



Incentive Programs



Channel Programs




Technology Migration Program



Solution Incentive Program



Cisco Partner Workspace



Customer Satisfaction



Partner Program Enrolment



Assessment Incentive Program



Cisco Commerce Workspace



Trade-in Acceleration Program



Partner Self Service



Value Incentive Program



Partner Listening Strategy



Certification & Specialization



Customer Service



Public Sector

# European Partner Guide

Cisco Confidential and Proprietary Information

28  
February  
2011

# European Partner Guide Welcome

Dear Cisco Partner,

The European Partner Guide is an information source for our Partner Community; it has been created to facilitate the key information you need on programs, tools and resources.

With links to relevant websites, it will save you the time you usually spend searching for the information and updates you need.

To make your life easier the guide is available on [Partner Central Europe](#) under pdf format for those of you who are on the move and don't always have access to the internet but need timely access to information.

The European Partner Guide is updated on a monthly basis and available on each first week so the information remains current and relevant. Please click on the link provided at the bottom of the cover page or on [Check](#) for updated version available.

We are looking forward to your feedback and suggestions. If you want to comment on the format or on the content of the guide, or if you want to suggest a topic that should be a part of the next European Partner Guide release, do not hesitate to use the [Submit Feedback](#) link available on each page.

Looking forward to hearing from you,

**European Channel Marketing & Operations teams**

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## European Partner Guide Glossary

List of main channel acronyms:

| Acronym | Full Name  |
|---------|--|
| 1-Tier  | Direct Contractor Partner                                  |
| 2-Tier  | Reseller buying through Distributors                       |
| AG      | Avant Garde Program  |
| AIP     | Assessment Incentive Program                               |
| AM      | Account Manager  |
| ATP     | Authorized Technology Provider                             |
| CA      | Customer Advocacy  |
| CBFB    | Cisco Co Brand Foundation Bridge Program                   |
| CBR     | Cisco Brand Resale   |
| CC      | Cisco Capital  |
| CCO     | Cisco Connection On-line                                   |
| CCW     | Cisco Commerce Workspace                                   |
| CERT    | Standard Gold/Silver/Premier Certification                 |
| CPI     | Customised Partner Intelligence                            |
| CPI     | Customized Partner Intelligence (Newsletter)               |
| CPP     | Channel Partner Program                                    |
| CPV     | Cisco Partner View   |
| CS      | Customer Service   |
| CS App  | Certification and Specialization Application tool          |
| CSAM    | Channel Service Account Manager                            |
| CSat    | Customer Satisfaction                                      |
| CSCO    | Individual's unique Cisco Certification/<br>Specialization |
| CSPP    | Cisco Services Partner Program                             |
| CSE     | Channel Systems Engineer                                   |
| CSEP    | Cisco Services Expert Program                              |
| CO      | Customer Operations  |

| Acronym | Full Name                               |
|---------|---|
| CSSP    | Cisco Shared Support Program            |
| DAM     | Distribution Account Manager            |
| DCAIP   | Data Center Advantage Incentive Program |
| DCA     | DC Accelerator                          |
| DSA     | Deal Support Automation                 |
| EOL     | End of Life                             |
| EUP     | EU Promotion                            |
| FA4P    | Foundation Advantage For Partners       |
| GPN     | Global Partner Network                  |
| IBLM    | Installed Based Lifecycle Management    |
| ICPA    | Indirect Channel Partner Agreement      |
| ISPN    | Industry Solutions Partner Network      |
| MCEC    | My Cisco Event Calendar                 |
| MDM     | My Deal Manager                         |
| MSCP    | Managed Services Channel Program        |
| NFR     | Not For Resale program                  |
| OIP     | Opportunity Incentive Program           |
| OSP     | Outsourcing Channel Program             |
| PAL     | Partner Access on Line                  |
| PAM     | Partner Account Manager                 |
| PDF     | Partner Development Fund                |
| PE      | Partner Enablement                      |
| PET     | Partner Enablement Tools                |
| PICA    | Partner Initiated Customer Access       |
| PL      | Partner Locator                         |
| PLS     | Partner Listening Strategy              |
| POS     | Point-of-Sale                           |

| Acronym | Full Name                              |
|---------|--|
| PPB     | Partner Practice Builder               |
| PPE     | Partner Program Enrolment              |
| PPI     | Partner Program Intelligence           |
| PPP     | Partner Program Platform               |
| PPV     | Partner Program View Tool              |
| PREG    | Partner Registration                   |
| PRS     | Partner Relationship Survey            |
| PRT     | Partner Relationship Team              |
| PSPP    | Public Sector Partner Program          |
| PSS     | Partner Self Service                   |
| PSS     | Product Sales Specialist               |
| RMA     | Return Material Authorization          |
| S&MDF   | Sales & Marketing Development Funds    |
| SE      | Systems Engineer                       |
| SIP     | Solutions Incentive Program            |
| SKU     | Stock Keeping Units                    |
| SO      | Sales Order (number)                   |
| SO      | Sales Order (number) Specialization ID |
| TAC     | Technical Assistance Centre            |
| TAP     | Trade-in Accelerator Program           |
| TIP     | Teaming Incentive Program              |
| TMP     | Technology Migration Program           |
| UC      | Unified Communications                 |
| VIP     | Value Incentive Program                |

# Get Started with your Cisco Partnership

Welcome to Cisco!

This guide will walk you through the steps you need to take to prepare and enable your company to do business with Cisco. There are some mandatory steps you will need to take, as well as many recommended actions – and these actions are split out, where appropriate by job role: Administrator, Sales and Technical roles (A/S/T).

If you experience any problems along the way, please do not hesitate to call or log an on-line case with our Partner Response Team – details of which are available at [www.cisco.com/go/prt](http://www.cisco.com/go/prt)

To find out more [about Cisco](#) visit our Cisco.Com Website (known as CCO).

**Note:** A handy tip for all Cisco websites is to enter the root 'www.cisco.com/go/xxx' and add in the abbreviation of the tool you are looking for!

## Profit for you, value for customers

Resellers who become Cisco Registered Partners experience an increase in Cisco product revenue of 77% per year. This revenue growth is supported by industry-leading tools, leads and profitable programs. Cisco offers incentives, promotions and programs to offset expenses, increase profits, and support business growth. Enhance your solutions portfolio while reducing costs. Increase customer satisfaction.

Get started today to get the most out of your partnership with Cisco. Know your CCO ID because the resources listed here are secured for access by Cisco partners so you will be required to login using your CCO ID. This reference document will help you connect with programs that put cash in your pocket, incorporate Cisco products and services into your solutions, increase customer awareness about your offerings, and tools that help you when you need it most.

# STEP 1 Prepare your Business to Sell Cisco

## Ensure Employee Access to Privileged Partner Resources (Mandatory Steps)

Business readiness ensures your business is ready to respond, when your customers are ready to buy. Your employees need access to resources and websites that help them sell, use, and support Cisco products and services. Cisco builds training, labs, and enablement tools specifically for our partners, and provides them for free. Access to these resources is permitted to employees listed in Cisco's partner database, who are assigned to a valid company. Prepare to do business with Cisco by ensuring employees have a CCO ID and are assigned to your company in Cisco's partner database. **It may take up to 72 hours for employees to be recognized by partner resources, so get started to ensure their access today.**

1. Each employee must generate a username and password (CCO ID) for themselves on Cisco.com to protect their privacy, ensuring training in progress and other information they view is their own. They may [follow these instructions](#) to obtain a CCO ID. [Email Cisco](#) with problems establishing a Cisco.com account.
2. Employees must provide their CCO ID to you, the Cisco Administrator. Then you may assign them to your company in Cisco's database.
3. Once you, the Partner Administrator, has generated a CCO ID it is vital that you sign the Cisco Indirect Channel Purchase Agreement (ICPA) on behalf of your Company. This Click to Accept document outlines the terms of doing business with Cisco and is available in multiple languages ([www.cisco.com/go/icpa](http://www.cisco.com/go/icpa)). Partners who have a direct sales contract will not need to sign this. For more details of entitlement policies for a direct sales contract, please contact your local Partner Account Manager.
4. It is also important that you understand Cisco's policies around Brand Protection, and recognize the importance of buying through direct and authorized channels and our software licensing requirements. Review the [Brand Protection Policy](#) here.
5. You should access Cisco's [Partner Self Service tool](#) if you signed the partnership agreement with Cisco, or were designated by this person as the Company Administrator. Once you login to [Partner Self Service tool](#), search for each employee's CCO ID, and assign them to your company. CCO ID is required for a contact to have access to Cisco resources; if you add a contact with an Email ID, they will

not have access.

- Update your company's record when new employees are hired or terminated.

It is essential that the Partner Self Service tool is kept up-to-date as this the only database that Cisco use to assign access privileges – so please ensure that the correct people are given the correct access rights (i.e. whomever is responsible for Certification should be named as the Administrator for the CSAPP Tool)

## Connect with your Cisco Authorized Distributor

Your Cisco Authorized Distributor is ready to help you do business with Cisco, now. Whether you need information about incentives and programs available to you as a Cisco Registered Partner, help with product selection or sales support, your distributor's expertise with Cisco products and services allows you realise success sooner. Valuable services from your Distributor may include web-based training, product and solution demonstrations, one-on-one technical briefings, and proofs of concept.

Your Distributor know which incentives and programs you are eligible for as a Cisco registered partner. They can help you navigate Cisco's incentives, select products, and sign up for programs that are right for your business.

Contact your Cisco Authorized Distributor today. Use [Cisco's Authorized Distributor Locator](#) to obtain details on Cisco distributors serving your region.

Once you have completed the above steps you are ready to place your first order of Cisco products. However, Cisco is complex organization and in order for you to maximize usage of all of the incentives and enablement tools available, the following steps are recommended:

## STEP 2 Manage your Cisco Business

[MyCisco](#) is an integrated web page is customized with modules you select from a catalogue to create your own personalized workspace. Many of the resources shown in this document are included, which will help you manage your every day business with Cisco. My Cisco workspace will then provide immediate access to the Cisco business applications and information you use most frequently to help improve your productivity.

The [Cisco Partner Helpline](#) is a direct support path for help with pre-sales, product design and partner enablement tools. Search the extensive knowledge base online in English. For urgent issues, you may open a case in one of 16 languages and get answers in that language.

## STEP 3 Prepare your Business to Sell Cisco

### Prepare Presales Team to Approach Customers

Cisco's [Partner Central Community](#) offers discussion forums, wikis and blogs built around Cisco technologies and partner services and program, so it is important for you to familiarise yourself with the content on these partner facing pages.

There are a variety of free on-line training courses for Sales People available at our [Partner Education Connection](#), in particular the [Quick Start Sales](#) trainings may be of interest.

For more specific information for SMB focused resellers, visit Cisco's [SMB Partner Community](#) pages.

### Prepare Support Team for Success

Eighty-two percent of all Cisco technical support issues are resolved through the [Cisco Support](#) website (versus 20 percent for the industry). Select a task to perform, or choose a product. Quickly find instructions and links to download system software, maintain network performance, troubleshoot product issues, identify security advisories and alerts, determine product lifecycle milestones, and learn about Cisco services and contracts. The website offers 40 tools and utilities, enhanced search functions, personalization features, consolidated peer and expert wisdom, and more than 90,000 technical documents.

To rapidly open a case with Cisco technical support and download software for your products or customer products, you must sell a SMARTnet service contract for each product, and assign each contract number to your company's service contract administrator's CCO ID. It may take six hours for your account to be updated, and allow you to open a TAC case, so get started today. Login to Cisco.com and use the [Service Access](#)

## Management Tool to add contract numbers

Cisco's online communities and discussion threads keep up to date on technology evolution and issue resolution. The [Cisco Services Community for Partners](#) helps partners with all business models build or grow a services practice. Categories include general support, unified communications, and network management. Engineers can download tools and scripts and modify them to meet your needs. Increase productivity with the community's personalized "Watch List", to track updates and discussion threads. Use the Wiki to search Cisco's global knowledge database. [Cisco Support Community \(Net-Pro\)](#) is a Cisco discussion forum that can help answer difficult questions. This discussion forum is attended by one-third channel partners, two-thirds end customers, and Cisco support experts. Subjects are organized by technology. NetPro also includes a special online discussion forum Ask the Expert for deeper information about a specific technology from Cisco technologists; visit every two weeks for a new discussion topic.

Subscribe to the [Technical Services Newsletter](#) to receive notification of technical advisories, field notices and updates to technical documents. Read [Tech Insight](#) each month for technical tips to overcome real world situations, submitted by partners and end customers.

## STEP 4 Sign up for Cisco Incentives

The full range of incentives offered is found on the Partner Central site under [Incentives](#). Some incentives vary on a theatre by theatre basis, so ensure you click on your relevant theatre incentive tab. It is important the Sales Teams are kept up to date with the latest promotional programs that Cisco offer, such as how programs like OIP (Opportunity Incentive Program that rewards partners for hunting new business) and TMP program (Trade In Program) can help drive sales. Partners who regularly make use of these incentives ensure they are always competitive in the market place.

Your company is eligible for higher levels of discounts, rebates, and other benefits as employees achieve career certifications and technology specializations. With technology-specialized personnel on staff, partners can participate in several Cisco's award-winning partner programs, including [Value Incentive Program](#) and [Solution Incentive Program](#). Technology Specializations may be obtained by Cisco partners at no cost, online and courses are available on demand at Cisco's [Partner Education Connection](#)

(PEC) (CCO login required).

## Take Advantage of Product Promotions

For partners who's primary business is mainly Commercial, the following programs may be of interest:

- The [Fast Track Program](#) offers competitive pricing on more than 200 high-availability small and medium business products. It is designed to help you meet the unique needs of small- and medium-business (SMB) customers, providing discounts that increase your profitability. SKUs are updated quarterly, pricing is specific to each region in the world. Contact your Cisco Authorized Distributor for more information.
- The [Partner Rewards Program](#) allows partners to earn points for selling specific Cisco products, and redeem them for a broad array of rewards, or exchange the points for cash on a debit card.
- The [Pay for Performance Service Incentive program](#) provides up to a 4% rebate on every service contract sold with a product, and also on renewed service contracts. [Cisco Service Experts](#) training is required and available online, at no cost to Cisco partners.

In Europe, subscribe to the mailing list by emailing [euro-help@cisco.com](mailto:euro-help@cisco.com) and ask to subscribe to the Incentive Bulletin.

## STEP 5 Review and Select Cisco Products

### Review Products and Product Resources at Partner Central

For information about products, incentives, and promotions for Cisco partners who have smaller business customers, visit the [SMB section](#) of Partner Central. Then read what Cisco is saying to SMB end customers, (up to 250 network users) on the [Cisco SMB product page](#).

The [Enterprise section](#) of Partner Central provides information on larger scale solutions that support more than 250 users. Specific information for a [technology](#) and industry

is also available on Partner Central. Additional information and resources for larger deployments can be found on the main [Cisco Solution](#) page.

## Product Guides Detail Hardware, Software and Services

The Cisco Product Quick Reference Guide [www.cisco.com/go/guide](http://www.cisco.com/go/guide) is a downloadable booklet that includes all products and services offered by Cisco. Read brief product overviews, review important features, technical specifications, part numbers, and ordering information. Partner employees may download a soft-copy for free after registering at Cisco's Document Center. You may optionally agree receive email notifications on guide updates, new product releases and product discounts.

Consolidated details about Cisco product and solutions for small businesses can be found in the [SMB Product Reference Guide](#), which includes common features, decision logic to map customer business requirements to Cisco products, product SKUs and descriptions, and feature comparison tables for models within a product line.

Both reference guides include SMARTnet service contract information, so you can sell the level of service you and your customers need.

## Get SMART About Cisco Networks

[Cisco Smart Designs](#) provide network deployment best practices and design examples created by Cisco networking experts to help you create simple, modular network designs. Some advanced designs may require network engineering experience, including using Cisco's command line interface, equivalent to a Cisco Certified Network Advisor.

[Cisco Smart Business Architecture](#) is a series of scalable blueprints designed for mid-sized networks with 250 to 1000 connected endpoints. Smart Business Architecture solutions are repeatable network designs with common deployment scenarios for faster, smoother deployments. Sound architectures make your Cisco practice more profitable, and improve customer satisfaction.

## Prepare yourself with Cisco's Technology Labs

Cisco maintains hundreds of remote labs on real equipment just for partners. Gain practical experience before evaluating or installing products for a customer. Labs defray the cost of practice equipment for partners while providing the most common product deployment and refresh scenarios. Labs are available online at all times, to accommodate partners in every geography and varying work schedules, so sign up today and present new levels of experience to your customers.

## Build Skills and Prestige with Cisco Certifications and Specializations

Your Cisco Authorized Distributor or Partner Account Manager may be able to help you decide what levels of partnership and training programs are right for your business. Cisco creates and maintains thousands of hours of online training and labs for privileged access by partners, at no cost. As you expand your relationship with Cisco, you will qualify for access to new programs and added levels of incentives.

There are four levels of [Cisco Specialization](#) to help partners build technology and market expertise. You may earn specializations beyond those required by a certification to strengthen your expertise, customer approach and service offerings. Specializations and their training are updated as needed, to reflect Cisco's ongoing commitment to prepare partners to offer and deliver the most current technologies to customers. For those who also like to receive up to the minute information on Certifications and Specializations, subscribe to receive news via [RSS Feeds](#).

## STEP 6 Successfully Sell your Solutions

### Automatically Obtain Leads from Cisco's Partner Locator

Over 11,500 customers each day use [Cisco's Partner Locator](#) to find a partner to help them, and your status as a Registered Cisco Partner makes you eligible for inclusion in this tool. Within hours of achieving Registered Cisco Partner status, your company's information is automatically added to Partner Locator, and searchable by any potential customer who visits Cisco.com and uses it.

## Receive Cisco News you will use

Stay current on Cisco Partner news, events, technology updates, and rewards with the [Cisco Partner Intelligence Newsletter](#). Each employee can customize their article preferences to receive only the information they request, whether they have technical, sales or administrators roles. It is VITAL that you subscribe to this bulletin as it is the only way that important messages regarding things like changes to the Certification Program are communicated.

Each country also has an events calendar which diarises any local events as wells as Webinars, etc and to subscribe to this, go to [Cisco Partner Events](#).

For those who also like to receive up to the minute information, subscribe to receive news via [RSS Feeds](#).

## Promote your Partnership with Cisco, Refresh Marketing

Promote your status as a Cisco Registered Partner by taking advantage of Cisco's relationship and technology/service logos. Use the Cisco Registered Partner logo in customer correspondence, marketing materials and press releases. View the [Cisco Brand Overview slideshow](#) to learn how and where to use the Cisco Partner logo. To download the Cisco Registered [Partner logo](#) in color or black and white, go to the Cisco Partner logos page, scroll down and select the tab "Other". For additional questions, contact [channels-logos@cisco.com](mailto:channels-logos@cisco.com).

A [marketing guide for Cisco partners](#) will help you create a twelve month marketing plan, tips for effective sales and marketing activities, and urls for quick access to Cisco's marketing resources for partners. Reinforce customer relationships, attract new clients and introduce revenue opportunities with [Partner Marketing Central](#). This portal was developed by Cisco to help partners develop more powerful marketing materials and campaigns.

Get ideas and resources specific for marketing to small businesses on Cisco's [Small Business Marketing](#) website.

## Collaborate with other Cisco Partners

Cisco has developed an interactive [Partner Exchange](#) environment which allows partners to set up virtual conference booths, find partners with specific skill sets and interact with customers and Cisco employees in a virtual 2.0 web environment.

## Map out a Plan with Each Customer

[Cisco Smart Business Roadmap](#) is a sales planning process you can use and re-use with customers to build long-term relationships. Developing a network technology roadmap for them, that addresses each customer's business needs and provides long term business results.

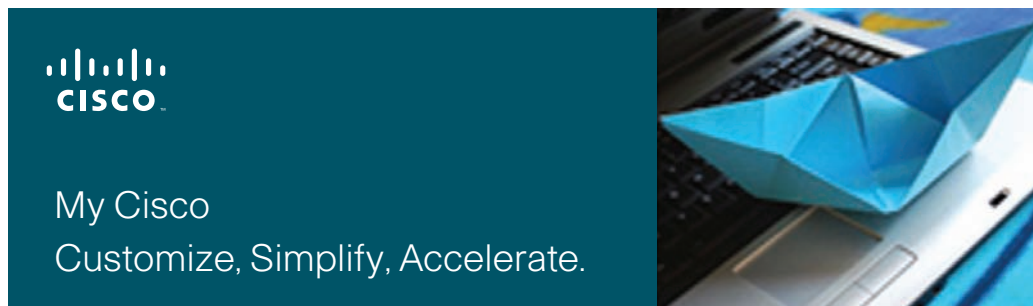
[Steps to Success](#) provides guidance about step-by-step customer engagement. Steps to Success helps you build a more profitable business by giving you a one-stop shop for industry-leading project methodologies, best practices, project plans, tools, and templates. This important Cisco resource for partners helps you increase productivity by standardizing your approach to customers, increase customer satisfaction by doing it right the first time, and reduce costs by making customer deployments efficient.

## Engage Customers with Compelling Programs

[EasyLease Financing](#) enables customers to aquire the technology solution that meets their business needs, today. Reduce customer concerns about budget constraints. You benefit from increased deal sizes, protect margins and prevent discount discussions, while increasing loyalty and retaining customers.

The [Cisco Services Accelerate Program](#) is a training and incentive program designed to help partners quickly learn about reselling Cisco's services to SMB customers. Easy-to-follow, modular online training teaches the value of Cisco Technical Services, sales best practices, handling objectives and how to position service contract renewals. This program is currently available in United States, Canada, Western Europe, Australia, New Zealand, and China.

## My Cisco



Stay better informed with alerts, news, products and services, and incentives through the new modules made available in **My Cisco**. You can simplify your experience by customising your own web page for immediate access to frequently used business applications and information.

Select modules such as Certifications & Specializations, Discounts & Rebates, CSAT, Partner News, Events, and much more, from the catalogue and easily create your own personalised **My Cisco workspace**.

Click [here](#) to view a Flash Demo

### My Cisco Helps Increase Productivity and Profitability

Partners tell us My Cisco positively impacts their productivity and profitability. A survey of existing My Cisco users shows partners save 5-50% of their time by using My Cisco workspace, as opposed to accessing each individual source application.

My Cisco is available in 17 languages and consists of three components:

1. My Cisco **catalog** offers up to 25 unique modules based on user entitlement
2. My Cisco **workspace**, a personalized workspace that you customize by selecting modules from the catalog, dragging & dropping them where you want, and removing those you no longer use.
3. My Cisco **fly-up**, a portable workspace that accompanies the user across Cisco.com and provides quick access to the catalog and workspace (*Fly-up available in bottom navigation in English, Chinese and French (Canada) on Cisco.com sites*).

## Start Using My Cisco Today!

Click here to use My Cisco [www.cisco.com/go/mycisco](http://www.cisco.com/go/mycisco)

## Learn more

[Click here for a Partner Testimonial](#)

[My Cisco - At A Glance](#)

[My Cisco - User's Guide](#)

## Support

Contact & feedback: <http://www.cisco.com/go/myciscofeedback>

## Cisco WebEx Authorized Partner Program

Cisco WebEx solutions are an integral component of Cisco's new collaboration portfolio. Cisco invites all Advanced, Masters and Express UC partners in Europe to enroll to become a WebEx Authorized Partner and participate in the [WebEx commission program](#).

Visit the new WebEx section on Partner Central at Cisco.com, where you'll find valuable tools, resources, and content to ensure your success:

<http://www.cisco.com/go/webexpartner>

## Cisco WebEx Resale Program

The Cisco WebEx Resale Worldwide Program is running in pilot mode and is accessed **by invitation-only**.

If you have not been formally invited, please do not proceed further and contact your PAM to determine your eligibility. **Any application submitted without formal invitation will be rejected by Cisco WebEx.**

If you have been properly invited, please follow the enrollment steps indicated below:

Step 1: Enroll using the [Partner Program Enrollment \(PPE\) Tool](#)

Step 2: Complete required training (4 roles): [Cisco WebEx Resale Program Learning Paths](#)

# Services Newsletters

## Services Partner InfoCentre

This website provides you with the essential tools and resources to help develop, sell and deliver Cisco Services - with a focus on driving profitable growth.  
<http://www.cisco.com/web/services/resources/renewals/index.html>

## Tier-1 Services Partner Newsletter

Access the Tier-1 Services Partner Newsletter filled with all the latest news, announcements, program information and promotions on Cisco Services for Tier-1 partners.  
<http://www.cisco.com/web/services/resources/newsletter/index.html>

## Tier-2 Services Partner Newsletter

Access the Tier-2 Services Partner Newsletter filled with all the latest news, announcements, program information and promotions on Cisco Services for Tier-2 partners.  
<http://www.cisco.com/web/services/resources/newsletter/eut2/index.html>

# Contact Details for Support or Queries

[ciscoservices@cisco.com](mailto:ciscoservices@cisco.com)

# Partner Business Consulting

## Description

Partnership Business Consulting follows a proven evidence-based approach which identifies business problems and opportunities from your current service program performance metrics and ensures that results go straight to your top or bottom line. Consultants will provide you with:

- Feedback from listen-and-learn interviews with your extended team.
- Observations, conclusions and recommendations.
- An agreed implementation plan.
- An executive summary presentation.

Consultants from Cisco are dedicated to delivering the right level of consulting to suit your organisation. They will make sure that the output provided is straightforward, both to understand and implement, and not just a weighty, incomprehensible report.

How much will this cost? The straight answer is that you will not be charged, but you should expect to incur some costs as you will need to assign resources to work in collaboration with the Cisco team. Your business will be eligible if it participates in one or more of the following:

- Cisco Shared Support Program
- Global Service Alliance Partners participating in Collaborative Services program
- Co-brand Foundation
- Collaborative Technical Services
- Cisco Services Partner Program

## Learn more

For more details on how Partner Business Consulting can maximize your profitability take a look at the [data sheet](#)

Access the latest Partner Business Consulting case studies [here](#)

## Cisco Shared Support Program (CSSP)

### Overview

Cisco Shared Support is a channel program in which Cisco and partners provide technical support services to customers.

### Partner Eligibility

This program was closed to new Partners during the calendar year 2006. It was available only to Silver & Gold Partners with a strong and audited services practice.

### Description

Cisco Shared Support is part of the Cisco Partner Technical Support Services Portfolio. It is a service program for Gold and Silver certified partners that meet the high standards of the Cisco Shared Support eligibility requirements and ongoing performance criteria, demonstrating their ability to sell, renew, and deliver high-quality service under their own brand.

In the Cisco Shared Support model, partners remain the primary contact for their customers, selling and delivering their own brand of services while having access to Cisco technical expertise, software support, and logistics infrastructure. In addition to selling and delivering services under their own brand, partners may also sell SMARTnet, SMARTnet Onsite, Software Application Support (SAS) and Software Application Support plus Upgrades (SASU) through the Cisco Brand Resale (CBR) Program.

### Related URLs

Shared Support site for Partners:

[www.cisco.com/en/US/partner/products/svcs/ps3844/ps3849/ps3850/serv\\_home.html](http://www.cisco.com/en/US/partner/products/svcs/ps3844/ps3849/ps3850/serv_home.html)

### Contact Details for Support or Queries

[euro-cssp-info@cisco.com](mailto:euro-cssp-info@cisco.com)

## Cisco Co Brand Foundation Bridge Program (CBFB)

The Co Brand Foundation Bridge (CBFB) services program is an interim partner branded services program. It will be replaced by Collaborative Services from Q3 FY10. The Co Brand Foundation Bridge program end of sale date is July 2011. Silver and Gold Cisco Certified Partners\* are able to join this program anytime up to the launch date of Collaborative Services. After this date eligible partners will only be permitted to join Collaborative Services.

CBFB requires a minimum renewal of 55% each year whereas shared support partners can opt for lower or higher renewals, thus impacting their overall discount.

### Eligible Partners

Gold and Silver partners only

## Cisco Brand Resale (CBR)

The Cisco Brand Resale program is a performance-based service program available to all tier-one partners (system integrators). The program allows partners to resell specific Cisco Services and enables partners to provide services to their customers without making a significant investment in developing and operating their own support infrastructure.

### Eligible partners

One-Tier partners only

### Related URLs

[http://www.cisco.com/en/US/partner/products/svcs/ps3844/ps3845/serv\\_group\\_home.html](http://www.cisco.com/en/US/partner/products/svcs/ps3844/ps3845/serv_group_home.html)

## Pay for Performance Service Incentive Program

The Pay for Performance Service Incentive Program offers qualifying tier-two Cisco channel partners cash rebates when they meet service contract attach and renewal rate thresholds. The added incentives of the program can help you improve profitability, retain and satisfy customers, and manage and grow your Cisco services business.

