

New and Simplified Cisco Competitive Technology Migration Program

- Q.** What is the Cisco **Competitive Equipment Exchange** Technology Migration Program (TMP)?
- A.** The Cisco[®] Competitive Equipment Exchange Technology Migration Program (TMP) enables customers to trade in their existing competitive products in exchange for an **initial trade-in credit** toward the purchase of new Cisco products. Most competitive products are eligible for a trade-in credit. We are introducing several important changes to simplify the program and help partners simplify sales and improve profit margins.
- Q.** What changes are being introduced with the “simplified” TMP?
- A.** The TMP changes are designed to help Cisco partners promote growth and simplify sales with Borderless Networks solutions. Specifically:
- Provide Cisco partners with eligible trade-in credit upfront **for competitive trade-in deals**.
 - Accelerated credit to upsell to Cisco Catalyst[®] 3K/4K/6K and Cisco ISR 2900/3900 products and earn higher trade-in credit for HP switching migration opportunities.
 - Combine other programs, including Cisco Opportunity Incentive Program (OIP), Value Incentive Program (VIP), and Trade-in Accelerator Program (TAP) rebates, to maximize partners’ profit margins.
 - Completely revamp and simplify the switching trade-in (TRD) descriptors selection method so partners only need vendor and switch type (fixed or modular) and number of ports.
- Q.** Who is eligible for the TMP?
- A.** All Cisco registered partners are eligible for the TMP. This program is available worldwide. Remember to log in with your Cisco.com ID to complete your **annual TMP enrollment** using Partner Program Enrollment (PPE). For more details, visit <http://www.cisco.com/go/tmp>.
- Q.** When should I use the Competitive Exchange TMP?
- A.** Cisco partners should use the TMP to earn trade-in credits when “migrating” customers from a competitive environment to a Cisco networking solution.
- Q.** What competitive products are eligible for trade-in credits?
- A.** The TMP is comprehensive and covers a broad range of competitive networking products, including switching, routing, wireless, and other technologies. All competitive trade-in products are listed by technology and can be found at http://www.cisco.com/web/partners/pr11/incentive/tmp_promotions.html.
- Q.** What trade-in credit can I expect when migrating customers to Cisco Borderless Networks solutions?
- A.** The new TMP provides Cisco partners with eligible trade-in credit **upfront**. This new approach allows you to complete your customer quote instantly with the full knowledge of the trade-in credits for this deal. Table 1 is a guideline for trade-in credits by technology.

Table 1. Trade-In Credits by Technology

Technology	Trade In	Trade To	TMP Credit	
			HP (ProCurve, 3Com, H3C)	Other Competitors
Switching	Any competitive switch	Any Cisco 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 Cisco 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 Cisco 802.11n indoor AP	\$100	
	Any competitive outdoor access point	Any Cisco 802.11n outdoor AP	\$400	

Important note: These trade-in credits apply to competitive-to-Cisco trade-in deals only.

Q. How does the TMP reduce my cost and improve my profit margin?

A. As discussed earlier, the TMP enables customers to trade-in their existing competitive products in exchange for an **initial trade-in credit** toward the purchase of new Cisco products. Additionally, Cisco allows partners to combine other incentives to maximize profit margins. Table 2 is an example for how the TMP can increase your profitability. Note that the partner discount/OIP discount provided is for illustration purposes only. Contact your Cisco distributor for product discounts.

Table 2 is a TMP deal scenario in the U.S./Canada Theater for HP switches traded for Cisco Catalyst 3K switches.

Table 2. Combining Partner Credits and Rebates

U.S./Canada Theater	OIP Deal	TMP Deal	OIP+TMP Deal
List price (Cisco Catalyst 3K)	\$100,000	\$100,000	\$100,000
Partner discount	-	35%	-
Partner OIP discount	45%	-	45%
TMP credit (12%)	-	\$12,000	\$12,000
Partner net price	\$55,000	\$53,000	\$43,000
TAP rebate (10% TMP)	-	\$1,200	\$1,200
VIP rebate (4% net)	\$2,200	\$2,120	\$1,720
Adjusted partner net price	\$52,800	\$49,680	\$40,080
Final partner discount	47%	50%	60%

*Note: TAP rebate applies if **cumulative** TMP credits are \$10,000 or higher over six-month period.

