



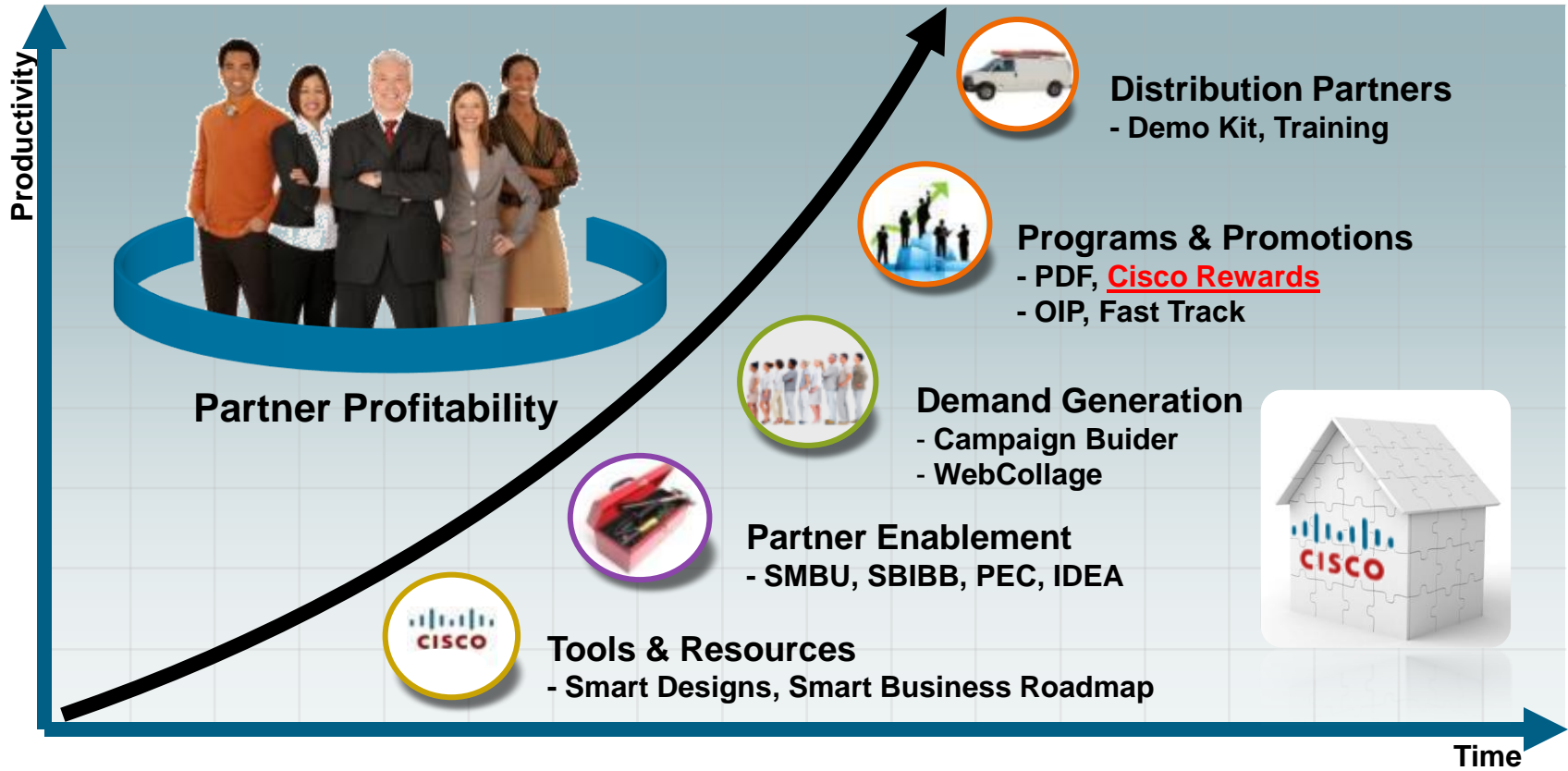
FY10 Cisco DAP Rewards Program Plan

Emerging Markets Theatre

Agenda

- SMB Partner Benefits
- FY10 Program Overview
- Cisco Rewards Countries & Clusters
- FY10 Distributor Rewards Program
 - Who is eligible to participate?
 - How to earn points?
 - Claiming & Managing your account
 - How to WIN!
 - Important Dates
- FY10 Program Changes Summary

