

Q4 Velocity Program

UNIFIED COMPUTING SYSTEMS (UCS) SMART PLAYS Frequently Asked Questions (FAQ)

Q: What are the Q4 Velocity UCS Smart Play bundles?

A: The UCS Smart Play bundles are designed to enable partners to jump start a UCS opportunity by establishing a UCS footprint in new or existing customer accounts through the use of aggressively and very competitively priced blade and rack-mounted UCS bundles. The end goal is to accelerate deal closure and in-quarter revenue growth.

Q: What type of promotion is this?

A: This is a demand generation promotion designed to offer partners easy access to a short list of popular UCS configurations with aggressively pre-adjusted list prices. Each bundle has its unique value proposition to address a multitude of customer needs. Ordering is simplified through the use of single, unique SKUs for each bundle.

Q: Which products/SKUs are included in this “UCS Smart Play” promotion?

A: The Q4 UCS Smart Plays consist of 9 bundles broken down into 5 B-Series and 4 C-Series bundles. Two of these bundles are application focused and optimized for UC on UCS and VXI deployments. Partners must use the unique “UCS Smart Play” bundle part numbers (SKUs) below to receive the limited-time aggressively discounted pricing.

UCS B-SERIES BUNDLES	BUNDLE NAMES	SERVICES SKUs	
UCS-SP2-ENTV-B200	B-200 Value Bundle	UCS1	UCS7
UCS-SP2-ENTUCS-B200	UC on UCS Bundle	UCS1	UCS7
UCS-SP2-VDIE-B200	VXI Foundation	UCS1	UCS7
UCS-SP-ENTV-B230	B-230 Value Bundle	UCS1	UCS7
UCS-SP2-EXPV-B200	B200 Expansion Value Bundle	UCS1	UCS7
UCS C-SERIES BUNDLES			
UCS-SP2-C200E	C-200 Entry Bundle	UCS5	UCW5
UCS-SP2-C200V	C-200 Value Bundle	UCS5	UCW5
UCS-SP2-C210V	C-210 Value Bundle	UCS5	UCW5
UCS-SP2-C460V	C-460 Value Bundle	UCS5	UCW5

Q: When does the promotion begin and for how long will it run?

A: The promotion is available from May 9, 2011 through to July 30, 2011. Purchase orders must be received on or before July 30, 2011.

Q: What are the partner eligibility requirements for UCS Smart Plays?

A: Partners wishing to resell one of the B-Series bundles must be an approved UCS Authorized Technology Provider (ATP) partner or have one of the following specializations: Data Center Architecture (DCA) or Unified Computing Technology (UCT). Partners without the UCS ATP or aforementioned specializations must request a UCS exception in order to resell any of the B-Series bundles. Please contact a Cisco Account Manager (AM) or Cisco Partner Account Manager (PAM) for help on submitting a request for a UCS exception. All partners can resell the UCS C-Series bundles.

Q: Do the UCS Smart Play bundles require additional configuration?

A: The UCS Smart Play bundles come pre-configured with all components pre-assembled except for power cables. In order to generate a complete, valid UCS Smart Play system, simply enter the appropriate bundle SKU into the Multi-Line Configurator (MLC) or Netformx to obtain a **ConfigSet ID and Access Key**. If you wish to add additional components or accessories, it is highly recommended that you do so on a separate order. If additional information is required, please refer to the “How to generate UCS Smart Play Configuration guide” for a detailed walkthrough of the ordering process. This guide will be available on Partner Central at http://www.cisco.com/web/partners/incentives_and_promotions/index.html. In the interim, please contact the Cisco Partner HelpLine at 1-800-GOCISCO or your Cisco Account Manager and/or Customer Service Representative for assistance with configuring, quoting, and ordering.

Q: Are Services automatically included in the Bill of Materials (BOMs) for each bundle?

A: No. They must be added separately.

Q: Are Services mandatory for the UCS Smart Play bundles?