The incentives come in the form of rebates determined by the percentage of service contracts attached to the original sale and the percentage of service contracts renewed. You can see the rebates for specific attach and renewal rates at Performance Metrics Central, a partner performance portal for Cisco service programs.

## New Features

### What is new to the Pay for Performance Program?

Effective from 1<sup>st</sup> August 2010, Cisco introduced the following changes to Pay for Performance program, enabling you to have greater rebate payout opportunities:

- The attach rate will now exclude uncovered Limited Lifetime Warranty (LLW) products from the attach rate metrics calculation [LLW attach rate adjustment (LLW ARA)].
- Partners will continue to be recognized for attaching services on LLW products, but will not be negatively impacted if a customer chooses not to attach services to LLW products.

As a result of this change, you will have an opportunity to earn even greater rebates. For example, if you were previously earning a rebate of \$2.5k in the last incentive period, you could be earning almost double of that amount. This is because there is no negative impact if the customer does not purchase a service contract on the LLW products. You can then choose how to invest the money back into your business.

## Eligible Partners

- You must maintain Cisco 2-Tier Certified (Select, Premier, Silver, or Gold) Partner status throughout the incentive period
- You must have at least one employee who has completed and passed the [Cisco Service Expert Program](#)
- You must achieve the service attach rate (with Limited Lifetime Warranty Attach Rate Adjustment [LLW ARA] base) or renewal rate thresholds. Detailed information can be found in the [Partner Program Guide](#).

## Learn more

**View the latest** [Partner Program Guide](#) which includes details on all the new enhancements to the program.

## Related URLs

Pay for Performance:  
[www.cisco.com/go/p4p](http://www.cisco.com/go/p4p)

Performance Metrics Central:  
[www.cisco.com/go/pmc](http://www.cisco.com/go/pmc)

## Contact Details for Support or Queries

[support@cisco-global-p4p.com](mailto:support@cisco-global-p4p.com)

# Cisco Services Partner Program (CSPP)

## Overview

The Cisco Services Partner Program is a new way of doing business that empowers partners to more profitably expand their services practice by rewarding their total Cisco investment. The new services program supports your success as you develop, sell and deliver value-based services together with Cisco.

This new program offers the ability to streamline programmatic elements into “one experience”:

- Providing a unified approach across products and services
- Presenting a single services channel program framework
- Offering a consistent eligibility and a performance based rewards structure
- Access to a portfolio of smart and traditional services
- Global consistency of governance and business processes

## Description

The new program emphasizes a streamlined approach to all of its elements, with one experience that will bring:

- **A unified product and services experience:** Your existing investments in Cisco certifications and specializations provide the foundation that will give you access to an array of services. Alignment across Cisco channel programs will also facilitate more solution-oriented offers for even greater customer satisfaction.
- **A single services program framework:** A new framework streamlines sales administration to help reduce overhead costs and speed account reconciliation. Program management is not only simpler and less costly, but also more efficient, to enhance your profit potential.

- **A common eligibility and rewards structure:** Predictable discounts and performance-based rewards will offer a more clearly defined investment path for profitable growth. With a consistent eligibility approach, you'll be able to more strategically plan because you'll understand the qualifications necessary to gain access to the various service offers. You'll also be able to stretch your budget by eliminating financial outlays for service assets in areas where Cisco is already investing. Instead, you can build on Cisco's innovation and focus the majority of your efforts on differentiating your services.

You'll realize expanding opportunities across sales, delivery, and rewards through:

- **Access to a portfolio of smart and traditional services:** The Cisco Services Partner Program gives you more choices, so you can better match your business model and investment strategies with customer needs to promote greater profitability. The new program expands the revenue options for eligible partners, providing access to a comprehensive portfolio of services. This portfolio will offer more flexible alternatives than ever before, to help you develop, sell, and deliver services together with Cisco.
- **Performance-based rewards:** The new program will improve the competitiveness and profitability of top-performing partners by offering new performance-based rewards. Your performance will be calculated quarterly instead of annually to give you more frequent financial opportunities. In addition to discounts, we have included a rebate component to promote healthier gross margins.
- **Global consistency:** A global services strategy for program eligibility, discounts, and rewards will help you sell multi-country service solutions more easily. A globally viable business strategy can help accelerate your service growth and profitability, no matter where your business and customers are located.

## Related URLs

Cisco Services Partner Program:  
[www.cisco.com/go/cspp](http://www.cisco.com/go/cspp)

Cisco Collaborative Services:  
[www.cisco.com/go/collaborativeservices](http://www.cisco.com/go/collaborativeservices)

# Services Training

## Overview

The Services Training Portal includes the Accelerate program and Cisco Service Expert Program. Please view details on both of these below:

## Description

### Services Accelerate Program

The Cisco Services Accelerate Program is a global training and incentive program for eligible 1-Tier and 2-Tier Cisco partners. The program is designed to help you sell Cisco Services more effectively and to improve your year-over-year services growth while rewarding you for the time you invest in training.

The Cisco Services Accelerate Program:

- Offers easy-to-use, self-paced, online training at no cost
- Provides a comprehensive learning curriculum
- Helps you sell services effectively to small, medium-sized, and large businesses
- Helps you effectively position and sell Cisco Services
- Helps you increase services bookings

### Cisco Service Expert Program (CSEP)

The Cisco Service Expert Program (CSEP) is a self-assessment qualification designed to promote a partner's understanding of Cisco Services in order to qualify them for rebates through Cisco's Pay for Performance scheme. The format of the current Cisco Service Expert Program however is changing.

From January 1<sup>st</sup> 2011, the CSEP assessment will follow a new format comprising of select education modules from within the Cisco Services Accelerate Program. Partners will be required to complete ten relevant education modules (pass rate of 80%+) to qualify for the CSEP assessment and rebates from Pay for Performance.

Partners who are currently in the process of finalizing their Cisco Service Expert Program assessment will have until December 31<sup>st</sup> 2010 to complete the learning curriculum and pass the existing Cisco OnLine Training (COLT) assessment through Partner Education Connection. From January 1<sup>st</sup> 2011, the new CSEP education assessment will come into effect.

Note: from the 8<sup>th</sup> November 2010, new partners registering for Pay for Performance will have automatically been registered for both the Cisco Service Expert Program and the Services Accelerate Program. Partners enrolled in Pay for Performance who pass the Cisco Service Expert Program assessment before November 8 will continue to earn rebates/payments without having to take the updated assessment.

Points awarded for completion of the education modules as a part of the CSEP assessment will contribute to a partners points within the Cisco Services Accelerate Program.

## Related URLs and Tools

[Services Training Website](#)

[Cisco Pay for Performance Service Incentive Program](#)

[Cisco Service Expert Program Learning Curriculum and Quizzes](#)

[Cisco Services Accelerate Program](#)

## Service Tools

| Service Tool                       | Functionality  | URL  |
|------------------------------------|--|--|
| SVO Tool                           | Submit a service order for a hardware replacement  | <a href="#">RMA Service Tools</a>              |
| TAC Service Request Tool           | Create a service request   | <a href="#">TAC Service Request Tool</a>       |
| SAMT                               | Updating contracts to CCO user profiles to allow access to the service deliverables such as raising TAC cases and RMA's  | <a href="#">Service Access Management Tool</a> |
| PMC                                | Measure & Manage your performance inline with your Service Program requirements  | <a href="#">PMC2.0</a>                         |
| CSCC                               | View, Update & Maintain your Cisco Service contracts   | <a href="#">CSCC</a>                           |
| Enhanced Limited Lifetime Warranty | Providing Partners with information regarding the LLW products   | <a href="#">Enhanced LLW</a>                   |
| Service Support Community          | The SSC Community provides a collaborative environment for customers and partners to exchange information, share knowledge, and support each other in their Cisco service contract management and ordering activities.                         | <a href="#">Service Support Community</a>      |
| Cisco Product Identification Tool  | The Cisco Product Identification Tool helps you to retrieve the the serial numbers of your Cisco products  | <a href="#">CPI</a>                            |
| E-Consulting                       | Cisco E-Consulting for Partners is an automated e-consultant that performs a deep inspection of your operations, to provide a detailed snapshot of your current performance.   | <a href="#">E-Consulting</a>                   |
| Services Training Website          | Learn to sell Cisco Services   | <a href="#">Services Training Portal</a>       |
| Services Partner Newsletter        | Providing a regular update to Partners relating to Services  | <a href="#">Services Partner Newsletter</a>    |
| Services for Partners              | Use this site to build and grow your services practice, learn about the services you can sell and deliver to your customers, and find the tools and other resources to develop new capabilities and expertise to meet your customers' demands. | <a href="#">Services for Partners</a>          |
| Global EMEA Service Price List     | A simple way for partners to access pricing information on Cisco Services  | <a href="#">Global Service Price List EMEA</a> |

## Sales & Support

### Cisco Services Sales Support

|         |                    |
|---------|--------------------|
| Alpines | +44 (0)1223 582204 |
| Germany | +44 (0)1223 582205 |
| Benelux | +44 (0)1223 582206 |
| Nordics | +44 (0)1223 582207 |
| Med     | +44 (0)1223 582208 |
| Italy   | +44 (0)1223 582209 |
| France  | +44 (0)1223 582210 |
| UK & I  | +44 (0)1223 582211 |

### Cisco Smart Services Bureau

The Cisco Smart Services Bureau offers dedicated support for Smart Services and will incubate Smart Service offerings to accelerate opportunities for you. The Smart Service Bureau agents are trained to help diagnose issues and route you to the appropriate support contact or self-service resources. The Smart Services Bureau will provide phone and email support to Smart Care partners.

### Service Support Centre (SSC)

The Service Support Centre provides updates and support for those engaged in a Cisco service contract management and quoting/ordering activities, and ensure you have access to the latest information and resolution to current issues.

## Contact Details for Support or Queries

Phone: +31-20-485-4321

The Bureau will accept calls internally during the hours of 8:00 AM – 2:00 AM CET

Email: [ask-smart-services@cisco.com](mailto:ask-smart-services@cisco.com)

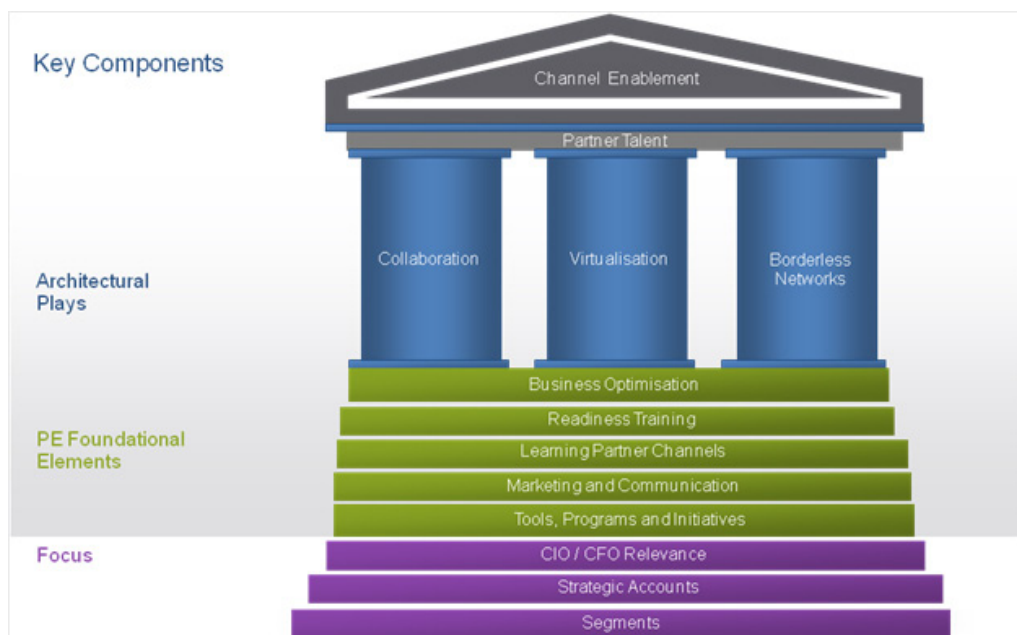
[Service Support Centre](#)

[Service Support Community](#)

# Partner Readiness & Enablement

## Overview

Cisco Partner Enablement provides a structured, repeatable approach to help channel partners more effectively develop, market, sell, deliver and support Cisco solutions whilst meeting evolving market demands, by taking advantage of Cisco launches, tools, training, marketing and selling components. The diagram below represents the key components of Readiness and Enablement that support our Partners' profitability, productivity and business growth.



## New Features

Market: Partner Marketing Central now replacing Campaign Builder

## Description






Partner Enablement strengthens all aspects of the customer engagement lifecycle, boosting your capacity and your capabilities. The result - Partners become more productive and efficient - and can better increase your business opportunities and accelerate your business growth.

Partner Enablement helps you profit from your collaboration with Cisco, by:

- Increasing capability
- Increasing productivity
- Optimizing investment
- Improving response times
- Improving speed to market
- Increasing customer satisfaction and loyalty

Cisco is committed to helping you grow your business, by giving you a strong competitive edge, and earning your ongoing loyalty. Partner Enablement is proof of this commitment.

## Tools, Programs and Initiatives

|   |  |
|---|--|
| <p><b>Develop</b></p>  <ul style="list-style-type: none"> <li>• Partner Practice Builder</li> <li>• Partner Education Connection</li> <li>• QuickStart</li> </ul>   | <p><b>Market</b></p>  <ul style="list-style-type: none"> <li>• Partner Marketing Central</li> <li>• Cisco Partner Space</li> <li>• Customized Partner Intelligence</li> </ul> |
| <p><b>Sell</b></p>  <ul style="list-style-type: none"> <li>• Competitive Edge Portal</li> <li>• Demo Solutions</li> <li>• DesignXpert</li> <li>• Network Assessments</li> <li>• Partner Helpline</li> <li>• Quick Pricing Tool</li> <li>• Quote Builder</li> <li>• Sales Accelerator</li> <li>• Secure Business Advisor</li> <li>• Solution Expert</li> <li>• Smart Business Roadmap</li> </ul> |  |
| <p><b>Deliver</b></p>  <ul style="list-style-type: none"> <li>• Plan Design Implement (PDI) Help Desk</li> <li>• Steps to Success</li> </ul>   | <p><b>Support</b></p>  <ul style="list-style-type: none"> <li>• Smart Foundation Service</li> <li>• Cisco Support Website</li> </ul>   |

## Develop

- **Partner Practice Builder (PPB)**, a proven, simplified approach to building a Cisco® solutions-based business methodology. A repeatable business model process enhancing productivity by minimizing trial and error whilst achieving a faster ramp to profitability.
- **Quickstart**, a sales training portal designed to accelerate new product revenue and time-to-market. It gives Cisco Channel Partners online access to pre-sales training packages, which provide an overview of

upcoming Cisco new product releases.

- **Partner Business Analysis**, is a methodology calling upon a playbook containing leading practices which help a Partner to understand the DNA of their business model. A customized business plan can be developed with the assistance of Partner Practice Builder and other methodologies such as Joint Revenue Initiatives and Relationship Building.

## Market

- **Partner Marketing Central** is a single, easy-to-use co-marketing platform for creating campaigns and managing events with an option to link to social media features.
- **Cisco Partner Space** is a virtual collaborative environment that enables connections and facilitates collaboration between Customers and Partners; amongst Partners; Cisco and Partners. Partners create a virtual booth or Partner Space to promote their company, Cisco solutions and collaborate with visitors. From the convenience of their desktops, partners can engage in business discussions, network with visitors, participate in forums, and attend live or on-demand webcasts
- **Customized Partner Intelligence Newsletter**, a personalized newsletter service with tailored content based on business needs, markets, technologies and solution interests.
- **My Cisco Event Calendar (MCEC)**, provides a personalised Calendar view of relevant events, to increase Partner Satisfaction and loyalty to Cisco.

## Sell

- **Competitive Edge Portal**, provides up-to-date information to help establish a leadership position when selling Cisco solutions against the competition.
- **Demo Solutions** brings comprehensive demonstration capability of

Cisco Advanced Technology solutions, with support for ordering the demonstration components, assembling the demonstration and demonstrating from a proven script to customers.

- **Cisco Discovery Services**, is an advanced web services platform that helps enable third-party network assessment tools to deliver detailed analysis and reporting on Cisco devices. Its results are similar to those of the legacy Cisco Discovery tool. The first third-party tool it will support is [Netformx DesignXpert](#), and additional platforms will be added throughout 2010 and beyond.
- **Network Assessment**, offers partners incentives for performing on-site network audits in targeted customer accounts. Please note that acceptance to the programme is restricted. Account team will notify Partners of qualification.
- **Partner Help Line**, designed as the primary pre-sales support link for Partners focused on SMB businesses. Providing critical pre-sales and advanced technology support, anytime and anywhere for both Partner and field resources.
- **Quick Pricing Tool**, was specifically designed to help you quickly generate price estimates on Smart Business Communications System (SBCS) products. Using a clear graphical interface and user profiles, account managers can easily select products and options without the need for technical assistance. This next generation pricing tool replaces the Smart Business Communications System Quick Pricing Tool and Quick Quote.
- **Quote Builder**, is an SMB solution quoting tool which generates accurate quotes in minutes instead of hours.
- **Sales Accelerator**, Sales Accelerator is an innovative sales tool for partners to use for selling Cisco Unified Communications, and Mobility solutions to their customers. It pushes Cisco solution and product sales content onto partners' desktops, through an easy-to-use, time-saving toolkit.

- **Secure Business Advisor**, enables partners to “open doors” and initiate security discussions with customers who have small and medium-sized businesses. It is a new lead generation and education tool that provides a free assessment of each customer’s security posture, with different tracks for Business Decision Makers and Technical Decision Makers.
- **Solution Expert**, a Mid-Market/Enterprise tool to quickly design, configure, and quote Cisco Unified Communications solutions. It enables Partners to develop a technology roadmap that prioritizes each customer’s business objectives, identifies their top challenges, and assesses the tools they already have in place.
- **Smart Business Roadmap**: to find programs, financing and incentives to help new or registered partners to build stronger business

## Deliver

- **PDI Help Desk**, provides additional support resources during network planning, design, and implementation phases to entitled Cisco Partners for the following technologies and solutions: Unified Communications (UC); Unified Contact Center (UCC); Wide Area Application Services (WAAS).
- **Steps to Success**, gives partners a step-by-step resource for selling, delivering and supporting business solutions throughout the network lifecycle. This toolkit offers a consistent, repeatable, industry-leading methodology and content that provides a common language for Cisco, partners, and customers engaged in sales, delivery, and support of Cisco Advanced Technologies.
- **Cisco Configuration Assistant** Simplify the task of configuring, deploying, and administering [Cisco Smart Business Communications System](#). Cisco Configuration Assistant improves network security and performance and substantially reduces deployment and configuration time. It features a simple GUI and provides everything you need to quickly set up a small office network.

## Support

- **Smart Foundation Service**, has been specifically designed for small and medium-sized businesses (SMBs) to provide the easy, cost-effective network support businesses need to help ensure operational reliability, contain costs, and protect your investment on Cisco SMB Class networking solutions.
- **Cisco Support Website**, provides the next generation of on-line technical support.

## Readiness Training

- **New Product Introduction - Partner First**, is a by invitation process for providing foundation and advanced technology product introduction to Partners early in the product lifecycle.
- **Trusted Business Professional**, (TBP) is a program aimed at executive level (director) attendees inside Partners, where Cisco communicate strategy and technology/architecture directions.
- **Partner Virtual Team**, (PVT) is a program targeting key technical staff within Partners and designed to communicate the latest updates on the technologies.
- **Avant Garde+ Sales Training**, develops the technology selling and opportunity discovery strengths of Commercial Partner Account Managers.
- **Partner CIO Relevance**, is a programmatic approach to develop stronger business relationships with Partner CIO's, where together we discuss how to deliver business value with more innovation.
- **Avant Garde+ First Look**, provides our technical community with hands on training of Cisco technology relevant to Commercial market.
- **Architectural Curriculum**, is a list of Learning Partner and Cisco on-line offerings which enable a Partner engineer to train from entry level to consultant level in a particular architecture play.

- **Partner Education Connection**, a one-stop learning portal that offers all-inclusive technical and sales training. In addition to training, the PEC provides easily-accessible technical and sales solutions across all Cisco technologies for support throughout the entire sales process.
- **Theatre Training Library**, is a unique repository located in Partner Education Connection designed to provide a convenient source for quickly accessing sales and technical webex recorded content and presentations, tailored to specific architectures: Borderless Networks, Collaboration and Data Center / Virtualization, countries and languages. During the pilot period, the content will include material from Germany, Spain, United Kingdom, Portugal, France and delivered by European Partner Organizations such as PVTs and architecture Webinars. <http://tools.cisco.com/pecx/login?URL=theatreEventDeeplink>
- **Avant Garde+ Training**, is part of the Partner Led Avant Garde Programme and is aimed at Partner AMs associated to the AG+ Programme. The first part of the training curriculum is mirrored from our internal AM training and consists of 4 Technology areas: Unified Communications, Business Video, Data Center and Security. Following these training sessions a Partner AM may be eligible for a Business Engagement Strategies and Tactics (BEST) course.

## Business Optimisation

- **Partner Practice Builder**, is Cisco's primary business building methodology, based on a web2.0 platform and covering architectural and technology solution practice development.
- **Business Optimisation**, is an initiative that pulls together strengths of Partner Business Analysis, Partner Practice Builder, Partner First and Partner Enablement offerings, to assist a Partner to sell, support and grow.

## Cisco Fit4Talent

**Cisco Fit4Talent**, is an evolution of the Cisco Partner Talent Program. In recognition of the shift in the industry the Cisco Partner Talent program has shifted its focus from a three pillar approach (attraction, development and retention) to one that looks at the

holistic Talent lifecycle. Today, Partners are considering all aspects of talent at each stage of the talent lifecycle. Best practices show that fit companies take a comprehensive approach to talent management. To help your company to develop a Talent strategy, Cisco has developed Cisco Fit4Talent which supports efforts throughout the entire lifecycle of your employees with an emphasis on business alignment and leadership at all phases.

### The Cisco Fit4Talent Employee Lifecycle



Among others the program helps Partners' meet demands in identifying and recruiting quality employees by connecting them to a registered pool of talent, shares best practices how to reward and motivate loyalty, enhance skills in identifying and qualifying talent and develop interview skills and techniques. It is exclusively designed for Europe's Select, Premier, Silver and Gold Partners.

### The program includes these initiatives:

- **Cisco Fit4Talent Index** - Compare your company's workforce distribution to other Cisco partner companies, and use our talent and workforce resources to help address the variances.
- **Cisco Partner Talent Network (CPTN)** - a unique way to source the right candidates, at the right time, with the right skill-sets. It enables partners to post job openings, interview candidates and hire; it also acts as a central repository for Cisco's HR Best Practices.
- **Talent Connection events** - these one day events are a platform for our Cisco Channel Partners to meet candidates face to face and conduct preliminary job interviews.
- **Talent Forums** - connecting our partners with the Cisco and Industry subject matter experts sharing their best practices relating to the attraction, development and retention of talent.
- **IPTV Talent Sessions** - one hour sessions via IP TV designed for partner executives to tackle the current hot topics around talent and trends in the market.
- **Executive Webcasts** - one hour sessions aimed to help our partners to organize and systemize their knowledge and awareness in talent-related matters.
- **Strategic Recruitment Solution** - program that provides partners with an access to professional recruitment staffing agencies at a reduce costs.

## Related URLs and Tools

### Partner Enablement

[www.cisco.com/go/partnerenablement](http://www.cisco.com/go/partnerenablement)

### Partner Education Connection

[www.cisco.com/go/pec](http://www.cisco.com/go/pec)

### Avant Garde

<http://www.cisco.com/web/europe/partners/sales/avantgarde/index.html>

### MCEC

<http://www.cisco.com/web/partners/pr47/events.html>

### Partner Talent

<http://www.cisco.com/go/partnertalent>

Gain access to the Partner Talent Network by visiting:

<https://secure.partnertalentportal.com/nominations/europe/>

### Training class locator

<http://tools.cisco.com/GlobalLearningLocator/LLocatorHome.do>

### Assorted technical support

<http://www.cisco.com/support>

# Resale Channel Program

## Overview

The industry-leading Resale Channel Program enables partners to drive growth and differentiate their business by extending their capabilities to meet customer requirements. Through the program's specializations and certifications, Cisco recognizes your technology expertise, helping you increase customer demand for Cisco advanced technologies and services. The program also provides a way for you to validate customer satisfaction and your presales and postsales support capabilities—key differentiators in today's competitive markets.

## Description

Participation in the Resale Channel Program requires that partners meet the requirements throughout the year in order to maintain the qualifications they have achieved. In order to make it easier to manage the program requirements, Cisco now offers partners the following materials:

- **Partner Central Announcements area:** All changes to Resale Channel Program requirements will be posted here. This website has an RSS feed to allow you to be notified when updates are made.
- **Partner Compliance report:** This new report available in the [Certification and Specialization Application \(CSApp\) tool](#) allows you to proactively monitor any specialization roles that are not allocated to people. It also gives you the details needed to create training plans for people filling specialization roles to ensure your company meets the requirements year-round.

If you have any questions about these materials, please talk to your Channel Account Team or the Partner Relationship Team.

## Cisco Certification

Cisco certifications reflect a partner's **breadth** of technology skills across certain technologies. The four certification levels, [Select](#), [Premier](#), [Silver](#), and [Gold](#), correlate to the number and type of technology specializations achieved. Each certification level has specific requirements in these areas:

1. Specializations in sales, technical, and lifecycle services training
2. Number of individuals that hold certifications
3. Service and support capabilities relevant to each certification level
4. Customer satisfaction ratings as required by certification level

With each increased level of certification, partners benefit from an increased level of support, branding, and economic incentives from Cisco, including access to best-in-class products and services, technical support, productivity tools, online training, marketing resources, and sales promotions.

## Cisco Specialization

Cisco specializations reflect a partner's skills **depth** in a particular technology. There are four levels of specialization: Entry, Express, Advanced, and [Master](#), each representing greater capabilities in sales, technical, and lifecycle services. Specializations concentrate on specific technology areas and offer key differentiation in the marketplace.

By achieving specializations, partners have proven they have the sales, technical, and lifecycle services expertise specific to a technology and are able to plan, design, implement, and operate business solutions in customer environments. Specializations are earned by meeting requirements in two key areas: training and exam requirements and role requirements within the company. Be sure to review the specific requirements for each specialization.

### Specialization Role Requirements Chart

The specialization role requirements comparison chart gives an overview of required exams and how they each relate to Cisco specialization roles. The chart has been enhanced to include additional functionality as follows:

- Single view of specialization exam requirement
- Integrated view of specialization chart from the CSApp tool
- Capability for partners to download the content in Excel format and save as a working copy to track an individual's training\*

The [Specialization Role Requirements Chart](#) is available on each of the specialization requirement web pages at [Cisco Partner Central](#).

\*Partners should visit the site often for occasional updates to exam information.

## Program Rewards

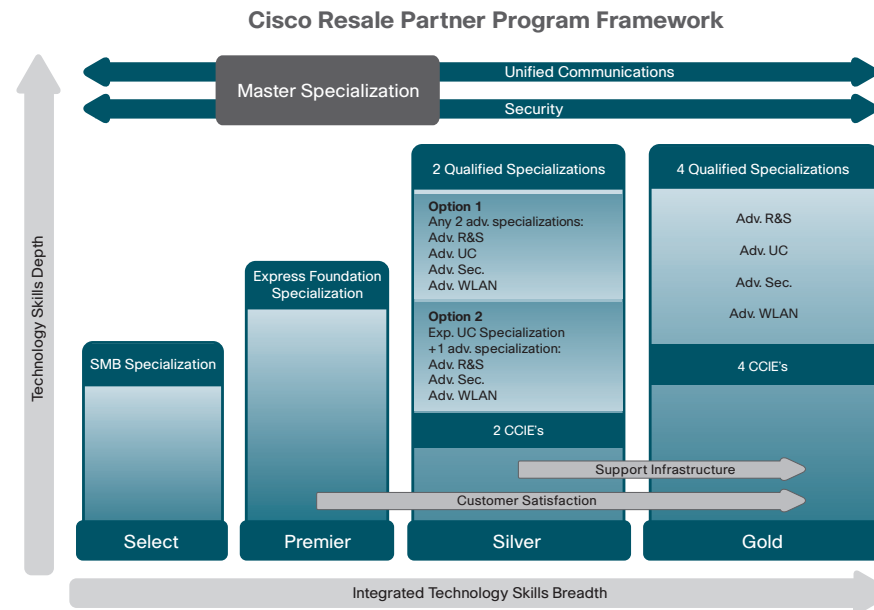
Cisco is committed to reward partners for your loyalty to Cisco and for your value-add to customers—through economic incentives, new ways to capitalize on the Cisco brand, preference with the Cisco sales organization, co-marketing opportunities and funding, and a variety of service enablement programs.

