



**Cisco Services profitabler
verkaufen!**

**Cisco Enhanced Packaged
Services (CEPS)**

T&C, How-to Guide, register and login:
<https://www.ciscoeps.com/>

Q&A:
www.cisco.com/go/ssc



Sales Incentive für SMB Select Reseller in Österreich

Gewinnkriterien: Top 3 (Umsatz) + Top 3 (Wachstum)

Zeitraumen: November 2006 – Jänner 2007

**Preise u.a.: Wellness-Wochenende für 2 Pers.,
Ski/Snowboard Ausrüstung,
Ski Wochenende für 2 Pers.**



Promotion Update November 2006

Promotion Cheat Sheet - November 2006

Promotion Cheat Sheet

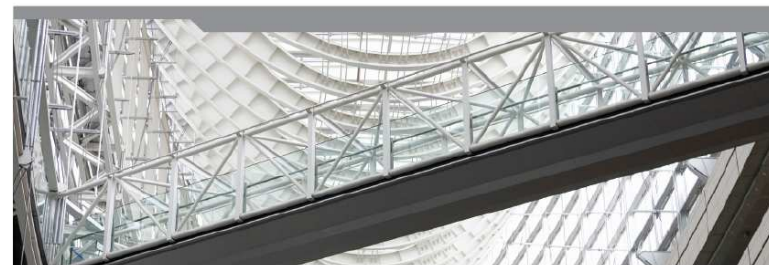


November

NFR PROGRAM OPEN TO ALL	<p>EUROPEAN AND EMERGING (EXCL. LATAM) NOT FOR RESALE PROGRAM PILOT (NFR)</p> <ul style="list-style-type: none"> NFR Program rewards Cisco Distribution Partners, Direct Partners and resellers in the Europe, Africa and the Middle East, that are registered or have Cisco Certifications, Specializations. Generous discounts on software & hardware used for their labs, demos and sales office infrastructure. This promotion is open to all registered partners Promotion End Date 27th January 2007
IPT SPECIALISED RESELLERS ONLY	<p>UC DIFFERENTIATOR (EUP2-277B)</p> <ul style="list-style-type: none"> On-going promotion open to IPC, IPT Revised, IPC Express, Unified Communications Express and Advanced Unified Communications Specialised Resellers Purchase select IP Communication products at discounted prices off GPL. Now order up to 50 Phones Access through DART Promotion End Date 27th January 2007
SECURITY SPECIALISED RESELLERS ONLY	<p>VPN AND SECURITY SPECIALISATION PROMOTION (EUP2-191)</p> <ul style="list-style-type: none"> On-going program open to VPN/Security Specialised Resellers only Selected security products at discounted prices off the GPL Selected security Router Products including selected ISR's available Promotion End Date 27th January 2007
OPEN TO ALL	<p>CISCO TECHNOLOGY MIGRATION PROGRAMS CTMP</p> <ul style="list-style-type: none"> Various Cisco and Competitive Trade in programs to receive bonus credits Managed Resellers receive quote from Cisco AM Unmanaged resellers email: plus-trade-in@external.cisco.com Ongoing
SECURITY SPECIALISED RESELLERS ONLY	<p>SECURITY EXPRESS SPECIALISATION PROMOTION (EUP2-334)</p> <ul style="list-style-type: none"> Cisco is pleased to announce the Security Express Specialization Promotion. Aimed on supporting Partners holding the VPN/Security Express Specialization Purchase select Security at discounted prices. Promotion end date 27th January 2007

