



Cisco Trade-In Accelerator Program: Period 7

Revised: April 2008

The Cisco® Trade-In Accelerator Program is designed to increase the profitability of Cisco channel partners that successfully use the Cisco Technology Migration Program (TMP) to upgrade a customer's installed base of networking equipment. The Cisco Trade-In Accelerator Program provides a payment to qualifying partners—partners that achieve program objectives during a 6-month program period.

Program Benefits

The Cisco Trade-In Accelerator Program is another element of the pay-for-performance approach that Cisco uses to support its channel partners in increasing their profitability. The Cisco Trade-In Accelerator Program:

- Substantially improves the profitability of Cisco solutions for qualifying partners that participate in this program
- Rewards partners for successfully migrating a customer's installed base of both Cisco and competitive networking equipment to newer Cisco products, thus providing customers with enhanced networking capabilities
- Supports the channel partner value model by aligning Cisco incentive payments with valued partner activities

Participation Criteria

Partners interested in participating in the Cisco Trade-In Accelerator Program must meet the following eligibility requirements to enroll in the program. Partners meeting these enrollment requirements are required to officially enroll in the program in order to participate.

- You must be a current Cisco Select, Premier, Silver, or Gold Certified Partner at the time of enrollment in the Cisco Trade-In Accelerator Program. You must maintain your Cisco certification for the duration of the program.

Application Process

If you meet the program criteria, please visit the Cisco Trade-In Accelerator Program Tool at www.cisco.com/go/taptool during the enrollment period. Click "Apply Online" and complete and submit the appropriate Cisco Trade-In Accelerator Program application form. Once the form is completed, click the "Submit" button and follow the instructions to provide verification required for acceptance to the program. Within 10 days, Cisco will send an e-mail notifying you of acceptance or rejection of the application. Contact your Cisco account manager identified on the application if you do not receive a response within 10 days.

Enrollment Timeframes

Applications for this program will be accepted during the timeframes indicated in Table 1.

Participants that are accepted into the program during initial enrollment, and enroll at that time, will

be eligible for the full program payment period.

Cisco Trade-In Accelerator Program Enrollment Timeframes

Table 1. Cisco Trade-In Accelerator Program Enrollment Timeframes

Program bookings periods	Enrollment opens	Enrollment closes	Months in pay period	Approximate date to receive the first payment check for orders placed in the bookings period and shipped by December 27, 2008. Last returns will be accepted on February 28, 2009.	Approximate date to receive the second payment check for orders placed in the bookings period and shipped by December 27, 2008. Last returns will be accepted on April 25, 2009.
Period enrollment (Q4/Q1): 4/28/2008 to 10/25/2008	4/28/2008	5/30/2008	6	April 2009	July 2009

Acceptance into the Program

Once you have completed and submitted the Cisco Trade-In Accelerator Program online application form, the program administrator will notify you and your Cisco CAM of your program status by e-mail.

Payout Criteria

You must meet certain criteria to qualify for any payout for the Cisco Trade-In Accelerator Program (Table 2).

Table 2. Cisco Trade-In Accelerator Program Payout Criteria

Criteria	If Enrolled During Q4/Q1
1) Minimum return rate requirement¹	Partner must have returned 85 percent or higher of the dollar value of the trade-in credits extended on eligible products booked and shipped through the Cisco TMP (see Eligible Products section). The associated TMP RMA information will be used as the official status of returned equipment.
2) Minimum net trade-in credits booked²	This is the minimum value of net trade-in credits booked through the Cisco TMP during the Trade-In Accelerator Program period. Net trade-in credits booked during the period equal the sum of the total booked trade-in credits less the sum of de-booked trade-in credits during the period. \$25,000 net trade-in credits for Q4/Q1 period
3) Cisco certification	Partner must have maintained valid Cisco Select, Premier, Silver, or Gold Certification throughout the entire program bookings period (April 27, 2008 through October 25, 2008) for Q4/Q1 enrolled partners to qualify for a payout.
4) Payout amount	The payout amount is equal to a payment of 15 percent multiplied by the total net trade-in credits booked and shipped by the partner.

Payment Details

Note: Payments cannot be applied to partner internal-use purchases.

All enrolled partners meeting the specified criteria (certification and minimum net trade-in credits booked) will be measured against the return rate criteria prior to the first payment payout date. As of the report:

- Partners meeting the 85-percent return rate requirement during the February 28, 2009 measurement will receive, during the first payment period, a check for the total amount owed. This will complete the program payment for these partners. Partners are still expected to return the balance of any outstanding equipment owed to Cisco for Cisco TMP transactions.
- Partners not meeting the 85-percent return rate requirement will not be paid a payment during the first payout period. These partners will be measured against the trade-in credits

¹ Return Rate Requirement

The return rate requirement is the dollar return rate of equipment on associated Cisco TMP RMAs for which trade-in credits have been given. Achieving or exceeding the return rate requirement is mandatory in order to qualify for any Cisco Trade-In Accelerator Program payment. Measurement is the total trade-in credits returned by the partner and showing received as viewable on the Cisco RMA status tool, divided by the total trade-in credits on the associated TMP RMAs for the partner.