As you continue to invest in certifications and specializations, economic incentive programs such as the Value Incentive Program (VIP), Opportunity Incentive Program (OIP), Solutions Incentive Program (SIP), as well as our Technology Migration Program (TMP) and Trade-In Accelerator Promotion (TAP) become key tools in driving profitable growth.

> [Learn more.](#)

## Partner Benefits

Developing broader, integrated technology skills enables partners to deliver the integrated networking solutions customers are demanding, to expand their roles with customers, and to enter new markets. Developing deeper technology skills enables partners to further differentiate themselves by offering more sophisticated advanced technology solutions. Finally, using the Cisco Lifecycle Services approach helps partners define the activities they need to successfully deploy and operate Cisco solutions. By implementing and integrating these proven, repeatable processes into their services business, partners can strengthen customer relationships and enhance profitability.



## Related URLs and Tools

**Partner program home page:** <http://www.cisco.com/web/partners/pr11/index.html>

### Partner Learning & Trainings

Cisco Global Learning Partner Locator  
[http://tools.cisco.com/E-Learning-IT/LPCM/pub\\_jsp/lplist/LpcmLPLListSearchPage.jsp](http://tools.cisco.com/E-Learning-IT/LPCM/pub_jsp/lplist/LpcmLPLListSearchPage.jsp)

Cisco Learning Partners & Learning Locator  
[http://www.cisco.com/web/learning/le27/learning\\_partner\\_about\\_learning\\_partners.html](http://www.cisco.com/web/learning/le27/learning_partner_about_learning_partners.html)

Become an Authorized Cisco Learning Partner  
[http://www.cisco.com/web/learning/le27/le64/learning\\_how\\_to\\_become\\_a\\_learning\\_partner\\_concept\\_home.html](http://www.cisco.com/web/learning/le27/le64/learning_how_to_become_a_learning_partner_concept_home.html)

Cisco Networking Academy Program (CNAP)

<http://www.cisco.com/web/learning/netacad/>

Get Involved in CNAP

(how to become an Academy, Instructor, Student or Sponsor)

[http://www.cisco.com/web/learning/netacad/get\\_involved/index.html](http://www.cisco.com/web/learning/netacad/get_involved/index.html)

Course Catalogue

[http://www.cisco.com/web/learning/netacad/course\\_catalog/index.html](http://www.cisco.com/web/learning/netacad/course_catalog/index.html)

Cisco Seminars & Webcasts

[http://www.cisco.com/web/learning/le21/le39/learning\\_seminars\\_tool\\_launch.html](http://www.cisco.com/web/learning/le21/le39/learning_seminars_tool_launch.html)

Career Certifications&Paths

[http://www.cisco.com/web/learning/le3/learning\\_career\\_certifications\\_and\\_learning\\_paths\\_home.html](http://www.cisco.com/web/learning/le3/learning_career_certifications_and_learning_paths_home.html)

Certifications Online Support

[http://ciscocert.custhelp.com/cgi-bin/ciscocert.cfg/php/enduser/std\\_alp.php](http://ciscocert.custhelp.com/cgi-bin/ciscocert.cfg/php/enduser/std_alp.php)

Certification Tracking System (Cisco Career Certifications Tracking System provides a record of exam history and certification)

[http://www.cisco.com/web/learning/le3/le11/learning\\_certification\\_tracking\\_system.html](http://www.cisco.com/web/learning/le3/le11/learning_certification_tracking_system.html)

Specialization Role Requirements Chart

<http://tools.cisco.com/ssi/ltahome.do>

All the partner tools can be accessed only by registered partners and assigned to company individuals.

### New Select Certification at Cisco

Select Certification [www.cisco.com/go/select](http://www.cisco.com/go/select)

SMB Specialization [www.cisco.com/go/specializations/smb](http://www.cisco.com/go/specializations/smb)

## Contact Details for Support or Queries

[www.cisco.com/prt](http://www.cisco.com/prt)

# Authorised Partner Program

## Overview

The Cisco Authorized Partner Program bridges two important pillars in the partner portfolio: the Authorized Technology Provider (ATP) Program and the Specialization program. Among its goals, this program:

- Targets both emerging technologies
- Provides market opportunities for all partners interested in investing (with no partner invitation required)
- May or may not restrict the product suite depending on technology
- Uses web-based and/or non-proctored exams to validate competency of key roles
- Recognizes partners in the Cisco Partner Locator as Authorized Partners upon completion of the program requirements to allow partners to differentiate themselves from competitors

## Description

### Available APP tracks:

#### Authorised Business Edition

Through the Cisco Authorized Business Edition Program, qualifying partners can gain access to Cisco Unified Communications Manager Business Edition products for the 100- to 500-user market segment. By completing the program requirements, partners demonstrate their competency in deploying these solutions and are eligible to participate in the Cisco Value Incentive Program. The program is customized for partners who focus on midsized businesses, and it requires training and exams for only the Cisco Unified Communications Manager Business Edition.

#### Authorized Digital Media Systems

The Cisco Authorized Digital Media System Partner Program is designed for partners with a successful network design and deployment practice who can rapidly adopt new Cisco technologies, and develop new business practices. (Completion of the Express Foundation Specialization is highly recommended.) Ideal partners would have proven success selling and supporting Digital Media Systems, and a business focus on digital media and video solutions

By completing program requirements, partners demonstrate their competency in deploying this solution, and receive program benefits that include (but are not limited to):

- Market differentiation as a recognized Cisco Authorized Digital Media System Partner on the Cisco Partner Locator
- Approved access to Cisco Partner Space
- Special access to the Emerging Technology Partner Resource Center and the DMS Practice Accelerator Kit
- Software license approval
- Remote Test-Lab access
- ET Discount Approval: Gold Equivalent Discount on DMS Product Suite

The Cisco Authorized Digital Media System Partner Program requires training and exams for only the Cisco DMS Solution.

#### Authorized Service Provider Video

The Cisco Authorized Service Provider (SP) Video Program is for Cisco partners who want to broaden their video expertise and work with Cisco to jointly expand the number of service providers that use Cisco video solutions. The goal is to build a mutually profitable partnership to address our customers' needs.

By joining forces, Cisco and qualified video channel partners will be better positioned to identify global opportunities and deliver the solutions SPs need to deliver a complete, converged experience to their customers.

As users increasingly turn to service providers for delivery of a fuller digital experience, SPs will turn to their own network product and services providers for strategic, end-to-end, cost-effective solutions. For Cisco video partners, that translates into the opportunity for:

- Expanded market opportunity
- Enhanced service offerings and end-to-end video solutions
- Higher profitability

By completing program requirements, partners demonstrate their competency in deploying this solution, and receive program benefits that include (but are not limited to):

- Market differentiation as a recognized Cisco SP Video Partner on the Cisco Partner Locator
- Approved access to Cisco collaborative tools.
- Special discounts on specific SKUs for participating partners

The Authorized SP Video program identifies, qualifies, trains, and enables Cisco channel partners to provide solution services for Cisco video solutions. The Cisco Authorized SP Video Partner Program requires individuals in partner organizations to complete the necessary training and exams for the Cisco SP Video Solution.

### Unified Meeting Place

The growing demand for solutions that facilitate collaboration presents a significant business opportunity for partners selling Cisco Unified Communications solutions. To help you address this opportunity, the Cisco Authorized Unified MeetingPlace Program is available as an optional program (not a part of Advance Unified Communications Specialization). With the Authorized Unified MeetingPlace Program, Advanced Unified Communications partners who choose to participate can provide innovative collaboration solutions for their customers to help them increase profitability.

**Each program has different entry criteria, so please see [Website](#) for details**

## Related URLs and Tools

Details of all Authorized Partner Programs can be found at:  
[http://www.cisco.com/web/partners/pr11/authorized\\_partner\\_program/index.html](http://www.cisco.com/web/partners/pr11/authorized_partner_program/index.html)

## Contact Details for Support or Queries

[www.cisco.com/go/prt](http://www.cisco.com/go/prt)

# Managed Services Channel Program (MSCP)

## Overview

MSCP is a value-based program, with incentives, branding, and benefits that reward the value our partners provide to customers. Building on this foundation, the next generation MSCP enables partners to transact all their Cisco managed services business with predictable discounts and access to a broader class of customer equipment. By sharing proven Cisco partner program tools and expertise, partners can accelerate their technical, sales, and marketing success and create tangible differentiation for their service offerings.

## New Features

**Nov'10:** Introduction of Cisco Powered service offering accreditation & back end rebate eligibility for MSCP Advanced Partners.

**Oct'10:** Cisco's Cloud Service Go to market strategy building upon MSCP partners with Cloud Cisco Powered offering accreditation (Cisco's Sales force alignment with MSCP Partner's cloud offer <http://www.cisco.com/web/go/semreg/pathwaycloud/s13033/index.html>)

**Aug'10:** Update of the Cisco Powered designation information (introduction of HCS/HUCS cloud track under Cisco Powered Managed Business communications & clarification on some Cisco Powered Private Cloud designation requirements)

**April'10:** introduction of new combinability rules for MSCP; OIP, SIP and TAP can be applied on MSCP transactions. Find more details on the program rules and rewards here [http://www.cisco.com/web/partners/pr11/mscp/mscp\\_new\\_channel\\_incentives.html](http://www.cisco.com/web/partners/pr11/mscp/mscp_new_channel_incentives.html)

**April'10:** introduction of new Cisco Powered designation; first step in driving cloud based MS offerings with our partners. Find more info under 'What's new' section at [www.cisco.com/go/mscp](http://www.cisco.com/go/mscp)

**March'10:** launch of 2 promotion offers to MSCP partners only; SB Pro promotion and ISR G2 Cisco Powered rebate promotion. Find more info under 'What's new' section at [www.cisco.com/go/mscp](http://www.cisco.com/go/mscp) or download the 3 min VODs posted here [http://www.cisco.com/web/partners/pr11/mscp/grow\\_my\\_business.html#~tab-2](http://www.cisco.com/web/partners/pr11/mscp/grow_my_business.html#~tab-2)

## Description

Customers are changing the way they buy products and services and are demanding managed/cloud services to accelerate their competitive advantage, rapidly deploy the latest technology with a lower capital outlay, and help ensure a predictable cost structure. As a result, they seek:

- Flexibility to add new or different services as their business environment changes
- Accelerated time to market with the latest technologies, software as a service (SaaS), and IT as a service
- Improved reliability and scalability—globally
- Freedom to focus on core business, while outsourcing contextual IT services
- Ability to limit ongoing capital investments and gain greater flexibility in managing their IT spending

Cisco and its managed services partners are poised to capture this market transition to IT as a service. The Cisco® Managed Services Channel Program (MSCP) provides the programmatic framework that enables partners to propel profitable growth.

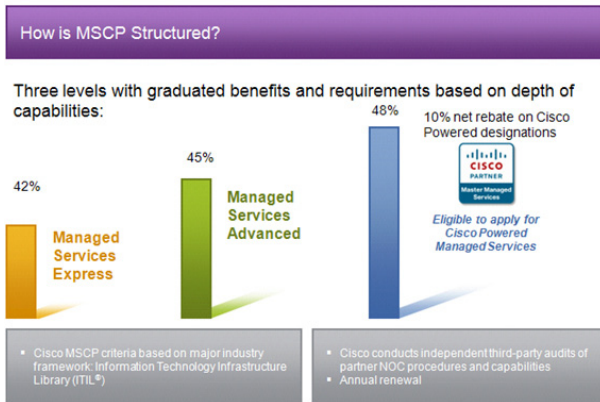
## MSCP program goals

MSCP helps Managed Service Providers accelerate sales of managed services, and rewards investment in service delivery through:

- **Consistent and predictable global discounts and terms** that help providers more easily deliver managed services across multiple countries

- **Financial rewards** based on the overall Managed Services capabilities of the partner and the quality delivered through the NOC
- **Marketing and sales assistance** to help eligible providers envision, launch, market, and sell their managed services

## Program Structure



For an overview of the program requirements, rewards, benefits and enrollment process please visit the MSCP website:

- Program overview: [http://www.cisco.com/web/partners/downloads/765/download/mscp/MSCP\\_Next\\_Generation\\_Program\\_Deck.ppt](http://www.cisco.com/web/partners/downloads/765/download/mscp/MSCP_Next_Generation_Program_Deck.ppt)
- Program requirements: [http://www.cisco.com/web/partners/pr11/mscp/what\\_is\\_mscp.html](http://www.cisco.com/web/partners/pr11/mscp/what_is_mscp.html)
- Program rewards/ benefits: [http://www.cisco.com/web/partners/pr11/mscp/mscp\\_benefit.html](http://www.cisco.com/web/partners/pr11/mscp/mscp_benefit.html)
- Certification application process: [http://www.cisco.com/web/partners/downloads/765/download/mscp/enrollment\\_process\\_072709.ppt](http://www.cisco.com/web/partners/downloads/765/download/mscp/enrollment_process_072709.ppt)

## Tips to be successful

1. Understand the Pre-requisites for the MSCP certification as posted:
  - a. Master: [http://www.cisco.com/web/partners/downloads/partner/WWChannels/programs/prequal\\_master.pdf](http://www.cisco.com/web/partners/downloads/partner/WWChannels/programs/prequal_master.pdf)

- b. Advanced: [http://www.cisco.com/web/partners/downloads/partner/WWChannels/programs/prequal\\_advanced.pdf](http://www.cisco.com/web/partners/downloads/partner/WWChannels/programs/prequal_advanced.pdf)
  - c. Express: [http://www.cisco.com/web/partners/downloads/partner/WWChannels/programs/prequal\\_express.pdf](http://www.cisco.com/web/partners/downloads/partner/WWChannels/programs/prequal_express.pdf)
2. Establish there is an interest engaging in a Managed Service partner relationship with Cisco
    - a. Understanding difference in MS/Cloud business needs/ market specific vs. Resale and Infrastructure business
    - b. Establish there is an Exec. Managed Services owner in your organization
  3. Understand the benefits MSCP can provide: <http://www.cisco.com/web/partners/pr11/mscp/benefits/index.html>

## Learn more

### MSCP onboarding Flash video:

[http://www.cisco.com/web/partners/pr11/mscp/mscp\\_onboardingkit\\_flash/index\\_content.html](http://www.cisco.com/web/partners/pr11/mscp/mscp_onboardingkit_flash/index_content.html)

## Related URLs and Tools

- MSCP partner page: [www.cisco.com/go/mscp](http://www.cisco.com/go/mscp)
- MSCP applications (CSApp tool): <http://tools.cisco.com/WWChannels/cpapp/index.jsp>
- MSCP audit requirements: [www.cisco.com/go/audit](http://www.cisco.com/go/audit)

## Contact Details for Support or Queries

- EU MSCP Hyon Dijksterhuis
- EU MS marketing Barry Turner
- [mscp-ops-eu@cisco.com](mailto:mscp-ops-eu@cisco.com) or [euro-help@external.cisco.com](mailto:euro-help@external.cisco.com)

# Outsourcing Channel Program (OSCP)

## Overview

The Cisco Outsourcing Channel Program is designed for partners responsible for operating and managing a customer's IT infrastructure or a business process at the customer site and/or at partner site, on an on-going basis.

## Description

Cisco Outsourcing Partners benefit in five areas:

1. Predictable Financial Rewards
2. Incentives
3. Worldwide Delivery
4. Market Differentiation
5. Cisco Service and Support

>Learn more, visit our [web page](#)

## Related URLs and Tools

Outsourcing Channel Program details:

<http://www.cisco.com/web/partners/pr11/outsourcing/index.html>

Q&A:

[http://www.cisco.com/web/partners/downloads/partner/WWChannels/programs/OSCPQA\\_Ext.pdf](http://www.cisco.com/web/partners/downloads/partner/WWChannels/programs/OSCPQA_Ext.pdf)

## Contact Details for Support or Queries

[os\\_program@cisco.com](mailto:os_program@cisco.com)

# Global Partner Network (GPN)

## Overview

The Cisco® Global Partner Network (GPN) integrated pilot makes it easier for customers to work with their preferred partner when managing the global delivery of products and services.

## Description

The Global Partner Network enables Cisco channel partners to act as a host partner in the headquarters (HQ) location of the customer, and establish an agency relationship with other qualified Cisco partners and distributors to support transaction delivery in customer locations where the host may not have a local investment. The host owns the relationship with the customer, designs the architecture for all locations, and has responsibility for the overall transaction.

This pilot program:

- Is part of a partner-to-partner ecosystem that delivers on the needs of customers around world
- Enables partners to support Cisco's top 2,600 accounts—including 3.0, Global, Multinational, and Emerging Multinationals—for whom there is a Cisco sales compensation policy in place
- Integrates previously independent programs such as Global Resale Agent (GRA) and Global Ordering Local Fulfillment (GOLF) into a single program to meet needs of customers around the world

By working together in a host-agent relationship, partners can enhance revenues while promoting end-user loyalty.

The program provides:

- Cisco policies to create a transaction relationship between host and agent(s) for

- approved deals
- Transfer of discount and Bill of Material (BOM) from the host to the agent
- Product acquisition, delivery, and installation in each remote market by the agent based on the above
- Services policies to support these deals

## Eligibility

**Requirements for the Host Partner and Agents Vary by Offer Type:**

| Partner Eligibility |   |                  |          |
|---------------------|---|------------------|----------|
|                     | Resale  | MSCP             | OSCP     |
| Host Partners       | GOLD Certified or MASTER Specialized  | MASTER Certified | Enrolled |
| Certified Agent     | PREMIER Certified or higher in landing country  |                  |          |
| Subsidiary Agent    | Minimum REGISTERED in landing country (may only act as agents for their "parent" partner) |                  |          |
| Distributor Agent   | Global Distributors Authorized by Cisco   |                  |          |

### Customer Eligibility

- Eligible Cisco customer accounts are defined by the [list maintained here](#)
- Transactions are managed under subject offer type

### Host-Agent Program Partner Eligibility by Offer Type:

The host partner has three different agent options they may use for solutions deployment in remote countries. Agent options vary by transaction, depending on the needs of each customer. In all cases the relationship between the host and the agent is managed by the host partner.

| Three (Remote) Agent Options  |   |  |
|---|---|--|
| Host Owned Local Subsidiary*  | Independent Certified Partner   | Authorized Global Distributor  |
| <ul style="list-style-type: none"> <li>HQ Partner owns subsidiary (&gt;50.1%) entity in remote delivery location(s)</li> <li>Remote entities must be locally Registered Partners (minimum)</li> <li>Host in HQ location must comply with Specialization/ATP requirements for access to restricted products</li> </ul> | <ul style="list-style-type: none"> <li>HQ Partner chooses Cisco Certified Partner(s) in remote delivery location(s)</li> <li>Remote Partners are locally Premier Certified (minimum)</li> <li>Host and Agent must each comply with Specialization/ATP requirements for access to restricted products</li> </ul> | <ul style="list-style-type: none"> <li>HQ Partner chooses Global Distributor with authorized remote delivery location(s)</li> <li>Distributor delivers direct to end customer in remote location</li> <li>No complex or restricted products allowed for remote delivery</li> </ul> |

- \*a) Partner uses resources from HQ Country, or  
 b) Cisco Advanced Services used in Landing Country, or  
 c) Partner with requisite ATP qualifications used in the Landing Country.

## Deal Registration

### Cisco Commerce Workspace

[Cisco Commerce Workspace](#) allows the host partner to register the global deal, secure Cisco approvals, and select the agents by remote country. It also lets the host partner route the remote portion of the registered transaction (BOM and discount) to the respective agent(s) specified by the host partner.

## Global Deal

Cisco Commerce Workspace enables a partner to create a global deal for a specific customer opportunity and to transfer the quote, certification and promotional discounts to agent partners in other countries. Only partners enrolled in the Global Partner Network have access to the global deal capability.

## How do I get involved?

1. [Contact us](#) to get the GPN team involved as early as possible.
2. Read the [Global Partner Network Terms and Conditions](#)
3. European Partners should review the [Global Partner Network Terms and Conditions EEA Addendum](#)
4. [Enroll in GPN](#)
5. [Register your global customer opportunity](#)

## Related URLs and Tools

Visit [www.cisco.com/go/gpn](http://www.cisco.com/go/gpn) for eligibility requirements and more information.

## Contact Details for Support or Queries

To see if your opportunity is appropriate for this program, please contact [go-gpn@cisco.com](mailto:go-gpn@cisco.com)

# Authorized Technology Provider (ATP)

## Overview

The ATP Program allows Cisco to define the core knowledge and skills required to deploy an advanced /emerging technology, while the market opportunity is being defined and developed. As a particular technology progresses along the product life cycle and Cisco training and support becomes defined and scalable, an ATP offering may evolve into a specialization or other channel program. Occasionally an ATP offering may be withdrawn.

### Available ATP tracks are:

- Converged Building Systems – on hold
- Data Center Unified Computing
- IP Interoperability and Collaboration System
- Outdoor Wireless Mesh
- TelePresence **Video (Express; Advanced; Advanced+; Master)**
- Unified Contact Center Enterprise
- Customer Voice Portal
- Video Surveillance
- Access Control
- Mobile Internet Technology
- Substation Automation

## Partner Eligibility

The ATP Program is an invitation-only program. To participate in the ATP Program, partners must already possess relevant job/industry/market credentials in the ATP focused technology.

## New Features

**New Telepresence Video program** launched on January 31st of 2011 – Invitation sent for Tandberg and Cisco partners to join the new ATP program

Partners have six months to get their accreditation which is mandatory to benefit from the VIP rebate.

Telepresence Video Express

Telepresence Video Advanced (Host & Satellite)

Telepresence Video Advanced Plus (Host & Satellite)

Telepresence Video Master (Host & Satellite)

### Introducing New ATP Navigator Page for Cisco Partners

#### One-Stop Easy Access to Help You Succeed with ATP Programs

An [ATP Navigator](#) web page is now available to help you navigate easily through the Cisco® Authorized Technology Provider (ATP) process. You can find valuable resources plus helpful guides for key tasks, including:

- Registering with Cisco
- Submitting an application
- Checking application status
- Performing administrative tasks
- Using Partner Education Connection (PEC)
- Getting answers to frequently asked questions (FAQ)

A link to the ATP Navigator page is featured on the [main page of the Cisco ATP Program](#) and in the Resources box of every ATP Program page.

Visit [www.cisco.com/go/atp-navigator](http://www.cisco.com/go/atp-navigator) now.

## Description

The ATP Program is a resell program for channel partners who have relevant job/industry/market credentials in the subject technology and are able to provide the following services to customers:

- Planning
- Design
- Implementation
- Operation
- Optimization
- Professional Services
- Post-sales Support

## Program Participation

The ATP Program is an invitation-only program. To participate in the ATP Program, partners must already possess relevant job/industry/market credentials in the ATP focused technology.

Participation in a Cisco ATP program allows Cisco channel partners to develop and demonstrate expertise in specific advanced or emerging technologies through specialized training. Qualified Cisco ATP partners (those meeting all program requirements) are recognized on the Cisco Partner Locator, allowing them to differentiate themselves from competitors and providing the opportunity to enter into new markets.

## Program Implementation

The ATP Program is a global channels program, but recognizes that each theater has unique market characteristics that impact the timing and implementation of these advanced/emerging technologies. Theater implementation of ATP programs is optional. The ATP Program is separate from the Channel Partner Certification and Specialization Programs. Individual ATP programs are entirely governed by their associated Program Requirement Document (PRD) available on the specific ATP program web page.

## Related URLs and Tools

Partner locator:  
<http://tools.cisco.com/WWChannels/LOCATR/openBasicSearch.do>

ATP Program details:  
<http://www.cisco.com/go/atp>

Partner Navigator link:  
[http://www.cisco.com/web/partners/pr11/atp/atp\\_navigator.html](http://www.cisco.com/web/partners/pr11/atp/atp_navigator.html)

## Contact Details for Support or Queries

Contact your Partner Account Manager

- ATP Program Support: [atp-admin-support@external.cisco.com](mailto:atp-admin-support@external.cisco.com)

# Brand Protection

## Overview

Brand Protection serves as a catalyst within the company by driving channel efforts in risk management, sales through channel partners, and leading company-wide anti counterfeiting initiatives.

## Description

### Protect your Business

How to spot common signs of counterfeit and non authorized channel sales and report activities back to Cisco

### Software Licensing, Warranty & Service Support

Learn more about the guidelines and policies of Cisco software licenses, warranties, and support services for used or second-hand equipment sold through the secondary market.

### Additional Assistance

For any questions about an unauthorized channel purchase, or that is suspected of being counterfeit, please notify Cisco. Cisco can also help sell against what appears to be secondary or counterfeit products.

## Related URLs and Tools

[www.cisco.com/go/brandprotection](http://www.cisco.com/go/brandprotection)

Marketing Library, for brand info, logos, audio, photos etc, <http://resources.cisco.com>

## Contact Details for Support or Queries

Help alias: [brandprotection@cisco.com](mailto:brandprotection@cisco.com)

# Cisco Transformative Networking - enabled by IBLM

## Overview

**Cisco Transformative Networking enabled by IBLM** is the perfect way to create new opportunities increase competitive differentiation and sell more of your professional services; You'll gain all the expert tools and support you need to help customers align their technology decision-making to their changing business imperatives - so that their technology investments are always focused on solving their most critical strategic challenges.

The result? Customers finally achieve the close and continuous technology and business alignment they want - while you're supported to:

- Create new business opportunities
- Amplify deal sizes
- Drive longer-term, multi-year engagements
- Protect and boost the value of your customer base
- Increase competitive differentiation
- Sell more of your own professional services

General information on **Transformative Networking – enabled by IBLM** & Cisco's suggestions on how-to-execute and go-to-market can be found [here](#).

IBLM incentives are an integral part of Cisco's **Transformative Networking – enabled by IBLM** concept & Partner-practice and support you, as our valued partner, to become more profitable.

## New Features

Cisco's highly successful IBLM sales engagement model **is evolving!**

**Open up more strategic customer conversations. Amplify deal sizes. Sell more services.** The success of valued partners like you is paramount. That's why we're evolving Cisco's highly successful IBLM sales engagement model to help you align your customer's technology planning to their changing business imperatives. IBLM Partner incentives have also evolved and are being aligned with our new sales engagement model

## Description

**Cisco's Assessment Incentive Program (AIP)** rewards Partners for driving their Installed Base Lifecycle Management (IBLM) Practice, with a network assessment as a key component of such practice. Cisco regards this as a Partner's core value-add-activity in their customer relationship, and therefore offers TMP-based accelerated discount for the customer-opportunity that follows from a network assessment.

Secondly, **Cisco's Technology Migration Program (TMP)** provides the Customer a green solution to retrieve value out of decommissioned written-off-equipment. It provides your customers with credits on their legacy Cisco network products when they trade up to new and advanced Cisco solutions.

Thirdly, Cisco provides **IBLM Service incentives** related to Installed Base evaluations:

- Migration: 1 year free service coverage for AIP-led product-migrations
- in case of no Product-upgrade, Cisco offers Service coverage 50% promotion for full coverage of the Customer's network

Lastly, as a reward for driving TMP-sales, **TAP (Trade-in Accelerator Program)**-approved partners earn even better margins (via back-end payments) for upgrading and trading in legacy equipment for new Cisco network solutions through TMP (\*)

(\*) Conditions apply

## Tips to be successful

### Cisco Transformative Networking - enabled by IBLM:

Understand more by [Learn more by reading the Partner Brochure and ebook and Partner Presentation.](#)

### Gain essential customer infrastructure information

<http://www.cisco.com/web/europe/partners/sales/IBLM/discovery.html>

### Identify opportunities and turn a transactional engagement into a continuous, strategic one

<http://www.cisco.com/web/europe/partners/sales/IBLM/proposal.html>

### Reap the benefits of the IBLM Partner Incentives:

Ensure you familiarize yourself with the enhanced IBLM incentives

<http://www.cisco.com/web/partners/pr11/incentive/euro/iblm.html>

## Learn more

General information on **Transformative Networking – enabled by IBLM** & Cisco's suggestions on how-to-execute and go-to-market can be found [here](#).

- [Partner Brochure](#) and
- [ebook](#)
- [Partner Presentation](#).

