

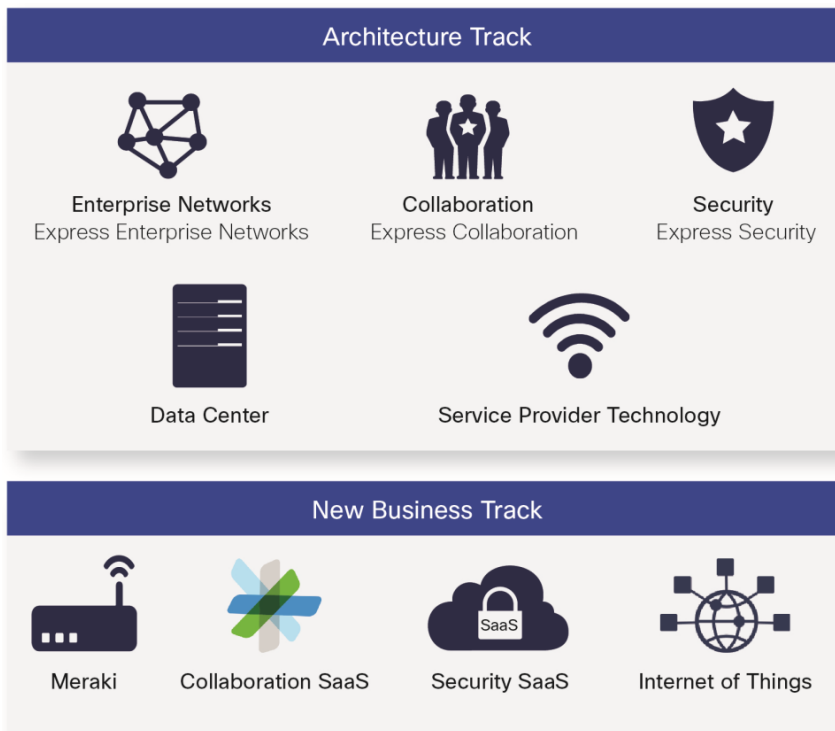
Cisco Value Incentive Program 29

What Is the Cisco Value Incentive Program?

The Cisco® Value Incentive Program (VIP) is Cisco’s most popular and longest-running channel incentive, in existence for over 14 years. Billions of dollars in rebates have been claimed by partners like you. VIP helps you sell Cisco architectures more profitably. It increases margins and differentiates partners who promote the adoption of targeted Cisco architectures within a six-month period.

The 29th consecutive Cisco VIP period (VIP 29) begins January 29, 2017.

Figure 1: VIP 29 Tracks



What's New in VIP 29?

The simplification continues with the launch of VIP 29. We're rewarding you for aligning with current business and industry trends and for addressing customer requirements such as digitization, a desire to shift from investments in capital expenditures (CapEx) to operating expenses (OpEx), and Internet of Things (IoT) more profitably. Architectural and cross-architectural selling has been our common priority for some time and will remain a big part of our winning formula even in the future. The additional business imperative for our mutual success, though, is a focus on software and recurring revenue. Not only on land, but also on adopt, expand, and renew selling motions. Software-as-a-service (SaaS) offers in VIP reward you not only for growing the business together and adding incremental monthly recurring revenue but also for your attention to churn management and customer success.

- VIP 29 continues to embrace an architectural approach and is structured at the architectural level. Simplification is the result, with just two tracks: Architecture and New Business (Figure 1).
- Cloud and managed services are in demand by end customers. Therefore, these bookings are recognized for all partners, not only for Cisco Cloud and Managed Services Program (CMSP) ones.
- Minimum thresholds remain reflecting the architectural design of VIP and market conditions in each country group.
- Simpler VIP means simpler VIP management and tracking, fewer support cases, and increased productivity.
- We've broadened the SaaS offerings in the program and welcome new Collaboration SaaS offers and a brand new Security SaaS business segment to the VIP New Business track.
- Product focus updates have been made across all tracks.
- We continue to give you 2-month protection from all SKU changes.
- Join one of the VIP 29 launch calls in your region, and check out the additional VIP collateral at www.cisco.com/go/vip.
- Take advantage of other Cisco Partner Ecosystem incentive programs: VIP is part of a large portfolio of channel incentives that include partner deal incentives – registration discount programs plus time-sensitive architecture promotions – that can be used in combination to recognize the value that you bring to customers.

Enrollment and Eligibility

Enrollment Dates for VIP 29

Program period: January 29, 2017 to July 29, 2017

6-month enrollment begins on January 29, 2017 and ends on March 10, 2017

3-month enrollment begins on April 30, 2017 and ends on May 26, 2017

All partners wishing to participate must actively enroll in VIP 29. There is no automatic enrollment. Go to www.cisco.com/go/ppe to enroll.

Partner Eligibility

- VIP 29 has specific specialization, certification, designation, and/or Authorized Technology Provider (ATP) entry requirements for all tracks.
- VIP 29 has payout requirements that consist of minimum bookings, customer satisfaction (CSAT), and specializations, certifications, designations, and/or ATPs.
- For specific entry and payout requirements and other VIP details, refer to the VIP 29 Terms and Conditions at www.cisco.com/go/vip.

