



Value Incentive Program 31

Program Requirements Summary

Important information

Program period

- January 28, 2018 to July 28, 2018
- 6-month enrollment begins on January 28, 2018 and ends on March 9, 2018
- 3-month enrollment begins on April 29, 2018 and ends on May 25, 2018

VIP 31 Architecture track

Enterprise Networks	Security	Data Center	Collaboration	Service Provider
Enrollment requirements				
Advanced Enterprise Networks Architecture Specialization	Advanced Security Architecture Specialization	Advanced Data Center Architecture Specialization	Advanced Collaboration Architecture Specialization	Advanced Service Provider Architecture Specialization
Advanced Core & WAN Specialization ¹		Advanced Unified Fabric Technology Specialization ¹	TelePresence Video Master ATP (including Satellite, Multinational, Global, and Remote)	
Advanced Unified Access Specialization ¹		Advanced Unified Computing Technology Specialization ¹	Advanced Video Specialization	
			Express Specialization – Video track	
CMSP Master or Advanced				N/A
Global Gold Certification				N/A



Enterprise Networks	Security	Data Center	Collaboration	Service Provider
Specialization requirements (must maintain throughout entire VIP period)				
Advanced Enterprise Networks Architecture Specialization	Advanced Security Architecture Specialization	Advanced Data Center Architecture Specialization	Advanced Collaboration Architecture Specialization	Advanced Service Provider Architecture Specialization
			TelePresence Video Master ATP (including Satellite, Multinational, Global, and Remote)	
			Advanced Video Specialization	
			Express Specialization - Video track	
CMSP Master or Advanced				N/A
Global Gold Certification				N/A
SKU categories				
2%, 4%, 6%, 8% ²	4%, 5%, 8%	2%, 3%, 4%, 5%, 10%	1%, 3%, 5%, 8%, 10%, 15%	1%
Bonus structure				
Gold/CMSP Master bonus³				
1% ³	1%	1%	1%	N/A
Master Specialization/Cisco Powered™ bonus				
N/A	2%	1%	3% ⁴	N/A
Migration bonus				
2%	2%	2%	2%	2%
Account Breakaway bonus				
2%	2%	2%	N/A	N/A
Activation bonus				
Up to 17%	N/A	N/A	N/A	N/A
Customer satisfaction (CSAT) requirements				
Maintain Gold (including Global Gold) or Premier Certification or Complete follow-up activities on all low scores received for the current fiscal year within the PAL tool (PAL tool closes July 13, 2018)				



VIP 31 New Business track				
Annuity subtracks				Meraki
Enterprise Networks	Security	Data Center	Collaboration	
Enrollment requirements				
Advanced Enterprise Networks Architecture Specialization	Advanced Security Architecture Specialization	Advanced Data Center Architecture	SaaS Subscription Resale Program – Simple Resale or Resale with Lifecycle Management track (including passing the COLT test that is required per the SaaS Subscription Resale Program Terms and Conditions)	Advanced Enterprise Networks Architecture Specialization
Express Specialization – EN track	Express Specialization – Security track	Advanced Unified Computing Technology Specialization ¹		Advanced Unified Access Specialization ¹
	Cisco® Welcome Program	Express Specialization – DC track		CMSP Master or Advanced
Global Gold Certification				Global Gold Certification
Specialization requirements (must maintain throughout entire VIP period)				
Advanced Enterprise Networks Architecture Specialization	Advanced Security Architecture Specialization	Advanced Data Center Architecture	SaaS Subscription Resale Program – Simple Resale or Resale with Lifecycle Management track (including passing the COLT test that is required per the SaaS Subscription Resale Program Terms and Conditions)	Advanced Enterprise Networks Architecture Specialization
Express Specialization – EN track	Express Specialization - Security track	Express Specialization – DC track		CMSP Master or Advanced
	Cisco Welcome Program			
Global Gold Certification				Global Gold Certification
SKU categories				
Base payout: 2% paid on cumulative MRR⁵				2%, 4%, 6%, 8%
Land and Expand bonus: 7% paid on net growth in TCV ⁶	Land and Expand bonus: 2% paid on net growth in ACV ⁹	Land and Expand bonus: 3% to 5% paid on net growth in TCV ⁶	Land and Expand bonus: 5% paid on net growth in TCV ⁶	
Renewal bonus: 1% to 2% paid on TCV ⁷ of renewed subscriptions	Renewal bonus: 2% paid on ACV ¹⁰ of renewed subscriptions	Renewal bonus: 1% to 3% paid on TCV ¹¹ of renewed subscriptions	Renewal bonus: 1% to 3% paid on TCV ⁸ of renewed subscriptions	
Bonus structure				
Gold/CMSP Master bonus³				
N/A	N/A	N/A	N/A	1% ³
Activation bonus				
Up to 17%	N/A	5% ¹²	N/A	N/A
Customer satisfaction (CSAT) requirements				
N/A	N/A	N/A	N/A	Maintain Gold (including Global Gold) or Premier Certification or Complete follow-up activities on all low scores received for

				the current fiscal year within the PAL tool (PAL tool closes July 13, 2018)
--	--	--	--	---

