified Communication subtrack.

Table 11 Unified Communications Payout Criteria		
Criteria	If Enrolled in the 6-Month Period	If Enrolled in the 3-Month Period
Specialization	Must maintain a <b>valid Advanced Unified Communications specialization from the specialization</b> attainment date through January 23 2010.	Must maintain a <b>valid Advanced Unified Communications specialization from the specialization</b> attainment date through January 23 2010.
Sales volume**	***Must purchase minimum net bookings, <b>US\$50,000</b> in qualifying Unified Communication SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.	***Must purchase minimum net bookings, <b>US\$25,000</b> in qualifying Unified Communication SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.

### TelePresence Payout Criteria

You must meet the criteria shown in Table 12 in full to qualify for any payout in the TelePresence sub track.

Table 12 TelePresence Payout Criteria		
Criteria	If Enrolled in the 6-Month Period	If enrolled in the 3-Month Period
ATP	Must maintain a <b>valid TelePresence ATP from the ATP</b> attainment date through January 23 2010.	Must maintain a <b>valid TelePresence ATP from the ATP</b> attainment date through January 23 2010.
Sales volume**	***Must purchase minimum net bookings, <b>US\$100,000</b> in qualifying TelePresence SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.	***Must purchase minimum net bookings, <b>US\$50,000</b> in qualifying TelePresence SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.

### Virtualization track

Partners may only enroll in the Virtualization track only if they meet the prerequisite for any of the following subtracks: Data Center, Storage Switching or Unified Computing.

Partners may qualify for a payout in any of these subtracks simultaneously if they meet the associated requirements.

### Data Center Payout Criteria

You must meet the criteria shown in Table 13 in full to qualify for any payout in the Data Center subtrack.

Table 13 Data Center Payout Criteria		
Criteria	If Enrolled in the 6-Month Period	If Enrolled in the 3-Month Period
Specialization	Must maintain a <b>valid Advanced Data Center Networking infrastructure specialization from the specialization</b> attainment date through January 23 2010.	Must maintain a <b>valid Advanced Data Center Networking infrastructure specialization from the specialization</b> attainment date through January 23 2010.
Sales volume**	***Must purchase minimum net bookings, <b>US\$200,000</b> in qualifying Data Center SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.	***Must purchase minimum net bookings, <b>US\$100,000</b> in qualifying Data Center SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.

### Storage Switching Payout Criteria

You must meet the criteria shown in Table 14 to qualify for any payout in the Storage subtrack.

Table 14 Storage Payout Criteria		
Criteria	If Enrolled in the 6-month Period	If Enrolled in the 3-month Period
Specialization	Must maintain a <b>valid Advanced Data Center Storage Networking specialization from the specialization</b> attainment date through January 23 2010.	Must maintain a <b>valid Advanced Data Center Storage Networking specialization from the specialization</b> attainment date through January 23 2010.
Sales volume**	***Must purchase minimum net bookings, <b>US\$15,000</b> in qualifying Storage Switching SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.	***Must purchase minimum net bookings, <b>US\$7,500</b> in qualifying Storage Switching SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.

### Unified Computing Payout Criteria

You must meet the criteria shown in Table 15 in full to qualify for any payout in the Unified Computing subtrack.

Table 15 Unified Computing Payout Criteria		
Criteria	If Enrolled in the 6-Month Period	If Enrolled in 3-Month Period
ATP	Must maintain a <b>valid Unified Computing ATP from the ATP</b> attainment date through January 23 2010.	Must maintain a <b>valid Unified Computing ATP from the ATP</b> attainment date through January 23 2010.
Sales volume**	***Must purchase minimum net bookings, <b>US\$50,000</b> in qualifying Unified Computing SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.	***Must purchase minimum net bookings, <b>US\$25,000</b> in qualifying Unified Computing SKUs. Minimum booking calculation time frame subject to partner enrollment and specialization attainment status.

\*\*\* Minimum Net bookings = VIP period bookings less VIP period de-bookings.