Track Highlights

| Architecture Track | |
|---------------------|---|
| Enterprise Networks | <ul style="list-style-type: none"> • Think Digital Network Architecture (DNA), think Cisco ONE™: Sell DNA SKUs with Cisco ONE to achieve the highest rebates. • The DNA Accelerator for Cisco Gold Certified Partners is now exclusively offered for eligible Cisco ONE DNA hardware. • Eligible Cisco ONE DNA SKUs include Cisco Catalyst® 3560-CX, 3650, and 3850 Series (1 percent); 4200, 4300, and 4400 Series ISRs (2 percent); as well as Cisco wireless Wave 2 controllers (4 percent). Cisco wireless access points are not offered as Cisco ONE SKUs (“C1-”). The Accelerator for Wave 2 controllers has doubled to 4 percent. • Cisco ONE Software is now at an 8 percent rebate. • Cisco Gold Certified or CMSP Master Partners selling eligible DNA Accelerator SKUs with Cisco ONE can earn a rebate as high as 13 percent: 8 percent base rebate plus 4 percent DNA Accelerator plus 1 percent Gold/CMSP Master bonus. • Sell 10-Gbps (10G), 40G, 100G, and Multigigabit Cisco Catalyst, 4000 Series ISRs, and wireless 802.11ac Wave 2 solutions to capture the highest Enterprise Networks VIP hardware rebates. • Increase your profitability with the Gold Certification bonus paid on SKUs in the 6 and 8 percent rebate categories. |
| Security | <ul style="list-style-type: none"> • Take advantage of a simple rebate structure, and review Security SaaS details in the New Business track. • Promote innovation and next-generation security solutions, including Cisco FirePOWER Services on ASA, Cisco Firepower™ Threat Defense, Advanced Malware Protection (AMP) Everywhere, and Threat Grid. • Focus on integrated threat defense for protection across the entire attack continuum – before, during, and after an attack. • Earn 8 percent rebates on multiyear solutions as opposed to 4 percent for 1-year licenses. • Register and book next-generation firewall opportunities with the Cisco Firepower Threat Defense (FTD) Account Breakaway Program to earn an additional 2 percent VIP rebate. |
| Data Center | <ul style="list-style-type: none"> • Capture the data center switching transition with Cisco Application Centric Infrastructure (Cisco ACI™), a future-ready solution with purpose-built open, programmable software-defined networking (SDN). • Lead with the Cisco Nexus® 9000 Series platform to deliver the best price/performance, with Cisco ACI ready, Cisco Tetration™ ready, and multispeed (10/25/40/50/100G) ports. • Sell Cisco UCS® SmartPlay bundles for best customer bundle pricing and VIP rebate for partners. • Introduce Cisco HyperFlex™ to customers with hyperconvergence requirements. • Use Cisco UCS Account Breakaway registration to boost Cisco UCS VIP profitability by 50 to 66 percent. • Win new accounts with Cisco Tetration Analytics™. Engage security stakeholders with always-on, real-time network and security analytics solutions. |

| | |
|---|--|
| <p>Collaboration and Collaboration SaaS</p> | <ul style="list-style-type: none"> • Sell across the Cisco collaboration portfolio: on-premises, cloud, and hybrid solutions offering customers perpetual or subscription license models. • Focus on the full lifecycle – land, adopt, expand, and renew: Create predictable recurring revenue streams by selling lifecycle services, resulting in customer intimacy, increased lifetime revenue value, and increased profitability. • Lead every sale with the next-generation meetings experience that encompasses cloud and video collaboration with Cisco Spark™– Message, Meet, Call – and Cisco’s award-winning desktop, group, and immersive endpoints. Extend your value to the customer and differentiate your offers by building on the Cisco Spark platform. • Promote the power of the full collaboration portfolio with Cisco Spark Flex Plan, a user-based subscription offer for Message, Meet, and Call with cloud, on-premises, and hybrid deployment flexibility. • Use the growing roster of subscription offers to achieve recurring revenue growth and earn higher SaaS payout levels with the new cloud collaboration offerings, including Cisco Spark Board, Cisco Spark Flex Plan, Cisco Business Edition 4000 (BE4000), and Endpoints as a Service on the Annuity platform. • Deliver next-generation advanced video and voice collaboration endpoints with the Cisco IP Phone 8800 Series, and the Cisco TelePresence® DX and MX Series. DX endpoints now share the same user experience as the market-leading MX line. • Lead with the BE6000 and the improved Software Subscription Service (SWSS) pricing to address the lower end of the commercial market. |
| <p>Service Provider Technology</p> | <ul style="list-style-type: none"> • Partner with Cisco on service provider technology to open new sales opportunities and new, profitable revenue streams. • Sell the Cisco service provider portfolio to help customers transition into the new world of software-defined networking (SDN) and network functions virtualization (NFV). • Deliver new-generation and advanced service provider network products to telcos, over-the-top (OTT) vendors, multimedia and web players, enterprise, and public sector. • Promote the transition to SDN, NFV, 5G, dense wavelength division multiplexing (DWDM), and more with the Cisco service provider core, edge, optical, access, and software portfolio. • Position Evolved Programmable Network (EPN) Manager to deliver the new-generation network management solution. |

| <p>New Business Track</p> | |
|----------------------------------|--|
| <p>Collaboration SaaS</p> | <p>See the Collaboration and Collaboration SaaS section within the Architecture track for details.</p> |
| <p>Security SaaS</p> | <p>New subtrack focused on rewarding growth in monthly recurring revenue of Cisco Umbrella offers, our first Security SaaS offering.</p> |
| <p>Meraki®</p> | <ul style="list-style-type: none"> • Achieve even more profitability by selling more of the Cisco Meraki stack. • Win in performance-critical campus environments with 802.11ac Wave 2 access points and new stackable, multigigabit, and fiber aggregation switches. • Capitalize on the overall growth in the SD-WAN market while continuing to take advantage of the security and ease-of-use benefits of the Meraki MX family. |
| <p>IoT</p> | <ul style="list-style-type: none"> • Access new markets and buying centers by selling the entire IoT portfolio of industrial switches, routers, and wireless and security solutions across your current customer base and into new accounts. • Capture line-of-business (LoB) budgets with IoT business outcomes in markets such as manufacturing, energy, transportation, and smart cities. • Security is one of the top IoT customer concerns. Address it by selling the Cisco 3000 Series Industrial Security Appliances (ISA) and software. • Attach Cisco ONE Software in Industrial Ethernet and industrial routing opportunities. |

Architecture Track

Enterprise Networks

Think Digital Network Architecture (DNA), think Cisco ONE

Cisco Digital Network Architecture is an open and extensible software-driven architecture that accelerates and simplifies your enterprise network operations. The programmable architecture frees IT staff from time-consuming, repetitive network configuration tasks so they can focus instead on innovation that positively transforms the business.

