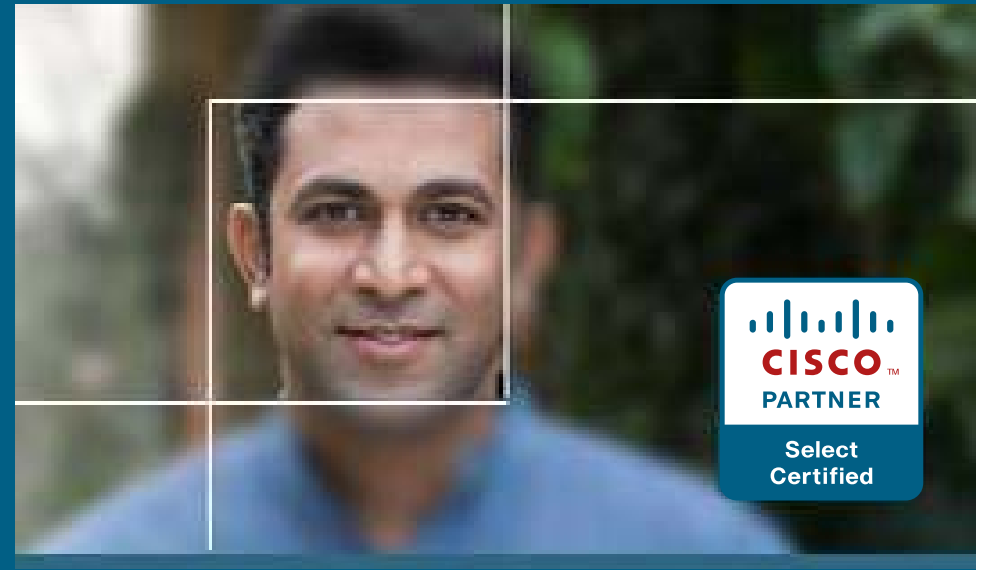




FY09: Partner Development Funds Partner Incentive for SMB Market - APAC



Program Foundation

- Cisco is focused on supporting the profitability of our partners serving the SMB market.
- Partner Development Funds (PDF) reward partners on their sales of Cisco SMB products.
- The PDF incentive program is a critical component of the SMB Specialization.



PDF Overview

- Select and Premier Certified with SMB Specialization
- Quarterly payment based on purchases of SMB designated products and services.
- Quarterly payout will only be made if the partner earns at least \$100 US in a quarter.
- No carryover of funds across quarters allowed
- On-line tool for program registration and tracking of accruals for payments.
- Partners can access program details and rules by accessing the online PDF tool at: www.ciscopdf.com
- Contact your Cisco Sales Representative for the availability of the program in your country.



PDF Tool

- The PDF Tool provides partners with a simple on-line interface to register for the program and track their progress over time.
- Participating partners will receive email notifications with account updates and fund payment confirmations.
- Within the tool partners also have access to:
 - View program rules and localized claiming instructions
 - Manage account information
 - Contact online user support
 - View eligible product lists