## Related URLs and Tools

### Cisco Transformative Networking - enabled by IBLM – partner incentives

[Technology Migration Program \(TMP\)](#)

[Assessment Incentive Program \(AIP\)](#)

[Trade in Accelerator Program \(TAP\)](#)

[IBLM Service Incentives](#)

## Contact Details for Support or Queries

Contact your local IBLM lead or Partner AM for more information

# Assessment Incentive Program (AIP)

## Overview

Cisco's Assessment Incentive Program (AIP) rewards Partners for driving their Installed Base Lifecycle Management (IBLM) Practice, with a network assessment as a key component of such practice. Cisco regards this as a Partner's core value-add-activity in their customer relationship, and therefore offers TMP-based accelerated discount for the customer-opportunity that follows from a network assessment.

## New Features

We would like to remind you of the recent enhancements to our IBLM cornerstone Channel Incentive programme. These enhancements are closely linked to Cisco's IBLM Next Wave initiative, designed to enrich our Partners customer engagements whilst accelerating assessments to successful sales.

Ensure you reap the benefits of driving Installed Base Lifecycle Management with your customers. The **Assessment Incentive Program** has been simplified and now offers partners and resellers optimized rewards and an enhanced deal registration experience.

The **Assessment Incentive Program** is now open to Premier, Silver, Gold and Avant Garde partners and will cater for all customer types.

Cisco regards Network Assessment-Led Selling as a best-practice for customer support and rewards consultative sales approach with key incentives revolving around Cisco's trade in migration program (TMP).

The Assessment Incentive Programme will:

- Reward partners and resellers with up to 12% additional AIP discount on top of their contractual and TMP discounts (rules apply)

- Offer IBLM service Incentives, including a new service offer now available to eligible indirect resellers

The Assessment Incentive Program comes in two different flavours and will reward you, as our valued IBLM partners with additional discount on deals, depending on the type of network assessment, type of customer, and combination (or not) with trade in.

## Description

### Program Highlights

Below are the AIP Program highlights. Please carefully review the [Program Rules](#) for exact details on the Program (AIP Terms and Conditions are the only valid reference-point for the Program).

### Program Objectives

Rewarding Cisco partners and resellers for prospecting and winning End-user opportunities through deployment of an Installed Base Lifecycle Management (IBLM) Practice, based on the use and outcome of a completed network Assessment.

1. Stimulate Partners to drive new business opportunities with their customers
2. Protect and reward the Partner for Pre-sales investment in an IBLM practice
3. Compensate Pre-sales consultative selling-time for completion of a Network Assessment and development of a Customer lifecycle plan
4. Increase Partner profitability

### Partner participation criteria:

The Assessment Incentive Program is open to Cisco Partners and Resellers that are Premier, Silver or Gold-certified, or Avant Garde Plus ("AG Plus"), Avant Garde Start ("AG Start") authorized, and is available in all countries in the European Economic Area.

## Program Benefits

Incremental fixed AIP discount up to 20% (rules apply, please refer to the Program's T&Cs) to reward Cisco Partners and Resellers for prospecting and winning End-user opportunities through deployment of an Installed Base Lifecycle Management Practice, directly linked to the use and outcome of a Network Assessment application.

## IMPORTANT

AIP enrollment and benefits will differ based on partner certification and/or authorization, network assessment type and end-user type targeted for the opportunity.

1. Gold, Silver and Premier Partners who have completed one of the AIP eligible Network Assessments and combine their AIP deal with trade in (TMP), should refer to SECTION1 - [AIP ADVANCED](#)
2. Avant Garde Start and/or Avant Garde Plus Resellers and Partners who have completed a Smartcare assessment, an AIP eligible assessment or a distributor supported assessment and who wish to register an AIP deal whether combined or not with trade in (TMP) for a customer opportunity in Cisco's Commercial segment, should refer to SECTION 2 - [AIP EXPRESS](#)

## How does it work?

- If you are new to AIP and want to find out how AIP works then please access the [AIP Advanced](#) or [AIP Express](#) sections.

## Program enrollment

AIP participation is subject to Cisco approval. Cisco Premier, Silver or Gold resellers and partners that wish to sign up to the Assessment Incentive Programme need to apply for AIP participation via [PPE \(Partner Programme Enrollment\)](#) and sign the Terms and Conditions.

Avant Garde partners are allowed to register AIP deals via [Cisco Commerce Workspace \(CCW\)](#) based on their Avant Garde authorization but will need to enroll if they want to benefit from higher discounts (please refer to [AIP Advanced](#) section).

## Deal Submission

All AIP Programme opportunities must be registered by the Cisco Partner in [Cisco Commerce Workspace](#).

With the deal-submission, Partners need to upload:

- Full customer and project details
- Solid proof of the completed Smartcare, third party or distributor supported network assessment with the customer
- A TMP quotation (optional for [AIP Express](#))

## AIP deal approval criteria and details

- The customer network assessment needs to be completed between 14 and 180 days prior to AIP-deal request-submission
- Approved AIP deals are valid for 180 days; during this period, no other Partner can obtain AIP for the same Customer-opportunity

Upon final approval, Cisco will assign an incremental discount to the AIP deal. When combined with TMP, partners can make changes to the AIP-BOM, and need to add a TMP-quotation before ordering is enabled Partners need to ensure that the AIP-BOM matches the uploaded TMP-BOM.

## Tips to be successful

Ensure you register your AIP deal request as soon as possible i.e. as soon as you have completed a network assessment and have discussed the opportunity with the customer.

## Learn more

More information about the AIP on partner Central:  
<http://www.cisco.com/web/partners/pr11/incentive/euro/aip.html>

## Related URLs and Tools

AIP Terms and Conditions:

[http://www.cisco.com/web/partners/downloads/partner/WWChannels/euro/aip\\_program\\_rules\\_eur.pdf](http://www.cisco.com/web/partners/downloads/partner/WWChannels/euro/aip_program_rules_eur.pdf)

AIP enrollment

[http://www.cisco.com/web/partners/events/ppp\\_et.html](http://www.cisco.com/web/partners/events/ppp_et.html)

AIP deal registration

[www.cisco.com/go/commerceworkspace](http://www.cisco.com/go/commerceworkspace)

AIP is one of the IBLM cornerstone Incentives. Find out more about IBLM via

<http://www.cisco.com/web/partners/pr11/incentive/euro/iblm.html>

AIP related IBLM Service Incentives

[http://www.cisco.com/web/partners/pr11/incentive/euro/iblm\\_service.html](http://www.cisco.com/web/partners/pr11/incentive/euro/iblm_service.html)

## Contact Details for Support or Queries

For any questions on the Assessment incentive programme, please contact:

[aip-pm-europe@cisco.com](mailto:aip-pm-europe@cisco.com)

# Technology Migration Program (TMP)

## Overview

Cisco's Technology Migration Program enables Cisco Sales and Partners to offer more competitive pricing in their deals in exchange for return (trade-in) of old equipment.

Under this Program, Cisco offers Trade-in credits for upgrades from both Cisco-, and non-Cisco products towards Cisco products. Partners or Cisco AMs can produce TMP quotations which reduce the Customer-price of the new (trade-to) equipment, under the contractual understanding that the Partner will be responsible for the return of the specified trade-in equipment within the agreed timeframes.

Partners can initiate a quotation via Cisco's Commerce Workspace or can contact their Customer's Cisco Account Manager or their Partner Partner Account Manager if they wish to receive a TMP-quotation for a Customer's migration opportunity.

## New Features

Cisco's Commerce Workspace has been enhanced; it now enables Partners to initiate TMP-quotations directly via Cisco's Commerce Workspace (CCW) and work more efficiently with Cisco's Sales team.

## Description

### Program Benefits

- Provides preapproved customer trade-in credit, effectively allowing partners to protect their margins
- Promotes a discussion regarding technology migration strategy
- Keeps old equipment off the gray market by using an established global equipment returns process

- Offers easy return of your customers' old products, with Cisco paying for environmentally safe disposal

In addition, eligible partners are rewarded for ensuring that traded-in equipment is returned to Cisco through the [Trade-In Accelerator Program \(TAP\)](#)

## Tips to be successful

### Ensure you familiarize yourself with the current TMP promotions

Special, limited-time promotions are available to provide added incentives for certain products. Don't miss out on the currently running Cisco Equipment Exchange and Competitive Equipment Exchange Promotions. New promotions are continually being added.

[http://www.cisco.com/web/partners/pr11/incentive/tmp\\_promotions.html](http://www.cisco.com/web/partners/pr11/incentive/tmp_promotions.html)

### Need more time to return equipment?

Make sure you request an extension for returning used equipment past the 60 day requirement: you may request an extension to the RMA return date by submitting the form posted here: [RMA Extension Request](#)

### How to send Trade-In RMA back to Cisco

Use Cisco's free of charge Product Online Web Returns (POWR) Tool. The POWR Tool is a customer-facing returns Tool that allows customers to retrieve RMA information via the Web, determine appropriate shipping carrier, verify part number and date, print shipping labels, and schedule a pickup as required. There is no freight charge associated with using the POWR Tool.

#### Access the POWR Tool:

[http://www.cisco.com/web/ordering/cs\\_info/or3/o32/Return\\_a\\_Product/WebReturns/product\\_Online\\_web\\_returns.html](http://www.cisco.com/web/ordering/cs_info/or3/o32/Return_a_Product/WebReturns/product_Online_web_returns.html)

## Learn more

How to create a quote and return equipment

<http://www.cisco.com/web/partners/pr11/incentive/tmp/how.html>

## Related URLs and Tools

TMP Program information:

<http://www.cisco.com/web/partners/pr11/incentive/euro/tmp.html>

TMP FAQs:

[http://www.cisco.com/web/partners/pr11/incentive/tmp/ctmp\\_ext\\_faq.html](http://www.cisco.com/web/partners/pr11/incentive/tmp/ctmp_ext_faq.html)

Return Data Extension Request:

[http://www.cisco.com/web/partners/pr11/incentive/tmp/rma\\_ext.html](http://www.cisco.com/web/partners/pr11/incentive/tmp/rma_ext.html)

Status Tool for Orders and Returns:

<http://tools.cisco.com/qtc/status/tool/action/LoadLandingScreen>

Cisco Product Online Web Returns (POWR) Tool:

[http://www.cisco.com/web/ordering/cs\\_info/or3/o32/Return\\_a\\_Product/WebReturns/product\\_Online\\_web\\_returns.html](http://www.cisco.com/web/ordering/cs_info/or3/o32/Return_a_Product/WebReturns/product_Online_web_returns.html)

Cisco Product Online Web Returns FAQ:

[http://www.cisco.com/web/ordering/cs\\_info/or3/o32/Return\\_a\\_Product/WebReturns/rma\\_faq.html](http://www.cisco.com/web/ordering/cs_info/or3/o32/Return_a_Product/WebReturns/rma_faq.html)

Cisco Commerce Workspace:

<http://www.cisco.com/web/go/commerceworkspace>

## Contact Details for Support or Queries

If you have any questions about the Cisco TMP, contact your Cisco Account manager (PAM) or open a case at [Partner Helpline](#)

# Trade in Accelerator Program (TAP)

## Overview

The Cisco Trade-In Accelerator Program provides financial motivation for partners to migrate their installed base of Cisco and competitive networking equipment.

The program does this by rewarding partners with an additional back-end payment that is proportional to the total Cisco TMP (Technology Migration Program) credit dollars a partner has booked and shipped during the program period.

## New features

- Partners enrolled in TAP period 11 & 12 now have **only a US\$10,000 minimum threshold** for TMP credits booked within the period. The program continues to reward large deals by offering more flexibility on returns and rebates.
- TAP11 is now compatible **with Cisco Managed Services Channel Program (MSCP)** orders that go through the TMP trade-in ordering process.
- As from TAP 12, the program has been simplified so that deals of US \$50,000 or more in TMP credits are now considered Large Deals. Learn more about the recent enhancements to TAP by visiting [http://www.cisco.com/web/partners/incentives\\_and\\_promotions/tap12.html](http://www.cisco.com/web/partners/incentives_and_promotions/tap12.html)

## Description

### Program Concept

- TAP payment to the registered TAP Partner is based on total dollar value of qualified trade-in (TMP-) credits booked during the Program period. Payment amounts to 15% of the TMP-credits accumulated during the program period.
- Partners can find details on the eligible payment on [www.cisco.com/go/taptool](http://www.cisco.com/go/taptool) where further details on TAP Status are provided.
- Partners should be meeting 3 program requirements in order to become eligible

for payment (see TAP T&Cs for details)

### Program Period

TAP periods are 6 Month-periods, where typically the start of the period is in October (start of Cisco's 2nd Financial Quarter) or April (start of Cisco's 4<sup>th</sup> Financial Quarter).

### Which products are covered?

All Cisco and competitive products as purchased through Cisco TMP trade-ins (resale orders only)

### Who can participate?

Partners must enroll in the program to participate. Requirements to enroll include:

- Must be Cisco Gold, Silver, Premier or MSCP Certified Partner (as from TAP11)
- Partners can sign up for the six-Month period during the first Month of the Program period.

### Product Payment:

Requirements to receive a payment include:

- Partner needs to have booked at least \$10,000 net as from TAP11 (\$25,000 net up till TAP10) and in qualified trade-in credits during Program period
- Partner must have maintained their Cisco Gold, Silver, Premier, or MSCP Certification (from TAP11) throughout entire period
- Partner must have returned 85% or higher of the dollar value of the RMA-equipment for which trade-in credit was given within the Program timelines.

### Important upcoming deadlines

#### TAP11

April 30, 2011: Final measurement returns deadline

June 25, 2011: Submission deadline for bookings-related discrepancy cases

July 30, 2011: Exclusion measurement returns deadline

## TAP12

August 27, 2011: First measurement returns deadline

August 27, 2011: TAP Large Deal recategorization or manual request deadline

October 29, 2011: Final measurement returns deadline

## TAP Large Deal payments:

Large Deals are measured on a monthly basis and payments are processed every 2 months.

## Tips to be Successful

Partner executive awareness and commitment will result in greater trade-in numbers, increased return rates and larger payments

- Ensure clear ownership of the program in the way of an administrator i.e. a partner TAP focal who actively works with customers to get equipment returned in time
- Use the Detailed RMA data available to you on the TAP Tool export feature
- Know what to do and which group to contact if there is a problem ( Asset Recovery, TAP Team or your Cisco Sales Team)
  - **RMA Issue:** [Contact Cisco Asset Recovery ASAP](#)
  - **Customer Issue:** always involve your Cisco PAM
  - **Booking Issue:** Contact [Cisco TAP Help](#)
- Ensure Exclusions are requested and qualify **prior** to the deadline
- **Do not wait until the last minute for returns;** allow 4 Weeks from Pickup for Transit and Receipt
- Don't leave the return to your customer (= messy returns often). Use the POWR tool
- Always check that the parts you are sending back are on the RMA before sending them.
- Ensure every separate box containing equipment for return has the correct RMA number written on it.
- Avoid mixing RMA's in one shipment

- Ensure TMP quote is accurate—correct Trade-In List before booking order!
- Drive the Customer to Understand Equipment listed on the TMP quote must be returned
- If quoted product will not be returned—understand any discrepancies in what will be returned and address with your Asset Recovery representative prior to return at [asset-recovery-tradein@cisco.com](mailto:asset-recovery-tradein@cisco.com)

## Related URLs and Tools

TAP Programme information

Further links to training, Terms and Conditions, TAP period calendars, FAQ etc

[http://www.cisco.com/web/partners/incentives\\_and\\_promotions/tap.html](http://www.cisco.com/web/partners/incentives_and_promotions/tap.html)

Learn the difference between “regular”, “excluded” and “large” deals

[http://www.cisco.com/web/partners/downloads/partner/WWChannels/sales\\_market-ing\\_resources/tap/large\\_deal\\_training.pdf](http://www.cisco.com/web/partners/downloads/partner/WWChannels/sales_market-ing_resources/tap/large_deal_training.pdf)

TAP tool: [www.cisco.com/go/taptool](http://www.cisco.com/go/taptool)

Concerned about the status of an RMA?

[wwrl-emea-returns@cisco.com](mailto:wwrl-emea-returns@cisco.com)

Support on managing Returns and RMA returns % rates:

[Asset-recovery-emea-tradein@cisco.com](mailto:Asset-recovery-emea-tradein@cisco.com)

How to Return RMA Equipment:

<http://www.cisco-returns.com/packaging/>

POWR Tool (Returns Process):

[http://www.cisco.com/warp/public/708/GPSTools/RMAWebReturns/rma\\_web\\_based\\_returns.html](http://www.cisco.com/warp/public/708/GPSTools/RMAWebReturns/rma_web_based_returns.html)

Packaging Guidelines:

<http://www.cisco-returns.com/guidelines/index.htm>

Order and RMA Status Tool:

<http://www.cisco.com/cgi-bin/front.x/status/tool/action/LoadReturnQueryScreen>

If you have any questions about the Payment process:

[ciscosupport@helpdeskconnect.com](mailto:ciscosupport@helpdeskconnect.com)

## Contact Details for Support or Queries

Support on the TAP tool, and on the data on the TAP tool, or requests for program information [www.cisco.com/go/taphelp](http://www.cisco.com/go/taphelp)

## Service Incentives

The **Technology Refresh Incentive** rewards partners who actively drive network assessments and use the report intelligence to find and close churn opportunities.

The program offers two service incentives:

- Technology Refresh Incentive for 1 Tier Gold and Silver partners providing two years Technical Support Service coverage for the price of one year or three years of Technical Support Service coverage for the price of two years on all new products.
- Technology Refresh Incentive for indirect Premier, Silver or Gold partners providing three years SMARTnet contracts for the price of two years on all new products

Separately we offer the **Support Coverage Incentive** which rewards partners for deploying a Transformative Networking (enabled by IBLM) Practice and use the Service Coverage Report (ANSR) to identify uncovered equipment and putting it under service coverage.

The Incentive provides for uncovered equipment up to 50% net discount on one year contracts or three years of Technical Support Service coverage for the price of two years if longer term coverage is required.

### One year contract option:

- 25 % discount on one year contract **net amount** if a minimum of 50% of the uncovered\* equipment is put under coverage
- 50% discount on one year contract **net amount** if **ALL** of the uncovered\* equipment is put under coverage

(\*uncovered for six months or longer)

### Three year contract option:

- Three years Service Coverage for the price of two years on uncovered equipment

### Transformative Networking (IBLM) Smart Care two for one:

As part of Transformative Networking (IBLM) we offer as well a Smart Care two for one incentive to reward partners who actively drive network assessments in small business and commercial customer accounts and use the report intelligence to find and close churn opportunities.

This promotion provides two years of Smart Care support for the price of one year on the first deal resulting from a Network Assessment to enhance both your margins and your customer intimacy.

## Contact Details for Support or Queries

For more information about these incentives please visit the [IBLM Service Incentives website](#)

# Avant Garde

## Overview

Avant Garde is Cisco's Partner-enablement-program that complements Cisco's re-segmentation into a Commercial - and Small Business segment. It supports our view of positioning your strengths at the forefront of a joint Sales-strategy.

Avant Garde offers you a platform for collaboration with Cisco Sales, so that our joint effectiveness in selling into Commercial and Small Business accounts can be maximized. Avant Garde helps your Sales team to focus its Sales-efforts, and to turn leads into opportunities faster and more profitably.

The program consists of a suite of tools, information and rewards, which will help you to accelerate selling and growing into your Commercial and Small Business account-base.

- Financially rewarding
- Content-rich
- Industry-edge support & training

## Combinable with:

All other Cisco programs.

## Description

The Avant Garde framework is built up of two tracks:

### The Avant Garde Start-track

This is the track with limited entry-criteria and considerable benefits:

- sharpen your Sales- and Sales-technical skills through quarterly training-sessions
- take advantage of learning Cisco's view on key developments in the market through WebEx updates,
- profit from Cisco's Partner Development Fund to increase your organisation's profitability

And, if your organisation is working closely with Cisco's Commercial Sales-team:

- Focus your Sales-efforts by leveraging Cisco's intelligence on potential accounts in your region
- Expand your reach into your market by benefiting from Cisco's Co-marketing offerings

## Partners eligible for Avant Garde Start:

- Registered, Select, Premier, Silver or Gold Certified
- Need to have been registered for the PDF (Partner Development Fund) program

## The Avant Garde Plus-track

This track is aimed at supporting certified Cisco Partners who have done already considerable volumes with Cisco in the Commercial / Small Business sales segments:

- offers the same kinds of benefits to your organisation as the Avant Garde Start track
- benefits are more extensive than those in the Start-track:
- regular intelligence sharing to focus your Sales-efforts
- more guidance and support on Co-marketing to extend your organisation's reach
- more intensive training and joint Business Development

- offers a financial incentive program, the Avant Garde MBO program, a 3-tiered quarterly reward scheme based on agreed management by objective (MBO) targets:
  - MBO 1: Based on your total commercial net bookings, pays out 1 percent of achievement
  - MBO 2: Based on 'Net new' (= inactive) customer bookings, pays out 4 percent of achievement
  - MBO 3: Rewards specific activities, pays out 0.5 percent of commercial net bookings

## Partners eligible for Avant Garde +:

- Select, Premier, Silver or Gold Certified.
  - Not allowed into the program = Direct Marketing Resellers
- Partners need to have exceeded \$ 500,000 in Cisco – bookings in the Commercial and Small Business-segment during Cisco's Financial Year 2009 or Partners need to have exceeded \$125,000 in Cisco – bookings in two consecutive quarters.

## Registration

Partners must first be signed up to Cisco's Partner Development Fund. If your business profile and performance makes you eligible for Avant Garde Plus, you will receive a notification inviting you to participate.

### Registration for both tracks is on-line on the [Partner Program Enrollment page](#):

- Ensure that your organisation is enrolled for Cisco's PDF (Partner Development Fund). Select the appropriate Avant Garde-track (select Avant Garde Start, in case your organisation does not meet the Avant Garde Plus requirements)
- Read Terms and Conditions and confirm acceptance
- Complete the requested fields, provide the email addresses of your Account Managers and Sales Engineer(s)

### For Avant Garde Plus, registration is open in restricted periods, and, there are additional registration-requirements:

- Commit to a financial target which is to be higher than 110 percent your current annual Cisco-bookings revenues and higher than \$ 500.000
- Complete an Avant Garde Plus Business-plan and upload this onto the registration
- Read Terms and Conditions and confirm acceptance
- Complete the requested fields, provide the email addresses of your Account Managers and Sales Engineer(s)

## Learn More

Listen to the below learning VOD at your best convenience:

[AG+ MBO tools & processes – 60 min](#)

## Contact Details for Support or Queries

Your regular Cisco contact or Distributor-contact is your main liaison for Avant Garde.

After registration and approval for participation, Cisco will update you with more information on the program and upcoming activities.

## Partner Development Funds (PDF)

### Overview

The Cisco® Partner Development Funds Program is a comprehensive back-end partner payment program designed to increase margins for Cisco channel partners to build their small business and commercial practice. The program provides quarterly payments to partners that achieve program objectives during the previous 3-month Cisco fiscal quarter. The PDF program rewards Cisco channel partners for their small business and commercial sales, based on the eligible SKUs defined in the program.

The Cisco Partner Development Funds Program supports its channel partners in increasing their profitability. Based on the level of Cisco training and certification, the program:

- Substantially improves the profitability of Cisco solutions for qualifying partners that participate in this program
- Rewards partners that focus on the small business - and commercial market, as well as promote small business products
- Develops eligibility criteria on partner quality, not on company size

### New Features

#### PDF enhancements in Q3 FY11:

- The PDF Plus VIP Partner sub-track will be retired. Cisco partners who are enrolled in the Cisco Value Incentive Program (VIP) will no longer be eligible to enroll in the PDF program (excluding Express TV ATP sub-track). Partners enrolling in VIP Period 17 can now earn and manage rewards through one program, VIP, with enrollment in the Small Business sub-track within the Borderless Networks track.
- All VIP partners in PDF Cash Back Accelerator will be retired from this track as well. As described above, these partners can enroll in VIP Period 17 and earn and manage rewards through one program, VIP, with enrollment in the Small Business sub-track within the Borderless Networks track.

- Cisco is pleased to announce PDF rewards for TANDBERG Migration Express partners. These rewards occur through the Express TV ATP sub-track within the PDF Commercial UC track. All current TANDBERG Migration Express partners are eligible to enroll in the PDF Express TV ATP sub-track

### Description

**PDF Cash Back Basic:** for Cisco Unique Registered Partners Pay back amount of 5% of netPOS for selling volumes of eligible Small Business (SB) and Traditional Cisco products.

**PDF Cash Back Accelerator:** Track on invitation only, for Direct Market Resellers (DMR), Service Providers (SP) and Ecommerce Partners. Pay back amount up to 5% of netPOS for selling volumes of eligible Small Business (SB) and Traditional Cisco products

**PDF Plus:** For partners with Small Business or Express Foundation specialization. Pay back amount up to 5% and up to 10% of netPOS for selling volumes of eligible Small Business (SB) and Traditional Cisco products.

**PDF Commercial UC:** This track is divided in 3 sub-tracks, one for Express Unified Communications specialized, one for Business Edition specialized and one for Tandberg Express TV ATP authorized partners.

Pay back amount up to 10% for UC specialized partners of netPOS for selling volumes of eligible IP Phones and ISR G2 Gateways.

Pay back amount up to 10% and up to 16% for Business Edition specialized partners of netPOS for selling volumes of eligible bookings.

TelePresence Video ATP Express Partners will earn up to 5% to up to 10% of netPOS on eligible SKUs.

TANDBERG Migration Express partners will be able to enroll at the beginning of Q3FY2011 and need to achieve their Cisco TelePresence® Video Express level ATP designation by the end of Q4FY2011 to continue earning rewards in the program.

## Combinations

According to eligibility requirements, partners may qualify for a pay out in both subtracks of PDF Commercial UC, as well as PDF Plus simultaneously. PDF is also combinable with all other Discount based programs where eligible.

## Who is Eligible for PDF?

There is a PDF track for Registered Resellers, Select, Premier, Silver, Gold, Service Providers and even DMR and ecommerce partners with their corresponding specializations.

TANDBERG Migration Express partners will be able to enroll at the beginning of Q3FY2011 and need to achieve their Cisco TelePresence® Video Express level ATP designation by the end of Q4FY2011.

Please be aware, that we do not allow VIP partners to participate in PDF as explained above. Enroll today to see which tracks you are eligible for and start earning as you sell

## Related URLs and Tools

- [PDF Web site Details](#) (including requirements and rules)
- [PDF Tool Online tool](#) for partners to track their sales progress, and their payment balance
- [PDF Enrolment](#)

## Contact Details for Support or Queries

For Program queries go to [www.cisco.com/go/ppi](http://www.cisco.com/go/ppi) and raise a case.

For enrolment queries go to [www.cisco.com/go/ppe](http://www.cisco.com/go/ppe) and raise a case.

## Small Business Market Segment

### Which programs should I use and why?

#### Flat Price (Fast Track)

Every time you discuss a price with a Small Business customer, think of the Flat Price promotion with its specific discount for SMB customer.

#### Opportunity Incentive Program (OIP)

Rewards Partners for “hunting” new Cisco customers’ opportunities.

#### UCS Partner Pricing

For every UCS quote, think of the UCS Partner Pricing promotion which offers a competitive flat discount on all UCS products

#### Public Sector Partner Program (PSPP)

Consider first for any type of Public Sector project. This is a fast and easy way for you to get pricing. Combinable with TMP, Hunting Reward and UCS Pricing The partner must be approved in the relevant PSPP customer sub-vertical. Small Business Public Sector is available for smaller Public Sector customers (eg. Independent Schools, Small Local Government customers ...)

#### Technology Migration Program (TMP)

Always consider removal of old equipment and combined with Fast Track pricing can provide a very competitive offer.

#### Managed Services Channel Program (MSCP)

Main go to market certification program that support any deal where customer receive Cisco technology in a managed service fashion (= proactive monitoring, service SLAs, 1 Y contract). Partners need to hold at the minimum MSCP express, certification. The certification provides global, predictable base pricing. Combinability allowed with OIP, and TMP.

## Commercial Market Segment

### Which programs should I use and why?

#### Opportunity Incentive Program (OIP)

Strongly linked to a Partner-Led sales-model: reward you for “hunting” new Cisco customers’ opportunities

#### UCS Partner Pricing

For every UCS quote, think of the UCS Partner Pricing promotion which offers a competitive flat discount on all UCS products

#### Technology Migration Program (TMP)

Consider TMP at any point in time when a project is emerging. Maximize the removal of old equipment, so your customer can speed up their technology adoption.