DNA Accelerator: Cisco Gold Certified Partners can benefit from an updated DNA Accelerator, now offered exclusively on eligible Cisco ONE DNA hardware SKUs. Cisco ONE Catalyst 3560-CX, 3650, and 3850 Series, and 4200, 4300, and 4400 Series ISRs, as well as Cisco wireless Wave 2 controllers are included in the Accelerator, providing an additional 1 to 4 percent rebate. Cisco wireless access points are not offered as Cisco ONE SKUs and are not eligible. The Accelerator rebate for wireless controllers, though, has now doubled to 4 percent. Go to www.cisco.com/go/vipskus for a complete list of eligible SKUs.

Gold Certified or CMSP Master bonus: Cisco Gold Certified or CMSP Master Partners have the opportunity to receive an additional 1 percent bonus on SKUs in the 6 percent and 8 percent rebate category.

Combined, Cisco Gold Certified or CMSP Master Partners can receive up to a 13 percent rebate on select Enterprise Networks subtrack SKUs:

8 percent base hardware rebate + 4 percent DNA Accelerator + 1 percent Gold kicker = 13 percent VIP rebate

Cisco ONE Software: Cisco's software strategy focuses on enabling customer transformation, harnessing new growth opportunities, and providing greater agility through software. Today, our partners can build a Cisco software practice to realize larger deals, achieve faster hardware refresh, and increase recurring revenue. Eligible Cisco ONE Software SKUs are included in the Enterprise Networks subtrack at an 8 percent rebate. Cisco ONE hardware SKUs (SKUs beginning with the prefix "C1-") receive the standard hardware SKU rebate as well as the DNA Accelerator if eligible.

Cisco ONE ELA 2.0: Cisco ONE ELA 2.0 is a multiyear agreement providing organizations with enterprisewide entitlement to predefined software suites. Designed to provide simplicity, flexibility, and greater value, ELA 2.0 gives customers an enhanced buying, fulfillment, and management experience for enterprisewide software licenses. Cisco ONE Software ELA 2.0 SKUs are included in the Enterprise Networks subtrack at an 8 percent rebate.

For success in the Enterprise Networks subtrack:

- When selling Cisco Enterprise Networks solutions, position them with Cisco ONE. Cisco ONE EN Software receives an 8% rebate.
- To qualify for an additional rebate via DNA Accelerator on Enterprise Networks hardware, sell Cisco DNA solutions with Cisco ONE Software.
- Sell Cisco 802.11ac Wave 2 wireless solutions to earn higher rebate levels, compared to Wave 1.
- Cisco Catalyst 3000, 4000, and 6000 Series Switches with 10-Gbps (10G), 40G, 100G, or Multigigabit Ethernet provide higher rebate levels.
- Sell the newest supervisors—Sup 6, Sup 8E, and Sup 8LE—to receive a VIP rebate.
- The Cisco 1900 Series ISRs have been removed from VIP and replaced by the Cisco 4200 Series ISRs.
- Lead with higher Cisco ISR model offerings to receive higher rebates. For example, sell the 4400 Series ISRs over the 4300 Series models.
- When selling the Cisco ASR 1000, sell 40 Gigabit to capture the highest rebate levels.

- When selling the Cisco ISR 800, sell 4G LTE ready solutions to earn a VIP rebate.

Rebate Summary Table

| Enterprise Networks | VIP 28 Rebate | VIP 29 Rebate |
|---|---------------|---------------|
| Cisco Catalyst Switching | | |
| All modular chassis, 1 Gigabit Ethernet | 2% | 2% |
| Catalyst 2960-X and 2960-XR 10 Gigabit | 4% | 2% |
| Catalyst 3650, 4500-X, and 6000 Series 10/40/100 Gigabit Catalyst 6000 Series latest -generation supervisors (6T) | 4% | 4% |
| Catalyst 3850, 4500E Series 10/40/100 Gigabit Multigigabit solutions Catalyst 4500 latest-generation supervisors (8-E, 8 L-E) | 6% | 6% |
| Wireless | | |
| 802.11ac Wave 1 | 4% | 2% |
| 802.11ac Wave 2 Aironet 1800 Series | 6% | 6% |
| 802.11ac Wave 2 controllers, Aironet 2800 and 3800 Series | 8% | 8% |
| Routing | | |
| 1900 Series ISRs | 2% | - |
| 4200 Series ISRs | - | 2% |
| 4300 Series ISRs | 4% | 4% |
| 4400 Series ISRs | 8% | 8% |
| ASR 1000 Series | 2% | 2% |
| ASR 1000 Series (40 Gigabit Ethernet) | 4% | 4% |
| WAAS, 800 Series (4G Ready), 4G LTE WWAN Card, Cisco UCS E-Series | 2% | 2% |
| Cisco ONE, Cisco ONE ELA 2.0 | | |
| Cisco ONE Software suites and Cisco ONE ELA 2.0 | 10% | 8% |

| Express Enterprise Networks | VIP 28 Rebate | VIP 29 Rebate |
|-----------------------------|---------------|---------------|
| All eligible SKUs | 2% | 2% |

Not all SKUs are eligible for VIP. VIP typically does not include older-generation products, accessories, and third-party solutions. For a complete list of VIP-eligible SKUs, go to www.cisco.com/go/vipskus.

Security

Most Complete and Effective Portfolio in the Industry – Simple, Open and Automated Architecture

Our best of breed products span network, endpoint and cloud. They work together in ways that allow customers to get more from the security and network architecture investments they have already made and from the technologies they have already deployed. Our architectural approach delivers effective security that

keeps things simple with fewer things to manage and pay for. No other security vendor offers a best of breed portfolio that is integrated from end-to-end and can share threat intelligence across all security products.