SMB Partner Benefits



Cisco Rewards – Program Overview FY10

1. Focused on Resellers serving the SMB market (sub-250 users) – Select Certified and Registered Partners only
2. The objective is to reward quarterly the ‘Top Performers’ within each country/zone*, maximum prize is \$1000** per quarter for winning individual
3. The new leaderboard system will help drive competitive spirit between participating resellers within each country/zone
4. With this new leaderboard and country/cluster based program we are now able to localise & extend promotions & prize catalogue***
5. Simple Process, hassle-free and with online account statement on real-time to track your performance every day

* To see what countries are in which clusters please check www.cisco.com/rewards

** Individual cap on reward prizes is \$2000 per Cisco Fiscal Year

*** Localised and extend prize catalogue only available where local teams are participating, if local teams are not participating Travelocity & Ozon Vouchers (Ozon = Russia ONLY) will be used

Cisco Rewards Countries & Zones

CANSAC

ANTIGUA
ARUBA
BARBUDA
BAHAMAS
BARBADOS
BELIZE
BERMUDA
BOLIVIA
CAYMAN ISLANDS
COLOMBIA
COSTA RICA
DOMINICAN
REPUBLIC
ECUADOR
EL SALVADOR
GRENADA
GUADELOUPE
GUATEMALA
GUYANA
HAITI
HONDURAS
JAMAICA
MARTINIQUE
NETHERLANDS
ANTILLES
NICARAGUA
PANAMA
PERU
PUERTO RICO
SAINT LUCIA
SAINT VINCENT
SURINAME]
TRINIDAD & TOBAGO
TURKS & CAICOS
ISLANDS
VIRGIN ISLANDS
(BRITISH)
VIRGIN ISLANDS (US)

EMG AFRICA

ANGOLA
BENIN
BOTSWANA
BURKINA FASO
BURUNDI
CAMEROON
CONGO
COTE D'IVOIRE
DJIBOUTI
ETHIOPIA
GABON
GHANA
GUINEA
GUINEA-BISSAU
KENYA
LESOTHO
MADAGASCAR
MALAWI
MALI
MAURITANIA
MAURITIUS
MOZAMBIQUE
NAMIBIA
REUNION
RWANDA
SAO TOME & PRINCIPE
SENEGAL
SEYCHELLES
SIERRA LEONE
SWAZILAND
TANZANIA
TOGO
UGANDA
ZAMBIA
ZIMBABWE

EME REGION

AFGHANISTAN
ALBANIA
ARMENIA
AZERBAIJAN
BELARUS
BOSNIA &
HERZEGOVINA
GEORGIA
KYRGYZSTAN
MACEDONIA
MOLDOVA
OMAN
TAJIKISTAN
TURKMENISTAN
UZBEKISTAN
YEMEN

NORTH AFRICA & LEVANT

ALGERIA
IRAQ
JORDAN
LEBANON
LIBYAN ARAB
JAMAHIRIYA
MOROCCO
PALESTINIAN
TERRITORY, OCCUPIED
TUNISIA

UAE

RUSSIA

MEXICO

TURKEY

BRAZIL

CIS

KAZAKHSTAN
UKRAINE

KSA

S AFRICA

EGYPT

NIGERIA

PAKISTAN

GULF

BAHRAIN
KUWAIT
QATAR

SOUTHERN
CONE

ARGENTINA
CHILE
PARAGUAY
URUGUAY

Ease of Participation

Cisco Rewards is only open to Account Managers (AM) and Sales Engineers (SE) employed full-time by Cisco Select or Registered Partners