#### Assessment Incentive Program (AIP)

AIP rewards Partners for completing a network assessment and IBLM-lifecycle development plan. Remove outdated equipment at very attractive discounts

#### Collaboration Breakaway

A complete program designed to enable Cisco and Partners to migrate new and existing customers to Cisco Collaboration from competitive legacy solutions

#### Solutions Incentive Program (SIP)

SIP rewards Partners for developing repeatable solutions including non-Cisco applications.

## Public Sector Market Segment

### Which programs should I use and why?

#### Public Sector Partner Program (PSPP)

Consider first for any type of Public Sector project. It is a fast and easy way for you to get pricing. PSPP is combinable with TMP, Hunting Reward and UCS Pricing. The partner must be approved in the relevant PSPP customer sub-vertical.

#### Fast Track

Consider for Small Business Public Sector projects. Fast and easy pricing, only available on a limited number of SB relevant products

#### Technology Migration Program (TMP)

Consider at any point in time when a project is emerging. Maximize removal of old equipment so your customer can speed up technology adoption. TMP can be combined with PSPP for additional discount.

#### Assessment Incentive Program (AIP)

AIP rewards Partners for completing a network assessment & IBLM-lifecycle development plans. Remove outdated equipment at very attractive discounts

#### Collaboration Breakaway

A complete program designed to enable Cisco and Partners to migrate new and existing customers to Cisco Collaboration from competitive legacy solutions

#### Solutions Incentive Program (SIP)

SIP rewards Partners for developing repeatable solutions including non-Cisco applications.

## Enterprise Market Segment

### Which programs should I use and why?

#### Solutions Incentive Program (SIP)

SIP rewards Partners for developing repeatable solutions including non-Cisco applications.

#### Technology Migration Program (TMP)

Consider at any point in time when a project is emerging. Maximize removal of old equipment so your customer can speed up technology adoption. TMP can be combined with PSPP for additional discount.

#### Assessment Incentive Program (AIP)

AIP rewards Partners for completing a network assessment and IBLM-lifecycle development plans. Remove outdated equipment at very attractive discounts

#### Opportunity Incentive Program (OIP)

Rewards Partners for “hunting” new Cisco customers’ opportunities.

#### Teaming Incentive Program (TIP)

Rewards Partners for their pre-sales effort, value-add and investment when teaming on Cisco-identified opportunities

#### Managed Services Channel Program (MSCP)

Main go to market certification program that support any deal where customer receive Cisco technology in a managed service fashion (= proactive monitoring, service SLAs, 1 Y contract). Partners need to hold at the minimum MSCP express, certification. The certification provides global, predictable base pricing. Combinability allowed with OIP and TMP.

## Service Provider Market Segment

### Which programs should I use and why?

#### Managed Services Channel Program (MSCP)

Main go to market certification program that support any deal where customer receive Cisco technology in a managed service fashion (= proactive monitoring, service SLAs, 1 Y contract). Partners need to hold at the minimum MSCP express, certification. The certification provides global, predictable base pricing. Combinability allowed with OIP, and TMP.

#### Technology Migration Program (TMP)

Consider at any point in time when a project is emerging. Maximize removal of old equipment so your customer can speed up technology adoption. TMP can be combined with PSPP for additional discount.

#### Assessment Incentive Program (AIP)

AIP rewards Partners for completing a network assessment and IBLM-lifecycle development plans. Remove outdated equipment at very attractive discounts

#### Teaming Incentive Program (TIP)

Rewards Partners for their pre-sales effort, value-add and investment when teaming on Cisco-identified opportunities

#### UCS Partner Pricing

For every UCS quote, think of the UCS Partner Pricing promotion which offers a competitive flat discount on all UCS products.

## Reseller Incentives Snapshots

### March Edition - European Markets (EUP only)

| Program Name   | Program Description  | End Date      | Combinable With     |
|--|--|---------------|---------------------|
| <b>EUP2-336</b><br>Flat Price Promotion (Fast Track) | <ul style="list-style-type: none"> <li>• Cisco is pleased to announce FLAT PRICE</li> <li>• The Flat Price Discount Promotion is designed to eliminate the need for repeated special pricing requests, hence, improving productivity and profitability for Partners selling to small and medium businesses</li> <li>• The promotion includes various products from our product portfolios</li> </ul> <p><a href="http://www.cisco.com/web/partners/incentives_and_promotions/index.html">http://www.cisco.com/web/partners/incentives_and_promotions/index.html</a></p>  | 30 April 2011 | PDF, TMP, TAP       |
| <b>EUP2-369</b><br>SMB Specialized Service           | <ul style="list-style-type: none"> <li>• For all Cisco Select partner, they can add Cisco SMARTnet to any Cisco product purchase or existing, uncovered products and get an incremental discount on the SMARTnet cost. This great offer provides enhanced value for all Cisco Select Partners.</li> <li>• It is easy to use, by providing a blanket Dart number for claiming</li> <li>• Partners must create an SMS3 quote for all SMB products they want to cover</li> </ul> <p><a href="http://www.cisco.com/web/partners/incentives_and_promotions/index.html">http://www.cisco.com/web/partners/incentives_and_promotions/index.html</a></p>   | 30 April 2011 | Pay for Performance |
| <b>EUP2-373</b><br>Multi Year Service Promotion      | <ul style="list-style-type: none"> <li>• Under this promotion partners ordering three year SmartNet or SmartCare contracts via distribution will be able to purchase three years fixed duration SmartNet/SmartCare coverage for the price of 2 years of Service coverage.</li> <li>• This promotion is available on all single chassis part numbers and is available to all Cisco registered or Certified partners ordering via authorised distribution channels using the SMS3 quoting and ordering tool.</li> </ul> <p><a href="http://www.cisco.com/web/partners/incentives_and_promotions/index.html">http://www.cisco.com/web/partners/incentives_and_promotions/index.html</a></p> | 30 April 2011 | Pay for Performance |
| <b>EUP2-381</b><br>Challenge and Reward              | <ul style="list-style-type: none"> <li>• The Challenge and Reward program enables those partners wishing to focus on selling SMB UC solutions and wanting some additional benefits whilst they train to become Express UC specialized</li> <li>• The program is open to partners for registration until the expiration date</li> <li>• Partners will maintain their discount levels for 10 months in which period they will need to obtain their UC Express Specialization</li> </ul> <p><a href="http://www.cisco.com/web/partners/incentives_and_promotions/index.html">http://www.cisco.com/web/partners/incentives_and_promotions/index.html</a></p>                                 | 31 March 2011 | OIP, TMP            |

| Program Name  | Program Description   | End Date      | Combinable With                     |
|---|---|---------------|-------------------------------------|
| <b>EUP2-382</b><br>Challenge and Reward                                     | <ul style="list-style-type: none"> <li>The Challenge and Reward Plus edition program enables those partners wishing to focus on selling SMB UC solutions and they are already Express UC Specialized or part of Cisco Authorized Business Edition Reseller Program</li> <li>The program is open to partners for registration until the expiration date</li> <li>Partners will receive an enhanced discount level while they maintain their Express UC Specialization or CABERP</li> </ul> <a href="http://www.cisco.com/web/partners/incentives_and_promotions/index.html">http://www.cisco.com/web/partners/incentives_and_promotions/index.html</a>       | 31 March 2011 | OIP, TMP                            |
| <b>EUP2-383</b><br>NFR for Smart Care                                       | <ul style="list-style-type: none"> <li>This Not For Resale (NFR) program provides a cost effective way for Smart Care Registered resellers to become familiar with, present the service platform and demo Smart Care tool to their customers</li> <li>Just as with the NFR for products SMS3 quote will receive high discounts</li> </ul> <a href="http://www.cisco.com/web/partners/incentives_and_promotions/index.html">http://www.cisco.com/web/partners/incentives_and_promotions/index.html</a>   | 31 July 2011  | Not combinable with any other offer |
| <b>EUP2-387 Transformative Networking SmartCare 2for1 Service promotion</b> | <ul style="list-style-type: none"> <li>This promotion will provide 2 years of Smart Care support at the price of 1 year on the 1st deal resulting from a Network Assessment (Cisco approved Network Assessment tools only) to enhance both your margins and your customer intimacy. This promotion is only available in combination with an AIP opportunity.</li> </ul> <a href="http://www.cisco.com/web/partners/pr11/incentive/euro/aip.html">http://www.cisco.com/web/partners/pr11/incentive/euro/aip.html</a>   | 30 April 2011 | Pay for Performance, AIP            |
| <b>EUP(2)-391</b><br>UCS Partner Pricing                                    | <ul style="list-style-type: none"> <li>Cisco is pleased to announce the new promotion on UCS technology (UCS B and UCS C Series)</li> <li>This is a flat pricing promotion giving an excellent starting point for all partners who wish to experience the new technology</li> <li>UCS C series is available to all partners, while UCS B series is available only to ATP partners</li> <li>All deals must be registered in Cisco Commerce Workspace (CCW) before they can be ordered</li> </ul> <a href="http://www.cisco.com/web/partners/incentives_and_promotions/index.html">http://www.cisco.com/web/partners/incentives_and_promotions/index.html</a> | 31 July 2011  | OIP, TMP, VIP                       |

| Program Name  | Program Description  | End Date      | Combinable With                     |
|---|--|---------------|-------------------------------------|
| <b>EUP2-403</b><br>UCS Multiyear Service Promotion              | <ul style="list-style-type: none"> <li>• Cisco Partners can now benefit from 3 years for the cost of 2 years Computing Warranty plus and Unified Computing Support Service on UCS B-Series and UCS C-Series</li> <li>• This offer will include: <ul style="list-style-type: none"> <li>• C-series- Only available to Cisco Registered Partner's when purchased via authorized Distributors</li> <li>• B-Series- Only available to Cisco ATP Partner's, or via an exception process, when purchased via authorized Distributors</li> </ul> </li> </ul> <p><a href="http://www.cisco.com/web/partners/incentives_and_promotions/index.html">http://www.cisco.com/web/partners/incentives_and_promotions/index.html</a></p> | 30 April 2011 | Not combinable with any other offer |
| <b>EUP2-415 FastTrack - UCS C-Series - PowerUp Q2 + Q3 FY11</b> | <ul style="list-style-type: none"> <li>• Cisco is pleased to announce the new promotion on UCS technology (UCS C Series)</li> <li>• This promotion provides an excellent starting point for all partners who wish to experience the new technology</li> <li>• Promotion is through Cisco Authorised Distribution Partners only</li> <li>• UCS C series is available to all Resellers</li> </ul> <p><a href="http://www.cisco.com/web/partners/incentives_and_promotions/index.html">http://www.cisco.com/web/partners/incentives_and_promotions/index.html</a></p>   | 31 July 2011  | Not combinable with any other offer |
| <b>EUP2-416 FT2A</b>  | <ul style="list-style-type: none"> <li>• The Fast Track Accelerator Promotion is designed to provide additional upfront discount on selected SKUs SBTG product portfolios. It also eliminates the need for repeated special pricing requests, hence, improving productivity and profitability for Partners selling to small and medium businesses.</li> </ul> <p><a href="http://www.cisco.com/web/partners/incentives_and_promotions/index.html">http://www.cisco.com/web/partners/incentives_and_promotions/index.html</a></p>   | 30 April 2011 | Not combinable with any other offer |
| <b>EUP2-417 Cash Now</b>  | <ul style="list-style-type: none"> <li>• This promotion is designed to offer Cisco resellers with the opportunity sell multiple of the same products at a higher discount.</li> <li>• Buy 4 for the price of 3 offers on selected SBTG products</li> </ul> <p><a href="http://www.cisco.com/web/partners/incentives_and_promotions/index.html">http://www.cisco.com/web/partners/incentives_and_promotions/index.html</a></p>  | 30 April 2011 | Not combinable with any other offer |

## Direct Partner Incentives Snapshots

### March Edition - European Markets (EUP only)

| Program Name                                    | Program Description  | End Date     | Combinable With                     |
|---|--|--------------|-------------------------------------|
| <b>EUP(2)-391</b><br>UCS Partner Pricing        | <ul style="list-style-type: none"> <li>• Cisco is pleased to announce the new promotion on UCS technology (UCS B and UCS C Series)</li> <li>• This is a flat pricing promotion giving an excellent starting point for all partners who wish to experience the new technology</li> <li>• UCS C series is available to all partners, while UCS B series is available only to ATP partners</li> <li>• All deals must be registered in Cisco Commerce Workspace (CCW) before they can be ordered</li> </ul> <p><a href="http://www.cisco.com/web/partners/incentives_and_promotions/index.html">http://www.cisco.com/web/partners/incentives_and_promotions/index.html</a></p> | 31 July 2011 | OIP, TMP, VIP                       |
| <b>Europe Promo VPI</b><br>PP-Vide49007- 091231 | <ul style="list-style-type: none"> <li>• The promotion objective is to set a contractual discount for the Tier 1 SP Video Authorized partners that are participating in the program as a benefit for investing into the program</li> </ul> <p><a href="http://www.cisco.com/web/partners/downloads/partner/WWChannels/download/sp_video_order_guide.pdf">http://www.cisco.com/web/partners/downloads/partner/WWChannels/download/sp_video_order_guide.pdf</a></p>  | Ongoing      | Not combinable with any other offer |

# Solutions Incentive Program (SIP)

## Overview

The Cisco Solution Incentive Program (SIP) is based on the premise that customers buy solutions to help solve their business problems. The Cisco SIP rewards partners that invest in the development and sales of solutions that integrate proprietary or third-party applications and services with Cisco technology. Business application developers may also benefit from the program by achieving “pre-qualified for SIP” status. This can help facilitate a route to revenue for the application developers by partnering with Cisco’s reseller channel to develop a solution practice that qualifies for the program.

## Objectives

- Grow incremental revenue in critical markets
- Boost partner profitability for resellers integrating Cisco into their solution sale
- Increase the business relevance of the network
- Expand the need for network bandwidth
- Support the channel partner value model

## Description

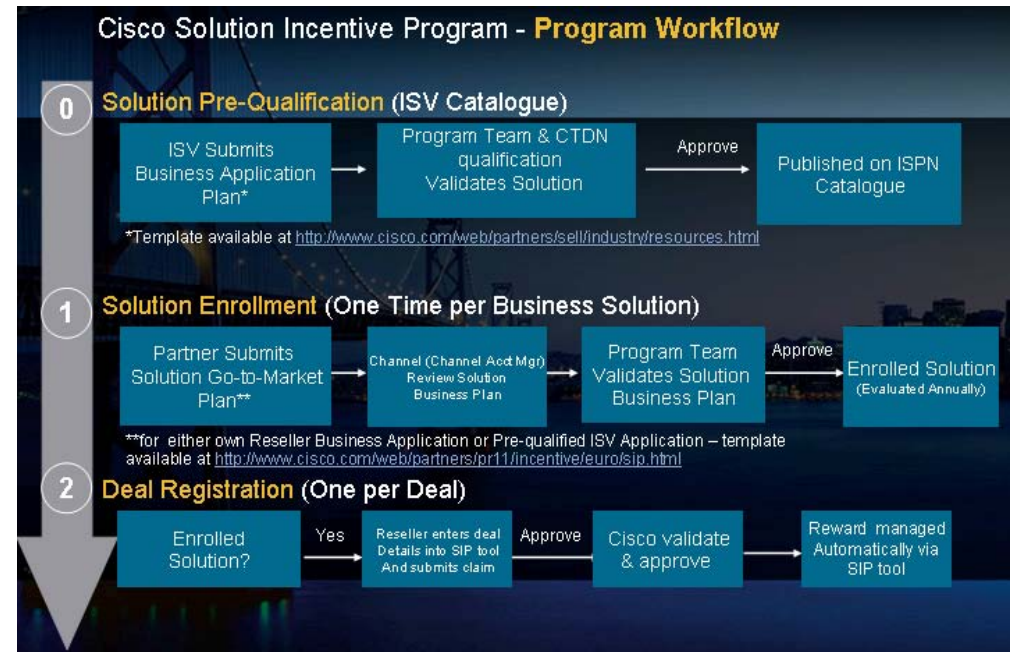
The Cisco Solution Incentive Program rewards partners that include Cisco technology as part of their customer solutions, with a 12% upfront incremental discount. Partner solutions must go through a one-time prequalification process to gain access to this program for each solution. Once partners are pre-qualified for their solution, they are eligible to register opportunities that meet program requirements, and receive incremental benefits and compensation for closing these opportunities.

The Cisco Solution Incentive Program now also includes a Pre-qualified application option. The introduction of the pre-qualified business applications for SIP allows Cisco resellers to choose from a growing catalog of business application to build a solution practice. This Simplified SIP pre-qualification for resellers: Streamline process by reducing the amount of data collection and speeding up the review cycle.

Cisco recently announced the Industry Solutions Partner Network (ISPN), rewarding partners for bringing repeatable vertical industry applications to market. Please visit the ISPN web page, to find out whether one of the Pre-qualified SIP applications within ISPN, fit with your partners future solutions:

<http://www.cisco.com/web/partners/sell/industry/index.html>

There are 3 core processes involved in SIP.



## Program Requirement Summary

- Drives new business, solution creates budget
- Business application + Technology + Services
- Pre-approved solution
- Offered as integrated bundle
- 1 reference - demonstrates repeatability
- CISCO component <80% of total net price
- Include CISCO advanced technology products
- Certified and Specialized or ATP Authorised Partner

## Partner Enrolment Platforms

Independent Software Vendors need to submit their Application Plan thru the local Business development mgr to the Program Mgr - this is a manual process

The Go to Market SIP business plan are uploaded on the Partner Program Enrolment (PPE) platform under SIP program

Each deal related to a Enrolled solution needs to be registered on the Cisco Commerce Workspace (aka PDR) under SIP and the relevant Solution ID

## Related URLs and Tools

SIP European website: [www.cisco.com/web/partners/pr11/incentive/euro/sip.html](http://www.cisco.com/web/partners/pr11/incentive/euro/sip.html)

For partner entry and Cisco review of SIP **deals**: [Cisco Commerce Workspace \(CCW\)](#)

For partner entry and Cisco review of SIP solutions: PPE - [Partner Program \(Platform\) Enrollment \(PPE\)](#)

[Old SIP Tool for Partner Program, Solution & Deal Registration](#)

[Combination matrix](#)

# Opportunity Incentive Program (OIP)

## Overview

The Cisco Opportunity Incentive Program is designed to help the profitability and success of its channel partners. The Opportunity Incentive Program rewards channel partners who actively identify, develop, and win new business opportunities in targeted market segments. This program incorporates deal registration that is designed to protect the partner's pre-sales investment and enable them to focus on value delivery to win the opportunity.

## New Features

Tanberg ATP and all kind of ATP-Cisco TelePresence Video Partners are allowed to participate on the OIP for Commercial/Small Business program as well. However the deal must include ATP restricted products.

## Description

### Program Objective

Contribute to Cisco Resellers' profitability by rewarding eligible Cisco Resellers for prospecting, hunting and winning incremental opportunities. OIP is intended to reward the partner for the additional cost of finding new opportunities.

### End Customer Eligibility

The following types of end-user opportunities are eligible for the program:

1. Named **Enterprise** accounts/non-forecasted opportunities

A Named Enterprise account is an end-user that is a legal trading company or organisation that appears on Cisco's Enterprise Named account list. It includes

subsidiaries of Named Accounts.

The definition of a Named Enterprise account for the purpose of the program is a business/company with typically more than 1000 employees.

To be eligible for the OIP reward, these accounts must currently not be forecasting any business opportunities identified by another reseller or Cisco Account Manager in Cisco's internal Sales forecast. This will be validated by a Senior Sales Manager or Director for this customer segment.

Any Cisco employee found to be in collusion with a partner for the purpose of false claims, personal gain, or abuse of the program is in breach of the Cisco Code of Business Conduct

**Note 1:** Cisco Global Enterprise Theatre accounts (GET accounts) are not eligible for OIP opportunities. Deals submitted for GET accounts including their subsidiaries will be rejected from the Program.

**Note 2:** Opportunity in conflict with a Frame Agreement already in place between Cisco and an Enterprise account will be rejected. These opportunities are considered Forecasted and as such do not meet OIP deal requirements.

2. Named **Commercial** accounts/non-forecasted opportunities

A Named Commercial account is an end-user that is a legal trading company or organization that appears on Cisco's Commercial Named account list. It includes subsidiaries if Named Accounts.

The definition of a Named Commercial account for the purpose of the program is a business/company with typically between 100 and 1000 employees.

To be eligible for the OIP reward, these accounts must currently not be forecasting any business opportunities identified by another reseller or Cisco Account Manager in Cisco's internal Sales forecast. This will be validated by a Senior Sales Manager or Director for this customer segment.

Any Cisco employee found to be in collusion with a partner for the purpose of false claims, personal gain, or abuse of the program is in breach of the Cisco Code of Business Conduct

### 3. Non-named **Small Business** accounts

A Non-named Small Business account for this program is any genuine end-user in a participating country that is not listed in Cisco's Named Account list. In case of uncertainty about the existence of a genuine end-user (= Non-named account), it will be the Reseller's responsibility to prove that the end-user is genuine.

The definition of a non-named Small Business account for the purpose of the program is a business/company with typically less than 100 employees.

The program cannot be leveraged for Partners' purchases where the Partner/ any Cisco Partner is the end-user. For such purchases, Cisco recommends leveraging the Not-for-Resale Program (subject to availability), or other applicable programs.

## Cisco Partner eligibility

| End customer type           | Eligible Partners   |
|-----------------------------|---|
| Commercial / Small business | Select, Premier, Silver or Gold certified, Managed Services Master, Advanced or Express Certified, Tanberg ATP and all ATP-Cisco TelePresence Video Partners                                |
| Enterprise                  | Silver or Gold certified<br>DCNI and DCSN specialized: required for DC/Virtualization deals (*)<br>ATP certified (only if deal includes ATP restricted products)<br>Managed Services Master |

(\*) Note for Data Center / Virtualization opportunities with Enterprise accounts:

- Partner must hold Data Center Networking Infrastructure (DCNI) and Data Center Storage Network (DCSN) in the country where opportunity is registered.
- Opportunities including at least one product in Nexus 5000, Nexus 2000 or ACE product families must be submitted by Partners holding both DCNI and DCSN specializations in the country where the opportunity is registered. Otherwise the opportunity will be rejected.

## Deal Size for All OIP Eligible Deals

Deals in the OIP program are approved for 180 days (6 months).

The minimum deal size for all eligible OIP deals is \$5,000 GPL (list price value) for Small Business and Commercial accounts and \$25,000 GPL (list price value) for Enterprise accounts.

Any deal that is below the minimum deal size at the point of deal closure will not be eligible to receive the program reward.

The maximum deal size for Commercial/Small Business deals is \$1,000,000 GPL (list price value). Enterprise deals above \$2,000,000 GPL (list price value) will require a specific approval from Cisco local finance controller together with a justification for the deal not being in the Cisco Sales Forecast.

## Eligible Cisco Products

Cisco products listed on Cisco's Global Price-list are eligible for OIP. This does not remove the requirement for the reseller to hold the appropriate specialisation level for ordering certain products.

For 2-tier partners requesting OIP, Cisco **Small Business** and Fast **Track 2 products**, are not eligible for this program. These products might be able to be added to a deal's bill of materials; however no OIP reward will be given.

**Fast Track 2 products** incorporated in an OIP request from **1-tier partners** and **purchased directly from Cisco** are eligible for OIP and do receive full OIP reward.

OIP is no longer combinable with Flat Pricing promotion.

Cisco Small Business products are not eligible for OIP. These products might be able to be added to a deal's bill of materials; however no OIP reward will be given.

Cisco SmartNet services and related support agreements listed on GPL are eligible for Commercial/Small Business accounts opportunities, but are excluded for opportunities in Enterprise accounts.

Other Cisco Customer Advocacy services and products are excluded from this program.

## OIP Reward

OIP approved will be rewarded with a **8% (for both Commercial/Small Business and Enterprise)** incremental discount on Global list price (GPL), at the point of ordering. Level of discount depends on the type of end customer.

This discount will be available on Cisco products booked, shipped and reported by the registered Partner for 1-tier deals, and for the Cisco Distribution Partner/Cisco Authorised Distributor for 2-tier deals. In the latter case, the Distributor will facilitate the discount payment to the Reseller.

The Discount is in addition to Partner Certification discounts, and any other program-or promotional discounts combinable with OIP.

## Related URLs and Tools

- **European OIP webpage**  
Website includes program rules details and presentation
- **OIP deal registration site**  
Website includes access to the tool for deal registration

## Contact Details for Support or Queries

[www.cisco.com/go/prt](http://www.cisco.com/go/prt)

## Learn more

**How to create an OIP** - This ten minute VOD describes how to create an OIP using the Cisco Commerce Workspace (CCW) tool.

**Adding a Trade-in deal to an OIP** - This is a 5 minute VOD which shows how to add trade-in items to a deal in Cisco Commerce Workspace.

**A brief introduction to Cisco Commerce Workspace (CCW)** - This is a four minute VOD which describes the Home Page of Cisco Commerce Workspace.

# Teaming Incentive Program (TIP)

## Overview

TIP rewards partners for their pre-sales effort, value-add and investment when teaming on Cisco-identified opportunities

## New Features

TIP is currently being piloted and is only available in the following countries: UK, Ireland, Netherlands, Switzerland and Portugal.

This will be extended to Belgium, Germany and Sweden in March.

From March 2011 the Incremental discount has increased from 5% to 8%. The differential discount for non-standard deals will remain at 5%.

## Description

### Partner Eligibility:

All Cisco Certified Partners (Gold, Silver, Premier, and Select) in the pilot countries

### Customer/Account Eligibility:

- TIP is only available in Cisco identified/led opportunities in the following customer segments: Enterprise and Service Provider. Currently Global Accounts, Public Sector, Commercial and Small Business accounts are excluded.
- TIP is available for Resale and Managed Service opportunities
- Opportunities in which customer contracts or other circumstances prevent TIP from operating as defined are excluded
- For partner identified/led/hunted opportunities OIP should be used and not TIP

### Product Eligibility:

All products on the Cisco Global Price List, except SolutionsPlus products, incentive-restricted SKUs, and refurbished equipment. Cisco UCS products are included.

### Deal Requirements:

Deal registration is via CCW: <http://www.cisco.com/go/commerceworkspace>

Partners are required to supply the following information for deal registration:

- Customer Information
- Business problem and proposed solution
- Partner engagement plan with customer
- Expected teaming commitments. Minimum of 2 from the following 6: Technology Demo, Testing or Proof of Concept; Pre-sales Engineering Support for Architecture & Design; Network Assessment; Pre-sales Application Support Plan; SOW for Cisco Advanced Services or their own professional services; EBC or CBC with the Customer
- Minimum Deal Size: \$250,000 Cisco price list. Minimum 1st order \$50k

Where multiple partners register for TIP on the same opportunity, partner submissions will be reviewed over a pre-defined period of time (up to 30 days). Following the review, only 1 partner can be awarded TIP. If partners are equally qualified and no objective decision can be made, then no TIP will be granted for the opportunity.

Opportunities where OIP, SIP, AIP and Collaboration Breakaway have already been approved, then TIP is not eligible.

### Discounts & Combinations:

- 8% incremental discount above certification discount on all eligible products (UCS products receive 61% max, 4% on top of datacenter pricing)
- Combinable with TMP trade-in credits, MSCP and the VIP and TAP payment programs
- Deal approval valid for 6 months and eligible for renewal

## Tips to be successful

For all new Enterprise and Service Provider opportunities, speak to the Cisco AM and see if TIP is applicable

## Related URLs and Tools

### Websites & Tools

Partner Central website, program information & support documents:

[www.cisco.com/go/teamingprogram](http://www.cisco.com/go/teamingprogram)

CCW for deal registration:

<http://www.cisco.com/go/commerceworkspace>

## Contact Details for Support or Queries

TIP Support: [eu\\_tip\\_support@cisco.com](mailto:eu_tip_support@cisco.com)

# Public Sector Partner Program (PSPP)

## Overview

PSPP provides competitive pricing for Cisco partners selling to public sector customers (including SMB PS customers). The program will allow partners to:

- Increase sales in the competitive and fragmented Public Sector market place
- Maintain healthy margins when selling to Public Sector customers who traditionally have a long sales cycle.

## New Features

From the 27<sup>th</sup> September 2010, PSPP will reward Partners for hunting for new opportunities (like OIP). The PSPP Partner Identified Reward gives an additional 4% discount on top of standard PSPP discounts. To qualify, deals must be partner identified & driven, not a response to customer pricing (RFP/RFQ), and greater than \$100,000 list price.