Cisco Security is a growth engine for your overall business. Based on our annual research, security is the most profitable architecture for partners. Cisco Security Partners differentiate themselves from the point product resellers because they have the ability to sell an end-to-end portfolio of Security products and services.

- **Firepower Threat Defense Account Breakaway Bonus** ^{NEW}. Registered and booked Next Generation Firewall opportunities with Firepower Threat Defense (FTD) Account Breakaway Program earn an additional 2 percent VIP rebate. Upfront deal registration provides Security Specialized Partners with significant discounts, leading to higher margins. Over the past 12 months Cisco implemented incremental behavioral discounts for new accounts and competitive refresh opportunities. Go to www.cisco.com/go/sellingsecurity for more details.
- **Multi-year Security Licenses Pay More**. Security Software Volume Purchasing Program, Enterprise License Agreements, Security Advantage, and multi-year software solutions increase profitability: Earn 8 percent rebates on multi-year (3+ years) licenses, as compared to 4 percent for single year licenses.
- **Security Software-as-a-Service (SaaS) subtrack** ^{NEW} rewards you for monthly recurring revenue growth for the period. Cisco Umbrella is our first Security SaaS offering. See Security SaaS details in New Business track below.

For success in the Security subtrack:

- Attach security to deals for bigger deal size, better pull through, and increased margins.
- Leading with security provides upsell, cross sell and migration opportunities - igniting network refresh deals and making them 10x bigger.
- Services led approach drives significant cross architectural activity and expands the deal size. Leading with or attaching your own services, or adding Cisco services will increase your revenue and profit.
- Leverage your existing relationships within customers to sell security.
- Focus on multiyear security technologies not only to earn 8 percent rebate but also because term licenses and SaaS provide more recurring revenue - Cisco security software recurring revenue grows at ~30%.
- Leverage new FTD Account Breakaway Bonus (2 percent), Gold/CMSP Master bonus (1 percent) and Master Specialization/Cisco Powered bonus (revised to 2 percent) to receive up to additional 5 percent VIP rebate.
- Gain ease of doing business with simple buying models like Cisco ONE (include AMP for Endpoints), ELA, Security Volume Purchasing Program

Rebate Summary Table

| Security | VIP 28 Rebate | VIP 29 Rebate |
|---|---------------|---------------|
| All hardware | 4% | 4% |
| 1-year and perpetual software licenses* | 5% | 4% |
| 3-, 5-year and ELA software licenses* | 10% | 8% |
| Express Security | VIP 28 Rebate | VIP 29 Rebate |
| All eligible hardware and all eligible software | 4% | 3% |

*CWS products are not eligible in VIP 29.

For a complete list and details, visit www.cisco.com/go/vipiskus.

Data Center

Accelerate Technology Transitions

Cisco data center solutions offer superior scalability, simplified management, and streamlined operations, all while providing increased flexibility and interoperability with a programmable infrastructure built on open standards. The VIP 29 Data Center rebate rewards you for offering Cisco data center solutions, enabling faster deployment of business applications, data analytics, desktop virtualization, and cloud solutions.

In VIP 29, the Data Center subtrack offers rebates on unified fabric, unified computing, and data center solutions, including:

- Cisco Unified Computing System™ (Cisco UCS)
- Cisco HyperFlex Systems
- Cisco Nexus data center switches
- Cisco MDS fabric switches
- Cisco ACI, Cisco CloudCenter™ (formerly CliQr), and Cisco Tetration Analytics

The Cisco UCS and HyperFlex Account Breakaway Bonus introduced in VIP 28 for Q2 FY17 continues in VIP 29 for the entire period. In addition to the significantly higher upfront discounts offered through the Cisco UCS and HyperFlex Account Breakaway program, you can receive a 2 percent bonus on Cisco UCS and HyperFlex Account Breakaway deals. New account acquisition and dormant account reactivation can therefore increase your rebate by 50 to 66 percent. For more information, visit www.cisco/go/ab.

| Product Category | Base Rebate | +2% UCS/HX Account Breakaway Bonus | Profitability Impact |
|-------------------------------|-------------|------------------------------------|----------------------|
| All Cisco UCS HW (excl. CPUs) | 3% | 5% | +66% increase |
| Cisco HyperFlex | 4% | 6% | +50% increase |

For success in the Data Center subtrack:

- If you sell data center switches, and SDN or network programmability is your customer's top priority, focus on selling the Cisco Nexus 9300 or 9500 platform with Cisco ACI and receive rebates of 5 percent for Cisco Nexus 9000 hardware and 10 percent for ACI software.
- If you are focusing on helping your customer build the next-generation data center backbone, move to the Cisco Nexus 9300 or 9500 platform for a 40 or 100 Gigabit Ethernet network backbone. These platforms both receive a 5 percent rebate.
- If your customer is looking for deep and 24x7 visibility into all network traffic in their data center, and wants to make decisions based on real-time information and analytics, sell Cisco Tetration Analytics and receive a 5 percent rebate.
- For any top-of-rack requirement in the data center, lead with the latest Cisco Nexus 9300 10 Gigabit Ethernet product lineup for features, pricing, and best profitability at a 5 percent rebate.
- For customers moving to the cloud or deploying a hybrid cloud environment and looking for a hybrid cloud management platform that provisions cloud resources and deploys applications consistently to the data center, private cloud, or public cloud, sell Cisco ONE Enterprise Cloud Suite (ECS) Subscription and receive a 5 percent rebate.
- For customers requiring compute solutions for remote office locations, and remote management from a central location, look no further than the Cisco UCS Mini solution.
- If the customer is looking for a hyperconvergence solution for their storage and compute needs, Cisco HyperFlex System offers the best hardware and software integrated solution, with the most advanced management capability.

- For customers requiring large storage capacity with scalability that can be easily accessed by applications, the Cisco UCS C3260 dense storage server is the latest addition to the Cisco UCS product family. This solution receives a 3 percent rebate.
- For data center expanding into a hybrid-cloud environment, combine Cisco ECS software together with high-performing Cisco infrastructure to provide customers a unified private/public cloud experience. Including infrastructure management, multi-cloud application deployment, and IT services catalog portal. Customers will benefit from lower TCO, better uptime, and manageability across the combined on-premises and cloud resources. Cisco ECS receives a 5 percent rebate.