Step 1. Accept Program Terms (Cisco.com login required)

A. Reseller Principals* must log-in and assume 'Company Administrator' role and click-to-accept the Program Terms to allow its employees to receive rewards from Cisco

B. AM's and SE's will need to C2A Program Terms as well



Step 2. Earn

Partner AM's and SE's will earn points against sales of over 400 Cisco SMB products



Step 3. Claim

All you need is your Distributor Invoice Number & Customer Name to submit a claim for every sale



Step 4. League Table

Check weekly to see if you are eligible to win a prize on your country/clusters leaderboard

*Reseller Principals must hold a senior level management role within the company.

How to earn & claim points



Earn Points against SMB solutions

Over 400 Products to earn Cisco Rewards Points

Technology Group	Product Family
Small Business Communications Systems	CE500, UC500, SR520, 500 Phones, 500 Wireless Express
Small Business	Un/Managed Switches, Routers, Phones, ESW500, Voice Systems & Gateways, Spam & Virus Blocker
Unified Communications	CCME, 7900 phones, IPComm, Video Advantage
Security	ASA 5505 & 5510
Wireless	1100, 1200, 2100 Access Points & 4400 LAN Controllers
Routing	800, 1800, 2800 ISR Series
Switching	Catalyst 2960, 3560, 3750 Series

Plan your sale to earn Points faster

Sample SMB sale



Cisco Rewards Partner Points Planner

Qty	Part Number	Rewards Points
2	WS-C2960-24TC-L	2500
2	ESW-520-24P-K9	3500
2	CISCO2811-V/K9	3200
Total Reward Points Available		9200



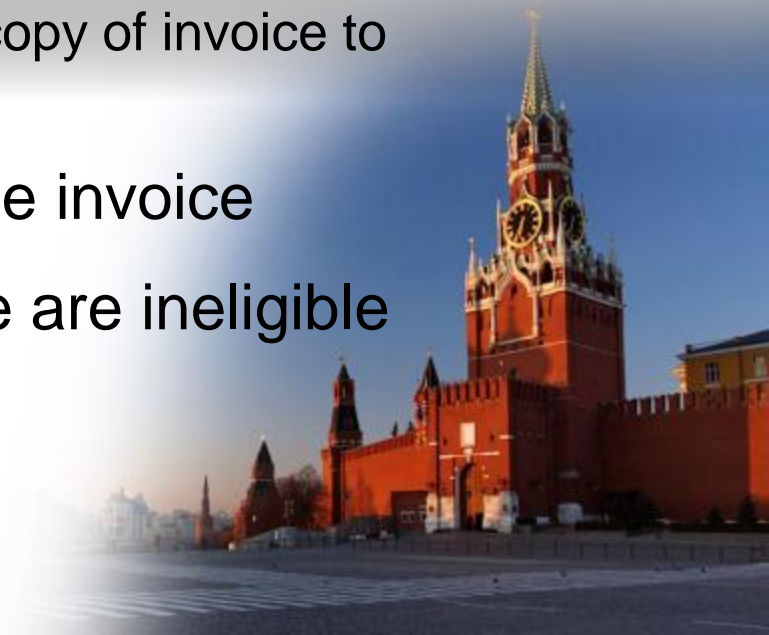
Prize Planner
now available
on Cisco
Rewards
Members Site.



Claim Your Sale

Earn Points by submitting a claim for every sale

- Only 2 items Required: Distributor Invoice Number & Customer Name
- **Submit within 14 days of Distributor Invoice date**
- Claims Processing may take up to 21 days
 - If claim is still verifying, send a pdf copy of invoice to ciscorewards@external.cisco.com
- 1 AM and 1 SE can claim a single invoice
- Invoices prior to registration date are ineligible



Step by step guide in Claiming

Worldwide [change]

ts & Services	Ordering	Support	Training & Events	Partner Central	
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Cisco Rewards Program

Claim Confirmation

You have successfully submitted a claim for the invoice described below. Claims will be processed within 8 days in most cases.

