



Cisco ARM Services Incentive Program

Phase 5 Program Overview

The ARM — Attach, Renewal, Multiyear — Service Incentive Program is for eligible Cisco Systems® channel partners selling to the commercial market segment, and Cisco distributors. The program is designed to help target, create demand and sell Cisco Services to commercial customers with 20 – 1,000 employees.

The ARM Service Incentive Program will help partners:

- Improve profitability by leveraging new opportunities to sell more Cisco Services.
- Retain and satisfy customers by selling the business value of Cisco Services to commercial customers.
- Manage and grow their Cisco Services business by leveraging joint marketing funds for lead generation and ongoing training offerings.

Learning Opportunities

The ARM Service Incentive Program provides important learning opportunities designed to help partners improve service sales attach rates, and increase revenues from the sale of renewal, upgrade and multi-year service agreements. Participating partners, distributors and their sales teams have access to self-paced training that is refreshed quarterly. The training covers the following topics:

- Making the First Sale
- Selling Services on Uncovered Equipment
- Selling Service Contract Renewals
- Selling Multiyear Service Agreements
- SMB Support Assistant
- The Value of Selling Services
- SMARTnet vs. SMARTnet Onsite

Training tools consist of comprehensive sales guides, easy-to-use quick reference tools and self-paced learning modules.

To entice partner owner/ management and their sales staff to learn more about selling Cisco Services, Cisco is offering partners the opportunity to be considered for joint marketing funds and individual sales staff employees the chance to win prizes. Refer to the [Cisco ARM Service Incentive Program Contest](#) sections for more details.

Joint Marketing Fund Opportunities, Demand Generation Opportunities

Joint Marketing Fund Opportunity Program — Within the ARM Service Incentive Program, eligible partners can enter the Joint Marketing Funds (JMF) Opportunity Program for the opportunity to be considered for JMF. Active participation in the learning opportunities is key to a partner's ability to participate in this program and become eligible for JMF evaluation process. To participate in this program partners must ensure that a minimum of three (3) sales staff take at least one program quiz and receive a score of 90 percent on that quiz during a specific program period. Cisco has designed this program to encourage the learning process. As a result, sales staff may retake quizzes during the program period until 90 percent of the questions on a quiz are answered correctly. Partners are notified by e-mail every time a sales staff employee completes a quiz and are able to track progress toward meeting the program requirements by using a Web-based reporting tool located on the ARM Service Incentive Program website. Please refer to the Cisco ARM Service Incentive JMF Opportunity Program Terms and Conditions for full eligibility, entry and award requirements and for other program details.

Winners of the JMF Opportunity Program will be considered for JMF and will be evaluated based on Cisco's internal process and criteria for selecting JMF recipients. JMF is awarded to a limited number of partners per Cisco's defined sales regions.

Note: Demand Generation— Partners who are awarded JMF can use the JMF to participate in a range of quarterly demand generation campaigns that may include advertising, telemarketing, seminar, direct mail, and e-mail programs. Cisco provides a central resource to help these partners select and manage participation in the quarterly demand generation programs.

Cisco ARM Service Incentive Program Contest — the Chance to Win Prizes

Within the ARM Sales Incentive Program is a contest offering available to individual sales staff in eligible partner organizations. By taking one or both of the short ARM quizzes and getting just one question correct on a quiz, these sales representatives will be entered into the drawing for the chance to receive a high tech prize. The quiz can be taken as many times as the sales staff wants during the contest period and each correct answer is another entry to go into the drawing up to a maximum of twenty entries per program period. Answering questions correctly does not require training; but online training is available if the sales staff employee wants to take it. See below for eligibility requirements. Please go to www.cisco.com/ca/go/arm/terms to view the complete Official Rules.

Eligibility

Register for the program on the ARM Service Incentive Program Website: www.cisco.com/ca/go/arm. After registration information is reviewed and registration criteria are validated, you will receive an e-mail confirmation of your registration.