Promotion Cheat Sheet November

OIP PROGRAM OPEN TO ALL	<p>OPPORTUNITY INCENTIVE PROGRAM</p> <ul style="list-style-type: none"> Rewards channel partners who actively identify, develop, and win new customers and non-forecasted commercial opportunities in targeted market segments. This program incorporates deal registration to protect the partner's pre-sales investment and enable focus on delivery to win the opportunity. For more details on how to enrol please contact your local CAM. Promotion end date 27th January 2007
CTMP OPEN TO ALL	<p>EUP2-339 ACE OF BLADES PROMOTION (EUP2-339)</p> <ul style="list-style-type: none"> The "ACE OF BLADES" promotion focuses on Cisco® Content Switching Module (CSM) bundles and Cisco Application Content Engine (ACE). The promotion provides heavily discounted bundles that include Cisco CSM, ACE, and Catalyst® 6500 technologies, plus a discount on add-on products when including up-selling and migration of the ACE bundles. The promotion is part of the global Foundation Programme focused on migration of the latest Cisco technologies. Promotion end date 27th January 2007
PSPPP PROGRAM OPEN TO ALL	<p>PUBLIC SECTOR PARTNER PROGRAM</p> <ul style="list-style-type: none"> Provide eligible partners with special pricing when selling to Cisco's public sector customers. Providing an appropriate level of discount for a partner, dependant on certification level, to competitively position Cisco's products and solutions in a highly price sensitive market place. For more details on how to enrol please contact your local CAM. Promotion end date 27th January 2007



Promotions November 2006 – Highlights

- **UC Differentiator (EUP2-277B)**
verlängert bis 27.01.2007
- **VPN & Security (EUP2-191)/Security Express
Specialization Promotion (EUP2-334)**
verlängert bis 27.01.2007
- **Not For Resale Program Pilot (NFR)**
verlängert bis 27.01.2007
- **Opportunity Incentive Program (OIP)**
verlängert bis 27.01.2007

Promotions November 2006 – NFR Promo

- **NFR bedeutet:**
beim Partner installiert (Demo-Lab, Eigengebrauch
... NICHT für SP Infrastruktur)
- **Alle Produkte** (HW&SW) außer Services
- Anzufragen über **Distributor** (NFR Request
Excel File)
- **Wiederverkauf nach 2 Jahren möglich – Kauf
neuer Lizenzen erforderlich**

NFR Promo – Hardware

Partner Type	Maximum allowed until 27 January 2007 (GPL)	Reseller recommended NFR program discount
Gold Certified Partner	\$200,000	70%
Silver Certified Partner	\$100,000	70%
Premier Certified Partner and CDPs	\$ 50,000	70%
Specialized (No certification), ATP, AVVID, Ecosystem, STI, or NAC partners	\$ 37,500	70%
SMB Select Partners	\$ 37,500 (This maximum dollar cap applies to HW and SW purchases)	60%
Registered Partners & CADs	\$ 37,500 (This maximum dollar cap applies to HW and SW purchases)	50%

NFR Promo – Software

Partner Type	Maximum allowed until 27 January 2007 (GPL)	Recommended reseller program pricing
Gold Certified Partner	\$ 37,500	\$ 100 / sw license, media charge
Silver Certified Partner	\$ 25,000	\$ 100 / sw license, media charge
Premier Certified Partner and CDPs	\$ 12,500	\$ 100 / sw license, media charge
Specialized (No certification), ATP, AVVID, Ecosystem, STI, or NAC partners	\$ 12,500	\$ 100 / sw license, media charge
SMB Select Partners	Not Applicable (product eligibility rules apply)	Not Applicable (product eligibility rules apply)
Registered Partners & CADs	Not Applicable (product eligibility rules apply)	Not Applicable (product eligibility rules apply)

Promotions November 2006 – Security

- **Cisco VPN 3000 Series Products** (EUP2-191/EUP2-334) – Security (Express) spezialisierte Partner
- **CiscoSecure Access Control Server** (EUP2-191/EUP2-334) – Security (Express) spezialisierte Partner
- **Cisco 7200 Series** (EUP2-191/EUP2-334) – Security (Express) spezialisierte Partner
- **Security Family** (EUP2-191/EUP2-334) – Security (Express) spezialisierte Partner
- **Cisco PIX 500 Series Security Appliances** (EUP2-191/EUP2-334) – Security (Express) spezialisierte Partner
- **Cisco ASA 5500 Series Adaptive Security Appliances** (EUP2-191/EUP2-334) – Security (Express) spezialisierte Partner
- **CWSIM line** (EUP2-191/EUP2-334) – Security (Express) spezialisierte Partner
- **CiscoWorks VPN/Security Management Solution (VMS)** (EUP2-191/EUP2-334) – Security (Express) spezialisierte Partner
- **Cisco Clean Access** (EUP2-191/EUP2-334) – Security (Express) spezialisierte Partner