\*\* Sales volume: Partners who enroll in either the 6 month or 3 month period minimum booking calculation will begin on July 26, 2009 and October 25, 2009 respectively. Partners who gain attainment for a subtrack outside of the 6 month or 3 month enrollment period, minimum bookings calculation will begin at the specialization attainment date.

\*\*\*\* Multinational Unified Communications and Multinational Security enrollment/attainment must occur during the

predefined enrollment periods. All Host and satellite country's bookings can be pooled to meet the minimum booking threshold.

- Partners enrolled in the Value Incentive Program and ordering directly from Cisco: Direct Bookings are recognized when the order is "Cisco-booked". "Cisco-booked" means the order has been entered into Cisco's ordering system, has passed the initial hold/credit check and complies with Cisco's internal booking acceptance policy.
- Partners enrolled in Value Incentive Program and ordering 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. For partners buying through authorized distributors, Cisco will consider the posted date (the date the distributor posted the POS to Cisco) to qualify the booking transaction. The POS transaction must be posted one week prior program end date to be valid for VIP Period 14.

### Incentive Details

**Base incentives:** Cisco will offer the following base incentives to qualifying partners for each Value Incentive Program subtrack based on net shipments on all eligible SKUs for resale during the program period specified in Table 2.

**Registered incentives:** Cisco will offer the following registered incentives for Opportunity Incentive Program and Solution Incentive Program related to Routing and Core Switching sub-tracks.

**Incremental incentives:**

**Borderless Networks bonus:** Cisco will offer all qualified partners up to 1% of eligible Routing and Switching bookings. Actual payout percentage will be determined by the following ratio. (2 x Security and Wireless /1 x all qualified Routing and Switching bookings) x 1% equals the payout rate. To qualify for the Borderless Networking bonus partner must qualify for payment for Security, Wireless, Routing and Switching sub-tracks.

**Gold Certified Partner incentive:** Cisco will offer qualifying Gold Certified Partners an additional 1 percent incentive for the Data Center, Multinational Unified Communications, Multinational Security, Security, Storage, TelePresence, Unified Communications, Unified Computing, WAN Optimization and Wireless LAN subtracks based on net shipments on all eligible SKUs for resale during the program period specified in Table 2.

**Master Specialized Partner Incentive:** Cisco will offer qualifying Master Specialized Partners an additional 3 percent incentive for the Multinational Unified Communications, Multinational Security, Unified Communications, and Security subtracks based on net shipments on all eligible SKUs for resale during the program period specified in Table 2.

**NOTE:** Partners must have a Gold certification or Masters specialization upon enrollment and maintain it for the entire program for any architecture to qualify for Gold or Master payment.



Table 16									
Borderless Network Payout Percentages									
	Payout Category	Multinational Security			Security	Wireless	WAN Optimization	Routing**	Core Switching**
		Host	Security Satellite	Advanced Security as Satellite					
Base incentives	A	21%	11%	21%	21%	21%	21%	None	None
	B	15%	8%	15%	15%	15%	15%	None	None
	C	10%	5%	10%	10%	10%	10%	None	None
	D	5%	3%	5%	5%	5%	5%	None	None
Registered Incentives	A/B/C/D	None	None	None	None	None	None	21%/15%/10%/5%	21%/15%/10%/5%
Incremental incentives	Borderless Networks bonus*	2%	None	None	2%	2%	None	None	None
	Gold bonus	1%	None	None	1%	1%	1%	None	None
	Master bonus	3%	None	None	3%	None	None	None	None
<p><b>*Note: the Borderless Networks bonus is for 2% of the qualified combined Security and Wireless net bookings. You must qualify for Security, Wireless, Routing and Core Switching.</b></p> <p><b>The bonus will not exceed 1% of the qualified Routing and Core Switching net bookings.</b></p>									
<p><b>**Note: Under the Routing and Core Switching sub tracks:</b>            For partners enrolled in Value Incentive Program ordering directly from Cisco, the Opportunity Incentive Program (OIP) /Solution Incentive Program (SIP) kicker of 5% and 15% will only be paid only on eligible OIP/SIP routing and switching orders, booked by Jan 23 2010 and shipped by May 1 2010.            For partners enrolled in VIP ordering through Cisco authorized distributor, the OIP/SIP kicker of 5% and 15% will only be paid on OIP/SIP routing and switching transactions posted by the distributor no later than 90 days after January 23, 2010. OIP/SIP valid bookings are not stackable with any other promotions except for TMP.</p>									

