

Partnership Acceleration Team

Cisco Incentives Snapshot
July 2013



The Cisco Incentives Snapshot provides an overview of the main partner incentives currently available in US and Latam. For full program details please visit the [Programs and Promotions Website](#) or the [Partner Guide](#)

Standard Partner Programs and Promotions		Objective	End Date	
Standard Partner Programs	Deal Registration Programs	Opportunity Incentive Program – OIP	Encourages partners to invest in developing new business opportunities while providing a level of assurance that presales efforts will be rewarded and protected.	Ongoing
		Teaming Incentive Program – TIP	Receive rewards for value-add activities on Cisco initiated deals and teaming with Cisco early in the sales cycle.	Ongoing
		Solution Incentive Program – SIP	Provide partners with special pricing when developing and selling solutions that integrate vendor-partner business applications and services using Cisco technology	Ongoing
		E-rate (US only)	Designed to help motivate Cisco partners to bid and win business with K-12 customers for eligible Cisco products and services	Ongoing
		Not For Resale – NFR	Discounts on software & hardware used for labs, demos and, in some cases, sales offices	Ongoing
	IBLM	Technology Migration Program – TMP	Use the Technology Migration Program (TMP) when upgrading a customer's existing Cisco network or migrating a customer's network from a competitive environment to a Cisco networking solution	Ongoing
		Cisco-funded Network Assessments	This Program incents Cisco certified partners to perform network assessments in Cisco-nominated & approved end customer accounts.	26-Jul-13
	Profitability Programs	Value Incentive Program – VIP	Receive rewards when you have a business practice for architectures or tracks such as Borderless, Collaboration, Data Center, and Express	Ongoing
		Global Partner Network – GPN	GPN is a programmatic extension of global commerce capabilities for regional and national Cisco partners	Ongoing
		Cloud and Managed Services Program-Simplified Pricing	Receive up-front, equivalent discounts in place of Cisco Powered rebates.	27-Jul-13
Promotions	Collaboration	Cisco TelePresence MCU Capacity Upgrade Program	Help customers upgrade their multipoint control unit (MCU) capacity with TMP.	Ongoing
		Cisco TelePresence Acceleration Promotion	Help accelerate your customers' telepresence investments with this limited-time offer	27-Jul-13
		Cisco Migrate to the Cloud Promotion	Help customers realize increased productivity with enhanced solutions automatically delivered through cloud	25-Jan-14
		Cisco TelePresence Content Server-Special Trade-in Offer	Get the new Premium Resolution Option (PRO) for the TCS	27-Jul-13
		Latin America Cisco TelePresence SX20 Bundles	The SX20 bundles provide all software feature options, including MultiSite, dual display, and premium resolution.	Ongoing
		TCS Premium Upgrade Offer	Upgrade your hardware and receive a trade-in	27-Jul-13
		The Cisco MCU Trade-In Program: SD to HD	Standard Definition (SD) MCU to High Definition (HD) MCU Transition Promotion	27-Jul-13
		Cisco Midmarket Collaboration Promotion	Provides up-front discounts to competitively offer a simple and cost-effective voice and video package to your midsize customers.	27-Jul-13
		Cisco Jabber Now	Existing Cisco Unified Communications Manager customers can add Cisco Jabber onto their choice of platform or device at an attractive price point	27-Jul-13
		MCU Capacity Upgrade	Customers receive a discount on their qualifying MCU family trade in.	27-Jul-13
		TP Endpoint Trade-In Program	Customers can trade in competitive endpoints and receive discounts.	27-Jul-13
New TX9000 Series Immersive Promotion	The Cisco TelePresence TX9000 Series (TX9000) is the new benchmark for immersive "in-person" collaboration	28-Jul-13		