Footnotes

- Partners must move from retiring specializations to the Advanced Enterprise Networks Architecture Specialization in the Enterprise Networks subtrack and to the Advanced Data Center Architecture Specialization in the Data Center and Data Center Annuity subtracks before July 28, 2018.
- The Enterprise Networks subtrack will take precedence over the Service Provider Technology subtrack in bookings for which the SKUs are eligible in both subtracks.
- On 6% and 8% rebate category products only in Enterprise Networks and Meraki® subtracks, including Global Gold Certification.
- Paid only on Cisco TelePresence® SKUs for TelePresence Master ATP.
- Cumulative Monthly Recurring Revenue (MRR) to Cisco within VIP period on Cisco's Annuity platform in CCW.
- Total Contract Value (TCV) to Cisco within VIP period placed on Cisco's Annuity platform in CCW (Data Center Annuity: 5% on 5-year Intersight subscriptions, 3% on all other eligible offers).
- Total Contract Value (TCV) of renewed subscriptions to Cisco within VIP period placed on Cisco's Annuity platform in CCW (valid Lifecycle Advisor for Enterprise Agreements: 2%, all other eligible partners: 1%).
- Total Contract Value (TCV) of renewed subscriptions to Cisco within VIP period placed on Cisco's Annuity platform in CCW (approved SaaS Subscription Resale Program – Simple Resale Partner: 1%; Valid Lifecycle Advisor for Cisco WebEx® and Cisco Spark: 2%; Approved SaaS Subscription Resale Program – Resale with Lifecycle Management Partner: 3%).
- Annual Contract Value (ACV) to Cisco within VIP period placed on Cisco's Annuity platform in CCW.
- Annual Contract Value (ACV) of renewed subscriptions to Cisco within VIP period placed on Cisco's Annuity platform in CCW.
- Total Contract Value (TCV) of renewed subscriptions to Cisco within VIP period placed on Cisco's Annuity platform in CCW (valid Lifecycle Advisor for Enterprise Agreements: 2% on Enterprise Agreements, all other eligible partners: 3% on 5-year Cisco Intersight™ renewed subscriptions, 2% on 1- and 3-year Intersight™ renewed subscriptions, 1% on all other eligible offers).
- Paid on activated count and associated Total Contract Value (TCV) to Cisco within VIP period placed on Cisco's Annuity platform in CCW.

Requirements: Minimum bookings

Minimum bookings targets for the 3-month period are half of the ones for the 6-month period below, except for the Annuity subtracks, where minimum bookings targets remain the same for both the 6-month and 3-month periods.

Minimum bookings targets are in USD, except for Canada, where they are in CAD.

VIP 31 subtracks										
Americas	Architecture track					New Business track				
	Enterprise Networks	Security	Data Center	Collaboration	Service Provider Technology	Meraki	Annuity subtracks			
							Enterprise Networks	Collaboration	Security	Data Center
USA	800,000	225,000	200,000	300,000	1,000,000	150,000	Achieve Minimum Cumulative Monthly Recurring Revenue (MRR) of \$1,000 in qualified Enterprise Networks, Collaboration, Security, or Data Center Annuity SKUs on Cisco's Annuity platform in CCW. May qualify for the Renewal bonus payout, provided cumulative MRR at the end of VIP 31 is the same or greater than Cumulative MRR at the end of VIP 30.			
Canada	650,000	150,000	130,000	150,000	250,000	N/A				
Mexico	500,000	50,000	100,000	100,000	250,000	150,000				
Argentina, Chili, Peru, Uruguay, Bolivia	400,000	50,000	100,000	100,000	250,000	150,000				
CANSAC	400,000	50,000	100,000	100,000	250,000	150,000				
Brazil	400,000	50,000	100,000	100,000	250,000	150,000				



