

Common Cisco Acronyms

- AT—Advanced Technologies
- BDM—Business Decision Maker
- CA—Customer Assurance (Cisco Services)
- CAM—Channel Account Manager (Cisco employee)
- CBSW—[Cisco Business Solutions Workshop](#)
- CCO—[Cisco.com](#)
- CPI—[Customized Partner Intelligence](#) (partner newsletter)
- DAM—Distribution Account Manager (Cisco employee)
- EOL—End of Life (for products)
- FCS—First Customer Ship (for new products)
- GA—General Availability (for new products)
- ICAM—Inside Channel Account Manager (Cisco employee)
- ICPA—Indirect Channel Partner Agreement
- MAP—[Marketing Accelerator Program](#) (US only)
- NFR—Not For Resale
- OIP—[Opportunity Incentive Program](#)
- PDF—[Partner Development Funds](#)
- PDI-HD—Planning, Design and Installation Help Desk (Cisco UC products only)
- PDR—[Partner Deal Registration tool](#)
- PEC—[Partner Education Connection](#)
- PH—[Partner Helpline](#) (Pre-Sales Support for Cisco products only)
- POS—Point of Sale
- PRP—[Partner Rewards Program](#) (US and Canada only)
- PSPP—Public Sector Partner Program
- SBCS—[Smart Business Communication System](#)
- SBMM—Small Business Market Manager (Cisco employee)
- SBTG—Small Business Technology Group
- SIP—[Solutions Incentive Program](#)
- SMB—Small and Medium Business
- SMB PPB—[SMB Partner Practice Builder](#)
- SMB U—[SMB University](#)
- TAC—[Technical Assistance Center](#) (Cisco product support only)

TAP—[Trade-In Accelerator Program](#)
TDM—Technology Decision Maker
TMM—Territory Market Manager (Cisco employee)
TMP—[Technology Migration Program](#) (Trade In Program)
UC—Unified Communications
VIP—[Value Incentive Program](#)



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