

Promotion Cheat Sheet



<p>NFR PROGRAM OPEN TO ALL</p>	<p>EUROPEAN AND EMERGING (EXCL. LATAM) NOT FOR RESALE PROGRAM PILOT (NFR)</p> <ul style="list-style-type: none"> ▪ NFR Program rewards Cisco Distribution Partners, Direct Partners and resellers in the Europe, Africa and the Middle East, that are registered or have Cisco Certifications, Specializations. ▪ Generous discounts on software & hardware used for their labs, demos and sales office infrastructure. ▪ This promotion is open to all registered partners ▪ Promotion End Date 28th July 2007
<p>SPECIALISED RESELLERS ONLY</p>	<p>UC DIFFERENTIATOR (EUP2-277B)</p> <ul style="list-style-type: none"> ▪ On-going promotions open to Cisco IPC Express specialisation, Express Unified Communication OR Cisco IPC Specialisation from those that are not specialised. This program is therefore open to Express Unified, IPC-X and to IPC specialised Resellers only ▪ Purchase select IP Communication products at discounted prices off GPL. ▪ Access through DART ▪ Promotion End Date 28th April 2007
<p>SECURITY SPECIALISED RESELLERS ONLY</p>	<p>VPN AND SECURITY SPECIALISATION PROMOTION (EUP2-191)</p> <ul style="list-style-type: none"> ▪ On-going program open to VPN/Security Specialised Resellers only ▪ Selected security products at discounted prices off the GPL ▪ Selected security Router Products including selected ISR's available ▪ Promotion End Date 28th April 2007
<p>OPEN TO ALL</p>	<p>EUP2-336 SMB FLAT DISCOUNT PROMOTION (FAST TRACK) (EUP2-336)</p> <ul style="list-style-type: none"> ▪ Cisco is please to announce the SMB Flat Discount Promotion. ▪ The SMB Flat 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. ▪ The promotion includes products from our switching, routing, security wireless and voice portfolios. ▪ This promotion is open to all Resellers ▪ Promotion end date 28th April 2007
<p>OPEN TO ALL</p>	<p>CISCO TECHNOLOGY MIGRATION PROGRAMS CTMP</p> <ul style="list-style-type: none"> ▪ Various Cisco and Competitive Trade in programs to receive bonus credits ▪ Managed Resellers receive quote from Cisco AM ▪ Unmanaged resellers email: euro-help@external.cisco.com ▪ Ongoing
<p>SECURITY SPECIALISED RESELLERS ONLY</p>	<p>SECURITY EXPRESS SPECIALISATION PROMOTION (EUP2-334)</p> <ul style="list-style-type: none"> ▪ Cisco is pleased to announce the Security Express Specialization Promotion. ▪ Aimed on supporting Partners holding the VPN/Security Express Specialization ▪ Purchase select Security at discounted prices. ▪ Promotion end date 28th April 2007

<p>OIP PROGRAM OPEN TO ALL</p>	<p>OPPORTUNITY INCENTIVE PROGRAM</p> <ul style="list-style-type: none"> ▪ Rewards channel partners who actively identify, develop, and win new customers and non-forecasted commercial opportunities in targeted market segments. ▪ This program incorporates deal registration to protect the partner's pre-sales investment and enable focus on delivery to win the opportunity. ▪ For more details on how to enrol please contact your local CAM. ▪ Promotion end date 27th July 2007
<p>PSPP PROGRAM OPEN TO ALL</p>	<p>PUBLIC SECTOR PARTNER PROGRAM</p> <ul style="list-style-type: none"> ▪ Provide eligible partners with special pricing when selling to Cisco's public sector customers. ▪ Providing an appropriate level of discount for a partner, dependant on certification level, to competitively position Cisco's products and solutions in a highly price sensitive market place. ▪ For more details on how to enrol please contact your local CAM. ▪ Promotion end date 28th April 2007
<p>CTMP OPEN TO ALL</p>	<p>EUP2-339 ACE OF BLADES PROMOTION (EUP2-339)</p> <ul style="list-style-type: none"> ▪ The "ACE OF BLADES" promotion focuses on Cisco® Content Switching Module (CSM) bundles and Cisco Application Content Engine (ACE). ▪ The promotion provides heavily discounted bundles that include Cisco CSM, ACE, and Catalyst® 6500 technologies, plus a discount on add-on products when including up-selling and migration of the ACE bundles. ▪ The promotion is part of the global Foundation Programme focused on migration of the latest Cisco technologies. ▪ Promotion end date is 28th April 2007
<p>ADVANCED SPECIALISATION SPECIALISED RESELLERS ONLY</p>	<p>ADVANCED SPECIALISATION PROGRAM (ASP)</p> <ul style="list-style-type: none"> ▪ Cisco Systems has introduced its Advanced Specialization Discount Program for the following specializations and their related AT products: <ul style="list-style-type: none"> · Advanced Security Specialization · Advanced Unified Communications Specialization · Advanced Wireless LAN Specialization ▪ The Advanced Specialization Discount Program rewards Premier & Silver Certified partners for their knowledge and expertise in selling, designing, installing, and supporting comprehensive, integrated advanced network solutions. ▪ For more details please visit: http://www.cisco.com/web/partners/program/specializations/index.html
<p>SIP PROGRAM CERTIFIED/ SPECIALISED PARTNERS</p>	<p>SOLUTION INCENTIVE PROGRAM (SIP)</p> <ul style="list-style-type: none"> ▪ SIP Program rewards channel partners who actively develop solutions by integrating Cisco technology and non Cisco business relevant applications, and win new or additional business opportunities in critical markets. ▪ Cisco certified partners should submit a business case - online at www.cisco.com/go/sip-emea describing the solutions opportunity they have developed and invested resources in. ▪ If approved the partner will be granted generous discounts in addition to their certification discount for the Cisco products in the solution ▪ Promotion End date is 28th July 2007