APJ	Architecture track						New Business track			
	Enterprise Networks	Security	Data Center	Collaboration	Service Provider Technology	Meraki	Annuity subtracks			
							Enterprise Networks	Collaboration	Security	Data Center
Japan	2,500,000	225,000	200,000	200,000	250,000	N/A	<p>Achieve Minimum Cumulative Monthly Recurring Revenue (MRR) of \$1,000 in qualified Enterprise Networks, Collaboration, Security, or Data Center Annuity SKUs on Cisco's Annuity platform in CCW.</p> <p>May qualify for the Renewal bonus payout, provided cumulative MRR at the end of VIP 31 is the same or greater than Cumulative MRR at the end of VIP 30.</p>			
Australia	400,000	50,000	100,000	100,000	250,000	N/A				
India Sub-continent	400,000	50,000	100,000	100,000	250,000	150,000				
Singapore	400,000	50,000	100,000	80,000	250,000	150,000				
Hong Kong	400,000	50,000	100,000	80,000	250,000	150,000				
Korea (South, Republic of)	400,000	50,000	100,000	80,000	250,000	150,000				
Indonesia	400,000	50,000	100,000	80,000	250,000	150,000				
Thailand	400,000	50,000	100,000	80,000	250,000	150,000				
Malaysia	400,000	50,000	100,000	80,000	250,000	150,000				
Taiwan	400,000	50,000	100,000	80,000	250,000	150,000				
New Zealand	400,000	50,000	100,000	80,000	250,000	150,000				
Philippines	400,000	50,000	100,000	80,000	250,000	150,000				
Vietnam	400,000	50,000	100,000	80,000	250,000	150,000				
China	400,000	50,000	100,000	80,000	N/A	N/A				
EMEAR	Architecture track						New Business track			
	Enterprise Networks	Security	Data Center	Collaboration	Service Provider Technology	Meraki	Annuity subtracks			
							Enterprise Networks	Collaboration	Security	Data Center
UK	800,000	225,000	200,000	300,000	250,000	150,000	<p>Achieve Minimum Cumulative Monthly Recurring Revenue (MRR) of \$1,000 in qualified Enterprise Networks, Collaboration, Security, or Data Center Annuity SKUs on Cisco's Annuity platform in CCW.</p> <p>May qualify for the Renewal bonus payout, provided cumulative MRR at the end of VIP 31 is the same or greater than Cumulative MRR at the end of VIP 30.</p>			
Germany	800,000	150,000	200,000	300,000	250,000	150,000				
France	600,000	130,000	200,000	250,000	250,000	150,000				
Gulf	400,000	130,000	100,000	250,000	250,000	N/A				
Saudi Arabia	400,000	130,000	100,000	250,000	250,000	N/A				
Italy	600,000	130,000	200,000	250,000	250,000	150,000				
Switzerland	600,000	130,000	200,000	250,000	250,000	150,000				
Spain	600,000	130,000	200,000	250,000	250,000	150,000				
Netherlands	600,000	130,000	200,000	200,000	250,000	150,000				
BELUX	600,000	130,000	200,000	200,000	250,000	150,000				
Denmark	600,000	130,000	200,000	200,000	250,000	150,000				
Norway	600,000	130,000	200,000	200,000	250,000	150,000				
Sweden	600,000	130,000	200,000	200,000	250,000	150,000				

Iceland	400,000	80,000	100,000	100,000	250,000	150,000
Europe East	400,000	80,000	100,000	150,000	250,000	N/A
Poland	400,000	130,000	100,000	150,000	250,000	150,000
Russia	400,000	130,000	100,000	150,000	250,000	N/A
MENAL	400,000	130,000	100,000	150,000	250,000	N/A
South East Europe	400,000	80,000	100,000	150,000	250,000	150,000
Austria	600,000	130,000	200,000	100,000	250,000	150,000
Ireland	400,000	80,000	100,000	100,000	250,000	150,000
Portugal	400,000	80,000	100,000	100,000	250,000	150,000
South Africa	400,000	80,000	100,000	100,000	250,000	N/A
Israel	400,000	80,000	100,000	100,000	250,000	150,000
East Africa	400,000	80,000	100,000	100,000	250,000	N/A
Czech Republic	400,000	80,000	100,000	100,000	250,000	150,000
West English Africa	400,000	80,000	100,000	100,000	250,000	N/A
Hungary	400,000	80,000	100,000	100,000	250,000	150,000
Finland	400,000	80,000	100,000	100,000	250,000	150,000
Greece, Cyprus, Malta	400,000	80,000	100,000	100,000	250,000	150,000
Western and Central Africa	400,000	80,000	100,000	100,000	250,000	N/A
Pakistan	400,000	80,000	100,000	100,000	250,000	N/A
Emerging South Africa	400,000	80,000	100,000	100,000	250,000	N/A
Baltics	400,000	80,000	100,000	100,000	250,000	150,000

Learn more

For more detailed information about VIP 31 program requirements, please visit www.cisco.com/go/vip

For a complete list of VIP 31 products and services eligible for rebates, please visit www.cisco.com/go/vipskus

For a complete listing of Cisco partner promotions and incentives, please visit www.cisco.com/go/incentives



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: www.cisco.com/go/trademarks. Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)

© 2018 Cisco and/or its affiliates. All rights reserved. This document is Cisco Confidential. For Channel Partners only. Do not distribute.