Promotions		Cisco Telepresence System Infrastructure Migration	Get TMP credits for helping customers migrate from end-of-sale Cisco Unified Videoconferencing products.	Ongoing	
		Cisco Capture, Transform, Share Bundles	Do more with video, and provide a tool to make the Capture, Transform, Share Solution easy to quote, sell, and deploy	27-Jul-13	
		Accelerate Customer Collaboration	Migrate customers with a Contact Management (ICM) Enterprise with a third-party ACD to Cisco Unified Contact Center Enterprise (CCE)	27-Jul-13	
		Collaboration Breakaway PLUS Promotion and Play	A global promotion and play designed to help Cisco partners displace competitors and upgrade the installed base	25-Jan-14	
		Technology Migration Program (TMP) for Cisco TelePresence System Infrastructure	The Cisco Unified Videoconferencing products (CUVC) are end-of-sale	Ongoing	
		Cisco TelePresence Video Start Promotion (Latam only)	Allows partners to seed the end customer accounts to grow with more collaboration technologies and expand into more TelePresence	28-Jul-13	
	Data Center		Cisco Mid Market Money Initiative (US only)	Partner Sales Reps are rewarded between \$400 - \$600 in Amazon e-voucher for every qualifying Cisco Business Edition 6000 deal and/or video deal. Must enroll in Cisco Rewards	26-Oct-13
			Nexus 3000 Mid-Market Acceleration	Get discounts on select Cisco Nexus 3548 and Nexus 3064 Switch products.	26-Oct-13
			Cisco UCS SmartPlay with VMware Horizon View Bundle	Accelerate virtual desktop infrastructure (VDI) deals in the pipeline and unlock opportunities.	31-Jul-13
			Cisco Nexus 7000 Second-Generation Migration Program	Receive up to \$6,000 (USD) credit for migrating to Cisco Nexus 7000 Supervisors and Fabric Modules	31-Jul-13
			Cisco Nexus 7010 Bundle and Cisco ASA 5585-X with SSP-60 Bundle	Offer customers a 19 percent discount when they purchase the Cisco Nexus 7010 Switch with the Cisco ASA 5585-X Adaptive Security Appliance	Ongoing
			Security Bundles for Virtual and Cloud Environments	Offer customers up to 50% off when they purchase the ASA 1000V, Virtual Security Gateway (VSG), and VNMC with their Nexus 1000V	27-Oct-13
			Secure Data Center Incentive	Increase your deal size by an average of 41% by adding Cisco Security as part of your data center solution	27-Jul-13 or while supplies last)
			UCS New Account Breakaway	Rewards partners for selling UCS to new account	27-Jul-13
			Cisco Smart Play and Solution Packs Promotions	Aggressively pre-adjusted price for UCS entry level System and UCS-based solutions for new customer opportunities.	Ongoing
			Nexus Sales Promotions and Bundles	Multiple solution offers for the Cisco Nexus Portfolio.	Ongoing
			Nexus 5596UP Fibre Channel Bundles	Fibre Channel bundles based on the Cisco Nexus® 5596UP Switch	Ongoing
			Catalyst 6500 Data Center Interconnect Bundle	2-for-1 promotion for SIP-400 used in Data Center Interconnect application with A-VPLS.	Ongoing
	Routing		Cisco Rewards	Cisco Rewards is a new loyalty program designed to help partners improve sales and grow their business	Ongoing
			Fast Track	Get the right price, right now with Fast Track for Cisco core networking products and solutions	Ongoing
			Networking Academy Promotion (Latam only)	Partner can leverage this promotion when dealing with Cisco Networking Academies.	Ongoing
			Connected Grid Router and Switch Migration	Receive upfront credit for migrating	31-Jul-13
			Connected Grid Competitive Equipment Exchange	Receive upfront credit for migrating	31-Jul-13
			Cisco BYOD (Bring Your Own Device) Smart Solution Promotion	Receive up to 60% off on ISE, WLAN, ASA, and Prime products when you purchase ISE and WLAN at the same time	25-Oct-13
			TMP for Cisco ME 3800X Series Carrier Ethernet Switch Router	Partners can receive up to 15% off the list price credit when trading in a Cisco ME 6524 Ethernet Switch for the ME 3800X Series Carrier Ethernet Switch Router.	Oct-13
			Cisco Access Routers Technology Migration	Help customers migrate to Cisco 1900, 2900, or 3900 Series Integrated Service Routers with TMP	31-Jul-13
			Cisco ASR 1000 Series Technology Migration	Trade in your customers' existing Cisco 7200 Series Routers and Cisco 7301 Routers and get TMP credit.	Ongoing
			Competitive Technology Migration Program for WAAS	Use this WAAS promotion as part of the Technology Migration Program (TMP), to help customers migrate from Riverbed Steelhead gear to Cisco WAAS	1-Aug-14
	Application Velocity Bundles with ISR G2	Participate in this partner promotion for Integrated Service Routers, Generation 2 (ISR G2) and application velocity with WAAS.	Ongoing		
	Access Routing Competitive Equipment Exchange	Save up to 24% percent credit off new ISR G2 Series and up to 12% credit off ISR G1 Series products	Ongoing		