Table 17						
Collaboration Payout Percentages						
	Payout Category	Multinational Unified Communication			TelePresence	Unified Communications
		Host	Satellite	Advanced Unified Communications as Satellite		
Base incentives	A	21%	11%	21%	21%	21%
	B	15%	8%	15%	15%	15%
	C	10%	5%	10%	10%	10%
	D	5%	3%	5%	5%	5%
Incremental incentives	Gold bonus	1%	None	None	1%	1%
	Master bonus	3%	None	None	None	3%

<b>Virtualization Payout Percentages</b>				
	<b>Payout Category</b>	<b>Data Center</b>	<b>Storage</b>	<b>Unified Computing</b>
<b>Base incentives</b>	<b>A</b>	21%	21%	21%
	<b>B</b>	15%	15%	15%
	<b>C</b>	10%	10%	10%
	<b>D</b>	5%	5%	5%
<b>Incremental incentives</b>	<b>Gold bonus</b>	1%	1%	1%
	<b>Master bonus</b>	None	None	None

### Customer Satisfaction Details

The Cisco Global Customer Satisfaction Survey is a strategic component of the Cisco Value Incentive Program. The Cisco Global Customer Satisfaction Survey examines the partner's success in delivering support to the customer over the lifecycle of the solution. The survey provides Cisco and Cisco partners with feedback on how to improve partner service practices. Surveys are not technology specific. One survey score will be used for all three tracks (Borderless Networks, Collaboration, and Virtualization). If a partner misses either the survey target or number of surveys, the partner will not be eligible for payment on any of the subtracks. More information on the survey is provided in Table 3.

For more information about the Cisco PAL tool, visit <http://www.cisco.com/go/pal>. The Cisco PAL tool is used to send surveys for the Cisco Value Incentive Program customer satisfaction requirement

For more information about the Cisco Partner Program View (PPV) tool, visit <https://apps.cisco.com/mbrre/saw.dll?Dashboard>. PPV provides partners with real-time, customized access to the results of the customer satisfaction surveys.

<b>Global Customer Satisfaction Survey period</b>	Valid surveys received between the following dates will count toward the partner's Cisco Value Incentive Program customer satisfaction score. <ul style="list-style-type: none"> <li>Start date: January 25 2009</li> <li>End date: January 23 2010</li> </ul>
<b>Customers that can be surveyed</b>	<ul style="list-style-type: none"> <li>Partners may only survey only one individual end customer per Cisco fiscal year. If that end customer has already received a survey from Cisco or another partner, that end customer is not eligible to be surveyed.</li> <li>Partners may not issue surveys to themselves or any affiliated company (for example, a different business unit within the company or a subsidiary of the parent company).</li> <li>Partners may survey customers to whom they have sold products and services prior to the VIP period as long as the partner is providing services related to the prior-period sale during the current VIP period.</li> </ul>
<b>Customer satisfaction calculation</b>	The customer satisfaction calculation will be based on the weighted average score of the partner presales and postsales satisfaction score for the valid survey from January 25 2009 through January 23 2010.
<b>Valid customer responses</b>	Only surveys that meet the following criteria will count toward achievement of the customer satisfaction criteria: <ol style="list-style-type: none"> <li>Survey is sent by the partner.</li> <li>The end customer validates that they have obtained products or services from a partner.</li> <li>The end customer agrees to evaluate the partner.</li> <li>The end customer provides an overall presales satisfaction rating.</li> <li>Cisco must receive the completed survey by 5 p.m. Pacific Time on January 23 2010</li> </ol>

### Eligible Products

For a complete list of eligible SKUs eligible for VIP Period 14, visit <http://www.cisco.com/go/vip>.