These deals are registered in the PSPP Tool, using the Partner Identified Reward section within the existing PSPP deal registration form. Approval may take slightly longer than standard PSPP deals and they require Cisco AM and RSM approval.

Once approved the partner will have deal protection on the 4% hunting bonus, meaning other partners can still register PSPP deals for the same opportunity but will not qualify for the 4% Partner Identified Reward.

PSPP Partner Identified deals can be combined with a TMP trade-in credit, up to 6% additional discount. They also qualify for the VIP Routing & Switching payments.

## Description

### Benefits Summary:

- Discounts range from 37% to 57%, depending on product families selected and

reseller's certification level. The PSPP discount matrix is not published externally and discounts are granted on a pre-deal basis. (note: 2-tier partners will need to negotiate discount with their distributor)

- Deal eligibility up to 12 months (and beyond with additional approval)
- Flexibility on products. Product families required for deal submission not individual part numbers or detailed BOM
- Reseller can place multiple orders per approved deal and multi-year framework agreements allowed
- Reseller can place multiple sources per deal and per product family line, Cisco and multiple distributors
- Fast approval, seconds to few days for large deals, average 2 days

### Registration Requirements:

Partners must register first via PSPP tool and then be approved in required verticals. Options: Education, Local Government, Central Government, Defense, Healthcare (and UK only Emergency Services). In addition the "Small Business Public Sector" vertical, covers all other Public Sector opportunities not aligned to the 5 core verticals, such as Schools, selected small local government customers. This vertical option is available to any partner with minimal registration requirements.

### Deal Requirements:

- Deals must be for a Cisco defined Public Sector customer in a vertical(s) the partner has been approved
- Deals may be eligible up to 12 months from submission date (and beyond with additional approval)
- No min or max deal size (except Partner Identified deals which must be greater than \$100,000).
- Combinability: Partially combinable with TMP trade-in credits for up to 6% additional discount and VIP, TAP payment programs
- Multi-year frame agreements and large deals with multiple ship dates are allowed

## Related URLs and Tools

### Websites & Tools

Partner Central website, program information & support documents:

<http://www.cisco.com/web/partners/pr11/incentive/euro/pspp.html>

External tool for Partner registration & deal registration (Europe excluding Switzerland):

<https://www.ciscopartners.com/PSPPEmea/reseller/login.aspx>

CCW-PDR tool for partner registration and deal approval (Switzerland only):

[www.cisco.com/go/commerceworkspace](http://www.cisco.com/go/commerceworkspace)

## Contact Details for Support or Queries

PSPP Support (Europe excluding Switzerland): [pspp-support@external.cisco.com](mailto:pspp-support@external.cisco.com)

PSPP Support (Switzerland only): [euro-help@external.cisco.com](mailto:euro-help@external.cisco.com)

# Value Incentive Program (VIP)

## Overview

The Value Incentive Program (VIP) has rewarded partners that have advanced technology focused practices and now is being expanded to architectures that include these technologies and others that are part of Cisco network architectures such as Collaboration, Virtualization, or Borderless Networks.

## Program Requirements

Participating partners receive a semi-annual payment when they:

- Meet bookings targets as established for their region
- Maintain a specialization or authorization to sell
- Achieve and maintain required customer satisfaction (CSAT) levels

## Program Benefits

- Substantially improves partner profitability
- Rewards partners that promote network architectures to customers
- Follows eligibility criteria based on partner quality and technology focus, not size

Visit our VIP website at: [www.cisco.com/go/vip](http://www.cisco.com/go/vip) and select Europe to see specific material for European Markets region

## Partner Eligibility

Partner eligibility depends on the level of specialization or certification.

Borderless Networks track requires Advanced R&S or Advanced Wireless or Advanced Security specialization or Premier (or above) certification

Collaboration track requires Advanced UC specialisation or Telepresence ATP

Virtualization track requires Advanced DCNI or Advanced DCSN or DCUC ATP.

## Combinable with:

Combinable with all resale promotions except NFR.  
Not combinable with MSCP

## New Features

**VIP 17 period** runs from January 30, 2011 until July 30, 2011.

**VIP 17 CSAT** measurement period runs from August 1, 2011 until July 15, 2011.

**Three new main tracks** aligned with Cisco Technology Architectures are divided into sub-tracks:

- **Collaboration:** Unified Communication and Telepresence Video
- **Borderless Networks:** Routing & Switching (new sub-track), Security, Wireless, Wan Optimization and Small Business (new sub-track)
- **Virtualization:** Data Center Unified Fabric (new sub-track), and Data Center Unified Computing

VIP17 supported by the Partner Program Platform (PPP) tools

- Enrolment: Partner Program Enrolment (PPE) - [www.cisco.com/go/ppe](http://www.cisco.com/go/ppe)
- Tracking of bookings & CSAT: Partner Program Intelligence (PPI) - [www.cisco.com/go/ppi](http://www.cisco.com/go/ppi)

## Description

### Participation Criteria

All partners must actively enroll in VIP to be eligible. To enroll, partners should go [www.cisco.com/go/pppe](http://www.cisco.com/go/pppe)

Once enrolled, partners will be able to access to Partner Program Intelligence (PPI) Tool to view their bookings for all existing tracks.

PPV tool remains accessible for VIP15 and previous periods tracking at: <https://apps.cisco.com/mbrre/saw.dll?Dashboard>

PPI is accessible for VIP16 and VIP17 tracking at: [www.cisco.com/go/ppi](http://www.cisco.com/go/ppi)

### Eligible Products

All VIP SKUs lists are available at: [www.cisco.com/go/skus](http://www.cisco.com/go/skus)

Products are classified in 4 categories: A, B, C or D.

### Payment Structure

**Payment calculation:** payment is calculated based on shipped bookings (revenue). All bookings shipped before the shipment cut-off date will be counted in the payment calculation. All bookings not shipped on time will be excluded from the calculation.

**Payment percentages:** Incentives cannot be applied for partner internal purchases. VIP rewards partners differently for selling Cat. A, B, C or D products.

### Customer Satisfaction (CSAT) Target

VIP utilizes a single customer satisfaction survey for the Channel Program called Cisco Global Customer Satisfaction survey (CSAT). The [Partner Access Online \(PAL\)](#) has been improved with the addition of technology pre-select options, which allow partners to clearly define the specific technology delivered to customers.

### Tools & Useful links

- [Partner Program Intelligence \(PPI\)](#) – To track your VIP bookings & CSAT on daily basis (for period after VIP16)
- [Partner Program Enrolment \(PPE\)](#) – To enroll
- [PAL Tool](#) - To send customer satisfaction surveys to customers
- [Partner Self Service \(PSS\)](#) – To manage your access to PPI
- [Partner Payment FAQ](#)

### Support for bookings & revenue discrepancies

Cases must be opened at [www.cisco.com/go/prt](http://www.cisco.com/go/prt).

Step 1: Click on the 'Create Case' tab

Step 2: Select an application= "VIP-Channels" or "Partner Program View (PPV)"

Step 3: Enter a 'Case Title' and a 'Description'

Step 4: Submit your case

## Related URLs and Tools

#### European VIP webpage

- To check program rules details, how to access tools and presentations

#### Partner Program View (PPV) up to VIP15, or Partner Program Intelligence (PPI) from VIP16 and after

- To track VIP bookings and CSAT achievements
- To download all bookings details

#### Partner Program Enrolment

- To manage enrolments

## Contact Details for Support or Queries

#### Partner Relationship Team (PRT)

- Open a case for bookings discrepancies, PPV/PPI access issues
- Open a case for VIP questions, enrolment issues or CSAT questions

# Data Center Advantage Incentive Program (DCAIP)

## Overview

The Cisco Data Center Advantage Incentive Program (DCAIP) rewards Cisco Channel Partners and Distributors who resell Cisco Storage solutions when buying via an Original Storage Manufacturer (OSM) partner.

Cisco is aware of the competitive nature of the storage networking market, and the ongoing margin pressure that channel partners currently face. The Cisco Data Center Advantage program is designed to help support the sustainable and profitable business models of Cisco partners.

Partners who achieve DataCenter Storage Networking (DCSN) specialisation will unlock the rewards for the MDS Director products.

## New Features

Program Extension to the end of Q4 FY11

New reward values for the entire range:

MDS 9124 - \$100

MDS 9148 - \$400

MDS 9222i - \$900

MDS 95xx - \$1000

MDS 95xx rewards only available to DCSN partners

Enrolment period in line with VIP 16

## Description

### Program Benefits

Cisco partners will receive an incentive reward at the end of each Cisco fiscal quarter based on the total [Cisco Channel Standard Points \(CSP\)](#) achieved. This incentive will represent additional gross margin for the eligible Cisco storage equipment purchases made during that period. The eligible equipment and associated points are detailed below and on the [Data Center Advantage Program Website](#).

- Improves the profitability of Cisco MDS Storage solutions for qualifying resellers who participate in this program.
- Rewards resellers who focus on the MDS 9000 Storage technology as a practice.
- Reward resellers for achieving a DataCenter Specialisation (DCSN).

### Participation Criteria

Partners must meet the following criteria to participate in the Cisco DCAIP program

#### Minimum eligibility requirements

**Partners who are Non- Data Center Storage Networking Specialized must meet the following requirements:**

- Partner must be a Cisco Registered Partner at the time of claim submission deadline. If you are not a registered partner, please go [Cisco partner registration tool](#).
- Partner must apply and be approved for the program in order to participate. To register for program please go [www.cisco.com/go/dcadvantage](http://www.cisco.com/go/dcadvantage).
- All Cisco Partners are eligible to participate in the DCAIP program regardless of OSM (original storage manufacture) fulfillment source (e.g., EMC, IBM, HDS, NetApp and others, but not Cisco). Cisco OSM and STI Partners are not eligible for this program.

### For Partners who have achieved the Cisco Data Center Storage Networking Specialized “DCSN:

- Partner must meet the minimum eligibility requirements listed above.
- Partner must achieve Cisco Data Center Storage Networking Specialization by Jan 22, 2010 to qualify for the DCSN rewards in FY10.

Please go to the [specialization web site](#) to learn more about the Storage Networking Specialization.

### Incentive Payout Criteria

#### Data Center Specialized (DCSN) and Non-Specialized partners:

- [CSP points value](#)

### Program Registration Process

Partner shall apply for the DCAIP using the [online application](#) within the enrolment window as detailed below:

- 6 month period (H1 FY11)
- 3 month period (Q2 FY11)
- 6 month Period (H2 FY11)
- 3 month Period (Q4 FY11)

## Related URLs and Tools

Cisco Partner Registration tool: <http://www.cisco.com/web/partners/pr11/index.html>

Data Center Advantage Program:  
<http://www.cisco.com/web/partners/sell/technology/datacenter/dcadvantage.html>

Cisco OSM Part Number Cross Reference Guide:  
[http://www.cisco.com/web/partners/downloads/sell/technology/datacenter/dcadvantage\\_osm.pdf](http://www.cisco.com/web/partners/downloads/sell/technology/datacenter/dcadvantage_osm.pdf)

DCSN Specialization web page:  
<http://www.cisco.com/web/partners/program/specializations/datacenter/dcsn/index.html>

## Contact Details for Support or Queries

[support@cisco-dca.com](mailto:support@cisco-dca.com)

## DC Accelerator (DCA)

### Overview

The Cisco Data Center Accelerator Promotion rewards European partners for Cisco DC & UCS sales that they book and ship through the Opportunity Incentive Program (OIP) and the Solution Incentive Program (SIP). DC Accelerator is an enhanced VIP type rebate to reward Partner hunted DCV deals. The program pays up to 10% additional rebate on top of VIP for approved standard OIP deals subject to terms. DC Accelerator can triple your gross margin from selling Cisco when you combine it with OIP discounts (now on Enterprise as well as commercial deals) and VIP rebates.

### Description

#### Promotion Benefits

The Cisco DC Accelerator Promotion is another element of the pay-for-performance approach that Cisco uses to support its channel partners to increase their profitability. DC Accelerator:

- Substantially increases margins on Partner hunted business for eligible Partners.
- Further rewards Partners who focus on Cisco DC-Virtualization as a practice
- Rewards Partners who promote customer migration to Cisco technology such as UCS, regardless of customer size.

Partners can now participate in DC Accelerator and VIP simultaneously, which can substantially increase Partner margins on eligible OIP deals.

#### Participation Criteria

To be eligible to participate in DC Accelerator you must:

- Be a Cisco Certified Partner at Premier level or above at the time of enrollment and for the duration of the promotion
- Hold the Advanced Data Center Networking Infrastructure Specialization (DCNI)

- at the time of enrollment in DC Accelerator and for the duration of the promotion
- Achieve the Advanced Data Center Storage Networking Specialization (DCSN) by 24th December 2010, and thereafter retain the Specialization for the duration of the promotion.
- Meet the minimum booking target of \$50,000 net OIP/SIP bookings of eligible Data Center product SKU's.

### DC Accelerator Promotion Enrollment Timeframe

**Table 1. DC Accelerator Promotion Enrollment**

| Promotion Period         | Enrollment Opens | Enrollment Closes | Approximate Date to Receive Payment for Orders Booked and shipped by 29/01/2011 | Approximate Date to Receive Payment for Orders Booked by 29/01/2011, but shipped between 30 Jan & 26 Mar 2011 <sup>(1)</sup> |
|--------------------------|------------------|-------------------|---|--|
| 01/11/2010 to 29/01/2011 | 01/11/2010       | 30/11/2010        | 26/03/2011  | 28/05/2011   |

<sup>(1)</sup>These dates apply to direct partners only. 2-Tier (indirect) orders must have shipped from distribution by 29 January 2011 in order to be eligible for this promotion.

### Eligible bookings

The objective of DC Accelerator is to encourage the sale of DC Virtualization products for opportunities that are not already forecasted by the Cisco sales teams. Cisco will therefore make DC Accelerator rebate payments only for Data Center Accelerator eligible SKU's booked and shipped through the following deal registration programs as partner hunted business:

- Opportunity Incentive Program – Commercial & Enterprise business (OIP)
- Data Center Deal Registration – Enterprise business (DCDR)
- Solution Incentive Program (SIP)

Rebate payments will only be made if Partner's accumulated eligible bookings reach the minimum Data Center Accelerator booking threshold of \$50,000 net OIP/SIP

bookings of eligible Data Center product SKU's during the promotion period.

The following is a list of product families and their associated rebates.

**Table 2. Payments**

| Product Family  | Payment |
|---|---------|
| Cisco Nexus 7000, Nexus 5000, Nexus 2000, Nexus 1000                | 10%     |
| Cisco Unified Computing Systems (UCS B-Series and UCS C-Series)     | 10%     |
| Cisco MDS (9100/9200 series only) – via Cisco GPL Go-to-Market only | 10%     |
| Cisco WAAS  | 10%     |
| Application Control Engine (ACE)                                    | 10%     |

## Learn more

### Enrollment Process

Partners who meet the above promotion participation criteria must register for DC Accelerator during the enrollment timeframes. Partners must enroll in the promotion using the [Partner Enrollment Tool](#) as they do with VIP.

## Related URLs and Tools

### Further information

For more information including terms and conditions and sku list visit the DC Accelerator page on Partner central [http://www.cisco.com/web/partners/pr11/incentive/euro/dc\\_accelerator.html](http://www.cisco.com/web/partners/pr11/incentive/euro/dc_accelerator.html)

## Contact Details for Support or Queries

Laurent Peltier ([lpeltier@cisco.com](mailto:lpeltier@cisco.com))

# Not For Resale Program (NFR)

## Overview

The European NFR Program rewards Cisco Distribution Partners, Direct Partners, Resellers, ATP's, STI's, MSCP and CLSP partners in Europe that are registered or have Cisco Certifications, Specializations with generous discounts on software & hardware used for their labs, demos and, in some cases, sales office infrastructure.

The Program conditions and discounts are varying and dependant on Partner certification, Specialisation and Authorisation type.

## New Features

- Maximum Spend limits of the partners are renewed at the beginning of each new Fiscal Year
- Simplifying the offerings with the combination of the Hardware and software maximum spend limits (See Figure 1 for the details of the new maximum spend limits)

### Order criteria submission:

- Order must be above \$3500
- Order must be within partner's allowance (Registered: \$25K, Select: \$50K, Premier or MSCP Express: \$125K, Silver or MSCP Advanced: \$250K, Gold or MSCP Master: \$475K)
- One time approval is allowed per quote. Once approved, any re-opened quote will be rejected upon re-submission.

If required to revise the deal, partner can choose to

- either mark the deal as "Lost" (when the deal has not be consumed at all – status is "Approved")
- or, raise a case with GSTS with a request to expire the deal (when the deal has been partially consumed – status is "Ordered")

All Partners must enroll to the PPE before they can use the NFR program.

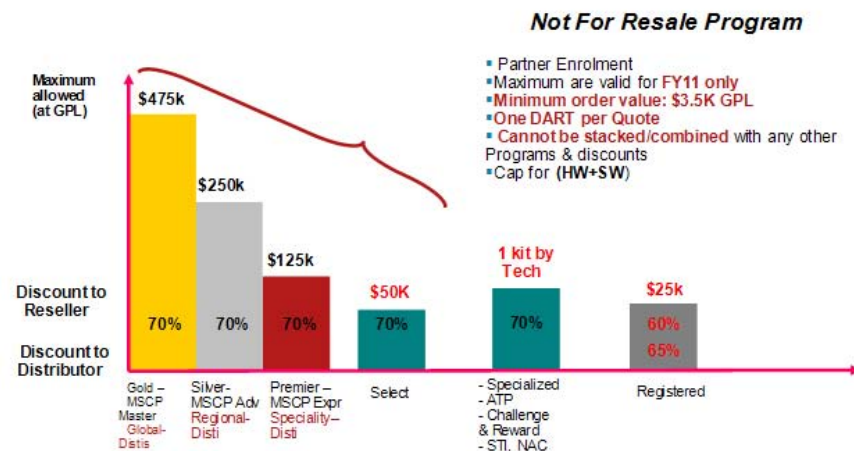
## Description

### Basic Rules

- Not For Resale is defined as products installed at the Cisco Partner's premises, and owned by a Cisco Partner that have no direct revenue generating function
  - For example
  - For demonstration at Partner premises only
  - For lab, demo and office use (except for Partners with direct infrastructure agreements)
  - NOT for hosting purposes
  - NOT for SP infrastructure
- Cisco is entitled to audit the Partner for validating the presence and appropriate use of equipment and sw purchased under this program with the use of a Smart-Care Assessment
- Products purchased with NFR may NOT be resold. Products must be either retained at the partners' premises or returned to Cisco using the standard TMP Program
- NFR SKU's are intended for partners only
- The NFR program allows purchases through distribution and 1tier fulfillment through the CCW Tool
- All partners must use Cisco Commerce Workspace to submit their quotes (except for Disti Partners who need to send an email to [euro-help@external.cisco.com](mailto:euro-help@external.cisco.com) to request discount in the program)

## FY11 NFR caps & discounts

Q1FY11



## Exception process for Disti Partners

The above partner types need to send an email to [euro-help@external.cisco.com](mailto:euro-help@external.cisco.com) to request discount in the program

A template can be obtained by sending a request to [euro-help@external.cisco.com](mailto:euro-help@external.cisco.com)

## Related URLs and Tools

Direct Partners Terms and Conditions:

<http://www.cisco.com/global/EMEA/promotions/index.shtml>

NFR website

## Contact Details for Support or Queries

[euro-help@external.cisco.com](mailto:euro-help@external.cisco.com)

## How to request NFR discounts:

Please go to the Cisco Commerce Workspace

[www.cisco.com/go/commerceworkspace](http://www.cisco.com/go/commerceworkspace)

The relevant NFR promotion will populate to the partner dependent upon the certification, specialization of the partner.

Once the deal has been submitted by the partner the deal is sent to a central team to review the deal against the terms and conditions of the program and the maximum dollar limits for the partner.

Partners CCO user profile needs to be associated to the company.

For complete details on how a partner registers a deal you can access all the training documentation at:

[http://www.cisco.com/web/partners/events/pdr\\_partner\\_training.html#~2](http://www.cisco.com/web/partners/events/pdr_partner_training.html#~2)

## Challenge & Reward Program for UC

### Overview

The Challenge and Reward FY11 or “C&R FY11” program will be unique in the fact that for the first time it will reward the partners whilst they train, but also for retaining their SMB UC Specialisation.

The partner also has a choice of the specialisation they are working toward for SMB UC. They can select between:

- Express UC specialisation (EUC)  
or
- Cisco Authorized Business Edition Reseller Program (CABERP)

The “C&R FY11” program will provide the partner a 10 month window in which time to achieve specialisation. During this period the partner will received enhanced discount on CUCME and Business Edition UC SKUs.

After this 10 month period providing the partner has achieved the specialisation the partner will be eligible for the Challenge & Reward Plus. The “C&R Plus” program which will mean the partner is entitled to retain a slightly higher discount on the same list of SKU.

### Partner Eligibility

1. **C&R FY’11:** Eligible partners for the “C&R FY11” program are those partners wishing to focus on selling SMB UC solutions and wanting some additional discount whilst they train but also then maintain this enhanced SMB UC discount whilst they maintain their UC specialization
2. **C&R Plus:** Eligible partners for C&R Plus need to have Express UC specialisation OR Cisco Authorised Business Edition

### Combinable with:

- Both “C&R FY11” and “C&R Plus” are combinable with OIP and CTMP together
- To combine this must be done in CCW by the partner

### Description

- On boarding New C&R FY11 Partners Who wish to get Specialised
- Partners who are currently Select and want to develop their UC specialisation can enrol in “C&R FY11” program in order to get 10 month raised discount whilst they train.
- To apply for “C&R FY11” partners should go to [PPE Tool](#)
- Partners should then work towards completing their choosen specialised in either EUC or [CABERP](#)
- They will then maintain the “C&R FY11” discount for 10 months whilst they train to be UC specialised
- Cisco will not audit the partner during this 10 month period and after the 10 months are up the discount will be removes automatically
- After this 10 month period if the partner is specialised then they can apply for the “C&R Plus” program which enables them to keep an even higher level of discount whilst they remain specialised
- To apply for “C&R Plus” partners should go to [PPE Tool](#)
- Partners can check their specialisations in the [Csapp Tool](#)

### Learn more

#### Related URLs and Tools

<https://www.ciscopartnerspace.com/CiscoRedir/LaunchCPS.htm?IDI=B49494>  
UC Kitchen & C&R Partner Space is the first point of contact for the program

#### Contact Details for Support or Queries

Sayuri Sato: [sasato@cisco.com](mailto:sasato@cisco.com)

# UCS Partner Pricing

## Overview

Partner pricing for Unified Computing Systems (UCS) products.

### New UCS Partner Pricing

Authorized\* Cisco partners can automatically receive up to 57% off list price when using the standard “Quick Quote” process in Cisco Commerce Workspace.

### New OIP/DCDR Discount for UCS Products

Cisco is also offering authorized\* partners up to 61% discount off list price for UCS products in approved OIP and Data Center Deal Registration (DCDR) opportunities.

### VIP Update – UCS C-Series in VIP 16

In addition to the above up-front discounts, authorized\* Cisco partners can also benefit from VIP rebates:

\* UCS C-Series is available to Cisco Registered partners and above; UCS B-Series is ATP restricted.

## Partner Eligibility

UCS C-Series is available to Cisco Registered partners and above.

UCS B-Series is ATP restricted.

## Combinable with:

[OIP Program](#)  
[DCDR Program \(Data Center Deal Registration\)](#)  
[VIP Program](#)

## Description

**Effective dates:** offer valid August 2010 through July 30, 2011

### New UCS Partner Pricing

Authorized\* Cisco partners can now automatically receive up to 57% off list price when using the standard “Quick Quote” process in Cisco Commerce Workspace. Up to 55% discount only applies to UCS products

- 2-Tier/Distribution fulfillment pricing must be negotiated by VARs with their authorized Cisco Distributor
- No additional steps are required - no PAM, AM, or program manager approval is needed
- No additional promotional discounts apply, including TMP

### New OIP/DCDR Discount for UCS Products

Cisco is now offering authorized\* partners up to 61% discount off list price for UCS products in approved OIP and Data Center Deal Registration (DCDR) opportunities.

- Europe's OIP/DCDR programs provide +4% incremental discount; UCS products receive 57% + 4% = 61%
- All other products will continue to receive their standard +6% incremental discount in OIP/DCDR
- All OIP/DCDR deals must meet standard T's&C's, including being new, incremental, partner-hunted opportunities
- OIP/DCDR registrations must be reviewed and approved by the local Cisco AM, PAM, and program governance team

### VIP Update – UCS C-Series in VIP 16

In addition to the above up-front discounts, authorized\* Cisco partners can also benefit from VIP rebates:

- UCS C-Series remain in VIP-16 at 5% rebate level
- UCS B-Series remain in VIP-16 at 5% rebate level
- Partner must meet all VIP and UCS product eligibility requirements to qualify

\* UCS C-Series is available to Cisco Registered partners and above; UCS B-Series is ATP restricted.

For official VIP program information including effective dates, SKU lists and rebate levels visit [www.cisco.com/go/vip](http://www.cisco.com/go/vip)

## Related URLs and Tools

Cisco Commerce Workspace:

[http://www.cisco.com/web/partners/events/commerce\\_workspace.html](http://www.cisco.com/web/partners/events/commerce_workspace.html)

VIP SKU list:

[www.cisco.com/go/skus](http://www.cisco.com/go/skus)

C series website for collateral

<http://www.cisco.com/web/partners/sell/technology/datacenter/ucs.html>

# Collaboration Breakaway

## Overview

This is a complete program designed to enable Cisco and partners to migrate new and existing customers to Cisco Collaboration from competitive legacy solutions

## Description

Collaboration Breakaway reward partners for migrating new and existing customers from competitive platforms to Cisco Collaboration and Switching and Routing solutions.

The offer is not only an attractive product discount, but it also includes a Service offer, Cisco Capital Financing and Demand Generation assets

### A simplified operational process

We have designed collaboration Breakaway to be as easy to use as possible

Firstly, because the use of CTMP is not required and no kit return is necessary. The Partners will have to confirm the brand and the type of competitive equipment during the CCW deal registration process.

Secondly, because there is no network assessment required.

Finally, there are fixed and predictable product discounts on Collaboration and select Catalyst Switching products. Plus, 2 additional fixed accelerator discounts.

The discount can go up to 64% for a Gold Partner taking advantage of the 2 accelerators.

### Example of discount

|                               |               |  |
|-------------------------------|---------------|--|
| <b>List price</b>             | <b>\$100K</b> |  |
| Gold Partner discount (42%)   | (\$42K)       |  |
| Base discount (13%)           | (\$13K)       | Base discount offered on new users   |
| Displacement accelerator (5%) | (\$5K)        | Applicable when 50% or greater of the competitor's user base is displaced            |
| CUWL accelerator (4%)         | (\$4k)        | Applicable when CUWL licenses represent 50% or greater of total user licenses in BOM |
| Total discount                | (\$64K)       | <b>64% off List Price</b>  |
| <b>Net Booking</b>            | <b>\$36K</b>  |  |

## Combinable with

This promotion cannot be used with:

- Cisco Technology Migration Program (TMP, TAP)
- Opportunity Incentive Program (OIP)
- Solution Incentive Program (SIP)
- Assessment Incentive Program (AIP)

Collaboration Breakaway is combinable with VIP and PDF

## Related URLs and Tools

Promotion website:

[http://www.cisco.com/web/partners/sell/technology/collaboration/collaboration\\_breakaway.html](http://www.cisco.com/web/partners/sell/technology/collaboration/collaboration_breakaway.html)

Marketing Play:

[http://www.cisco.com/web/partners/sell/technology/ipc/announcements/breakaway\\_competitive\\_migration.html](http://www.cisco.com/web/partners/sell/technology/ipc/announcements/breakaway_competitive_migration.html)

## Contact Details for Support or Queries

[collabbreakaway@cisco.com](mailto:collabbreakaway@cisco.com)

## Services Promotions

### Overview

We are delighted to announce that all Cisco Services promotions are now available until the **30<sup>th</sup> April 2011**. Please view the details of each promotion:

### Description

#### SMARTnet three years for the price of two:

- For end-customers who want flexible **device-by-device** coverage and have skilled IT staff that requires direct access to Cisco engineers.
- Offer available to Cisco Registered and Certified Partners when purchased via Authorised Distributors.

#### Smart Care three years for the price of two:

- For end-customers with limited IT expertise / rely on partner for all their support needs and want one contract to cover all Cisco devices in the network.
- Only available to Smart Care registered Partners when purchased via Authorised Distributors enabled to process Smart Care orders.