Claim Information

Claim#: 0000004785
Claim Date: 07/15/2008
Distributor: D&H Distributing Company
Distributor Invoice #: 44554455
Ship Date: 07/09/2008
Status: Verifying
Denial Reason:

[Enter Another Claim](#)

[Check Claim Status](#)

Manage your account online



Worldwide [change]

- Solutions
- Products & Services
- Ordering
- Support
- Training & Events
- Partner Central

- HOME
- PARTNER CENTRAL
- INCENTIVES AND PROMOTIONS
- CHANNEL INCENTIVE PROGRAMS
- ALL INCENTIVE PROGRAMS BY REGION
- EMERGING MARKETS
- CISCO REWARDS PROGRAM
 - Overview
 - Eligible Products
 - Claim Submission
 - Rewards Catalog
 - My Rewards**
 - My Offers
 - My Profile

Cisco Rewards Program

My Rewards

Statement Period:

Month to Date

Refresh Page

Account Summary

Pending Balance	Total Approved	Total Redeemed	Total Adjustments	Available Points *
3,000	0	0	0	0

* Returned Items are not eligible for the program. If you have received reward points for the sale of a product and the product has been returned, Cisco will remove those reward points pertaining to the sale of the returned items from your available points balance.

Account Details

- Full Statement
- Earnings
- Redemptions
- Adjustments
- Pending

Transaction Date	Program Activity	Available Points	
		Amount	Balance

Check the status of your claims, prizes redeem and points earned online.



How To Win!

How

Quar

- Rewards resell
- count
- Tiered table
- Points partn
- League Rewa
- Weekly (plus
- Winn after

Cisco Rewards

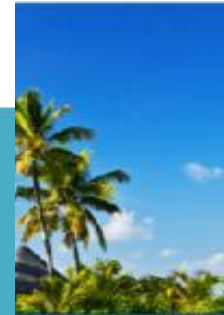


PRIZES FOR TURKEY

November 2009 to January 2010

WINNING PRIZE EXAMPLE

 <p>1 Weekend Ski Break for 2</p>	 <p>2 NUSPA 10 Pass Package</p>	 <p>3 NUSPA 10 Pass Package</p>	 <p>4 Autodrom Safety Driving for 2</p>
 <p>5 Autodrom Safety Driving for 2</p>	 <p>6 Autodrom Safety Driving for 2</p>	 <p>7 Autodrom Safety Driving for 2</p>	 <p>8 U2, 360° Tour CAT 1 Concert Ticket</p>
 <p>9 U2, 360° Tour CAT 2 Concert Ticket</p>	 <p>10 U2, 360° Tour CAT 3 Concert Ticket</p>		



Claimed Points

563,420
469,870
455,450
359,840
330,460
563,420
469,870
455,450
359,840
330,460

in Sub region

to eligible



Important Dates

Important Dates to Remember

- Cisco Rewards Program will run until 31st of July 2010
- Cisco Fiscal Quarter Dates for the program are as follows:

Cisco FY10 Calendar	Cisco Fiscal Qtr	Claim Cut Off Date	Period Closing Date
25 th Oct 2009 – 23 rd Jan 2010	Q2	5th Feb 2010	12th Feb 2010
24 th Jan 2010 – 1 st May 2010	Q3	14 th May 2010	21 st May 2010
2 nd May 2010 - 31 st July 2010	Q4	13 th Aug 2010	20 th Aug 2010