• Total trade-in credits booked and shipped by partner: Products booked during the program bookings period from April 27, 2008 through October 25, 2008 for the full 6-month enrollment period (Q4/Q1) and shipped as of December 27, 2008 for the respective first and second measurements will be the basis for the measurement of what is expected to be returned. Specifically, this refers to the sum of the net Cisco TMP trade-in credits given for any transaction that has booked and shipped. 2-Tier transactions must have the claim date from distribution fall into the bookings period and the transaction must be approved by Cisco.

• Total trade-in credits returned by partner and received by Cisco: Refers to the dollar sum of all trade-in credits associated with Cisco TMP RMAs that are associated with the booked and shipped trade-in credits, and where Cisco has received the associated return of trade-in equipment specified on the Cisco TMP RMA. Specifically, a dollar trade-in credit is given with each product specified on trade-in items for every qualifying Cisco TMP RMA. When these items are received and viewable on the RMA status tool, the partner will be credited with the trade-in credits associated with those products.

² Net Trade-In Credits Booked

The net trade-in credits value (booked credits less total de-booked credits) is associated with booked Cisco TMP transactions that occurred in the Cisco Trade-In Accelerator Program bookings period from April 27, 2008 through October 25, 2008 for the full 6-month enrollment period (Q4/Q1). Direct bookings to Cisco will be recognized as of the bookings date recorded in Cisco's ordering system. Bookings are recognized when the order is placed with Cisco, but are subject to part of the Cisco order shipping to qualify as a Trade-In Accelerator Program booking. Cisco Authorized Distributors may not submit an order to Cisco on the same day that they receive that order. Authorized Distributor bookings claims are typically received by Cisco within 30 business days after distributor shipment; partners buying through distributors must purchase at least one business day prior to the deadline (October 25, 2008) to apply toward bookings if a claim is received and approved. Cisco does not recognize distribution point of sale (POS) bookings until the claim is received and approved by Cisco from distribution within the bookings period, regardless of when product is booked or ordered with distribution.

bookings and 85-percent returns requirement on April 25, 2009, prior to the date of the second payment. Partners that have met the 85-percent returns rate requirement will be paid a payment during the second payment period. Partners that fail to meet the returns rate requirement in the April 25, 2009 measurement will not receive a program payment. Partners are still expected to return the balance of any outstanding equipment owed to Cisco for Cisco TMP transactions.

Eligible Products

All Cisco and competitive returnable products found within the Cisco TMP Tool are eligible for the Trade-In Accelerator Program. This includes most Cisco products and some competitive products. To be eligible for the payment:

- Trade-ins must be processed through the Cisco TMP. No credit will be given for any transaction that does not run through the Cisco TMP process. Any trade-in outside of the Cisco TMP process is ineligible for this program.
- Trade-ins through the Cisco TMP must be for resale transactions by the partner. Internal purchases, or any purchase where the partner is listed as the end customer on the Cisco TMP transaction, are not eligible for the Cisco Trade-In Accelerator Program payment. Internal purchases can, however, still use the Cisco TMP.

Terms and Conditions

- The program period is April 27, 2008 through October 25, 2008 for the full 6-month enrollment period (Q4/Q1).
- The partner must be a current Cisco Select, Premier, Silver, or Gold Certified Partner at the time of enrollment in the Cisco Trade-In Accelerator Program. The partner must maintain Cisco Select, Premier, Silver, or Gold Certification for the duration of the program.
- No SKUs or product families are eligible for the payment other than those SKUs valid in the Cisco TMP.
- Payments will be paid only on net Cisco TMP trade-in credits booked within the program period and shipped prior to the measurement periods, and on distributor claims received and approved by Cisco within the program period that meet the return rate requirement measurement. Products purchased for a partner's internal use are not eligible for program payments.
- Upon a partner's written request, Cisco will exclude specific TMP transactions or grouped TMP transactions proven to be of the same deal for an end customer, and associated RMAs from Trade-In Accelerator Program Period 7 consideration where the transaction contains at least the following requirements: (i) the transaction(s) must be of minimum US\$50,000 TMP credit value at time of booking (transactions with identical Cisco deal IDs for direct orders or with invoices or other documentation proving the same end customer for direct or distribution orders can be grouped to qualify for the US\$50,000 minimum); and (ii) as of the date of the request, the posted RMA due date(s) on the RMA status tool must be beyond the last return date for Period 7 (April 25, 2009). RMA extensions should be completed as per the process described on http://www.cisco.com/web/partners/pr11/incentive/tmp/rma_ext.html. To formally request an exclusion, the partner must open a case with the Partner Relationship Team at www.cisco.com/go/taphelp by February 28, 2009, and include the Cisco sales order number(s), Cisco deal identifier if available (if multiple transactions are grouped to meet the

US\$50,000 credit value), RMA number, TMP quote number, and RMA due date provided in the case. The Asia Pacific Trade-In Accelerator Program administrator must approve all accepted exclusions for sales orders and associated TMP credits and returns in writing by return e-mail or through the case. Cisco will provide a 15-percent payment on those summed excluded orders where the partner returns and Cisco posts receipt of 85 percent of the excluded summed RMA valued trade-in equipment by July 25, 2009 for Trade-In Accelerator Program Period 7. In order to be eligible for a payment on any such excluded orders, a partner must first achieve the Period 7 first or second payment criteria (i.e., must meet minimum transaction level and return level within the program period).