#### Three years for the cost of two years Computing Warranty Plus & Unified Computing Support Service:

- Partners can now benefit from three years for the cost of two years Computing Warranty Plus & Unified Computing Support Service. This will include:
  - C-series- only available to Cisco Registered Partner's when purchased via Authorised Distributors
  - B-Series- only available to Cisco ATP Partner's, or via an exception process, when purchased via Authorised Distributors

#### 10% discount on single-year SMARTnet for SMB Specialized Resellers:

- All SMB Specialized Resellers can add Cisco SMARTnet to any Cisco product purchase or existing, uncovered products and get an additional 10% discount on the SMARTnet cost.
- This offer is not just limited to the Fast Track portfolio, but is open to all Cisco solutions and products for the Commercial market.

### Contact Details for Support or Queries

For more information or any questions please contact your Cisco Authorised Distributor.

# FastTrack – UCS C-Series – PowerUp (EUP2-415)

## Overview

Looking to increase the velocity of your C-Series business? Looking to decrease the workload needed to get a competitively priced C-Series quote in front of a customer? Want to take advantage of the value add that our distributors now have for selling UCS systems?

I'm excited to tell you about a new program called "Power-Up" that uniquely positions our distributors to help you increase UCS C-Series sales. Effective immediately, we have an instant payment in place on select C-Series distribution bundles to help accelerate the sales of C-Series servers that are in stock at our EU distributors. We are launching this program now to help with our Q2 close and have it in place through FY Q3.

## New Features

- Start & End Date: 07/01/2011 – 29/04/2011
- Inventory – 531 Units available in theatre today!
- Type of Promotion: Distribution Instant payment
- Eligibility: Only applies to eligible SKUs purchased via distribution
- Deviation Type: Re-usable, non-stackable with any other promotions, programs, certification allowances, or discounts – with the exception of VIP.
- Partners must negotiate directly with their Distributor of choice to receive bundle pricing that includes the instant payment.

Discounts are not reflected in standard Cisco pricing systems or Cisco configuration tools (i.e. CCW, DCT, MLC, etc.) and cannot be applied through our MDM/DSA process.

## Description

The "Power-Up" instant payment program is available to Cisco partners that purchase through Cisco Authorized Distributors. These partners now have the opportunity to work with a distribution partner to provide aggressive UCS C-Series pricing to customers by leveraging an instant payment of between **\$1000 and \$5500** that has been provided to the distributor on specific UCS C-Series distribution stocking bundles. Additional accessories or options can be added to these bundles at standard partner pricing.

Even though the distributor bundles referenced above are available in our configuration tools, all pricing and final configurations for the program must be provided by an authorized UCS distributor. In other words, quotes leveraging this promo should not go through our MDM/DSA process. Furthermore, quotes put through MDM using distributor sku's will be rejected.

## Tips to be successful

- Contact your EU Authorised Cisco Distribution Partner to check availability and pricing
- Understand the UCS C-Series Rack Server Value messaging

Combine this promotional campaign with the wider Cisco Data Centre Virtualisation Portfolio

## Related URLs and Tools

### C- Series "At-a-Glances."

[http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/at\\_a\\_glance\\_c45-563178.pdf](http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/at_a_glance_c45-563178.pdf)

[http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/at\\_a\\_glance\\_c45-557285.pdf](http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/at_a_glance_c45-557285.pdf)

[http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/at\\_a\\_glance\\_c45-557468.pdf](http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/at_a_glance_c45-557468.pdf)

[http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/at\\_a\\_glance\\_c45-557469.pdf](http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/at_a_glance_c45-557469.pdf)

[http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/at\\_a\\_glance\\_c45-558247.pdf](http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/at_a_glance_c45-558247.pdf)

## C-Series Data Sheets:

[http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/data\\_sheet\\_c78-558230.html](http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/data_sheet_c78-558230.html)

[http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/data\\_sheet\\_c78-559208.html](http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/data_sheet_c78-559208.html)

[http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/data\\_sheet\\_c78-559209.html](http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/data_sheet_c78-559209.html)

[http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/data\\_sheet\\_c78-559210.html](http://www.cisco.com/en/US/prod/collateral/ps10265/ps10493/data_sheet_c78-559210.html)

## UCS Product Web Page:

<http://www.cisco.com/en/US/products/ps10265/index.html>

## Contact Details for Support or Queries

Mark Berger - [mberger2@cisco.com](mailto:mberger2@cisco.com)

Jon Milford – [jomilfor@cisco.com](mailto:jomilfor@cisco.com)



## Cisco Capital European Overview

Cisco Capital, as a wholly owned subsidiary of Cisco, has the primary mission of profitably providing innovative financing that enable sales and business growth. Now more than ever, Cisco Capital is prepared to consider more flexible, competitive innovative financing solutions compared to traditional banks and leasing institutions.

Cisco Capital offers you, as a Cisco partner, the ability to provide flexible financing alternatives to your customers. By leveraging our financing expertise and focusing on the business value and relevance of your solution, price becomes less of a factor, reducing your need to offer discounts. If you engage with Cisco Capital for every sales opportunity, doing so early in your customer engagement process allows you to quickly identify their financing requirements and potential budgetary roadblocks; collectively we can overcome their concerns through innovative financing solutions as part of the proposal process.

Key benefits to you:

- **Make selling easier:** Offering financing can provide you with a highly persuasive sales tool to overcome the biggest customer objection: Price. You will no longer be selling the upfront cost of the full solution, but rather manageable monthly or quarterly payments to your customers.
- **Differentiate yourself from your competitors:** Cisco Capital financing is extremely competitive and we develop market-leading programs. Offering a whole solution from Cisco which addresses your customers' financing and business needs at the same time will help you stand out from your peers and win more business.
- **Protects margins, prevents discounts:** By taking the focus away from the cash price of the solution towards a manageable monthly payment customers are far less likely to enter into discount discussions.
- **Improve customer retention and repeat business:** Cisco Capital provides you with an early warning system. When your customer wants to acquire further technology, they will approach Cisco Capital to adjust their finance agreement. We will then inform you immediately, thus providing a sales opportunity.

We have financing solutions tailored for:

Small and SMB

Mid Market, Enterprise

Public Sector

## Related URLs and Tools

Cisco Capital home page: [www.cisco.com/go/capital\\_europe](http://www.cisco.com/go/capital_europe)

Cisco Capital – channel partner home page: [www.cisco.com/go/growit\\_europe](http://www.cisco.com/go/growit_europe)

## Contact Details for Support or Queries

Stuart Hall [stuhall@cisco.com](mailto:stuhall@cisco.com)

# Small Business and SMB

## Overview

With the EasyLease program from Cisco Capital, your customers do not have to let limited cash flow stand in the way of deploying the state of the art network their business needs to compete and grow.

The Cisco EasyLease program has been designed specifically for small and medium sized businesses to finance their technology solutions, manage cash flow and take advantage of new Cisco technology with maximum flexibility and no upfront cost.

With straightforward, flexible terms, competitive rates and fast credit processing, Cisco Capital can help your customer's business get the tools it needs to succeed.

**Cisco Capital EasyLease 0%** – financing that eases the pressure on your customer's budget and frees up valuable cash flow.

**Sales Programs and Offers** – visit [www.cisco.com/go/growit\\_europe](http://www.cisco.com/go/growit_europe)

## Description

EasyLease 0% financing is now available across ALL Cisco products and solutions until 31 July 2011

| EasyLease 0% Financing program requirements                              |  |
|--|--|
| Maximum 0% interest lease agreement duration                             | 36 months (Fixed 42 month term in Italy) |
| Minimum deal size  | £1000 or €1000                           |
| Maximum deal size  | £200,000 or €250,000                     |
| Minimum Cisco solution required (including hardware, software, services) | 70%                                      |
| Minimum Cisco hardware component   | 10%                                      |
| Duration   | 31 July 2011                             |

Why should your customers should finance their Cisco Solution with EasyLease?

- **Conserve capital budget:** Predictable and manageable payments help to improve liquidity and preserve lines of credit.
- **Avoid technology obsolescence:** A technology refresh option can be built into the leasing agreement allowing you to upgrade to the latest technology at a given point during the lease period.
- **Retain maximum flexibility:** Implement the solution your business really needs, rather than what your budgets dictate, making sure that your technology stays refreshed and keeps pace with user needs.
- **Improve ROI:** Improve return on investment and financial planning by simplifying your technology spend

## Related URLs and Tools

Cisco Capital – SMB home page:  
<http://www.cisco.com/web/europe/cceu/smb.html#~tab-a>

## Contact Details for Support or Queries

### Contact details:

| Country                  | EasyLease Lease Manager                  | Telephone                                      |
|--------------------------|--|--|
| Austria                  | Eva-Marie Breuer                         | +49 619 6773 9602                              |
| Belgium                  | Brigitte Verbeken                        | +32 2 704 5046                                 |
| Denmark                  | Kasper Skriver                           | +45 3 958 5177                                 |
| France                   | Hamid Lateb                              | +33 15 804 5016                                |
| Germany                  | Jan Jakobi<br>Vincent Jeambart           | +49 (0) 911 9339 9200<br>+49 (0) 619 6773 9004 |
| Italy                    | Norma Ghete Pezzani                      | +39 039 629 5072                               |
| Netherlands              | Thao Nguyen<br>Pieter Van Oordt          | +31 20 357 1620<br>+31 20 357 3989             |
| Norway                   | Lars Wiese                               | +47 (0) 67 18 7015                             |
| Spain                    | Carlos Fernandez Garcia<br>Eva Manzanero | +34 91 201 2763<br>+34 91 201 2437             |
| Switzerland              | Eva-Marie Breuer                         | +49 619 6773 9602                              |
| Sweden                   | Daniél Duran                             | +46 (0) 31 770 14 59                           |
| Portugal                 | Filipa Melo                              |  |
| United Kingdom & Ireland | Nancy Mclaren<br>Nuri Bodur              | +44 (0) 20 8824 4128                           |

## Enterprise, Mid Market and Public Sector

### Overview

Cisco Capital offers a broad portfolio of customised financing solutions to meet the unique needs of mid to large organisations.

Financing for Cisco products and services is tailored with competitive terms, flexible migration options and innovative frameworks to exceed the financial and technological goals of your customer's business.

Flexible financing options include the following:

- Customised finance terms up to 5 years
- Flexible migration options to manage equipment lifecycles and avoid obsolescence
- Payment deferrals to help align to budget cycles and ROI goals
- Aggressive residuals to lower the overall cost

## Enterprise, Mid Market – Sales Programs and Offers

### Payment Deferral Solution - 6 month deferred payment

This is a straightforward six-month payment deferral program that makes Cisco technology affordable and accessible, giving our customers more flexibility without having to wait for budget to become available. While the Payment Deferral Financing Solution is a cross segment offering, we are focusing on our Enterprise and Mid Market customers to help drive business growth. This finance offer is also available for inclusion in all relevant upcoming product launches.

## TelePresence Financing Solution

Cisco TelePresence truly delivers on the promise of remote collaboration and the business benefits make a compelling proposition, but we recognise that budget constraints mean that your customer can't always get the technology they need, when they need it. That is why we have put together our Cisco Capital TelePresence Financing Program.

### Customer benefits

- A complete technology and finance package with single monthly payments.
- Reduction in costs by replacing expensive monthly travel expenses with lower TelePresence financing.
- More affordable with lower initial payments that step up gradually.
- Increased staff productivity and responsiveness to maximise their efficiency and give them back valuable time.
- Rapid adoption of new technology with easier access to add-ons and upgrades as soon as they are available.
- Lets your customers maximise their cash resources by spreading costs over time and preserves your lines of credit and frees up capital.
- Fixed and manageable costs that lets you help your customers plan their proactive investment strategy for voice and video requirements.
- Help mother nature - not only by reducing the environmental impact caused by air travel, but assist your customers in minimising their disposal costs through financing

Terms and conditions apply. Not available in all countries.

For more information on Cisco Capital TelePresence Financing, please [click here](#).

## Payment Card Industry (PCI) Compliance Financing

If your customer's business stores, processes, or transmits credit card data, then it needs to adhere to the Payment Card Industry (PCI) Data Security Standard. Designed to protect payment card and merchant data, this standard requires all companies that process credit card transactions to establish adequate controls to protect cardholder data, and to audit their networks, policies, and processes. The PCI Data Security

Standard affects all types of businesses that process credit card transactions.

Investment in the Cisco PCI validated architectures with a flexible financing proposal from Cisco Capital could help your customers' meet the standard's requirements.

#### Customer benefits

- Defer payments for six months.
- Overcome potential budget issues by deferring their initial finance payment on relevant Cisco technology for six months without paying interest. After that, your customers simply pay a fixed monthly amount for the duration of their lease.
- Invest in the latest Cisco PCI validated architectures with a flexible financing proposal from Cisco Capital to help them meet the standard's requirements.
- A complete technology and finance package with single monthly payments.

Terms and conditions apply, subject to credit approval, not available in all countries.

For more information on Cisco Capital PCI Compliance Financing, please [click here](#).

## Public Sector – Sales Programs and Offers

### Flexible Financing

The Public Sector flexible financing program from Cisco Capital comprises of 2 financing options; **Budget Optimiser** and **Payment Deferral**. These can help you maximise your resources and give you the freedom to purchase Cisco technology without waiting for new or additional funding.

#### Customer benefits

- Value for money- our highly competitive interest rates and market-leading residual values mean that our financing initiatives specifically designed for you, could provide you with the lowest cost of ownership
- Payment over time- removing the need for large initial capital investments, allowing you to pay when the benefits are actually delivered
- Fixed Payments- allowing you to simplify your budget management and allow you to plan ahead

- Added Flexibility- financing non-Cisco products and intangible assets such as software and services gives you flexible payment periods that suit you for your full investment
- IT Asset disposal-we remove the burden of IT asset disposal from you, and deal with any returned equipment in accordance with the EU environmental regulations.

## Related URLs and Tools

Cisco Capital Enterprise & Service Provider home page:

<http://www.cisco.com/web/europe/cceu/materials/index.html#Enterprise>

Cisco Capital Public Sector home page:

<http://www.cisco.com/web/europe/cceu/materials/index.html#PublicSector>

## Contact Details for Support or Queries

Stuart Hall [stuhall@cisco.com](mailto:stuhall@cisco.com)

## Country Contacts

| Country        | Country Manager   | Contact Details       |
|----------------|-------------------|-----------------------|
| Austria        | Hans-Joachim Worn | +49 (0) 619 6773 9056 |
| Belgium        | Brigitte Verbeken | +32 (0) 2 704 5046    |
| Denmark        | Kasper Skriver    | +45 (0) 3 958 5177    |
| Finland        | Johan Ahlm        | +46 (0) 70 605 2945   |
| France         | Hamid Lateb       | +33 (0) 15 804 5016   |
| Germany        | Hans-Joachim Worn | +49 (0) 619 6773 9056 |
| Greece         | Rafael Chacon     | +34 (0) 91 201 2700   |
| Iceland        | Kasper Skriver    | +45 (0) 3 958 5177    |
| Ireland        | David Curtis      | +353 (0) 87 994 3468  |
| Israel         | Rafael Chacon     | +34 (0) 91 201 2700   |
| Italy          | Roberto Brugora   | +39 (0) 345 295 6528  |
| Luxembourg     | Brigitte Verbeken | +32 (0) 2 704 5046    |
| Netherlands    | Chantal Voncken   | +31 (0) 20 357 3114   |
| Norway         | Kasper Skriver    | +45 (0) 3 958 5177    |
| Portugal       | Filipa Melo       | +351 (0) 917 20 2208  |
| Spain          | Yara Arias Ortiz  | +34 (0) 91 201 2159   |
| Sweden         | Johan Ahlm        | +46 (0) 70 605 2945   |
| Switzerland    | Hans-Joachim Worn | +49 (0) 619 6773 9056 |
| United Kingdom | Lee Ashwood       | +44 (0) 20 7496 3757  |

# PartnerPlus Program

## Overview

The Cisco Capital PartnerPlus program is an initiative designed to increase the profitability and success of channel partners. The program aims to enhance partner relationships with Cisco Capital by encouraging collaboration, driving partner education and engagement and helping partners increase sales. The program rewards those channel partners whose customers acquire their Cisco solution through a finance facility from Cisco Capital.

## Partner Eligibility

All registered partners in the following countries are eligible to participate in this program:

Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Switzerland, Sweden, United Kingdom.

## Combinable with:

PartnerPlus can be combined with other Cisco partner programs, however it cannot be combined with any other Cisco Capital offer.

## Description

The program offers a payment of 2% of the funded deal value to partners whose customers acquire solutions using the PartnerPlus program.

Deal sizes range from a minimum of €50,000/ £50,000 to a maximum of €500,000/ £500,000.

Partners must use the online quoting tool to generate lease quotes for customers.

The tool can be found here: <http://www.cisco.com/web/europe/cceu/tools/index.html>

Partner invoices Cisco Capital for the 2% payment upon receipt of the Certificate of Acceptance from the customer.

## PartnerPlus Program Parameters:

|   |  |
|---|--|
| <b>Maximum agreement duration</b>   | 5 years  |
| <b>Minimum deal size</b>  | €50,000/ £50,000 per customer  |
| <b>Maximum deal size</b>  | €500,000/ £500,000 per customer  |
| <b>Minimum Cisco solution required (including hardware, software, services)</b> | 50% per transaction  |
| <b>Minimum Cisco hardware component</b>   | 50%  |
| <b>Interest rate paid by customer</b>   | Variable, determined by online tool  |
| <b>Payment to partner</b>   | 2.00% per lease agreement  |
| <b>Duration</b>   | Cisco Capital must receive the customer's correctly completed lease documents before close of business on 31 July 2011             |
| <b>Terms and Conditions</b>   | Fair Market Value (FMV) lease product<br>Standard monthly or quarterly payment profiles<br>Fixed RV & Pricing for all transactions |

## Related URLs and Tools

Detailed information is available in the PartnerPlus reference guide to be found at <http://www.cisco.com/web/europe/cceu/partnerplus/index.html>

## Contact Details for Support or Queries

For any Business Development enquiries, relating to Cisco Capital's partner engagement, please contact [Stuart Hall](#) or call +44 (0) 20 8824 3054

# Partner Registration Tool (PREG)

## Overview

Partner Registration gives channel partners a convenient way to register as a Cisco Registered Partner. Becoming a Cisco Registered Partner is the first step on their path to reaping the rewards offered by the Cisco Channel Partner Program.

## Description

The partners status as a Cisco Registered Partner establishes their relationship with Cisco and gives them access to the tools and training that they need to become a Cisco

Certified or a Cisco Specialized Partner. Both resellers and non-resellers who provide professional services related to Cisco products are eligible to participate in this program.

In order to become a Cisco Registered Partner, companies must first apply using the Partner Registration tool (<http://tools.cisco.com/WWChannels/IPA/welcome.do>). As part of the registration process, companies that do not have a direct purchasing relationship with Cisco will be required to review and accept the terms and conditions of the Indirect Channel Partner Agreement (ICPA) (<http://www.cisco.com/warp/public/765/tools/registration/agreement.shtml>). Only one person from a partner company can accept the agreement and submit an application.

The Partner Registration application process is as follows:

1. Apply for a Cisco.com user ID (only if you do not already have one)
2. Provide or verify company and contact information
3. Review and accept the terms of the Indirect Channel Partner Agreement (ICPA)
4. Submit the application

Cisco will review the submitted application and have 30 business days to reject the application. The approval process is automated so the partner will registered partner

status immediately. They will be granted partner-level access to Cisco.com, and be eligible to participate in the Channel Partner Program. Status as a registered partner is valid for 12 months and must be renewed annually.

## Cisco Registered Partner Benefits

- Partner-level access to Cisco.com tools including the Partner E-Learning Connection
- Eligibility to become a Cisco certified or specialized partner
- A listing in the Cisco Partner Locator tool (based on theatre policy)
- Access to an online registered partner kit that contains a wealth of useful information and resources and access to the Collateral Builder tool
- Use of the Cisco Registered Partner logo
- Receipt of timely communications that provide updates on new products and promotions, program changes, special offers, training, and support

## Related URLs and Tools

Navigate directly to the Partner Registration tool  
<http://tools.cisco.com/WWChannels/IPA/welcome.do>

The Indirect Channel Partner Agreement (ICPA)  
<http://www.cisco.com/warp/public/765/tools/registration/agreement.shtml>.

## Contact Details for Support or Queries

Please contact the PRT (Partner Relationship Team)  
[www.cisco.com/go/prt](http://www.cisco.com/go/prt)

# Certification and specialisation Application (CSApp)

## Overview

The Certification and Specialization Application tool provides you with information to help you assess which Certification or Specializations are appropriate for your company.

The CS Application allows you to:

- **Apply for New Certification and Specialization(s)**  
Obtain new Certification and Specialization(s) through an easy-to-use web interface.
- **Manage Existing Certification and Specialization(s)**  
Renew an existing Certification and Specialization(s), or change current Certification level

## Description

### Access

In order to access CSApp, please verify that you have the completed the following steps:

- Obtain a Cisco.com user ID
- Register your company through Partner Registration
- Ensure you are associated to a company that is registered with Cisco

After you have met the pre-requisite requirements, you can begin using CSApp.

Certification and Specialization Application supports two levels of access:

- Read-only access (default)
- Author (read-write) access

You may request the read-write access from Partner Self Service tool, or by clicking on the “Click here to request full access” link on the “Select Geography” page.

## Related URLs and Tools

CS Application home page:

[www.cisco.com/go/csapp](http://www.cisco.com/go/csapp)

To obtain Cisco.com user ID, please proceed to

<http://tools.cisco.com/RPF/register/register.do>

To register your company, please use the Partner Registration tool

<http://tools.cisco.com/WWChannels/IPA/welcome.do>

To associate yourself with a company, please use the Partner Self Service Tool at

<http://tools.cisco.com/WWChannels/GETLOG/login.do>

## Contact Details for Support or Queries

If you have any questions please log a PRT case at: <http://www.cisco.com/go/prt>

# Partner Listening Strategy (PLS)

## Overview

Cisco has evolved the Partner Relationship Assessment (PRA) process to be one part of an overall Partner Listening Strategy. Actively listening to our partners' perceptions provides Cisco with the information we need to continually offer the value-added offerings our partners need to be successful. Through increased collaboration with our Channel Partners, Cisco can measurably improve both partner satisfaction and loyalty.

## New Features

There are 3 key partner feedback vehicles that will be part of the overall Partner Listening Strategy: the Partner Relationship Assessment, the Partner Pulse/Omnibus Survey, and On-line Tools Collaboration.

- 1. Partner Relationship Assessment (PRA):** Participants for the survey process will no longer be named by Cisco Channel teams, but will be identified quarterly in a mass distribution to ensure we have a balanced sample of partner feedback from the different geographies, routes to market, certification level, and individual personas. Partners will be asked to participate in the survey at a maximum of once a year. This survey will focus on elements of the overall relationship with Cisco.
- 2. Partner Pulse/Omnibus Survey (PP/O):** Partners who participate in the PRA survey will be asked to participate in the Partner Pulse/Omnibus Survey 6 months after the PRA survey. This survey will be more focused on issues, and will allow Cisco to get more specific feedback from partners on areas of concern.

- 3. On-line Tools Collaboration (OTC):** Some Cisco tools have been equipped with the functionality to allow partners to provide feedback on that specific tool at any time they choose. Tool users can then provide direct feedback on the pros and cons of that tool, which helps define future enhancements. This feedback can be provided either passively (submitting feedback) or interactively (online chat sessions). Over time, Cisco will be offering this functionality on more of our partner-facing tools.

## Description

The Partner Listening Strategy will allow Cisco Partners to provide valuable feedback about different elements of their interaction with Cisco. It will also provide Cisco to get timely and specific feedback about the important elements of our business strategy. By having survey requests be identified centrally, we can ensure a much wider sample of partner feedback. To continually improve and understand the areas we need to focus on and take action, we'll share your feedback with Cisco account teams and other personnel that support the relationship. We will also create future partner programs, or modifying existing ones, based on your feedback.

## Related URLs and Tools

Requests to participate in Cisco's Partner Relationship Assessment will come from [support@walkerinf.com](mailto:support@walkerinf.com) with the subject Cisco Partner Relationship Assessment.

Requests to participate in Cisco's Partner Pulse/Omnibus Survey will come from [Partner Listening Team](#) with the subject Partner Pulse/Omnibus (PP/O) Survey.

## Contact Details for Support or Queries

If you have any questions about the Partner Listening Strategy or about a survey request you have received, please contact your Cisco Channel Account Team or the [Partner Relationship Team \(PRT\)](#).

# Partner Self Service (PSS)

## Overview

Partner Self Service enables partners to manage company data, authorize tool access, renew Partner level access and ensure the company appears correctly in the partner locator tool.

## Description

### Benefits:

- Enables data and access management for Cisco Partner
- Updating information makes a stronger Cisco – Partner relationship
- Allows individuals to obtain Partner level access
- PSS (only for Partner Administrators) allows management of company data

Through PSS, Partners can manage individual and company information, individual and global locations and access to Partner Tools.

A Partner will access Partner Self Service after completing Partner Registration Process. The Partner contact who registers the Partner will automatically become the Partner Self Service Administrator and can continue to set up and associate contacts to the company.

## Related URLs and Tools

For additional information, please see the User Guide, which can be accessed directly from [www.cisco.com/go/pss](http://www.cisco.com/go/pss)

## Contact Details for Support or Queries

Contact Partner Relationship Team [www.cisco.com/go/prt](http://www.cisco.com/go/prt)

# Partner Initiated Customer Access (PICA)

## Overview

PICA enables partners to grant their customers access to Cisco.com (CCO) and perform a variety of self-support tasks! Partners can increase their productivity and profitability by enabling their customers to perform a variety of tasks in the Cisco.com (CCO) environment, including usage of selected Commerce tools, case-opening capabilities for support, and access to the software download options. Customers gain self-sufficiency and faster response times through the 24/7/365 Cisco.com (CCO) site, resulting in benefits for both parties.

## Description

The benefits of using the PICA program are:

### For Cisco Partners:

- Increased productivity and profitability
- Ability to control customers' access to Cisco.com (CCO)
- Increased customer self-sufficiency by granting access to the Internet Commerce tools (includes Order Status, Configuration with Pricing, and Lead Times) and Cisco product information
- Capacity to grant access to selected customers who have paid for the service to download software from Cisco.com (CCO)
- Ability to monitor your customers' registration and login tendencies

### For Customers of Cisco Partners:

- Immediate access to Cisco.com (CCO) once a PICA Registration Number has been created
- Increased self-sufficiency

- Faster response times and access to Cisco information
- Improved ability to manage day-to-day business processes
- Access to resources and critical information 24 hours a day, 7 days a week such as:

- Industry-leading technical assistance tools to solve problems on line.
- Access to the Troubleshooting Assistant , which uses a fast, easy-to-understand interface that helps resolve end-to-end networking problems.
- Access to the Open Q&A Forum for database searches and quick answers to technical questions.
- Access to Cisco-product literature and services to help build internetworking expertise.

## What are the requirements of the PICA program?

In order to participate in the PICA program, the following conditions must be met:

### Cisco Partners:

- Must have a qualified contract type that allows you to administer the PICA Program. (Contact [web-help@cisco.com](mailto:web-help@cisco.com) to determine if you qualify)
- Must designate at least one individual from your company to be a PICA Administrator.
- All PICA Administrators must be registered users of Cisco.com. They are responsible for the following:
  1. Providing their customers with access to Cisco.com
  2. Receiving PICA registration status reports for their customers
  3. Assisting Cisco in verifying users in the PICA registration system
  4. Ensuring that previous PICA users are kept current and are employed by the participating company. Note: If the customer is no longer with that company the PICA Administrator is responsible for disabling their PICA access to Cisco.com
  5. Responsible for ensuring that customers only download software for use with products for which support fees have been paid.

### Customers of Cisco Partners:

- The PICA customer must have purchased a Cisco product or service from you, and must have a valid support contract with your company.

## Registration procedures

To register to be a PICA admin, please contact Cisco by e-mail at [web-help@cisco.com](mailto:web-help@cisco.com), sending your userid, contract number(s), email address and comments (if any). You will receive a response within 2 business days.