Promotions	Security	Application Visibility Control (AVC) and Web Security Essentials (WSE) Promotion	Up to 33% off the ASA subscription combination of AVC and WSE.	25-Jan-14
		Unified Access Breakaway Promotion	Get discounts on switching, wireless, Cisco Prime Infrastructure, and Cisco Identity Services Engine (ISE)	26-Jan-14
		Competitive Technology Migration Program for E-Mail Security	Migrate customers from competitive e-mail security products to Cisco E-Mail Security solutions	25-Jan-14
		Physical Security Competitive Equipment Exchange	Receive up-front credit when migrating from competitive physical security products to Cisco Video Surveillance products with TMP.	31-Jul-13
		Enhanced Secure Data Center (US only)	Cross-sell Cisco security products as part of your data center solution to increase your deal size up to 41 percent	28-Jul-13 (or while supplies last)
		Web Security Competitive Technology Migration Program	Migrate customers from competitive web security products to Cisco web security solutions with this TMP	25-Jan-14
		Wired and Wireless Promotion for K-12 and Hospitality (US only)	Get discounts on wireless, Cisco Prime Infrastructure, ISE, and switches for K-12 and Hospitality customers	26-Oct-13
		Cisco ASA 5500 to Cisco ASA 5500-X Next-Generation Firewall Migration	Receive trade-in credit when migrating to the new Cisco ASA 5500-X appliances with TMP	25-Jan-14
		Cisco Nexus 7010 Bundle and Cisco ASA 5585-X with SSP-60 Bundle	Offer customers a 19 percent discount when they purchase the Cisco Nexus 7010 Switch with the Cisco ASA 5585-X Adaptive Security Appliance.	Ongoing
		Security Bundles for Virtual and Cloud Environments	Offer customers up to 50% off when they purchase the ASA 1000V, Virtual Security Gateway (VSG), and VNMC with their Nexus 1000V	27-Oct-13
		Cisco ASA Next-Generation Firewall Services Promotion	Customers can receive up to 33 percent off when they purchase Cisco Application Visibility and Control (AVC) and Web Security Essentials (WSE) software with a Cisco ASA 5500-X midrange appliance	27-Jul-13
		Secure Data Center Incentive	Get an incentive for selling ASA 5585-X as part of a Nexus 7000 opportunity	27-Jul-13 (or while supplies last)
		Cisco IPS 4200 Migration	Using Cisco's Technology Migration Program (TMP), receive up-front credit when migrating from Cisco IPS 4200 devices to IPS 4300/4500 and ASA 5500 Series IPS Edition Bundles products	31-Jul-13
		Promotions	Services	Competitive Technology Migration Program for Security Elevate
Cisco BYOD (Bring Your Own Device) Smart Solution Promotion	Receive up to 60% off on ISE, WLAN, ASA, and Prime products when you purchase ISE and WLAN at the same time			25-Oct-13
Try and Buy Program for Email and Web Security	Order a Cisco Email or Web Security solution for your customer to try before purchasing.			Ongoing
Pay for Performance	Offers qualifying Cisco 2-Tier Partners cash rebates and payments up to 9.7% for meeting service contract attach or renewal rate thresholds			Ongoing
Education Promotion (US only)	Special pricing for accredited education institutions on both New and Renewal Cisco Brand Technical Support Service contracts			27-Jul-13
US Public Sector Services Value Exchange (US only)	This promotion is offered to PS Federal Partners whom are actively providing value in the SMARTnet renewal process together with Cisco			26-Jul-14
Smart Care Multi Year Promotion	The promotion can be applied to Smart Care renewal, new projects or Smartnet to Smart Care conversions deals			26-Jul-13
Promotions	Switching	LatAm- Accelerate Promotion	Designed to help Partners to sell Cisco Services more effectively and grow their business	27-Jul-13
		Services Accelerate Program (US only)	Integrates sales services training with an incentive rewards program. Available to all partners in US/C	Ongoing
		Unified Access Breakaway Promotion	Get discounts on switching, wireless, Cisco Prime Infrastructure, and Cisco Identity Services Engine (ISE)	26-Jan-14
		Switching (Cisco Catalyst and Nexus) Competitive Equipment Exchange	Receive up to 15 percent credit off the list price with TMP	Ongoing
		Cisco Nexus 2000 Technology Migration	Help customers migrate from Cisco Nexus 2148T Fabric Extenders to Cisco Nexus 2200 platforms with TMP	31-Oct-13
		Cisco Application Control Engine Technology Migration	Help customers trade in Cisco content services switches and switching modules for increased credits with TMP.	31-Jul-13
		Wired and Wireless Promotion for K-12 and Hospitality (US only)	Get discounts on wireless, Cisco Prime Infrastructure, ISE, and switches for K-12 and Hospitality customers	26-Oct-13
		Connected Grid Router and Switch Migration	Receive upfront credit for migrating	31-Jul-13
Connected Grid Competitive Equipment Exchange	Receive upfront credit for migrating	31-Jul-13		
Cisco BYOD (Bring Your Own Device) Smart Solution Promotion	Receive up to 60% off on ISE, WLAN, ASA, and Prime products when you purchase ISE and WLAN at the same time	25-Oct-13		

