



Cisco International Limited

Questions & Answers

May 2009

Cisco International Limited

What is Cisco® International Limited?

Cisco International Limited is a new, wholly owned United Kingdom (UK) subsidiary of Cisco Systems, Inc., and will be the center of Cisco's global selling structure.

Why is Cisco launching Cisco International Limited?

Cisco is extending product and service sales capabilities for greater flexibility in select high-growth, emerging countries, while maintaining current partner go-to-market strategies. Cisco International Limited is the first of a multiphased roadmap for this effort.

What are the benefits to Cisco's partners and customers?

After all phases of our global capability efforts are complete, partners and customers will experience the following benefits in targeted countries:

- *Local procurement:* Partners and customers will be able to purchase locally where Cisco has established an in-country presence, eliminating the need for importation.
- *Local presence:* Local market presence will be enhanced in support of Cisco's channels strategy, improving customer intimacy and support.
- *Cisco accountability:* Partners and customers will gain higher levels of Cisco accountability, engagement, and global consistency.

Does the new UK company change Cisco's extensive partner go-to-market strategy?

All current routes to market and partner relationships are highly valued and will remain unchanged with the creation of Cisco International Limited in the UK.

When will the changes take effect?

Cisco International Limited will be operational on 30 August 2009.

- **New** orders (with the exception of Scientific-Atlanta orders) from most of the European Union and European Free Trade Association countries will be processed by Cisco International Limited.
- All orders placed before 30 August 2009 will be processed by Cisco Systems International BV in The Netherlands, as will Scientific-Atlanta orders until further notification.

Partner and Customer Impacts

Which partners and customers will be affected?

Partners and customers in the European Union, European Free Trade Association, and European provinces and territories will be migrated from Cisco Systems International BV (The Netherlands) to Cisco International Limited (United Kingdom). Scientific-Atlanta orders and distributions will not be affected at this time. Table 1 lists the countries and territories that are affected.

Table 1 Countries and Territories in the Regions Affected by Cisco International Limited

Country	Country	Territories
Austria (AT)	Liechtenstein (LI)	Andorra (Spain)
Belgium (BE)	Lithuania (LT)	Monaco (France)
Bulgaria (BG)	Luxembourg (LU)	Isle of Man (UK)
Cyprus (CY)	Malta (MT)	Guernsey (UK)
Czech Republic (CZ)	Netherlands (NL)*	Jersey (UK)
Denmark (DK)	Norway (NO)	
Estonia (EE)	Poland (PL)	
Finland (FI)	Portugal (PT)	
France (FR)	Romania (RO)	
Germany (DE)	Slovakia (SK)	
Hungary (HU)	Slovenia (SI)	
Iceland (IS)	Spain (ES)	
Ireland (IE)	Sweden (SE)	
Italy (IT)*	Switzerland (CH)	
Israel (IL)	United Kingdom (UK)	
Latvia (LV)		

What happens to Cisco Systems International BV after 30 August 2009?

Cisco Systems International BV will continue to *manufacture* and *distribute* products globally. Cisco Systems International BV will also continue to *sell* products and services to partners and customers in countries that it has been supporting but that are not included in the Cisco International Limited migration. For a period of time, it will also continue to sell and distribute Scientific-Atlanta products, including to those partners and customers who will be purchasing Cisco products from Cisco International Limited.

What will change for partners and customers doing business with Cisco?

The Cisco company with which partners and customers in most of the European Union and European Free Trade Association transact business will change from Cisco Systems International BV to Cisco International Limited. The effect on Cisco partners and customers will be minimal. Customers ordering Scientific-Atlanta products will continue to transact business with Cisco Systems International BV until further notification.

What will change for channel financing partners and third-party financing partners doing business with Cisco CapitalSM?

Financing partners in the European Union and European Free Trade Association will continue transacting existing business with Cisco Systems International BV until closure, and begin transacting new business with Cisco International Limited on 30 August 2009. Cisco is already engaging these financing partners to support them through this change.

What will change for customers doing business with Cisco Capital?