Register to be a PICA admin here:

[http://www.cisco.com/cgi-bin/front.x/pica/pica\\_admin\\_reg.pl](http://www.cisco.com/cgi-bin/front.x/pica/pica_admin_reg.pl)

## Related URLs and Tools

Home page:

<http://www.cisco.com/go/pica>

Questions & Answers:

[http://www.cisco.com/web/applicat/picaadm/applications\\_qandas\\_partner.html](http://www.cisco.com/web/applicat/picaadm/applications_qandas_partner.html)

PICA user guide:

[http://www.cisco.com/web/applicat/picaadm/applications\\_user\\_guide\\_list\\_partner.html](http://www.cisco.com/web/applicat/picaadm/applications_user_guide_list_partner.html)

## Contact Details for Support or Queries

[web-help@cisco.com](mailto:web-help@cisco.com)

# Customer Satisfaction (CSAT)

## Overview

Customer Satisfaction continues to be amongst the highest priorities of Cisco and a cornerstone of the Cisco Channel Partner Program. To this end, Partner Access onLine (PAL) was created to not only help you manage the surveys you request and receive from your customers, but also provide you real-time, partner-customized access to Cisco best practice sharing.

The Customer Satisfaction Excellence award is the highest distinction a partner can achieve within the Cisco Channel Partner Program. Partners achieving this quarterly honor are identifiable by the “Gold Star” distinction in the Cisco Partner Locator tool. These partners are also listed at the top of the search results within a Partner Locator search (e.g., if a search is done for all Gold partners in Italy, the Gold partners with the CSAT Excellence award will be sorted at the top of the results).

## Description

### Key Features and benefits:

- Provides partners with data collection system at no cost
- Creates ability to track trends and data
- Identifies key areas for improvement for both Cisco and partners
- Strengthens relationship between partners, customers and Cisco
- Builds long term customer and partner loyalty and retention
- Enables partners and Cisco to make informed business decisions

### European FY11 CSAT Targets

CSAT requirements for the Resale Program, the Value Incentive Program (VIP), and CSAT Excellence Awards have 2 elements: the number of valid responses received, and the average satisfaction rating for these surveys. See the chart below for detailed

number of responses and average satisfaction required for different programs.

- CSAT requirements will be measured twice a year (end of Cisco’s fiscal Q2 and Q4) on a rolling 12 month window. The results are applicable to Certification, VIP, and CSAT Excellence programs.
- CSAT measurement is no longer done at the time of the Certification application (new or renewal) process. Closed loop process and review of low scores still required during the annual audit, and meeting CSAT requirements is still a requirement to maintain Premier, Silver or Gold certification.
- VIP CSATs are **only** based on Partner-sourced surveys
- Each CSSP is required to achieve a minimum of 30 responses on CSAT Question 18. If a minimum number of 30 responses are not received, points will be deducted from the partners score depending on the responses received.
- For CSSP the CSAT target must be met at the end of Q4 only. In all cases the previous 12 months CSAT is considered.

|                             | Sources         | # of Responses                         | CSAT rating |
|-----------------------------|-----------------|--|-------------|
| New Premier                 | All sources     | None (waived for 1 <sup>st</sup> year) | N/A         |
| Renewing Premier            | All sources     | 10                                     | 4.30        |
| New Gold/Silver             | All sources     | 15                                     | 4.30        |
| Renewing Gold/Silver        | All sources     | 30                                     | 4.30        |
| CSAT Excellence Premier     | All sources     | 20                                     | 4.52        |
| CSAT Excellence Gold/Silver | All sources     | 30                                     | 4.52        |
| VIP Premier                 | Partner sourced | 10                                     | 4.40        |
| VIP Gold/Silver             | Partner sourced | 20                                     | 4.40        |

## Survey Types:

The survey results are split into three:

- **Primary Survey Data** - The number of responses and overall satisfaction score from Partner Sourced and Cisco Sourced surveys. These are the statistics partner currently use to qualify for their Certification and Shared Support Programs
- **Secondary Survey Data** - The number of responses and overall satisfaction score from various Cisco databases (TAC cases, registered Cisco.com users, etc).
- **Combined Survey Data** - The combination of responses and overall score from all survey sources. This represents a wide range of responses presenting an overall unbiased view of your company's overall customer satisfaction survey results

## Suggested Housekeeping tips

- Try and space the surveys throughout the year, e.g. quarterly, or more frequently (e.g. at the end of each project).
- Timing the surveys to arrive Tuesday, Wednesday & Thursday - this has the best chances of not getting lost in volumes of email on Monday, and lack of focus on Friday.
- Time the surveys to arrive at the end customer site on the day you have scheduled to call or meet with them. This gives you an opportunity to ensure they received the survey and assist if they have any questions.
- Enter potential contact names in PAL at the beginning of the survey year. PAL allows a partner to schedule a survey for the future send date. By doing this, a partner can lock in the contact name for the survey year, and actually send it at the partner's convenience.
- Sending an email to the contact prior or the arrival of the survey, asking them to be on the lookout for the survey invitation to arrive in their mail queue on (whatever date was entered in PAL)
- Creating a solid survey strategy, rather than using a shot-gun approach. Solicit names from the sales staff member who regularly works with an end customer. The sales staff member suggests a date for the survey to be sent with the intention of visiting the end customer either on that day, or directly after. They can then sit down with their end customer to ensure they answer the demographic questions correctly.  
This ensures they have a short survey experience, while at the same time ensuring the qualifying questions are answered.

## Related URLs and Tools

Partner Access onLine (PAL): [www.cisco.com/go/pal](http://www.cisco.com/go/pal)

Customer Satisfaction Resources and CSAT Excellence information:

[http://www.cisco.com/web/partners/pr11/pr20/partners\\_customer\\_satisfaction\\_concept\\_home.html#~tab-1](http://www.cisco.com/web/partners/pr11/pr20/partners_customer_satisfaction_concept_home.html#~tab-1)

Customer Satisfaction  
[www.cisco.com/go/csats](http://www.cisco.com/go/csats)

Global Customer Satisfaction Q&A:

[http://www.cisco.com/web/partners/pr11/pr20/gsat\\_qa.html](http://www.cisco.com/web/partners/pr11/pr20/gsat_qa.html)

## Contact Details for Support or Queries

If you have any questions please log a PRT case at: <http://www.cisco.com/go/prt>

# Partner Program Enrolment Tool (PPE)

## Overview

Partner Program Enrollment (PPE) is an integrated and consolidated system that allows you to enroll, submit, and track multiple Cisco Programs all in a single platform. Partner Program can be accessed via the following link [www.cisco.com/go/ppe](http://www.cisco.com/go/ppe) or via the Cisco Commerce Workspace homepage [www.cisco.com/go/commerceworkspace](http://www.cisco.com/go/commerceworkspace) under **“My Enrolments”**.

## Description

PPE helps to enable immediate approval for selected Cisco programs based on certification and specialization status. In addition, PPE provides partners with the ability to track enrolment approval status across multiple channel programs. With its integration into the Certification and Specialization Application (CSApp) and Cisco Commerce Workspace, PPE allows partners to experience convenient navigation from certification and specialization through deal and order management.

To date for Europe you can enroll in to the following Programs:

VIP

NFR

CTMP – Trade in

SIP

PSPP (Switzerland only)

AIP

Avant Garde

The CSAPP Administrator from the Partner Company has to carry out enrolment in to the above programs in the Partner Program Enrolment Tool.

Anyone with a valid CCO id can view company enrolments but only a CSAPP Administrator can enrol a company in to a Program.

Some other features of Partner Program Enrolment Tool include:

- One stop shop to view all active & eligible Channel Programs
- Real time tracking of all application status
- Simple 5 step enrollment process
- Seamless integration with rest of the Program tools
- Accelerates some Program enrollment by automatic eligibility validation

## Related URLs and Tools

Partner Program Enrolment Tool PPE:  
[www.cisco.com/go/ppe](http://www.cisco.com/go/ppe)

Login with your valid CCO Id and view your company’s enrolments

### **Please remember!**

Only the CSAPP administrator from your company can carry out enrolments in to various programs and promotions.

## Contact Details for Support or Queries

Partners can open a direct case with GSTS/PRT (CCW trained IT agents) through the Help option on the [CCW homepage on Cisco.com](#)

### Cisco Commerce Workspace

The screenshot shows the Cisco Commerce Workspace interface. At the top right, there are three links: [Help](#), [Training](#), and [Log Out](#). The [Help](#) and [Training](#) links are highlighted with a red box. Below these links are two main sections: **Quick Start** and **Quick Links**.

**Quick Start** section:

- Create**: Deal | Quick Quote
- View All**: Deals & Quotes
- Download**: Deal & Quote Reports
- Share**: Deals & Quotes

**Quick Links** section:

- View Eligible Promotions | My Program Enrollments | My Cisco Workspace | Workspace Profile and Preferences
- Preferred Language:** English [Change]
- Disclaimer: Input is accepted in English only.

Or contact: [euro-help@external.cisco.com](mailto:euro-help@external.cisco.com)

# Cisco Commerce Workspace (CCW)

## Overview

Commerce Workspace is an integrated quoting platform that allows partners to access Cisco pricing concessions and programs. It offers a user-friendly interface that facilitates collaboration, improves partner flexibility in making changes to configurations, and provides broad access to Cisco partner offerings.

Cisco Commerce Workspace provides one integrated, streamlined, and simplified commerce experience that allows Partners to quote/configure and price products, software and related services and provides the capability to place orders from the same workspace.

All Partners have access to the registration and quoting portions of the workspace, but since last November a small group of Pilot Partners in the US and Canada gained access to the end to end quote to order functionality in CCW. Based on the outcome of the pilot in the US & Canada, phased pilots targeting selected EU pilot partners will occur.

## New Features

- **Disti-Facilitated Quoting:** Allows you to grant view & edit access to Disti's so that Disti's can help you edit and submit quotes
- **Quoting Integration into Next Gen Config:** You will have a seamless quoting experience, gaining the ability to edit existing legacy configurations, configure products and attach services without leaving the Workspace
- **Phased Deviation Creation:** Internal users and Partners can trigger Auto-DARTs in phases to take advantage of distributor stock and inventory management – eliminating the need for internal users to create multiple quotes on the same deal. By bringing these phased deviations into Commerce Workspace, Partners will now be able to complete revisions or cancellations

- **Managed Services:** In order to support future technology offerings and to minimize manual follow up, you will need to provide vital information at the time of registering a deal
- **Non-Standard Auto-DART:** Auto-DARTs will now be triggered upon approval for non-standard deals saving cycle time and eliminating the need to create a DART manually
- **Quote to Order Enhancements:** For those Partners with access to the full suite of Commerce Workspace capabilities, they will be able to transact more seamlessly between creating a quote and converting to an order

## Description

### Quote

Today in Cisco Commerce Workspace, Partners can register deals and enroll in to programs within Europe.

Partners can register deals for the following programs:

AIP  
OIP  
NFR  
SIP  
PSPP (only for partners in Switzerland)

Partners can also create Trade in's in Cisco Commerce Workspace

In relation to enrollment, partners need to enroll in to the following programs:

CTMP – Trade in  
SIP  
PSPP (Switzerland)

### Program Enrolment

In relation to enrollment, partners need to enroll in to the following programs in the PPE tool – Partner Program Enrolment Tool:

CTMP – Trade in  
 SIP  
 PSPP (Switzerland)

AIP  
 VIP  
 NFR  
 Avant Garde

**Note:** the CSAPP Administrator from the Partner Company has to carry out the enrolment in to the above programs in the Partner Program Enrolment Tool. This tool can be accessed in the Cisco Commerce Workspace Homepage by Clicking on “My Enrollments”. Anyone with a valid CCO id can view company enrolments but only a CSAPP Administrator can enroll a company in to a Program.

Some other features of Cisco Commerce Workspace include:

|   |  |
|---|--|
| Integrated quoting environment for you to register opportunities and apply promotional pricing to configurations uploaded from Cisco.com tools or Excel | <ul style="list-style-type: none"> <li>Reduces administrative tasks, redundancy, and costs associated with entering deals</li> </ul>   |
| Deal-sharing capability   | <ul style="list-style-type: none"> <li>Improves Partner Program adoption</li> <li>Enables reporting on promotions and programs</li> <li>Provides a single place to access Cisco programs</li> </ul>                    |
| Use of standard Cisco deal ID for direct ordering   | <ul style="list-style-type: none"> <li>Increases collaboration between you and the Cisco sales staff</li> <li>Provides a single source for all registered deals</li> </ul>   |
| Automatic Deviation Authorization Request Tool (DART) notification to distribution on indirect 2-Tier approved orders                                   | <ul style="list-style-type: none"> <li>Improves closed-loop reporting (revenue, close rates, program usage)</li> <li>Reduces order validation turnaround time</li> <li>Provides greater pipeline visibility</li> </ul> |
| Apply promotional discounts to configurations for direct orders   | <ul style="list-style-type: none"> <li>Integrates workflow between Cisco tools</li> </ul>  |
| Global application available in 16 languages  | <ul style="list-style-type: none"> <li>Improves your partner experience</li> <li>Accelerates the order validation process</li> <li>Increases visibility promotion pricing</li> </ul>                                   |

## Related URLs and Tools

### Cisco Commerce Workspace

Login with your valid CCO Id and use the workspace

Partner central link to all Training material, Quick Reference Guides, Q&A, E-learning's :

[http://www.cisco.com/web/partners/events/registration\\_quoting.html#euro](http://www.cisco.com/web/partners/events/registration_quoting.html#euro)

## Contact Details for Support or Queries

Partners can open cases in the tool itself, there is an “open a Case” button built in. Or contact: [euro-help@external.cisco.com](mailto:euro-help@external.cisco.com)

## Learn more

[Cisco Commerce Workspace Flash Demo – 20 min](#)

[How to register a deal – 60 min](#)

# Sales & Marketing Development Funds (S&MDF)

## Overview

The European (EU) Channel Operations team has transitioned the sales and marketing funds process to the Sales and Marketing development Funds (MDF) new platform. This effort aligns to Cisco's objective to drive our operational efficiency for the field and partners. In addition it will centralize transactional activities to increase scalability and flexibility. The platform has been launched on April 21<sup>st</sup> 2010 and will support submissions and payments as of Q4FY10.

## Description

### What's changing?

The operational processes of the following programs have been transitioned to the new MDF platform:

- DAF – Distributor Accelerator Funds
- JMF – Joint Marketing Funds (In Country)
- JMF – Joint Marketing Funds (GSI/EPO)
- AGDF – Avant-Garde Development Funds
- COM-MS – Commercial managed Services Contra Funding
- SB Contra – Small Business Contra Funding
- SDF – Sales Development Funds.

### Process Change

- You will no longer receive a PO number; instead the platform will trigger an email notification advising you on your project ID number when approved.
- You will no longer require sending an invoice or POP by email, but online submission is now available.

### What is the impact for you?

- **Funds (Contra and Opex) availability and Expiration:** Funds will remain available for one quarter only. If the completion date falls outside the quarter, funds will be lost. Funds cannot be transferred from one quarter to another.
- **Claiming period:** If the partner executes the activity in the timeframe dictated, the partner/vendor has 120 days after quarter end to submit their claim and POP (Proof of Performance). If these timelines are not met, the request for funding will expire and the associated funding will be forfeited. The partner will then be responsible for any payments owed to vendors for activities associated with expired applications.
- **Proof of Performance (“POP”):** Proof of Performance requirements are clearly established for all approved activities. Partners, Distributors or vendors (Marketing Agencies) will only receive funds from Cisco once the POP has been submitted and approved. A claim without a POP will be rejected. The POP must match the activity completion date & quarter.
- **Payments:** These will be done through the Channel Pay process and not by PO's, Invoices or issuing credit memos.

## Learn more

New VOD (46') <https://cisco.webex.com/ciscosales/lsr.php?AT=pb&SP=EC&rID=47798152&rKey=edb5e7c420f69589>

## Contact Details for Support or Queries

New support mailer [help@ciscomdf.channelconduit.com](mailto:help@ciscomdf.channelconduit.com) subject Keywords EU-Program Name (DAF/ COM MS / AGDF, etc) - Project / Claim ID.

# Global EasyPay Process

## Overview

Channel Partners participating and eligible for payment under any Cisco Channel payment or Incentive Payment programs will go through the Global EasyPay process. This process is an end to end streamlined process and a click to accept model that definitely shortens the payment cycle and provides you with centralized tracking and reporting of your payments.

## Description

### Funds readily available for your use

With our improved standard payment cycle, funds are transacted faster and securely and into your hands quickly.

### Waste no time tracking payments down

One location for all programs saves you time - giving you a more convenient method to view, track and receive partner incentive payments.

### Keeping your information secure

Have confidence that maintaining your financial and personal information secure and confidential is of the highest importance.

Global EasyPay provides partners a consistent, timely process of payments as well as more visibility to the entire payment cycle.

This process provides partners with a faster, secure and more convenient method to

view, track and receive incentive payments. With Global EasyPay, partners can count on:

- Predictable, more expedient payments
- A single location to view all payment results and status
- Frequent communication regarding payment notices, reminders and final payment status
- Payments in local currency
- Consolidated payments, one payment for all programs
- A dedicated, knowledgeable support team.

### Frequent communication regarding payment notices, reminders and final payment status

- **Notification email**  
This email informs that you are eligible to receive a payment from Cisco. The email is branded with the name of the program and tells you the amount of the payment and contains a unique PIN. You are instructed to click on the link in the email and enter your Company bank details. If you have previously supplied the Company bank details, you are requested to confirm the current Company bank details. Clicking on the link provided re-directs you to the Partner Program Statement web site before you come to the PIN entry page (a valid CCO user ID is required to log in). The VAT can be inclusive or exclusive based on country. After submitting the bank details, EasyPay will display the Tax instructions.
- **Reminder email**  
This email is sent to you if you have not responded to the Notification email. This email contains the same information as the Notification email and is sent once a week until the claim is submitted or until the deadline for claiming according to the program Terms & Conditions. After the deadline, payments for claims which have not been submitted will not be processed. You are confirmed by an expiration email.
- **Bank details confirmation email**  
This email is sent to you to confirm that the bank details were correctly submitted to Cisco and including the invoice guidelines if applicable.

- **Payment confirmation email**

This email is sent to you to confirm that funds have been transferred into your Company bank account, which date the funds were transferred and provides you with a TRANSACTION ID to enable you to trace the payment with your Company bank.

**A payment can be rejected by the Beneficiary bank because of incorrect bank information provided in EasyPay. Returns of payment may delay the payment process. The support team will immediately inform you about the reason for payment rejection and will request you to amend the details.**

### Managing contact information and payment status

If you were identified as the primary contact during enrollment and received a notification of eligibility for one or more incentive programs, please go to the [Partner Benefits Statement tool](#) to manage your contact and banking information.

If you are not the primary contact but require to access to view the payment status and details, please contact the [Cisco Support Team](#).

The Partner Benefits Statement tool is offering you a summary view on all your incentive program payments. You can drill down on the totals to see how the amounts are broken down by Cisco Program and status and you can track a report on excel format. Searches can be performed by Date or Quarter and history on payments for old payments will remain available.

## Learn more

- [Step-by-Step Training Presentation](#)
- [FAQ](#)

## Related URLs and Tools

Partner Program Statement:

<https://www.ciscopartners.com/PBS/PartnerPrivate/Home.aspx>

Global EasyPay:

[http://www.cisco.com/web/partners/tools/global\\_easypay.html](http://www.cisco.com/web/partners/tools/global_easypay.html)

## Contact Details for Support or Queries

To open a ticket for support regarding payment delivery, contact our [Cisco Support Team](#).

# Customer Operations (CO)

## Overview

The Cisco Customer Service & Support Operations organization plays an important role in the end-to-end product and service order management support of Cisco partners.

Services provided include:

- Order and contract management through Internet Commerce tools
- Supply chain partnerships managed through engagement by specialized relationship managers
- Internal and external customer contact to positively impact productivity and customer satisfaction through the customer order process
- Problem resolution managed by skilled representatives and proactive process and tool enhancements to foster systemic problem prevention

## New Features

N/A

## Description

The Cisco Customer Service & Support Operations are only for Direct ordering partners.

## Tips to be successful

### Smart ordering techniques:

- **Split ship sets.** The product with the longest lead time in any given ship set will be reflected in the promise date for that particular ship set. The more ship sets you spread your order over the more chance and flexibility you have for the maximum amount of products to ship out ASAP.
- Select a **request date in line with published lead times.**
- **Reduce quantity of products on one shipset.** i.e. 1000 pcs spread over 5-10 ship sets has a greater chance of shipping faster than 1000 pcs all on one ship set.
- Set Early Ship Flag (ESF) and Ship Partial Flag (PSF) to YES when order is required ASAP.
- **Avoid making changes to a booked order.** You run the risk of losing promise dates with every change request. Perhaps there is a better way to achieving your goal that can save you time and minimize delay without loss of current dates. Engage the CSRM for advice, they are your CS experts.
- Request expedite if you have an unsatisfactory promise date that is not in line with the published lead times. Engage customer service.

### Smart expediting techniques:

- **Smaller shipsets** will have a better chance of expedite approval than 1 large ship set.
- **Split out products that are on EIS** where possible to a new ship set number.
- **Smaller quantities per ship set** allow Mfg to packout earlier than large quantity ship sets.
- Make sure there are **no holds** on an order before requesting expedite.
- **Split out products on New Product Hold (NPH)** to separate ship sets.

## Learn more

### Training and tutorials:

[http://www.cisco.com/web/ordering/cs\\_info/or3/o35/ordering\\_customer\\_support\\_and\\_training\\_list.html](http://www.cisco.com/web/ordering/cs_info/or3/o35/ordering_customer_support_and_training_list.html)

## Related URLs and Tools

Obtain the help you need on specific ordering transactions. Peruse the quick guides, Q&As, and other guided information to learn how to establish an account or track the status of your order.

### Ordering tools:

[www.cisco.com/go/ordering](http://www.cisco.com/go/ordering)

### View the Status of your orders, Ordering Status tool

<http://apps.cisco.com/qtc/status/tool/action/LoadLandingScreen>

### Returns tool:

[https://tools.cisco.com/qtc/returns/RMA?AppName=RMA\\_Agent](https://tools.cisco.com/qtc/returns/RMA?AppName=RMA_Agent)

### Customer Support information:

[http://www.cisco.com/web/ordering/cs\\_info/or3/ordering\\_transactional\\_help\\_category.html](http://www.cisco.com/web/ordering/cs_info/or3/ordering_transactional_help_category.html)

### Cisco Customer Service Reference Guides:

[http://www.cisco.com/web/ordering/cs\\_info/or3/o31/customer\\_service\\_reference\\_guides.html](http://www.cisco.com/web/ordering/cs_info/or3/o31/customer_service_reference_guides.html)

### Case Management tool:

<http://www.cisco.com/cgi-bin/front.x/cs/caseTracking.cgi>

## Contact Details for Support or Queries

### Customer Service contacts:

- Email : [cs-support-emea@cisco.com](mailto:cs-support-emea@cisco.com)
- Telephone : +31 20 485 4500
- Via the WEB : <http://www.cisco.com/cgi-bin/front.x/cscmt/caseTracking.cgi>

# Cisco Technical Assistance Center (TAC)

## Overview

The Cisco Technical Support Website ([www.cisco.com/techsupport](http://www.cisco.com/techsupport)) provides to all customers, partners, resellers, and distributors, who hold valid Cisco service contracts, access to online documents and tools for troubleshooting and resolving technical issues with Cisco products and technologies.

The Cisco Technical Support Website is available 24 hours per day, 365 days per year.

## Description

### How to access Cisco technical support?

Log a case at:

<http://tools.cisco.com/ServiceRequestTool/create/launch.do>

If you have a network down situation or a critical failure, then please call into TAC immediately, using the best local telephone numbers, obtained from the link below. The agent will assist in creating a service request over the telephone:

<http://www.cisco.com/web/siteassets/contacts/international.html>

### Highlights:

- user ID & Psw required in order to access most of the online tools
- To obtain user ID & Psw partner needs to go to: <http://tools.cisco.com/RPF/register/register.do>
- Forgotten your contract ? Go to: [www.cisco.com/public/scc](http://www.cisco.com/public/scc) and fill in valid Service contract #
- With a service contract partner has access to Cisco's comprehensive suite of support services

## Related URLs and Tools

TAC Overview:

[http://www.cisco.com/public/news\\_training/tac\\_overview.html](http://www.cisco.com/public/news_training/tac_overview.html)

How to Use Cisco Technical Support:

[http://www.cisco.com/web/learning/le31/le47/learning\\_tac\\_e-learning\\_tool\\_launch.html](http://www.cisco.com/web/learning/le31/le47/learning_tac_e-learning_tool_launch.html)

## Contact Details for Support or Queries

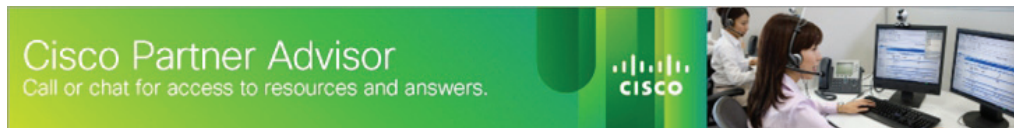
If you feel that progress on your service request or the quality of service is not satisfactory, Cisco encourages you to escalate your request to the appropriate level of Cisco management. You can do this by asking for the TAC Duty Manager. The TAC Duty Manager will take ownership of the problem and provide you with updates. The Cisco TAC Duty Manager can be contacted using the telephone numbers at:

[www.cisco.com/techsupport/contacts](http://www.cisco.com/techsupport/contacts)

### How to provide new person with order submit rights and access to ordering tools :

1. New person without CCO user ID:
  - Create CCO user ID: <http://www.cisco.com/> Go to Register and fill in: "Your information" and "Login name" sections. In "Register for additional access" click "Purchase direct from Cisco". In next step the system will ask for BID ( bill to address of the customer) and one of the existing SO# (sales order number). Complete the registration.
  - Associate with your company: <http://tools.cisco.com/WWChannels/GETLOG/welcome.do>
  - Submit "Internet Commercial Agreement" (for submit access): <http://www.cisco.com/cgi-bin/front.x/ica/ica.pl>
2. Person with existing CCO user ID already associated with company:
  - Send the request to: [ic-support-emea@cisco.com](mailto:ic-support-emea@cisco.com) subject: ENTITLEMENT, text: Hi team, please update my profile user ID: .... with commercial tools. Our valid SO# is: .....
  - Submit "Internet Commercial Agreement": <http://www.cisco.com/cgi-bin/front.x/ica/ica.pl>

## Partner Advisor



Cisco Partner Advisor is a sales and program initiative for Cisco partners that make it easier and more profitable to do business with Cisco. Partner Advisor helps partners with non-technical sales, program, and tool usage. Partners can talk or chat with a Cisco Small business agent to find the right resource at the right time to help them accelerate sales.

With Partner Advisor, partners will experience the following benefits:

1. Live agent support via click-to-chat and phone for building their Cisco Small Business practice.
2. Deal support to help them with product selection, programs, promotions, financing, and other resources.
3. Enable partners to transact business faster and speed time to profitability.

With exclusive access to the services, support, and resources of Partner Advisor tailored specifically for Small Business, partners will find it easier than ever to increase their productivity and profitability as they expand their Cisco small business practice.

### How to access a Partner Advisor:

[www.cisco.com/go/partneradvisor](http://www.cisco.com/go/partneradvisor)

There are 3 ways Partners can access Partner Advisor Agents:

1. Partners can click through from the “Are you a Small Business Partner?” banner on many Cisco small-business web pages. Eligible partners will then be able to set up the Partner Advisor module in their workspace so it will appear each time they return.

2. A new “Help for Partners” module will be added on many Partner Central web pages. Eligible partners can access a Partner Advisor agent by clicking or calling. Partners can also reach pre- and post-sales technical help through the same module.
3. Partners may add the Partner Advisor module from the My Cisco [catalogue](#). They will then be able to see the free phone numbers and begin to use Partner Advisor

### Service Availability:

Partner Advisor is currently being piloted and is only available in Europe in the UK. It will be extended to all Europe shortly.

### Eligibility:

- Active Registered have access for 12 months (Active means they have done over \$1 business in the past 12 months).
- All Select.

## Learn more

Please watch the [Cisco Partner Advisor Flash Demo](#).

Please read the [Cisco Partner Advisor Q&A](#) document.

To start using Cisco Partner Advisor now, please go to [My Cisco](#) and add the Help For Partners module to your workspace.

# Cisco.com

## Worldwide Contacts

Please find some useful guidance and Regional phone numbers:

- **Product & Services:** Get Advice on Cisco Products and Services
- **Orders & Billing:** Customer Support for Orders and Billing
- **Support:** Get Help with Cisco Products and Software
- **Training & Events:** Training, Certifications and Networking Academy Resources
- **Partner Central:** Get Help from Cisco Partners, or Become One
- **Office Locations:** Office Location Information

<http://www.cisco.com/web/siteassets/contacts/international.html>



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**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV Amsterdam,  
The Netherlands

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Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

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