	Cisco Catalyst 6500 Supervisor 2T Bundle	Save up to 24 percent, achieve scalable performance and intelligence, and enjoy a broad set of features w/Cisco Catalyst 6500 Supervisor 2T bundles	Ongoing
	TMP for Cisco ME 3800X Series Carrier Ethernet Switch Router	Trade in Cisco ME 6524 Ethernet Switches for Cisco ME 3800X Series Carrier Ethernet Switch Routers with TMP	31-Oct-13
	Cisco Catalyst 4500-E Data Bundle	Get aggressive entry-level pricing to compete effectively against HP and Juniper for deployments that do not require Power over Ethernet	Ongoing
	Competitive Technology Migration Program (TMP)	Use the Cisco Technology Migration Program (TMP) to help you increase profits by trading in customer's switches, routers, and access points	31-Jul-13
	Catalyst 6500 Virtual Switching System Bundle	Save up to 32 percent on Cisco Catalyst 6500 Virtual Switching System bundles for IP Base Layer 2 deployments	Ongoing
	SBA Catalyst 4500E Wireless Controller Bundles	Offer deployment simplicity and investment protection.	Ongoing
	Catalyst 4500 Series PoEP-Ready Bundles	Deliver the latest innovations for providing Borderless Networks services	Ongoing
Unified Communications	Cisco Customer Collaboration Upgrade Offer	Upgrade to the latest version of Cisco Unified Contact Center Enterprise or Unified Customer Voice Portal.	27-Jul-13
	Cisco Unified Communications System NFR Program	Allows Unified Communications advanced/specialized partners to obtain the latest UC software at a discount for use in non-revenue generating areas	Ongoing
	Cisco Unified Workspace for Partners	Special Cisco Unified Workspace Licensing discount to enable Cisco Unified Communication solution in their everyday jobs.	Ongoing
	Cisco Unified Communications Partners WebEx NFR	Cisco offers all Cisco Unified Communications Partners a discount on WebEx services with a limited-time, not for resale purchase offer	Ongoing
	Unified CCX with Unified CM and BE 6000 Bundles	Bundle new orders of Cisco UC Manager and Cisco Business Edition 6000 with Cisco Unified Contact Center Express	31-Jul-13
	Cisco UC 9 & 3 Upgrade Offer	Encourages customers to cost-effectively upgrade to UC 8.x or 9.0 while investing in UCSS	27-Jul-13
WebEx	WebEx Everywhere for Cisco Partners	WebEx Meeting Center and Connect Instant Messaging for discount + 50% off of the full deployment requirement + FREE VoIP.	Ongoing
Wireless	Unified Access Breakaway Promotion	Get discounts on switching, wireless, Cisco Prime Infrastructure, and Cisco Identity Services Engine (ISE)	26-Jan-14
	Wireless Competitive Equipment Exchange	Receive up to 15 percent credit when trading in eligible competitive wireless products with TMP	Ongoing
	Controller Migration Incentive	Help your customers migrate to 802.11n and upgrade their wireless controllers with TMP	31-Jul-13
	Wired and Wireless Promotion for K-12 and Hospitality (US only)	Get discounts on wireless, Cisco Prime Infrastructure, ISE, and switches for K-12 and Hospitality customers	26-Oct-13
	Cisco BYOD (Bring Your Own Device) Smart Solution Promotion	Receive up to 60% off on ISE, WLAN, ASA, and Prime products when you purchase ISE and WLAN at the same time	25-Oct-13
	Competitive Technology Migration Program (TMP)	Use the Cisco Technology Migration Program (TMP) to help you increase profits by trading in customer's switches, routers, and access points	31-Jul-13
	SBA Catalyst 4500E Wireless Controller Bundles	Your customers receive a 28 percent discount, compared to buying the components separately. As a result, they receive the wireless controller at almost no extra charge.	Ongoing
	Cisco 3300 Series Mobility Services Engine Bundle	Enables partners to provide customer adoption of enterprise-grade mobility services	Ongoing
	Unified Wireless Network System Bundle Offer	Obtain important components of Cisco Unified Wireless Network System Release 6.0 at a greatly discounted price for Demo or Lab Systems.	Ongoing