- Q.** Do I need to register the competitive trade-in deal?
- A.** Yes. Remember to make sure you have a Cisco.com ID associated with your company. If this is a combined OIP and TMP deal, certain theaters require that you complete the OIP deal qualification before adding the trade-in BOM. Check with your Cisco channel account manager for details. And remember to complete your **annual TMP enrollment**.

- Q.** Do I still need to have the deal qualified and approved by a Cisco account manager?
- A.** Yes. Partners can create a trade-in quote in Cisco Commerce Workspace by logging in at <https://cisco-apps.cisco.com/cisco/psn/commerce>.

Note: All deals must be qualified and approved by a Cisco account manager for final trade-in credit.

- Q.** Will there be any instances where the trade-in credit is lower than the guidelines provided in Table 1 above?
- A.** Yes. This program works best when trading in to an equal number of units: as an example, a customer trading in five competitive switches and purchasing five Cisco switches. In this scenario, the trade-in credit guidelines provided in Table 1 **above** will be accurate. In instances where a customer is trading two switches and purchasing ten Cisco switches, the final trade-in credit will be much lower than the trade-in credit guideline provided in Table 1 **above**. You can use the competitive TMP, but you must contact your Cisco account manager for trade-in credits and approval for these one-off deals. See Table 3 below for trade in guideline.

Table 3. Trade-In Credit Guideline

Switches					
Trading in	Quantity	Trading To	Quantity	Full Trade-in Credit	Partial Trade-in Credit
Hubs	any	Catalyst Switch	any	-	-
HP E26xx, E29xx, E4xxx	5	Catalyst 2960, 2960-S, 3560-X	5	✓	
HP E54xx, A55xx, A82xx,	2	Catalyst 4500, 6500	2	✓	
HP E54xx, A55xx, A82xx,	4	Catalyst 2960, 2960-S, 3560-X	5	✓	
HP E26xx, E29xx, E4xxx	1	Catalyst 2960, 2960-S, 3560-X	5		✓
HP E54xx, A55xx, A82xx,	2	Catalyst 4500, 6500	10		✓
HP E26xx, E29xx, E4xxx	5	Catalyst 4500, 6500	5		✓
Routers					
Trading in	Quantity	Trading To	Quantity	Full Trade-in Credit	Partial Trade-in Credit
Juniper SRX210	4	ISR 1900	5	✓	
Juniper J-23xx, SRX220	5	ISR 1900, 2900	6	✓	
Juniper J-63xx, J-43xx, SRX650	2	ISR 2900, 3900	2	✓	
Juniper J-63xx, J-43xx, SRX650	4	ISR 2900, 3900	5	✓	
Juniper J-23xx, SRX210/220	2	ISR 2900	5		✓
Juniper J-63xx, SRX650	3	ISR 3900	5		✓

- Q.** Can you elaborate on the simplified competitive TRDs for switching?
- A.** In the old TMP method, partners needed to match a unique TRD descriptor for every competitive product model. Using this approach, it was very difficult to manage the tool because it required constant updates for competitive models and for partners to navigate the TMP tool. Using the new approach, the TRD is based on the number of ports and includes the uplinks, regardless of number or type (GE or 10GE uplinks). Therefore, we automatically cover every competitive model for past, present, and even future products without requiring the addition or modification of the number of TRDs.

In the new tool, we identified nine named competitors for switching. In addition, there is another category under “Other.” Partners can use the “Other” category TRDs to exchange and gain trade-in credit for all other competitors that are not named in the tool. Table 4 provides a summary of the switching competitors named in the TMP tool.

Table 4. New Competitors TRD List

Manufacturer	Trade-In TRDs
Alcatel	6
Huawei/H3C	6
Enterasys	6
Hewlett-Packard	6
Nortel	6
3Com	6
Foundry	6
Extreme	6
Juniper	6
All other	6

- Q.** What are the new TRDs, and how can I use the simplified structure for competitive trade-in?
- A.** The main objective of the new TRDs is to greatly simplify the usage of the TMP tool by Cisco partners. Table 5 lists the TRD descriptors to trade in HP switches. There are similar TRDs for each of the other named competitors, and in addition another group of six TRDs under the “Other” category to trade in all other “non-named” competitors. The top three TRDs cover every type of fixed switch, while the bottom three TRDs cover every type of modular switch sold by HP. As an example, select the second TRD from Table 5 to trade in any 24-port switch model from HP, regardless of the type or number of uplinks. You no longer need to identify a unique TRD descriptor for each model.

