Cisco Services Partner Program

1. What is the Cisco® Services Partner Program?
2. The Cisco Services Partner Program provides the framework for your services business relationship with Cisco. It establishes globally consistent program elements such as offer eligibility, compensation and rewards, and associated terms and conditions as you access, sell, and deliver value-based services together with Cisco. The program is closely aligned to the Cisco Channel Partner Program to further extend the benefits you receive from your investments in Cisco certifications, specializations, and designations.
3. Why is Cisco launching the Cisco Services Partner Program?
4. Current Cisco Services programs can result in costly and complex administration for partners, with varying program components extended across multiple services offerings.

The Cisco Services Partner Program provides you with a single, consistent “one Cisco” services program. It will help you get more from your services business relationship with Cisco through opportunities to earn value-based rewards, potential for greater returns on your existing Cisco investments, access to smart services that will enable greater market differentiation, and increased ease of doing business.

1. Who can participate in the Cisco Services Partner Program?
2. The global transition to the Cisco Services Partner Program begins in the second half of Cisco fiscal year 2012 and will follow a phased approach to eventually include all partners globally.

For details on when the program will be introduced within your region, please contact your partner services development manager and refer to the Cisco Services Partner Program web presence at [www.cisco.com/go/cspp](http://www.cisco.com/go/cspp).

1. When will the program be available?
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1. How does the Cisco Services Partner Program work?
2. Program details and the business rules governing your services relationship with Cisco under the Cisco Services Partner Program can be found in the Cisco Services Partner Program: Global Program Guide and Performance Management Appendix. These documents are located under the Resources tab at [www.cisco.com/go/cspp](http://www.cisco.com/go/cspp) and should be reviewed carefully prior to enrolling in the program. By entering into a new Systems Integrator (SI) Services Amendment, you agree to the terms and conditions of the Cisco Services Partner Program.
3. How can I enroll to participate in the Cisco Services Partner Program?
4. Once the program is available, partners with a direct services purchasing relationship with Cisco must enroll in the program by entering into a new Systems Integrator (SI) Services Amendment, which contains or includes by reference the terms and conditions of the Cisco Services Partner Program. To do so, simply visit the program website at [www.cisco.com/go/cspp](http://www.cisco.com/go/cspp) and click the Join tab.
5. Who can complete the enrollment process?
6. Any individual with the authority to sign legally binding documents within an eligible partner organization can enter into the new SI Services Amendment, which contains or includes by reference the terms and conditions of the Cisco Services Partner Program.
7. What does the Cisco Services Partner Program enrollment process entail?
8. To begin, eligible partners should visit the program website at [www.cisco.com/go/cspp](http://www.cisco.com/go/cspp) and click the Join tab. This will indicate your interest in joining the program. Cisco will then contact you regarding the next steps required to complete the new SI Services Amendment.
9. What is the relationship between the Cisco Services Partner Program and the Cisco Channel Partner Program?
10. The Cisco Services Partner Program is closely aligned with the Channel Partner Program, for both Resale and Managed Services business models, to recognize and reward partner investments in certifications, specializations, and designations, as well as to ensure consistency across all partner types and services offerings. For example:

* The program’s eligibility framework defines partner access to specific Collaborative Services offers based on the breadth and/or depth of a partner’s capabilities as measured by the Channel Partner Program.
* Discounts on Collaborative Services are determined based on certification levels as outlined in the Performance Management Appendix found under the Resources tab at [www.cisco.com/go/cspp](http://www.cisco.com/go/cspp).

1. What will happen to existing services programs?
2. In keeping with our promise to provide a single, simplified services business relationship for all partners worldwide, all existing services programs will eventually reach end of life with the introduction of the Cisco Services Partner Program.

Affected partners will be given ample notice to prepare for the end of life of additional programs and promotions in their region as we move toward general availability of the program.

1. What types of services will partners be able to sell under the Cisco Services Partner Program?
2. The Cisco Services Partner Program is based upon two services offer families: Cisco Branded Services and Cisco Collaborative Services, providing you with offers that best align with your business model, investment strategy, and customers’ needs.

Cisco Branded Services are services sold by partners, with the service delivery handled entirely by Cisco.

With Cisco Collaborative Services, partners use Cisco service capabilities as a component of their own unique services offers. Partners are responsible for delivery of the services to the customer and are backed up by Cisco if necessary.

A comprehensive overview of the services that are governed by the program can be found at online on the [Build Your Services Portfolio](http://www.cisco.com/web/partners/services/cspp/sell_svcs.html) page.

1. What are the eligibility requirements for the Cisco Services Partner Program offers?
2. All Cisco partners enrolled in the Cisco Services Partner Program will be eligible to sell Cisco Branded Services – Cisco’s resale service offers (such as Cisco SMARTnet® Service and Software Application Services [SAS]).