Rebate Summary Table

| Data Center | VIP 28 Rebate | VIP 29 Rebate |
|---|---------------|---------------|
| Data Center - Cisco UCS | | |
| All Cisco UCS hardware, including SmartPlay bundles (except processors) | 3% | 3% |
| Cisco HyperFlex and fabric interconnects | 4% | 4% |
| Enterprise Cloud Suite (Cisco ONE) | 10% | 5% |
| Data Center Switching and Software | | |
| All eligible Cisco Nexus 1000, 3000, 6000, and 7000 platforms | 2%, 5% | 2% |
| All eligible Cisco Nexus 2000, 5000 platforms | 2%, 5% | - |
| All eligible Cisco Nexus 9000 platforms | 5% | 5% |
| Cisco Tetration Analytics | 5% | 5% |
| Cisco ACI Software | 10% | 10% |
| Cisco CloudCenter (CliQr) | 10% | 5% |

For a complete list and details, go to www.cisco.com/go/vipskus.

Collaboration

Engage and Innovate - Anywhere, on Any Device

Working together, people can achieve extraordinary things. Cisco collaboration technology empowers people to engage and innovate - anywhere, on any device. Change is happening, and customers are demanding modern collaboration tools to support this new way of working. Profit and grow as you build upon your customers' existing collaboration investments, offer attractive pricing, and provide flexible deployment and consumption options.

Benefit from VIP as you sell cloud, on-premises, and hybrid Cisco collaboration solutions.

- As developing a new base of monthly recurring revenue becomes increasingly important, partners should focus on creating new SaaS recurring revenue streams with new and existing customers. Land, adopt, expand, and renew with Cisco Spark (Message, Meet, Call, and Hybrid), Cisco Collaboration Meeting Rooms Cloud, and Cisco WebEx®.
- Promote the power of the full collaboration portfolio with Cisco Spark Flex Plan, a user-based subscription offer for Message, Meet, and Call with cloud, on-premises, and hybrid deployment flexibility.

- See the Collaboration SaaS subtrack within the New Business track for more details.

For success in the Collaboration subtrack:

- Lead with Cisco Spark, our app-centric cloud-based service that provides a complete collaboration suite for teams to create, meet, message, call, whiteboard, and share, whether they're together or apart. Win new customers across all market segments, and extend collaboration capabilities for existing customers. You'll profit from service subscriptions and related endpoints, from your own adoption and integration services; and by adding and continuously expanding recurring revenue streams.
- Continue to promote recurring revenue streams within your collaboration practice on the Cisco's Annuity platform in Cisco Commerce Workspace (CCW) (where available) through the recurring revenue growth and churn management rebate components. See the Collaboration SaaS subtrack within the New Business track for more details.
- Cisco WebEx rebate on GPL is reduced to 0 percent on new deals, 0 percent for add-ons. Partners should look to increase their recurring revenue streams on the Annuity platform.
- For the midmarket customers who require an on-premises solution, position Cisco Business Edition 6000 or 6000S (BE6000 or BE6000S), our packaged collaboration solutions. Sell these solutions with either Cisco Unified Workspace Licensing (CUWL), or Midmarket Unified Communications Licensing - UCL Enhanced, UCL Enhanced Plus, UCL Basic, UCL Essential and earn a 15 percent rebate.
- For SMB customers who prefer an on-premises IP telephony solution, sell the Business Edition 4000. You have an opportunity to receive the incentive for the phones/endpoints sold in this "Collaboration" subtrack, and for the subscriptions you sell that cover the service and the use of the on-premises appliance in the "Collaboration SaaS" subtrack (see below).
- Earn rebates for sales of the latest Collaboration Systems Release (CSR) 11 for both new and existing customers, including the latest collaboration system software releases with Cisco Unified Communications Manager 11.
- Capture customer care and omnichannel opportunities on every sale with Cisco Unified Contact Center Enterprise and Express solutions, earning 15 percent.
- Sell the Cisco IP Phone 8800 Series and position video-enabled conference rooms and desktops with the award-winning DX, and MX Series endpoints. Include speaker track and proximity to extend collaboration and enhance the user experience. DX Series video endpoints now run on the CE software, enabling pervasive video and pay an 8 percent rebate.
- Modernize and upgrade the installed base of end-of-support IP and video endpoints. Use the Cisco Technology Migration Program (TMP) to receive up to an 80 percent discount in addition to the VIP rebate on eligible SKUs.
- If you are participating in the Express Collaboration subtrack, lead with Cisco's packaged collaboration solutions (BE6000, BE6000S) and Cisco Unified Workspace Professional licensing to earn the highest rebate of 10 percent.

Rebate Summary Table

| Collaboration | VIP 28 Rebate | VIP 29 Rebate |
|--|---------------|---------------|
| Endpoints | | |
| 8800 Series, non-3PCC (newer models): 8845, 8851, 8861, 8865 DX Series: DX70, DX80 Expressway C & E | 8% | 8% |
| 8800 Series non-3PCC (older models) - 8811, 8821, 8841 IX Series: IX5000, IX5200 MX Series: MX200, MX300, MX700, MX800 | 5% | 5% |

