



Promotion Cheat Sheet

European Markets

All resellers

<p>EUP2-336 SMB FLAT DISCOUNT PROMOTION (FAST TRACK)</p>	<ul style="list-style-type: none"> ▪ Cisco is pleased to announce FAST TRACK. ▪ 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 27th October 2007
<p>EUP2-349 60 DAY MONEY BACK GUARANTEE PROMOTION</p>	<ul style="list-style-type: none"> ▪ 60 Days No-Questions-Asked Return ▪ On select ASA5505 products which will protect you from today's security threats with Firewall, VPN, IPS and Anti-X Security services ▪ Open to all 2 tier resellers ▪ Valid Through 27 October 2007
<p>CTMP CISCO TECHNOLOGY MIGRATION PROGRAMS</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 mailto: euro-help@external.cisco.com ▪ Ongoing
<p>EUP2-347 321 BLAST OFF</p>	<ul style="list-style-type: none"> ▪ "3-2-1 Blast Off to the Future of Communications with Cisco" program delivers a special end user offer that Reseller and Service Provider partners can use to pitch competitive accounts on the value of a Cisco Unified Communications solution -- including services, products, and financing. ▪ It offers increased partner rebates via the Trade in Accelerator Program (TAP.) ▪ Partners must participate in the Cisco Technology Migration Program (CTMP) trade-in order ▪ Promotion End Date 31st December 2007
<p>NFR (NOT FOR RESALE PROGRAM)</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 (sales office infrastructure for SMB Partners). ▪ This promotion is open to all registered partners ▪ Promotion end date 26th July 2008

<p>OIP (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 go to: For more details on how to enrol please contact your local CAM ▪ For more details on how to enrol please contact your local CAM ▪ Promotion end date 26th July 2008
<p>PSPP PROGRAM PUBLIC SECTOR PARTNER PROGRAM (PSPP)</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 26th July 2008
<p>SIP PROGRAM SOLUTION INCENTIVE PROGRAM</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 26th July 2008
<p>Specialised and Certified Partners</p>	
<p>EUP2-277B UC DIFFERENTIATOR</p>	<ul style="list-style-type: none"> ▪ On-going promotion 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. ▪ Now order up to 50 Phones ▪ Promotion End Date 26th January 2008
<p>EUP2-334 SECURITY EXPRESS SPECIALISATION PROMOTION</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 selected Security at discounted prices. ▪ Promotion end date 01st February 2008
<p>ASP ADVANCED SPECIALISATION PROGRAM</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