Access to Collaborative Services will be determined by the achievement of Cisco certifications, specializations, and/or designations. Requirements may vary by service offer within a services family and by geographic region. For more information, please review the [Build Your Services Portfolio](http://www.cisco.com/web/partners/services/cspp/sell_svcs.html) page.

1. What is the compensation structure of the Cisco Services Partner Program?
2. The Cisco Services Partner Program offers a consistent, performance-based partner compensation model designed to reward the quality and value of the partner-to-customer relationship. Based on familiar performance metrics, the program’s partner compensation model supports all services accessed through the program, as well as price predictability regardless of partner type or services sold and delivered.

It consists of two primary components:

* Discounts received up front from either a schedule or list price, depending on the offer and product category.
* Rebates that can be earned on the back end, provided that minimum performance metrics are met.

For complete details, see the Partner Compensation and Performance Management section of the *Cisco Services Partner Program: Global Program Guide* and the *Performance Management Appendix*.

Both documents are located under the Resources tab at [www.cisco.com/go/cspp](http://www.cisco.com/go/cspp).

1. How will the Cisco Services Partner Program affect partners financially?
2. The business and financial impacts of a partner’s transition to the Cisco Services Partner Program are specific to your business model, investment strategy, and customer needs. Eligible partners are encouraged to work with their partner services development manager to evaluate this impact on their business.
3. How do partners earn rebates in the Cisco Services Partner Program?
4. Quarterly rebates are paid to partners that meet or exceed performance targets as defined within the Performance Management Appendix.

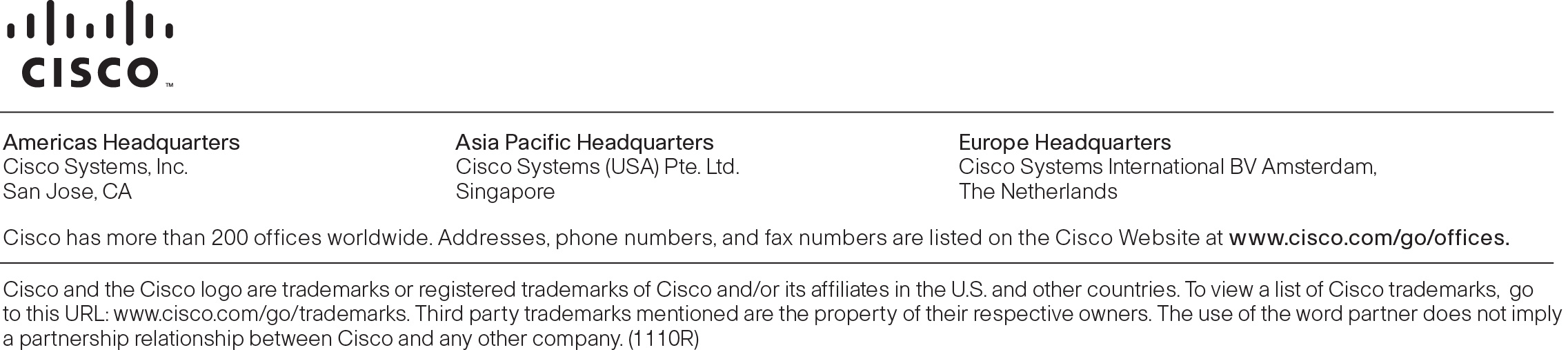
A Premium Services Rebate is also available and provides the opportunity to earn rewards for partners choosing services with premium service levels as opposed to the basic or minimum level of service available.

For complete details and rebate rules, see the Performance Management Appendix, located under the Resources tab at [www.cisco.com/go/cspp](file:///C:\Users\ashleyg\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\CETQDNM2\www.cisco.com\go\cspp).

1. What metrics will be used to determine performance?
2. Complete details regarding performance targets, metric calculations, and rebate rules can be found in the Performance Management Appendix, located under the Resources tab at [www.cisco.com/go/cspp](http://www.cisco.com/go/cspp).
3. Where can participating partners view their performance targets?
4. Performance targets can be viewed in the Performance Management Appendix, located under the Resources tab at [www.cisco.com/go/cspp](http://www.cisco.com/go/cspp).

Partner performance against targets can be found in Performance Metrics Central at [www.cisco.com/go/pmc](http://www.cisco.com/go/pmc). Once in Performance Metrics Central, navigate to the scorecard for the Cisco Services Partner Program and click on any of the values displayed in the column titled “Projected Rebate %.”

1. Can partners receive separate payments for sales and delivery performance rebates?
2. The Global EasyPay system does not currently support the payment of separate rebates for sales and delivery performance.



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