This list will be updated at the beginning of each program period. Payout will be based on eligible SKUs during each period

of the program.

### VIP Period 14 Terms and Conditions

1. The current version of this program is valid from *July 26, 2009* through *January 23, 2010*.
2. Partner may receive payment only on the SKUs or product families identified at <http://www.cisco.com/go/skus> as eligible. Cisco reserves the right to modify the list of eligible SKUs throughout the program period identified in paragraph one of this section.
3. Payments will be made only on the title-transfer resale of eligible products. Products purchased for a partner's internal use, or for the use of an unaffiliated third party where title is retained by the partner, are not eligible for program payments.
4. Payments will be payable only if all requisite POS data for the end customer (being the end user who will ultimately take title to the resold eligible products) including, without limitation, the end customer name, address and contact details, are received by Cisco at the time the Partner first places with Cisco the purchase order for the eligible products.
5. Products that are procured from distributors may be purchased only from Cisco Authorized Distributors and/or Cisco channel partners within the country in which they are authorized.
6. Partners are responsible for keeping their own sales information. Cisco will provide access to partner results through Partner Program View. If a partner believes there are any discrepancies between Cisco published bookings and their own records, they are responsible for identifying such potential discrepancies to Cisco. Any bookings discrepancies must be reported immediately. The deadline for any bookings discrepancy cases is one month from the final bookings date, but no later than *February 26, 2010*.
7. Payment discrepancies must be reported within two weeks after receipt of payment. Payment discrepancies may be disputed do not include booking discrepancies. Partners should refer to Partner Program View (<https://apps.cisco.com/mbrr/saw.dll?Dashboard>) for their official bookings status and for their official CSAT results. Information obtained from Cisco personnel other than the Cisco Value Incentive Program team (i.e., CAMs) will not take precedence over the information in Partner Program View and will not be honored in any disputes. To correct an error in the Partner Program View, partners must open a partner help case online (<http://www.ciscopartnerhelp.com>) with the Value Incentive Program theater administrator.
8. Partners purchasing from Cisco Authorized Distributors and/or Cisco channel partners shall ensure that the sales data reported by Authorized Cisco Distributors and/or Cisco Authorized Channels to Cisco is correct. In cases where sales transactions are ineligible because of incorrect data reported by Cisco Authorized Distributor and/or Cisco Authorized Channels in the backend claiming process, Cisco reserves the right not to pay a VIP payout for such transactions (i.e. error in End Customer name and/or details reported in the POS claiming report).
9. Sales that are eligible for the payment under the Cisco Value Incentive Program are not eligible for any other Cisco back-end payment programs unless otherwise stated by Cisco.
10. Cisco reserves the right to modify or cancel the program at its discretion without prior notice to channel partners.
11. Applications are subject to approval and verification of enrollment criteria.
12. Payments are based on meeting full payout criteria.