| | | |
|--|-----------------|-----------------|
| SX Series: SX10, SX20, SX80 | 5% | 3% |
| Software | | |
| Business Edition 6000 Midmarket Cisco Unified Workspace Licensing Professional (CUWL Meeting) Midmarket Cisco Unified Workspace Licensing Standard (CUWL Standard) | 15% | 15% |
| Business Edition 6000 Midmarket Unified Communications Licensing (UCL): UCL Enhanced, UCL Enhanced Plus, UCL Basic, UCL Essential | 15% | 15% |
| Contact Center Cisco Unified Contact Center Enterprise (IPCC), Cisco Unified Customer Voice Portal (CVP), Contact Center Express (IPCCX) 10.x, 11.x | 15% | 15% |
| Cisco Unified Workspace Licensing CUWL Meetings CUWL Pro (included in CUWL Meetings) CUWL Standard | - 10% 10% | 10% - 10% |
| Enterprise Agreements EAUC Suite, EATP Suite, EAHCS Suite, EAWBX Suite | 10% | 10% |
| UCL UCL Enhanced, UCL Enhanced Plus | 10% | 10% |
| UCL UCL Basic, UCL Essential | 5% | 5% |
| Hosted Collaboration Solution (HCS) HCS Foundation- Standard & Room HCS LE Foundation - Standard & Room | 10%, 15% | 10% |
| Cisco Unity® Connection 10.x, 11.x | 10% | 10% |
| SP View | 10% | 10% |
| Advantage Program | 10% | 10% |
| Emergency Responder | 10% | 10% |
| Cisco Prime® Collaboration | 10% | 10% |
| Virtual Cisco TelePresence Server | 10% | 10% |
| Conductor | 10% | 10% |
| TelePresence Room license | 10% | 10% |
| Cisco TelePresence Management Suite (TMS) | 10% | 10% |
| Shared Multiparty (SMP) | 10% | 10% |
| Personal Multiparty (PMP) | 10% | 10% |
| Cisco WebEx GPL Cisco WebEx and CMR new sales | 5% | - |

| | | |
|------------------------------|----|----|
| Cisco WebEx and CMR add-ons | 5% | - |
| Cisco WebEx and CMR renewals | 0% | - |
| Server Hardware | 1% | 1% |

For a complete list and details, go to www.cisco.com/go/vipskus.

| Express Collaboration | VIP 28 Rebate | VIP 29 Rebate |
|--|---------------|---------------|
| Endpoints | | |
| 8800 Series endpoints: 8811, 8841, 8845, 8851, 8861, 8865 (non-3PCC) | 5% | 5% |
| 8800 Series endpoints: 8831 (non-3PCC) | 1% | 1% |
| 7800 Series endpoints: 7811, 7821, 7841, 7861(non-3PCC) | 1% | 1% |
| SPA Series: SPA232, SPA300 level, SPA500 level, SPA8000 | 1% | - |
| DX Series: DX70, DX80 | 5% | 5% |
| SX Series: SX10, SX20, SX80 | 1% | 1% |
| MX Series: MX200, MX300, MX700, MX800 | 1% | 1% |
| Software | | |
| BE6000 Cisco Unified Workspace Professional Licensing (CUWL Pro) | 10% | 10% |
| BE6000 Cisco Unified Workspace Standard Licensing (CUWL Standard) | 10% | 10% |
| BE6000 User Connect licensing (UCL) | 10% | 10% |
| Cisco Unity Connection 10.x, 11.x | 5% | 5% |
| Virtual Cisco TelePresence Server | 5% | 5% |
| Conductor | 1% | 1% |
| TelePresence Room license | 5% | 5% |
| Cisco TelePresence Management Suite (TMS) | 1% | 1% |
| Shared Multiparty (SMP) | 5% | 5% |
| Personal Multiparty (PMP) | 1% | 1% |
| Expressway (non-VCS) | 1%, 5% | 1%, 5% |
| Cisco WebEx GPL | 1%, 5% | - |
| Server Hardware | 1% | 1% |

For a complete list and details, go to www.cisco.com/go/vipskus.

Service Provider Technology

New sales opportunities, new profitable revenue streams

The service provider market is going through the biggest transformation in decades as it transitions to SDN. This unprecedented service provider network transformation offers tremendous business opportunities from a product and services sales perspective. Partnering with Cisco on service provider technology will open new sales opportunities and help you find new, profitable revenue streams.

As the market is going through unprecedented change, service providers are striving to be more agile in order to drive more growth while containing costs. Service provider customers are evolving their network with SDN and NFV, allowing them to create new network services, generating growth, exponentially accelerating their go-to-market opportunities, and optimizing their network costs. Take advantage of this opportunity to offer solutions that address these goals.

Service provider networks are at the heart of the digital transformation that is taking place throughout IT. Being capable in service provider technology will open new opportunities across all segments. With VIP 29, you can now expand more deeply into service provider technology, knowing that you can take advantage of VIP rebates to increase your profitability as you do so.

To benefit from VIP, be part of the [Cisco Service Provider Advanced Architecture Specialization](#). Take advantage of the wealth of sales, presales, and field engineer trainings available to achieve service provider architecture recognition to gain the full potential of VIP.

For success in the Service Provider Technology subtrack:

- Lead your conversation with high business value transformation made available with Multiprotocol Label Switching (MPLS) segment routing within Cisco IOS® XR Software platforms such as the ASR 9000 Series, and the Network Convergence System (NCS) 5000 Series, NCS 5500 platform, and NCS 6000 platform.
- Encourage adoption of the Cisco ASR 9000 Series, either by migration from the 7600 or in greenfield opportunities, and qualify for VIP on the ASR 9000 Series.
- Enhance ASR 9000 Series configurations with Tomahawk line cards, delivering higher density and scale, and qualifying for VIP.
- Sell the NCS 5000 Series (Cloud Scale for metro aggregation and data center networks), designed to economically scale large enterprise, over-the-top (OTT) vendors, and service provider data center networking architectures.
- Use NCS 5500 Series routers (Cloud Scale for WAN aggregation) designed to efficiently scale between data centers and large enterprise, web, and service provider WAN and aggregation networks.
- To enable superior network agility, packet optical convergence, and petabits-per-second system scale, lead your conversation with the NCS 6000 platform.
- Win with the NCS 2000 Series, delivering high capacity DWDM solutions on a fiber pair.
- Sell the NCS 1000 Series optimized for Data Center Interconnect.
- Win with the ASR 900 Series, a modular aggregation platform that delivers cost-effective converged mobile, residential, and business services.
- In the mobile network industry, the hottest topic today is the 5G network transition. 5G networks will demand higher bandwidth and stricter phase/frequency synchronization compared to the current 3G/4G networks. Use the ASR 920 router to prepare for the transition to 5G.
- Use Cisco WAN Automation Engine (WAE), a powerful, flexible SDN platform that builds an open and programmable network model.
- Position Cisco Evolved Programmable Network (EPN) Manager to deliver the new-generation Network Management Solution.

