

## Enterprise Networking

### Mobility Express Bundles

**Discounts**

- Up to 80% in Savings

**Eligible products**

- 2504 Wireless LAN Controller
- Aironet 1700/2700/3700 Series Access Point

**Highlights**

- Faster provisioning in under five minutes through simple, easy-to-use interface
- Competitively priced. Receive the value of a controller without paying for it.
- Ordered through CCW

**Available through July 30, 2016**

[LEARN MORE](#)

### Mobility Express & IWAN SeedIT

**Discounts**

- Up to 70% off

**Eligible products**

- Aironet 1850 w Mobility Express
- ISR 4300 or 4400 w IWAN/Akamai

**Highlights**

- Choose “Standalone Incentive” category, then SeedIT in CCW
- Deal must be registered and fully approved in CCW
- Limit of 2 units of an eligible bundle/sku per unique end-user

**Available through July 30, 2016**

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### Wireless New Account Breakaway

**Discounts**

- Up to 60% off

**Eligible products**

- 802.11ac
- mGig
- Not included: Non-802.11ac, 1830 AP, CME Bundles, OneNetwork Bundles

**Highlights**

- New Wireless opportunities to Cisco
- No existing Cisco Wireless install base at customer
- [NAB How-to-Guide](#)

**Available through July 30, 2016**

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## Leverage the Power of Your Install Base!

### Build pipeline by optimizing your installed base customer networks

#### What is Installed Base Lifecycle Management (IBLM)

- Provides visibility into customers Cisco installed base
- Equipment soon to be non-serviceable
- On an active support service contract
- Support is going to end (LDoS)

#### Resources

- [IBLM Resource Page](#)
- [IBLM Video – How To \(5MINS\)](#)
- [IBLM Partner Portal \(iPad app\)](#)
- [Technology Migration Program \(TMP\)](#)  
Receive incremental stackable discounts on eligible Cisco trade-ins





# Q3 FY16 Promotions Cheat Sheet

Updated 1/29/2016

## Security

### Security Ignite: Base

#### Discounts

- Up to 6%

#### Eligible products

- Security
- Exceptions apply: see [Eligible Product Lists](#)

#### Highlights

- Available to Express, Advanced Security/Architecture, Advanced BN Architecture specialized partners
- Express partners can only register products based on their specialization
- Eligible for only approved OIP/TIP deals
- Select (U.S.OIP-Security Ignite) when registering the deal

Available through July 30, 2016  
[LEARN MORE](#)

### Security Ignite: ASA & Competitive Refresh

#### Discounts

- Up to 58% on Firewall
- Up to 65% on FirePOWER Services license

#### Eligible products

- Cisco ASA with FirePOWER Services
- Exceptions apply: see [Eligible Product Lists](#)

#### Highlights

- Tiered discount based on Security Specialization
- Must be enrolled in TMP
- [Use CCW to create a Trade-in quote](#)

Available through July 30, 2016  
[LEARN MORE](#)

### ASA w FirePower Services Promotion

#### Discounts

- 25% to 50% off list price

#### Eligible products

- - ASA 5525, 5506, 5506W, 5506H, 5508, 5516 (ALL "-X")

#### Highlights

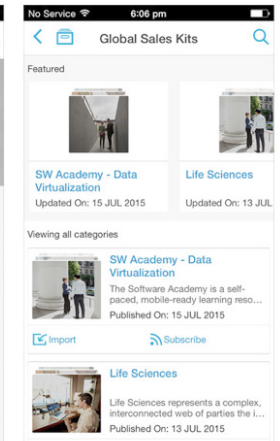
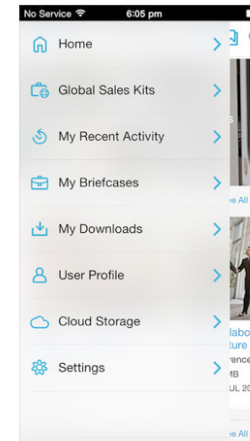
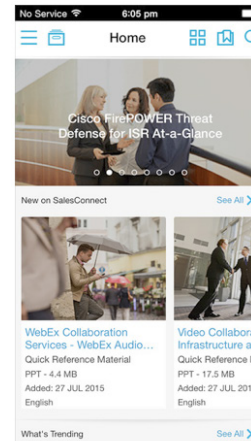
- 2 Easy Steps
  1. Pick your platform ex. ASA5525
  2. Pick your Subscription - NGFW, IPS, URL AMP & Term 1 or 3 years
- All deals require purchase of FireSIGHT Manager
- Select ASA55XX-FPWR-BUN SKU (XX can be 06,08,16,25)

Available through April 25, 2016  
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## Cisco SalesConnect

Easily find the collateral, demos, trainings and proposal you need to close more business, anytime, anywhere.

