

# Cisco Technology Migration Program (TMP)

## Competitive Equipment Exchange Improved and Simplified



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### Accelerate Switching, Routing, and Wireless Sales with Enhanced Competitive Equipment Trade-In Credits



The Cisco® Competitive Technology Migration Program (TMP) has been redesigned to offer partners a simple way to trade in competitive equipment in a sales deal. Partners now can use the richer credits toward purchases of Cisco switching, routing, and wireless products. The new simplified program:

- Consolidates competitive trade-in SKUs into trade-in TRDs based on product categories.
- Assigns TMP credits based on trade-to product families, hence discounts occur upfront.
- Offers special accelerator to promote upselling.

This promotion can also be combined with existing programs such as Cisco Value Incentive Program (VIP), Opportunity Incentive Program (OIP), and Trade-in Accelerator Program (TAP) to maximize Cisco partners' profits. For detailed program information, refer to resources links later in this document.

#### Promotion Timeline

Trade-in credits with this bulletin are available through the end of January 2012.

#### Availability

This promotion is available in all theaters. For additional details, contact your Cisco AM.

#### Eligible Products and Credits

Table 1 lists the technology product series and their trade-in credits. For further details and questions, contact your Cisco account manager.

#### Ordering Guidelines

The terms and conditions for this promotional discount include the following. The partner must abide by the rules of the program as defined and outlined here:

- Partners must use [Cisco Commerce Workspace](#) to register deals.
- The discount is available when ordering directly from Cisco or when ordering through a Cisco authorized distributor.
- The competitive trade-in SKU should be of equal product category as the trade-to SKU.
- Number of trade-in units should be the same as the trade-to units to maximize the TMP credits.
- Financing options such as leasing may be available under this promotion.
- Cisco reserves the right to change any aspect of this promotion at any time.
- Cisco SMARTnet® is not included in this discount structure.



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**Table 1.** New Cisco TMP Competitive Equipment Exchange TMP Credit Summary

			TMP Credit	
Technology	Trade In	Trade To	HP (ProCurve, 3Com, H3C)	Other Competitors
Switching	Any competitive switch	Any Catalyst® 2960 Series	6%	4%
		Any Catalyst 3750, 3750-E, 3750-X, 3560, 3560-E, 3560-X Series	12%	8%
		Any Catalyst 4500 Series	12%	8%
		Any Catalyst 6500 Series	12%	8%
Routing	Any competitive router	Any ISR 800 Series	4%	
		Any ISR 1900 Series	4%	
		Any ISR 2900 Series	8%	
		Any ISR 3900 Series	10%	
Wireless	Any competitive indoor access point	Aironet 600 Series OfficeExtend AP	\$62	
	Any competitive outdoor access point	Any 802.11n indoor AP	\$100	
		Any 802.11n outdoor AP	\$400	

## Related Resources

### Products

- [Cisco Catalyst LAN Access Switches](#)
- [Cisco Catalyst Core Switches](#)
- [Cisco ISR Branch Routers](#)
- [Cisco Aironet® Access Points](#)
- [Cisco Aironet Outdoor Access Points](#)

### Partner Central Resources

- [Cisco Technology Migration Program](#)
- [Switching Competitive Equipment Exchange](#)
- [Access Routing Competitive Equipment Exchange](#)
- [Wireless Competitive Equipment Exchange](#)