

VIP 23

VALUE INCENTIVE PROGRAM

Open for Enrollment until March 7, 2014

What Is VIP 23?

The Value Incentive Program (VIP) rewards Cisco partners for selling identified current and relevant product SKUs as a part of their larger value-based business strategy.

VIP 23 Key Updates



Continuation of architecture strategies with product updates across all tracks



New Express Security subtrack initially focused on Cisco Welcome Program partners



Continued 90-day grace period for SKU rebate reductions

Why Enroll?

Cisco's multi-billion dollar VIP partner investment



The number one reason to [enroll](#) in VIP 23 is to claim your share of Cisco's growing VIP partner investment. And remember, holding Cisco Specializations increases your VIP rebate percentages.

VIP 23 Enrollment Dates

Program Period

January 26, 2014 - July 26, 2014

Enrollment is mandatory for all partners

Jan 26
2014

Jul 26
2014

6-Month Enrollment Period

January 26 - March 7, 2014

3-Month Enrollment Period

April 27 - May 30, 2014

Enroll in VIP 23

Please visit www.cisco.com/go/vip to get:



Enrollment information



Key program updates



Partner Playbook for success

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