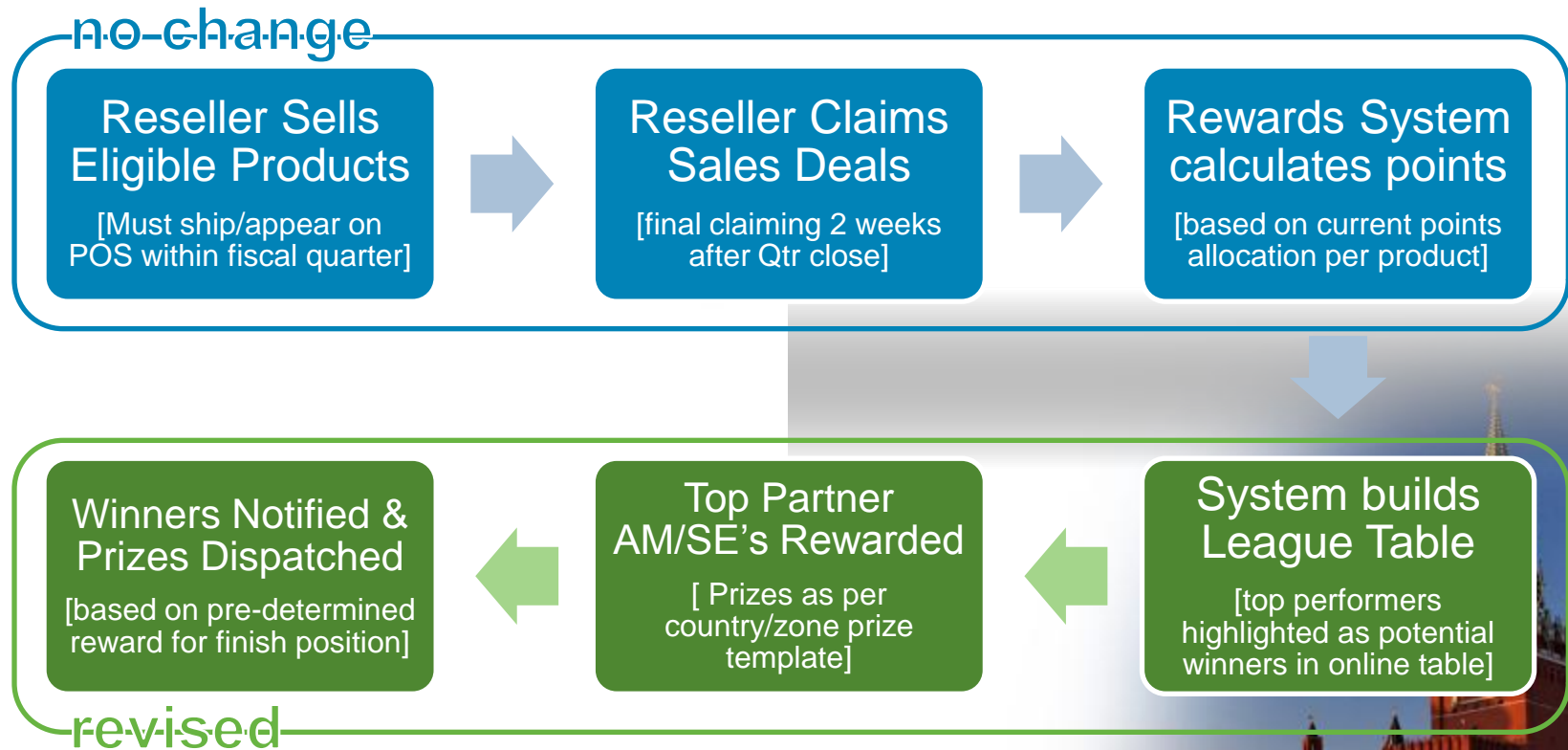
For support: Open a case at Cisco Rewards website at www.cisco.com/rewards or send an e-mail to ciscorewards@external.cisco.com

FY10 Program Change Summary & Timeline



Partner Rewards Process/Changes

Earn → Claim .. League Table .. → Win!



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