Table 5. TRD Descriptors

HP Competitive TRDs	Description
TRD-HPP-FIX-14port	HP-any fixed switch, FE/GE, up to 14 ports
TRD-HPP-FIX-28port	HP-any fixed switch, FE/GE, 15-28 ports
TRD-HPP-FIX-52port	HP-any fixed switch, FE/GE, 29-53 ports
TRD-HPP-MOD-24port	HP-any mod switch/sups, FE/GE, up to 24
TRD-HPP-MOD-48port	HP-any mod switch/sups, FE/GE, 24-48 ports
TRD-HPP-MOD-49+prt	HP-any mod switch/sups, FE/GE, 49+ ports

- Q.** Can you provide an example of how the new competitive TRDs are used?
- A.** Table 6 is an example of before and after the TMP TRDs simplification. In this example, a customer has five 3Com switches, each featuring 24 access ports and various types and numbers of uplinks. Using the “before” method, you had to identify a unique TRD descriptor for each model. With the “after” method, you only use one TRD for all models.

Table 6. TRD Simplification

Before		After	
TRD Description	TRD Number	TRD Number	TRD Description
SuperStack 3X00 24 port 10/100 switch without uplinks	TRD-3CM-3X00-24PT	TRD-3CM-FIX-28 port	3COM-any fixed switch, FE/GE, 15-28 ports
SuperStack 3X00 24 port 10/100 switch with uplinks	TRD-3CM-3X00-24PTX		
SuperStack III 4900 24 port Gigabit switch	TRD-3CM-4900-24PG		
SuperStack III 4X00 24 port 10/100 switch without uplinks	TRD-3CM-4X00-24PT		
SuperStack III 4X00 24 10/100 port switch with uplinks	TRD-3CM-4X00-24PTX		

- Q.** Are customers still required to return competitive equipment to Cisco?
- A.** Yes. Returning trade-in equipment is free and easy. Simply arrange for a free pickup from your doorstep using the online Product Online Web Returns (POWR) tool. Cisco will pay for the freight charges and can even arrange for pickups from multiple locations as well as batch returns. To arrange pickup, visit http://www.cisco.com/web/ordering/cs_info/or3/o32/Return_a_Product/WebReturns/product_Online_web_returns.html.
- Q.** Will customers be able to receive TMP credits for trading hubs for Cisco switches?
- A.** No. TMP credits are approved to trade in competitive switches to Cisco switches.
- Q.** Are customers allowed to trade in competitive products for non-like Cisco products (for example, switches to routers)?
- A.** No. The TMP allows trade-in for like technologies only (for example, routers to routers).
- Q.** Is this promotion available for a limited time?
- A.** Yes. This promotion is available May 1, 2011 through January 31, 2012.
- Q.** Will a TMP quote expire on January 31, 2012?
- A.** No. TMP quotes are valid for a period of 120 days from quote approval. For example, a TMP quote approved on December 15, 2011 is valid through April 15, 2012.
- Q.** Where can I get additional information about Cisco's TMP and sign up?
- A.** Visit the Partner Central “promotions and Incentives” web pages for additional information specific to your theater. You can also visit:
- Cisco Competitive Exchange TMP
<http://www.cisco.com/go/tmp>
 - Partner Incentives and Promotions
http://www.cisco.com/web/partners/incentives_and_promotions/index.html
 - Access Routing Competitive Equipment Exchange
http://www.cisco.com/web/partners/pr11/incentive/tmp/ex_access_routing.html

- Switching Competitive Equipment Exchange
http://www.cisco.com/web/partners/pr11/incentive/tmp/ex_switching.html
- Wireless Competitive Equipment Exchange
http://www.cisco.com/web/partners/pr11/incentive/tmp/wireless_competitive equip_exchange.html
- Cisco Commerce Workspace
<https://cisco-apps.cisco.com/cisco/psn/commerce>



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