Promotions November 2006 – IP Communications

- | | | |
|---|-------------|--------------------------------------|
| • Cisco 2800 Series ISR | (EUP2-277B) | IPC (Express) spezialisierte Partner |
| • Cisco 3800 Series ISR | (EUP2-277B) | IPC (Express) spezialisierte Partner |
| • Cisco IP Telephony Solutions | (EUP2-277B) | IPC (Express) spezialisierte Partner |
| • Cisco ATA Series of Analog Telephone Adaptors | (EUP2-277B) | IPC (Express) spezialisierte Partner |
| • Catalyst 3750 Series | (EUP2-277B) | IPC (Express) spezialisierte Partner |
| • Catalyst 3550 Series | (EUP2-277B) | IPC (Express) spezialisierte Partner |
| • Catalyst 3560 Series | (EUP2-277B) | IPC (Express) spezialisierte Partner |
| • Catalyst Express 500 Series | (EUP2-277B) | IPC (Express) spezialisierte Partner |
| • Cisco Wireless Lan Products | (EUP2-277B) | IPC (Express) spezialisierte Partner |



Events November – Jänner 2006



Azlan CE500 Hands-ON Workshop

15. November – Wien
16. November – Arnsfelden Süd

13:00 – 17:00 Uhr

Registrierung und weitere Informationen:

Name, Vorname, Telefonnummer und Mailadresse
via E-Mail an

cisco@azlan.at



Cisco Partner Update

(früher Reseller University)

23. November – Graz
28. November – Hall in Tirol
29. November – Salzburg
30. November – Linz
6. November – Wien

9:00 – 12:00

Einladung und Registrierungsinformation im letzten

CPI Newsletter

Subscription unter: www.cisco.com/go/cpi



Cisco Business Solutions Selling Workshop

**Commercial Solutions
Technical & Sales Track**

(Einladung folgt)

16. Jänner – Wien (ganztägig)

Registrierung und weitere Informationen:

kahamer@cisco.com



Cisco Customized Partner Intelligence



Melden Sie sich an und Sie bestimmen, welche für Sie relevanten Cisco Informationen Ihnen monatlich zugesandt werden

www.cisco.com/go/cpi

(Wählen Sie die Rubrik Sales/Marketing um Informationen zu Promotionen/Veranstaltungen/MORE usw. zu bekommen)



Co-branded CPI Newsletter

Gestalten und managen Sie Newsletter an Ihre Kunden mit Cisco Content und eigenen Beiträgen einfach und schnell

Bei Interesse kontaktieren Sie bitte:

Österreich: msalat@cisco.com



Stellen Sie uns Ihre Top-Cisco-Projekte als **Reference Stories** zur Verfügung...

...und wir machen kostenlos **Werbung** für Sie



Fragen?



Informationsknotenpunkt Österreich

0800 22 55 63

- **Natalie Chohan (ganz Österreich)**
- **Sonja Pletzer (SMB Select - Wien, NÖ, Bgld)**
- **Robert Horn (SMB Select - übrige Bundesländer)**

Informationsknotenpunkt Schweiz

0800 878 1000

- **Leila Schwarz (Basel, Bern)**
- **Gerald Fetz (Zürich, Tessin, Liechtenstein)**
- **Silvan Rath (restl. deutschspr. Schweiz)**
- **Benny Choukroun (französischspr. Schweiz)**

...nächste M.O.R.E. Session

Dienstag, 12. Dezember 2006, 16.00h

Thema:

Sicherheit voll im Griff

**Cisco Security Device Manager
& Easy Network Manager**

Registrierung:

<https://cisco.webex.com/cisco/k2/j.php?ED=89438862&UID=48827272>