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# Q3 FY16 Promotions Cheat Sheet

Updated 1/29/2016

## Data Center

<b><u>Advanced New Account Breakaway</u></b>	<b><u>UCS Advantage Trade-In</u></b>	<b><u>UCS SmartPlay Select</u></b>	<b><u>SeedIT First-Time Buyer Promotion</u></b>
<b>Discounts</b> <ul style="list-style-type: none"> <li>Up to 70% off</li> </ul>	<b>Discounts</b> <ul style="list-style-type: none"> <li>Up to \$650 USD credit for each eligible UCS blade or rack server</li> <li>\$1500 USD credit for each UCS Mini Fabric Interconnect</li> <li>\$1600 USD credit for each eligible chassis</li> <li>\$3000 USD credit for each Cisco UCS 6100 Series Fabric Interconnect</li> </ul>	<b>Program details</b> <ul style="list-style-type: none"> <li>Build-your-own-bundle program</li> <li>Configure competitive UCS solutions at an affordable price</li> <li>Achieve faster delivery through our build-to-order (BTO) distributors</li> </ul>	<b>Program Details</b> <ul style="list-style-type: none"> <li>Objective: drive first-time customer purchase of new Cisco Platform</li> <li>Up to 70% off</li> </ul>
<b>Eligible products</b> <ul style="list-style-type: none"> <li>UCS B/C Products</li> <li>SmartPlay Bundles</li> <li>Nexus Products</li> </ul>	<b>Eligible products</b> <ul style="list-style-type: none"> <li>See matrix on following UCS Advantage Trade-In pages</li> </ul>	<b>Eligible products</b> <ul style="list-style-type: none"> <li>UCS Blade &amp; Rack Servers</li> <li>ONE Software</li> <li>SMARTnet Service</li> </ul>	<b>Eligible products</b> <ul style="list-style-type: none"> <li>Nexus 9000</li> <li>UCS Mini</li> <li>ACI Bundles</li> <li>MDS 9148S</li> </ul>
<b>Highlights</b> <ul style="list-style-type: none"> <li>New UCS/Nexus opportunities to Cisco</li> <li>No existing Cisco UCS or Nexus install base at customer</li> <li>3 ways to register deal (1) UCS Only (2) Nexus Only (3) UCS &amp; Nexus</li> </ul>	<b>Highlights</b> <ul style="list-style-type: none"> <li>UCS Mini – UCS 6324 is now eligible as a Trade-To</li> <li>Receive up-front, pre-approved credits via the existing Cisco Technology Migration Program (TMP)</li> <li>Can stack with UCS New Account Breakaway</li> <li>Partner needs to enroll in TMP to be eligible in PSS</li> </ul>	<b>Highlights</b> <ul style="list-style-type: none"> <li>Build your own bundle specific to the customer's environment</li> <li>Mix and Match Fully Congured Components to Create the Perfect "Select" Bundle for Your Customer</li> <li><a href="#">SmartPlay Select Order Entry Training VOD</a></li> </ul>	<b>Highlights</b> <ul style="list-style-type: none"> <li>Choose "Standalone Incentive" category, then SeedIT in CCW</li> <li>Deal must be registered and fully approved in CCW</li> <li>Limited to 1 unit of an eligible bundle/sku within each eligible product family</li> <li>Must meet product specialization requirements</li> </ul>
<b>Available through July 30, 2016</b> <a href="#">LEARN MORE</a>	<b>Available through July 30, 2016</b> <a href="#">LEARN MORE</a>	<b>Available through July 23, 2016</b> <a href="#">LEARN MORE</a>	<b>Available through July 30, 2016</b> <a href="#">LEARN MORE</a>