Rebate Summary Table

| Service Provider Technology | VIP 28 Rebate | VIP 29 Rebate |
|--|---------------|---------------|
| SP Core: Network Convergence System (NCS) 5500, 6000 Series | 1% | 1% |
| SP Edge: ASR 9000 Series (Typhoon line cards excluded), NCS 5000 Series, Cisco IOS XRv | 1% | 1% |
| SP Access: ASR 903, 920, 901; ME 1200 Series | 1% | 1% |
| SP Optical: NCS 2000, 1000 Series; ONS 15216; ONS Pluggable Optics Series | 1% | 1% |
| SP Optical: NCS 4000 Series | 1% | - |
| SP Network Management Solution: Evolved Programmable Network Manager (EPN-M) 2.0 | 1% | 1% |
| Cisco WAN Automation Engine (WAE) | - | 1% |

For a complete list and details, go to www.cisco.com/go/vipiskus.

New Business Track Collaboration SaaS

Continued evolution and new cloud collaboration offerings in the Collaboration SaaS pilot

Over the last three years, Cisco has been innovating and bringing to market a new cloud collaboration platform that enables Cisco Spark as a complete app-centric, cloud-based collaboration solution, and as a hybrid extension for the investments that you and our customers have made in our industry-leading on-premises portfolio. VIP continues to align with this strategic shift in Cisco strategy, and the shift to cloud and hybrid that is taking place in the market.

Benefit from VIP as you sell cloud, hybrid, and on-premises Cisco collaboration solutions. Where available, place cloud collaboration subscriptions on Cisco's Annuity platform in CCW for higher incentives and simplified transactions.

Two components of the Collaboration SaaS rebate promote healthy collaboration SaaS practices and support the transition to performance-based recurring revenue growth rebates.

- Recurring revenue growth component:** A performance-based rebate that benefits partners based on net monthly recurring revenue (MRR) growth on Annuity over the VIP period. The goal is to gain new incremental business while retaining the existing customer base. Maintain your recurring revenue base across Cisco Global Resale Agent (GRA) and Global Price List (GPL) while focusing on growing new collaboration revenue on the Annuity subscription platform. The payout structure has been simplified for VIP 29 by removing the multiple payout tiers and replacing them with two payout rates. One rate will apply to existing Cisco WebEx offers. The second rate will apply to new offers, including Cisco Spark Board, Cisco Spark Flex Plan, Cisco Business Edition 4000 (BE4000), and Endpoints as a Service. Align with market transitions and earn a higher rate on the new offers. Also, for VIP 29 only, a 1.5 multiplier will be applied to the recurring revenue growth payout rate for all eligible offers.
- Churn management component:** A performance-based rebate that benefits approved Lifecycle Management partners who provide adoption and support of cloud collaboration solutions, ultimately resulting in greater customer satisfaction, high customer retention rates, and low customer churn. Recurring revenue growth from one VIP period becomes part of the base for the churn management component in the following VIP period.

Get approved to participate in the new SaaS Subscription Resale Program (subject to Annuity platform availability in your particular country).

For success in the Collaboration SaaS subtrack:

- Accelerate recurring revenue streams with Cisco Spark services (Message, Meet, Call, and Hybrid Services), video room systems, and Cisco WebEx, as well as the new offers – Cisco Spark Board, Cisco Spark Flex Plan, Endpoints as a Service, and BE4000 – on Cisco’s Annuity platform in CCW (where available) through the recurring revenue growth and churn management rebate components.
- Focus on land, adopt, expand, and renew motions within your collaboration practice.
- Achieve customer success that results in high customer retention rates and low customer churn. Partners must be approved for the SaaS Subscription Resale Program – Resale with Lifecycle Management track and [Lifecycle Advisor](#) (for both Cisco WebEx and Cisco Spark) before the end of VIP 29 in order to qualify for the churn management component of the payout.
- The technical tier 1 support requirements have been removed within the Resale with Lifecycle Management track of the SaaS Subscription Resale Program, www.cisco.com/go/saassubscriptions. In cases where the partner offers specific integrations, such as TSP and CCA, the technical support requirement remains.

Security SaaS

New Security SaaS pilot in VIP 29

In VIP 29, we are introducing a new rebate component that promotes healthy security SaaS practices for our exciting new offer, Cisco Umbrella.

Cisco Umbrella is a cloud security platform that provides the first line of defense against threats on the Internet, wherever users go. With [Cisco Umbrella](#) customers can:

- Predict and stop attacks before they happen
- Expand threat protection anywhere users go
- Deploy this protection enterprisewide in minutes

There are two components to the Security SaaS VIP rebate: the recurring revenue growth component and the churn management component.

- **The recurring revenue growth component** rewards partners for growing their security SaaS business. It is being newly introduced in VIP 29. The 20 percent rebate is based on performance and rewards partners for net monthly recurring revenue (MRR) growth of eligible offers on Cisco’s Annuity platform in CCW during the VIP period.
- **The churn management component** will be introduced in VIP 30 and will reward partners for retaining their initial SaaS business within the VIP period. Look for more details on the churn management component in VIP 30.

Both of these new components focus on land, adopt, expand, and renew motions within your security practice and will give you the opportunity to profitably grow your business.

Meraki

Cisco Meraki Cloud Networking (U.S. and EMEAR pilot)

Cisco Meraki has been on a relentless mission to simplify IT since 2006. An intuitive management dashboard provides comprehensive visibility and control over a growing cloud-managed portfolio, incorporating wireless, switching, security, communications, and mobility management. The ability to centrally manage dispersed networks comprising thousands of Meraki devices is an enabler for multisite organizations of all sizes, and provides considerable operational efficiency by lightening the load on IT teams.