A: For both B-Series and C-Series, the services are mandatory and must be ordered as a separate line item.

Q: Which configuration tool is required? Do I have access to the configuration tool?

A: Please refer to the chart below:

Configuration Tool	UCS B-Series Bundle	UCS C-Series Bundle	Configuration Output Type	Tool Availability
MLC	Yes	Yes	ConfigSet ID & Access Key	Direct VAR
DCT	NO	NO	BOM in Excel	All Partners
Netformx DesignXpert*	Yes	Yes	ConfigSet ID & Access Key	All Partners
ICT	Yes	Yes	ConfigSet ID & Access Key	B2B Partners

Note: Cisco offers the Netformx DesignXpert UCS edition to all Cisco partners at no cost.

Q: Where can I get a copy of Netformx DesignXpert UCS Edition configuration tool?

A: Cisco partners must request a license from Netformx at www.design.netformx.com/dxucs. Partners will be asked to complete a short online request form. Instructions on how to download the software as well as DesignXpert UCS Edition training VODs are available on the same URL. Netformx will create your license and email you a software license key for you to enable the configuration once you have installed the DesignXpert – UCS Edition tool on your computer. This is a free offer from Cisco for Cisco partners. If you have any questions or problems, please contact support@netformx.com directly.

Q: Whom do I contact if I require assistance with configuring, quoting and/or ordering the UCS Smart Play bundles?

A: Partners have multiple avenues for support. We highly recommend partners to seek assistance from the UCS Partner HelpLine at www.cisco.com/go/ph or 1-800-GOCISCO for help with configuring, quoting, and ordering. They can also work with a Cisco Account Manager or their Customer Services Representative. From an internal perspective, Cisco Account Managers can contact the UCS Sales Acceleration Center (SAC) for assistance.

Q: What if additional components/options are required?

A: Partners can purchase additional components/options in addition to the bundles. It is highly recommended that this be done through a separate order. This will allow for more flexibility in discounting on the additional components/options if needed.

Q: What do I need to do if I want to order VMware, BMC, Redhat or Microsoft software with my UCS Smart Play bundle?

A: The UCS Smart Plays bundles do not inherently include in any 3rd party software options; however, if you would like to order one of these options you may do so as a stand-alone line item on a separate quote and order. We have “spare” part numbers that have been set up to allow you to order these line items and their mandatory service equivalents on their own. Please work with your local Cisco Account Manager for the pricing and part number details. s

Q: What is the partner discount for these UCS Smart Play bundles?

A: For direct partners, the UCS Smart Play bundles are eligible at standard UCS Partner Pricing Discount. For 2-tier partners, they must negotiate the final price with their distributor of choice.

Q: Are UCS Smart Play bundles eligible for Opportunity Incentive Program (OIP)?

A: Yes. All UCS Smart Plays are eligible for OIP. Partners must submit an OIP request through the usual process. Only when the OIP is approved will the partner receive the additional discount. Approved OIP quote with Smart Play SKU must be booked by July 30, 2011.

Q: Are UCS Smart Play bundles eligible for the Solution Incentive Program (SIP)?

A: Partner with solution approved with SIP can leverage Smart Play SKU, within the Velocity promotional period, to substitute their UCS system with Smart Play SKU. SIP quote with Smart Play SKU must be booked by July 30, 2011. Cisco do not recommend partner to create new solution for SIP with Smart Play SKU as Smart Play SKUs are only valid for three months during promotion. For further detail, contact Matt O'Brien, matobrie@cisco.com for detail.

Q: Are UCS Smart Play bundles eligible for the Value Incentive Program (VIP)?

A: No. The UCS Smart Play bundles are very aggressively priced and therefore do not qualify for VIP. The bundles are designed with maximum upfront profit benefit for partners and affordability for end customers

Q: Are Deal Support Automations (DSAs) available for UCS Smart Play bundles?