# Q3 FY16 Promotions Cheat Sheet

Updated 1/29/2016

## Collaboration

Cisco Collaborate Now Promotion				Cisco Collaboration TMP
Eligible Paths				
Upgrade	Displacement Discounts	Midmarket Growth	Video Everywhere	
Discounts				Discounts
Up to 85% Up-level/migration skus and HCS migration licenses	Up to 65%	Up to 70%	Up to 65%	<ul style="list-style-type: none"> <li>Up 30% on Cisco UC endpoints</li> <li>20% on TelePresence Immersive Systems</li> <li>15% on TelePresence endpoints &amp; Content Server</li> </ul>
33% - Cisco Branded Services				
Detail				Eligible products
From Version 10.X or Later or to HCS	Competitive takeout (Avaya, Citrix, Lifesize, Microsoft, Mitel, Polycom, Unity/Siemens, Teliris)	Selling BE6000 & <250 Users	Min \$50k List of EndPoints, Infrastructure, CMR including WebEx	<ul style="list-style-type: none"> <li><a href="#">See migration matrix</a></li> </ul>
Highlights				Highlights
<ul style="list-style-type: none"> <li>Cisco Capital Financing offers: 0% for 2Yrs / 1% for 3Yrs / 2% for 4 Yrs / 3% for 5 Yrs</li> <li>Non-Collaboration products will receive OIP-equivalent discount (ie. UCS Servers)</li> <li>Promotion accepts multiple registrations as long as its under a different path (ie. register deal under Midmarket and 4 months later register another deal under Video)</li> <li>1 year Service is required for a Displacement path deal (UCSS before Sep 22 &amp; SWSS post)</li> </ul>				<ul style="list-style-type: none"> <li>Can stack with Collaborate NOW Promotion</li> <li>Must be enrolled in TMP</li> </ul>
Available through July 30, 2016 <a href="#">LEARN MORE</a>				Available through July 30, 2016 <a href="#">LEARN MORE</a>

All Collaboration opportunities are now eligible for the Collaboration Now promo



## Cross Architecture

### Just Switch It Promotion

#### Technology

- Enterprise Networking
- Data Center
- Services

#### Discounts

- Up to 12% for Cisco Product Upgrades
- Up to 18% for Competitive Migration
- 10% on Technical Support Services

#### Eligible products

- Catalyst/Nexus switches
- Access Points and WLAN Controller
- Routers
- Competitive Switches/Wireless products

#### Highlights

- See migration matrix on following Just Switch It pages
- Services must be attached to Just Switch It eligible products, to be eligible for the discount

**Available through July 30, 2016**  
[LEARN MORE](#)

### Fast Track Accelerators

#### Technology

- Enterprise Networking
- Security

#### Discounts

- Q3 Fast Track Accelerator promotions will run from March 14 to April 15. More detail to come. Click below to find out more.