The majority of Meraki hardware SKUs are represented in VIP, enabling partners to increase profitability by selling the full Meraki IT stack. Rebates range from 2 percent to 8 percent, with the higher end reserved for products that best position partners to capitalize on market trends and transitions.

For VIP 29, the Meraki Cloud Networking subtrack is limited to the United States and regions in EMEAR in which Meraki is on the GPL at the start of the VIP period.

Cisco Gold Certified Partners also have the opportunity to receive an additional bonus on the SKUs in the 6 percent and 8 percent rebate categories.

For success in the Meraki subtrack:

- Select SKUs from the Meraki MX security family are now eligible for VIP, with a focus on larger branch devices that provide headroom for growth in network-connected devices and network capacity.
- Most Meraki MS switching SKUs are now eligible for VIP, with the greatest rebates for MS425 aggregation switches and the MS350-24X stackable access switches with multigigabit Ethernet.
- The high-end 802.11ac Wave 2 wireless access points – the MR52 and the multigigabit MR53 – are available and eligible for VIP at the 8 percent rebate level.
- The new MC74 phone, cloud-managed communication that integrates seamlessly with the rest of the Meraki network, is now eligible for VIP at the 8 percent rebate level.

Rebate Summary Table

| Meraki | VIP 28 Rebate | VIP 29 Rebate |
|---|---------------|---------------|
| MX Security Hardware | | |
| Small branch security and SD-WAN | 2% | - |
| Medium branch security and SD-WAN | 4% | 4% |
| Campus and datacenter security and SD-WAN | 2% | 2% |
| MS Switching Hardware | | |
| 1 Gigabit Ethernet switches | 2% | 2% |
| 10 Gigabit Ethernet switches | 4% | 4% |
| Multigigabit switches | 6% | 6% |
| MR Wireless Hardware | | |
| 802.11ac Wave 1 access points | 4% | 2% |
| 802.11ac Wave 2 high-performance access points | 6% | 6% |
| 802.11ac Wave 2 highest-performance access points | 8% | 8% |
| MC Communications Hardware | | |
| Meraki phone | 10% | 8% |
| Systems Manager | | |
| All software SKUs | 4% | 4% |

For a complete list and details, visit www.cisco.com/go/vipskus.

Internet of Things

IoT Creates Digital Transformation

Internet of Things (IoT) is a critical area for accelerated investment. It is foundational to digital transformation and delivers customer business outcomes. IoT also enables you to differentiate your business from other partner businesses by delivering unique IoT solutions for specific industry segments and use cases.

In VIP 29, the IoT subtrack continues to reflect the importance of IoT in increasing digital business. It also reflects the fact that IoT comprises more than industrial and ruggedized networking technology. In fact, the IoT portfolio includes industrial security and software offerings. It continues to expand into new technologies and software offers that address changing customer buying patterns and supports flexible revenue models.

The IoT portfolio for VIP 29 includes industrial security and Ethernet switching, ruggedized routing and mobility, and Cisco ONE Software, as well as Connected Safety and Security. The IoT rewards for VIP 29 are divided into three rebate groupings: 3 percent, 5 percent, and 10 percent.

For success in the IoT subtrack:

- Sell Cisco ONE Software with the Cisco Industrial Ethernet (IE) 4000 Series and 5000 Series, and the Cisco 809 and 829 Industrial Integrated Services Routers (ISRs) to achieve a 10 percent software rebate.
- Sell the Cisco IE 1000 Series Switches to reach more industrial accounts with new cost-effective connectivity solutions for common devices.
- Grow your IoT business with new use cases by positioning the IE 4010 Series for customers with significant needs for inline power (access points, badge readers, security cameras, etc.).
- Differentiate your security practice with best-in-class IoT security by offering the Cisco 3000 Series Industrial Security Appliances (ISAs), which are ruggedized security appliances, with FirePOWER Services that integrate with the broader Cisco security portfolio.
- Capitalize on the explosive growth in sensors that use long-range radio (LoRa) wireless technology by selling the 809 and 829 industrial ISRs with the integrated LoRa modem.
- Position the Industrial Wireless 3702 802.11ac access point for industry-leading performance and a high-density experience for industrial and outdoor use.
- Steer customers to the Cisco 5900 Series Embedded Services Routers (ESR) when a Cisco IOS® Software router is needed for specialized form factor applications.
- Sell Cisco Industrial Ethernet switches to extend the proven Cisco Catalyst technologies prevalent in enterprise networks (superior security, voice, and video services) to industrial networks, and position the 809 and 829 industrial ISRs as compact, ruggedized routers designed for deployment in harsh industrial environments.
- Capture Connected Safety and Security opportunities, focusing on the Cisco Video Surveillance 3620, 3630, 6620, and 6630 IP Cameras and video surveillance software.
- Target and sell Cisco Connected Grid™ switches and routers for specific use cases in utilities and energy.

Rebate Summary Table

| IoT and Connected Safety & Security (CSS) Software and Hardware | VIP 28 Rebate | VIP 29 Rebate |
|--|---------------|---------------|
| IoT Cisco ONE Software rebate category | 10% | 10% |
| Top rebate: IoT SW and HW (IE 4000, 4010, and 5000 Series; Embedded Services Routers; Connected Grid Routers; 809 and 829 Industrial ISRs; 3000 Series Industrial Security Appliances HW and SW) | 6% | 5% |

| | | |
|---|----|----|
| Base rebate: IoT and CSS SW and HW (IE 1000, 2000, and 3000 Series; LoRa modem; Industrial Wireless 3702 access point; CGS-2520 Connected Grid Switch; 3620, 3630, 6620, and 6630 IP cameras; CSS software) | 4% | 3% |
|---|----|----|

For a complete list and details, visit www.cisco.com/go/vipskus.



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