A: No. The UCS Smart Play bundles are very aggressively priced and therefore do not qualify for DSA. Any DSA request on the UCS Smart Play bundles will be rejected. If the deal is comprised of multiple product families or additional UCS components, a separate order is highly recommended. This separate quote, without any UCS Smart Play SKUs, is then eligible for DSA, if required.

Q: Is there a quantity limitation per end-customer and/or per partner?

A: Yes. There is a limit of 5 bundles per end-customer for B-Series and 10 bundles per end-customer for C-Series.

Q: Are the bundles available to both Tier 1 and 2 partners?

A: Yes. This promotion is available to both direct partners and Tier-2 partners who order through their preferred distributor.

Q: Will the Data Center Accelerator Program (DCAP) apply to the UCS Smart Play bundles approved for OIP?

A: No. Due to the aggressive pricing on these bundles, the UCS Smart Play bundles are not the list of eligible SKUs for Data Center Accelerator Program.

Q: Can this promotion be used with a Trade-In Option?

A: No. Due to the aggressive pricing on these bundles, they cannot be combined with a Trade-In Option.

Q: Can this promotion be used as a Try and Buy?

A: No. You cannot stack Try and Buy on any UCS Smart Play opportunity.

Q: Can this promotion be used to purchase lab and/or demo equipment?

A: Systems for lab and demo purposes require a high-degree of customization in order to meet lab/demo requirements and to fit effectively within the existing lab environment. Therefore, it is highly recommended that you leverage the UCS Not for Resale (NFR) program. For further details, please go to the NFR landing page on Partner Central at www.cisco.com/go/usnfr or reach out to your Partner Account Manager.

Q: Do I have to register my opportunities to qualify?

A: No. You do not have to register the opportunity in order to gain access to the UCS Smart Plays. However, if you wish to receive an additional discount via OIP, you must register the deal and the OIP request must be approved.

Q: Am I able to see the list price of these bundles?

A: The list price information for each bundle is available on the US Global Price List (GPL) and can be seen in the Cisco pricing and configuration tools.

Q: What is the discount that the end-user will receive?

A: End-user pricing is always determined by agreement between the partner and the customer.

Q: Can I request to swap out components in the bundles?

A: No. The UCS Smart Plays are fixed configurations and cannot be modified. The bundles have been built based on market feedback and traction around our best-selling efforts. These bundles have been designed by Cisco engineers to be complete systems that customers can quickly and easily stand up in a production environment without needing any additional components.

Q: My UCS Smart Play order shows “NPH” or “New Product Hold” status. Do I need to take any additional action?

A: It is a standard Cisco manufacturing practice to put “New Product Hold” status on any new SKU that has been introduced on the Cisco Global Price List. As soon as the production and quality assurance have been completed, “NPH” status will be removed for shipping. If you have “NPH” question on your order, please contact Cisco Customer Service team for assistance.

Q: Is there a Partner Alias available for assistance?

A: You can begin by contacting the Cisco Partner Helpline at 1-800-GOCISCO or www.cisco.com/go/ph with general program questions as well as UCS Smart Play configuration questions. For CCW quoting/pricing inquiries please send an email to ucs-deals@cisco.com. For ordering support, contact your Customer Service Relationship Manager (CSRM).

Q: My order shipment arrived and component is missing, who in Cisco can assist me?

A: Please contact Cisco Technical Assistance (TAC) at TAC@cisco.com or go to the following site for local contacts http://www.cisco.com/en/US/partner/support/tsd_cisco_worldwide_contacts.html

Q: Where can partners go to get presentation materials, BOMs, ordering guides, etc.?

A: Two external sites are available to partners. The primary site is Partner Central at http://www.cisco.com/web/partners/incentives_and_promotions/index.html. The second is the Data Center Partner Community at <https://communities.cisco.com/community/partner/datacenter/products/ucs>. We encourage you to check back on a regular basis as we will likely have updates to the FAQ and new materials available throughout the duration of the promotions.