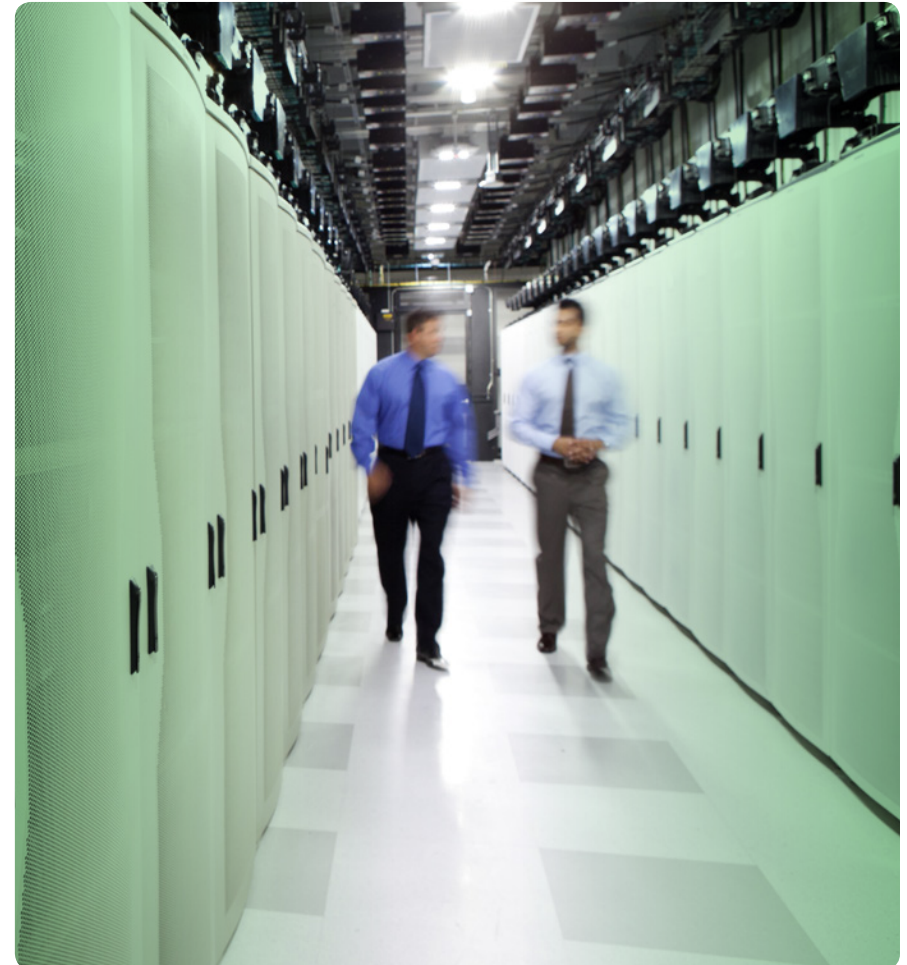
#### Eligible products

- Switching
- Wireless
- Security
- Routing
- Exceptions apply: see [Eligible Product Lists](#)

#### Highlights

- Over 200 discounted products
- Only available through distribution
- Pricing is front-end loaded

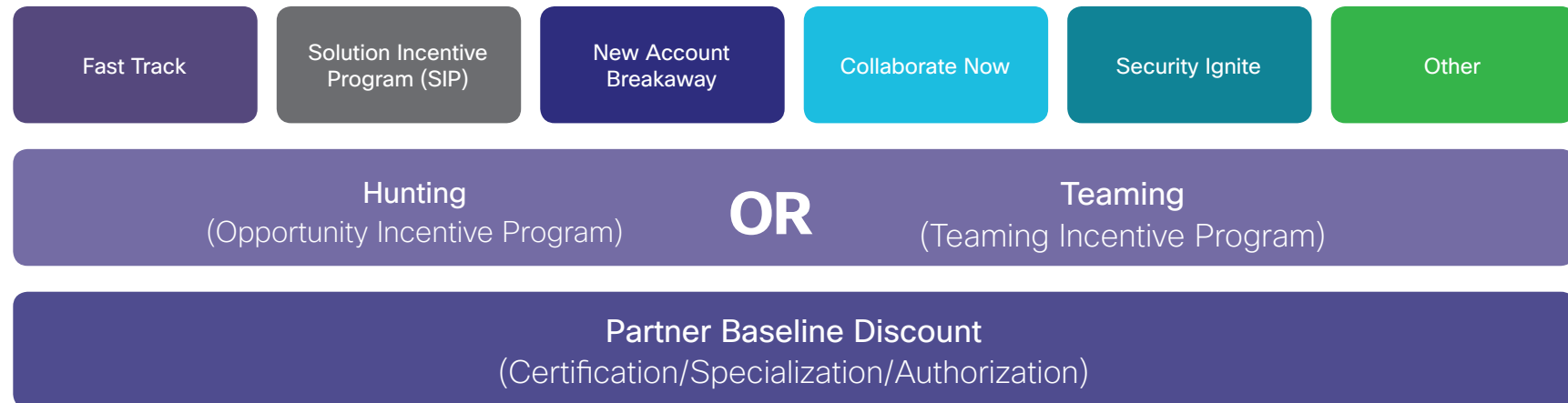
[LEARN MORE](#)



## Guided Deal Registration

Take advantage of multiple Cisco promotions and incentives within one deal ID without having to enroll and track each one. By answering a single questionnaire within [Cisco Commerce \(CCW\)](#) about your deal, you will receive the best pricing for which you are eligible.

The following graphic gives an example of stacking combinations of promotions and incentives for Guided Deal Registration.



Trade-in quoting under the Technology Migration Program (TMP) is the only exception and will remain the same  
Further Details: [cisco.com/go/gdr](http://cisco.com/go/gdr)