JMF Opportunity Program – available to the eligible partners

The Program is open only to Cisco Indirect Registered Premier, Silver or Gold partners which purchase from an authorized Cisco Distributor and Regional Direct Value Added Resellers which purchase direct from Cisco which i) have booked with Cisco a minimum of \$20,000 of Cisco hardware products or \$10,000 of Cisco Services between August 1, 2005 and July 31, 2006; ii) have registered on the Cisco ARM Service Incentive Program website at www.cisco.com/ca/go/arm and received an email confirmation of Partner's eligibility to participate ("Participant"). Cisco Distributors are eligible to participate. Void where prohibited by law. Cisco Systems, Inc., its affiliates, parents, subsidiaries, and their respective employees, officers, directors, shareholders, representatives, agents, and family members of those employees (spouse, domestic partner, mother, father, grandmother, grandfather, children, siblings and their spouses) and individuals living in the same household of those employees, whether related or not, are not eligible to participate. Persons enrolling their Participant into the Program must be eighteen (18) years of age at the time of enrollment, be an employee of the Participant and enter with the Participant's permission and on its behalf. Subject to all applicable federal, provincial, and local laws and regulations. All Participants, including without limitation federal, provincial, and local government organizations, are responsible for compliance with any contractual limitations and/or office policies, if any, regarding participation in this Program. Refer to the Joint Marketing Fund Opportunity Program Terms and Conditions for Program period and for the complete terms and conditions.

Internet access is required.

Cisco ARM Services Incentive Program Contest – available to sales staff employees of eligible partners

The Cisco ARM Service Incentive Program Contest is open only to sales staff employees of Cisco Indirect Registered Premier, Silver or Gold partners which purchase from an authorized Canadian Cisco Distributor who are residence of Canada, who are eighteen (18) years of age or older at the time of entry, who enter with his/her employer's permission, who have registered on the Cisco ARM Service Incentive Program website at <http://www.cisco.com/ca/go/arm> and received an email confirmation of Partner's eligibility to participate ("Entrant"). All others are ineligible to enter and will be disqualified. Employees of Cisco Systems Inc. and related companies as well as immediate family members (employees (spouse, domestic partner, mother, father, grandmother, grandfather, children, siblings and their spouses) and individuals living in the same household of those employees, whether related or not, are not eligible to participate. All Participants, including without limitation federal, provincial and local government organizations, are responsible for compliance with any contractual limitations and/or office policies, if any, regarding participation or prizes acceptance in the Contest. Refer to the contest Official Rules for the quarterly start and end dates. Internet access is required to enter or win. Odds of winning depend on the number of eligible entries received per sales representative and the total number of eligible entries received during the promotion period. Contest is subject to the complete Official Rules available at www.cisco.com/ca/go/arm/terms

Program Links

ARM Service Incentive Program Website

www.cisco.com/ca/go/arm

Cisco ARM Service Incentive Program Official Rules

www.cisco.com/ca/go/arm/terms

Performance Metrics Central

<http://www.cisco.com/en/US/partner/partners/metrics.shtml>

Service Contract Center

<http://www.cisco.com/public/scc/>

Cisco CAM Locator

http://tools.cisco.com/WWChannels/CAMLOC/jsp/cam_locator.jsp

Cisco Technical Support Services

http://www.cisco.com/en/US/products/svcs/ps3034/serv_category_home.html

Cisco Systems Capital

<http://www.cisco.com/ca/channels/financing>

Program Contacts

If you have any questions about the Cisco ARM Service Incentive Program, please visit the Program Website at <http://www.cisco.com/ca/go/arm>. Alternatively, you can send an e-mail to support@ca-cisco-arm.com or call 800 GO-CISCO, option 4, option 2, option 4.

Hours: Monday - Friday, 7:00 a.m. - 4:00 p.m. PT, 11:00 a.m. – 7:00 p.m. ET

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