There will be no change to customers' financing arrangements. Financing relationships will remain the same with Cisco Capital.

What will change for partners doing business with channel finance partners?

There will be no change in the relationship between the partners and the channel finance partners.

Which Cisco company will send invoices?

All orders placed before Cisco International Limited is launched will be invoiced through Cisco Systems International BV. All orders placed on or after 30 August 2009 will be invoiced through Cisco International Limited.

Will partners and customers have to sign a new contract or agreement?

The majority of customer and partner agreements will be assigned to the new Cisco International Limited company, with appropriate notifications sent to the parties involved. In most cases, no action is necessary by partners and customers.

Will there be new price lists or currency choices?

No. The price lists used today will be used with Cisco International Limited. The currency a partner or customer does business in today will remain the same with Cisco International Limited.

How will the buying from Cisco International Limited impact VAT charges?

United Kingdom (UK) partners and customers will experience minor VAT changes when they transition to Cisco International Limited. Instead of UK partners and customers self assessing their VAT (i.e., "reverse charge") as in the past, Cisco International Limited will now invoice the statutory UK VAT rate for services.

Which Cisco company will transact orders on 30 August 2009?

- All orders placed before 30 August 2009 will be processed by Cisco Systems International BV in The Netherlands.
- Product and service orders placed on or after 30 August 2009 from European Union and European Free Trade Association countries will be processed by Cisco International Limited, except for any purchases for Scientific-Atlanta products and services.

How will partners and customers receive their products?

Partners and customers will receive products through Cisco International Limited, which will continue to use the European Logistics Center (ELC) in The Netherlands.

Where should partners and customers send returns or make requests for replacements and change orders?

The processing of product returns, replacement and change orders will be completed by the Cisco company with which the order originated (i.e., Cisco Systems International BV or Cisco International Limited). Product returns should continue to be shipped to The Netherlands return location.

Will there be changes to delivery options or importation, or charges related to customs, duty, or freight?

The current delivery options will remain the same, and the partner or customer will not incur any extra charges related to custom, duty, or freight.

Will there be order delays for partners and customers migrating to Cisco International Limited?

Based on advanced preparation, no order delays are anticipated.

Will partners and customers be able to use the bill-to IDs (BIDs) and ship-to IDs (SIDs) that are used today?

As part of the introduction of Cisco International Limited, BID and SID numbers will change and new numbers will be assigned to customers for ordering and contract management. The new BIDs will be automatically populated in the partner and customer CCO IDs. Partners and customers will need to use the old BIDs and SIDs to conduct existing business with Cisco Systems International BV until orders are fulfilled, invoiced, paid, and closed. They will need to use the new BIDs and SIDs when conducting new business as of 30 August 2009 with Cisco International Limited.

Within the Cisco Service Contract Center, if old BIDs and SIDs are used, reminder messages will be displayed asking users to note and begin using the new IDs. The transaction will be accepted whether a new or old ID is used in the transaction.

There will be no change for partners and customers who reference orders by billing or bill-to address, and no change in the way company addresses are displayed. There will also be no changes for partners and customers purchasing Scientific-Atlanta products and services until further notification.

How will partners and customers receive new bill-to IDs (BIDs) and ship-to IDs (SIDs)?

Partners and customers may receive direct correspondence from Cisco Customer Service providing the new BIDs and SIDs if required. If, within the Cisco Service Contract Center, old BIDs and SIDs are used, reminder messages will be displayed asking users to note and begin using the new IDs.

Will customer ID/account numbers change?

Most customer ID (CID)/account numbers will remain the same. In some cases, partners and customers may have fewer CID numbers as Cisco consolidates duplicate and unused customer information. The goal is to retain the primary customer account and consolidate under these accounts.

Will old orders remain visible on the ordering tools?

All orders will remain visible, and changes to the ordering tools will be minimal. Quick reference guides and instructions on these changes will be provided through the [Cisco website](#).

Will service contracts be affected?

There will be no changes to Cisco Service Contract Center and SCC for Indirect Resellers and Distributors (SMS3) service contracts. All partners and customers will continue to receive uninterrupted service entitlement.