- These Cisco Trade-In Accelerator Program rules are for transactions in Asia Pacific only.
- Products that are procured from a distributor may only be purchased from a Cisco 2-Tier Asia Pacific Authorized Distributor. All 2-Tier Cisco TMP transactions require a Deviation Authorization Request Tool (DART) code that starts with "PROD"/"PROG" (CTMP-12345AB, for example), with an associated RMA created at Cisco in order to be considered eligible for the Trade-In Accelerator Program TMP credits and returns.
- Partners are responsible for keeping their own sales and equipment returns information. Cisco will provide partner access to partner program results via the Trade-In Accelerator Program Tool. Partners can access returns data using the Order Status Tool at <http://www.cisco.com/cgi-bin/front.x/status/tool/action/LoadOrderQueryScreen> or by contacting the Cisco Asset Recovery team. If a partner believes there are any discrepancies between Cisco published data and the partner's own records, the partner is responsible for identifying potential discrepancies to Cisco. All discrepancies must be reported immediately to the Partner Relationship Team at www.cisco.com/go/taphelp and a case will be created and tracked. The deadline for submitting any Cisco TMP trade-in credit discrepancies from associated bookings is December 27, 2008. Return-related discrepancy cases must be submitted to the Partner Relationship Team by June 27, 2009. PARTNERS SHOULD REFER TO THE TRADE-IN ACCELERATOR PROGRAM TOOL FOR THEIR OFFICIAL PROGRAM STATUS. INFORMATION OBTAINED FROM CISCO PERSONNEL (CAMS, FOR EXAMPLE) OTHER THAN THE CISCO TRADE-IN ACCELERATOR PROGRAM TEAM WILL NOT TAKE PRECEDENCE OVER THE INFORMATION ON THE TRADE-IN ACCELERATOR PROGRAM TOOL AND WILL NOT BE HONORED IN ANY DISPUTES. IN ORDER TO CORRECT ANY ERROR IN THE TRADE-IN ACCELERATOR PROGRAM TOOL, PARTNERS MUST OPEN A CASE WITH THE PARTNER RELATIONSHIP TEAM AT WWW.CISCO.COM/GO/TAPHELP. PARTNERS WILL RECEIVE A CASE NUMBER TO REQUEST CORRECTION ON THE TRADE-IN ACCELERATOR PROGRAM TOOL AND CAN TRACK IF THE CLAIM IS APPROVED OR REJECTED.
- Sales that are eligible for the payment under the Cisco Trade-in Accelerator Program are also eligible for the Value Incentive Program. Opportunity Incentive Program and Solution Incentive Program rewards may not be combined with the Cisco TMP and the Trade-In Accelerator Program. Other Cisco programs may not be combined with the Cisco Trade-In Accelerator Program, unless otherwise stated in writing by Cisco.
- Cisco reserves the right to modify or cancel the program at its discretion without notice.
- Cisco reserves the right to refuse this offer to deals that do not comply with the intent of this program.
- Applications are subject to the approval and verification of enrollment criteria by Cisco at its sole discretion.

- Payment is based on meeting all specified criteria.
- If the partner has an accounts receivable statement with Cisco that is overdue by 15 days or more, the Cisco Trade-In Accelerator Program payment will be withheld until the account is made current.
- Cisco reserves the right to add or remove product SKUs from the eligible product list for the Cisco TMP at any time.
- In addition to any of its other remedies, Cisco reserves the right to terminate a partner from participation in this program for the following reasons: (a) submission of false, misleading, or incomplete program information, including claims for sales made under the program; (b) other fraud or abuse of this or other Cisco marketing or sales programs; (c) the distribution of products purchased from any source other than Cisco or a Cisco Authorized Distributor; or (d) the sale of Cisco products to anyone other than an end user.
- All payment amounts that the partners are entitled to are inclusive of any indirect (e.g. VAT, GST) and similar taxes, where applicable. Partners are responsible for assuring any payment claim is treated correctly for indirect taxes. In the event that the local legislation requires any relevant documentation to be issued (e.g. tax invoice) in order to determine the amount of (or substantiate payment of) such taxes, this will be the responsibility of the partners

Program Contacts

If you have any questions about the Cisco Trade-In Accelerator Program, please contact your Cisco CAM or open a case by documenting requests with the Partner Relationship Team at <http://www.cisco.com/go/taphelp>. A response will be provided in the case or directly to the requestor.



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