13. Payment is not based not on bookings but on shipments. Net bookings are used to qualify partner for the Value Incentive Program revenue requirement. Actual payment is based on specific VIP period bookings that shipped in the time periods defined within the VIP program rules.
14. If the partner has an accounts receivable statement that is overdue by 15 days or more, the Cisco Value Incentive Program payment will be withheld until the account is made current.
15. Cisco reserves the right to audit all customer satisfaction surveys
16. Although this program is intended to create opportunities for Cisco channel partners to increase their margins and profitability, each Channel partner is free to determine its minimum resale prices unilaterally. This program is not a commitment or a guarantee that the channel partner will increase margins and grow profitability.
17. Cisco reserves the right to refuse this offer to deals that do not comply with the intent of this program.
18. In addition to any of its other remedies, Cisco reserves the right to terminate a partner from participation in this program for the following reasons: (a) submission of false, misleading, or incomplete program information, including claims for sales made under the program; (b) other fraud or abuse of this or other Cisco marketing or sales programs; (c) the distribution of products purchased from any source other than Cisco or an authorized Cisco distributor; and (d) the sale of Cisco products to anyone other than an end user.
19. If a partner is removed from the 6-month enrollment period due to specialization expiration, they can enroll in the 3-month enrollment period if they have a valid specialization upon enrollment in the 3-month period and have satisfied all other program requirements
20. "Cisco booked" means the order has been entered into Cisco's ordering system, has passed the initial hold/credit check and complies with Cisco's internal booking acceptance policy
21. All eligible Opportunity Incentive Program and Solution Incentive Program booked deals will receive incremental rebate for 1 tier orders if shipped within the Value Incentive Program shipment cut off date
22. Value Incentive Program will allow 90 days after January 23, 2009 for 2 tier point of sale orders to report Opportunity Incentive Program and Solution Incentive Program booked orders to Cisco.
23. Partners that are removed from the Partner Development Funds (PDF) due to achievement of their Advance Unified Communication specialization that gain attainment in VIP will have the minimum booking requirement removed.
24. When the country in which a partner purchases products eligible for the Value Incentive Program differs from the country in which the end user is located, the following drop ship policy will be applied.

The 'Partner' assigned to the transaction will be the Cisco partner who resides in the end user country. (This may be different than the Partner's country which originally booked order for end customer).

The end customer country will determine the partner VIP Bookings eligibility. A Partner must have a legal entity in the country of end customer to receive the Bookings transaction.

1<sup>st</sup> Scenario: Partner XYZ in country A is enrolled in VIP. XYZ books VIP sku's in country A and sells to country B where XYZ is also enrolled. XYZ gets VIP credit towards their VIP bookings in country B.

2<sup>nd</sup> scenario: Partner XYZ in country A is enrolled in VIP. XYZ books VIP sku's in country A and sells to country B where XYZ has a legal entity but not enrolled in VIP. XYZ does not get VIP credit in country A or B.

3<sup>rd</sup> scenario: Partner XYZ in country A is enrolled in VIP. XYZ books VIP sku's in country A and sells to country B where

XYZ does not have a legal entity. XYZ does not get VIP credit in country A or B.

4<sup>th</sup> scenario: Partner XYZ in country A is not enrolled in VIP. XYZ books VIP sku's in country A and sells to country B where XYZ is enrolled. Partner XYZ gets VIP credit towards their VIP bookings in country B.

**25.** Theatre specific terms and conditions

**a)** For partners operating in the Asia Pacific markets

- All payment amounts that the partners are entitled to are inclusive of **indirect** (e.g. VAT, GST) and similar taxes. Partners are responsible for assuring that any payment claim is treated correctly for indirect taxes. In case local legislation requires a formal tax invoice to be issued, this will be the responsibility of the partners.
- For Cisco Authorized Distributor orders, partners enrolled in the program will be tracked from the start of the program to one week prior to the program's end date. Bookings for partners ordering via Distributor are orders both booked and shipped. Cisco does not recognize the point-of-sale (POS) until the product is shipped, invoiced and reported back to Cisco by the Distributor
- Any deals that does not book at standard Opportunity Incentive Program, Opportunity Incentive Program Development, Opportunity Incentive Program and Technology Migration Program stacked and Solution Incentive Program discounts considered to be non-standard or non-programmatic, and therefore does not qualify for OIP/SIP kicker. For example, deals that book using the Deals Support Automation (DSA) process.
- Partners operating in China are not eligible to participate in the Routing and Core Switching (OIP/SIP kicker) as they are already enjoying core accelerator benefits via Accelerator Incentive Program (AIP).

## Program Contacts

If you have any questions about the Cisco Value Incentive Program, please contact your Cisco CAM, or open a case at [www.cisco.com/go/prt](http://www.cisco.com/go/prt)

Click on "View More" under "Partner Relationship Team" section

Step 1: Click on the "Create a Case" tab

Step 2: Select an Application = "VIP-Channels" or "Partner Program View (PPV)"

Step 3: Enter a "Case Title" and a "Description"

Step 4: Submit your case