



# Cisco Spark Education Promotion

Learn Without Limits

Includes:

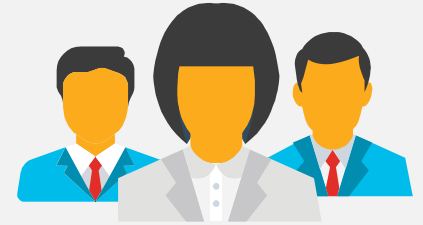
- Cisco Enterprise Agreement for Cisco Spark Meetings in Education
- Cisco Spark Board 55 and 70 GPL for Education

Americas, EMEAR, APJ, Greater China (Taiwan/Hong Kong)

November 2017

# Background

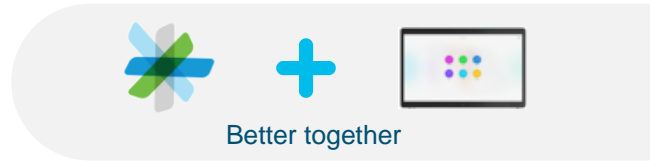
- **Situation:** A Cisco WebEx® offer for education customers has been successful in the higher education market. We need to transition to Cisco Spark™ and expand to address \*K-12, primary, secondary and higher education needs. We need a Cisco Spark Board promotion to capture market share in the higher education space
- **Action:** Introduce the “**Learn Without Limits**” education promotion, which includes:
  - Cisco Spark Enterprise Agreement Meetings for education with promotional pricing for K-12\* primary/secondary education customers
  - Cisco Spark Board 55 and 70 new GPL option with promotional pricing for education customers
- **Goals:** Establish Cisco Spark as the collaboration platform for the classroom. With an affordable cloud-based platform in place, accelerate the use of video and Cisco Spark Board in the classroom



\*K-12 in the United States

# Cisco Spark Education Promotion

## Partner discounts



### Cisco Spark™ Meetings Secondary/Primary K-12

Cisco Spark EA Meetings (Faculty/Staff)	Includes	SKU Configuration	Discounts
Minimum quantity of 100 required	Toll audio, room registration <sup>1</sup> per KW), meeting center, training center, event center, support center	A-SPK-EDU A-SPK-EDUEC-CM-M A-SPK-EDUEC-TEC A-SPK-EDU-HUB-PRO	Up to 60%

### Cisco Spark Board - GPL

Cisco Spark Board/ A-WX - GPL	Required SKU's	Discounts
GPL Boards = 55-inch or 70-inch	CS-BOARD55-K9 CS-BOARD70-K9	Up to 70%

**Note:**

- Toll audio is included. Voice service upgrades are optional
- Includes students EA meetings no quantity limits and no charge for students
- Pro Pack available through July, 2018

**Note:**

- If A-WX, must be an existing education customer
- If A-WX must order A-SPK-SH-ND-SR for Cisco Cloud Collaboration registration

# Cisco Spark Education “Learn without Limits” Promotion



Better together



## Cisco Spark Enterprise Agreement (EA) Meetings promo offer

Available everywhere Cisco Spark EA Meetings are available through July 28, 2018

### Cisco Spark EA Meeting Details:

- Minimum (100) EA Meetings knowledge worker license required for faculty and staff includes:
  - Toll audio, room registration (1 per KW), Meeting Center, Training Center, Event Center, Support Center
- Students EA Meetings license are included at no cost – unlimited quantity includes:
  - Toll audio, Meeting Center, Training Center, Event Center, Support Center

## Cisco Spark Board 55 and 70 – GPL promo offer

Available everywhere Cisco Spark Boards are available through July 28, 2018

- GPL pricing with education promotional discount for A-SPK and existing A-WX education customers

**Note:** Flex deployment with calling coming soon. The Cloud Meetings portion of the calling will receive the up to 60% promotional discounts

# Cisco Spark Education Board and device subscription

Meetings EA Primary  
Secondary K-12

A-SPK-EDU  
A-SPK-EDUEC-CM-M  
A-SPK-EDUEC-TEC  
A-SPK-EDU-HUB-PRO \$0  
(where available)



**Better together**

Device

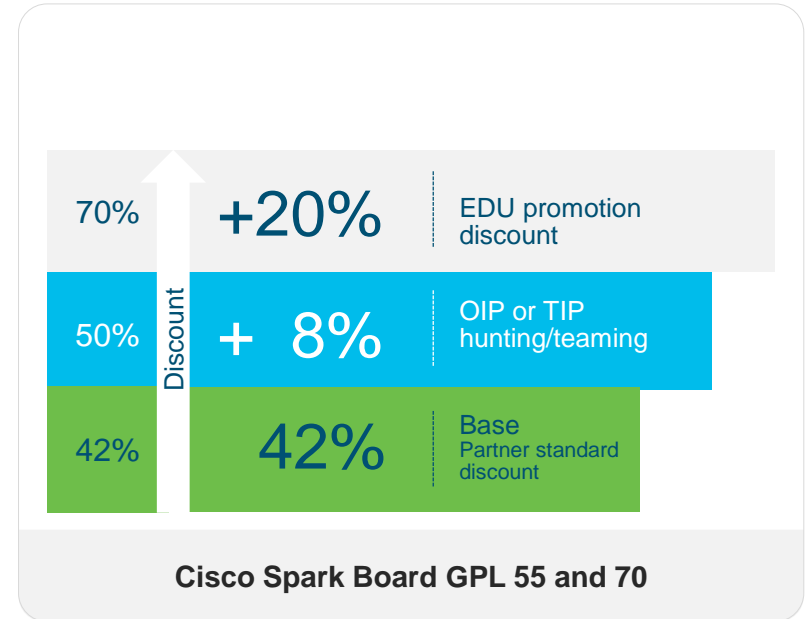
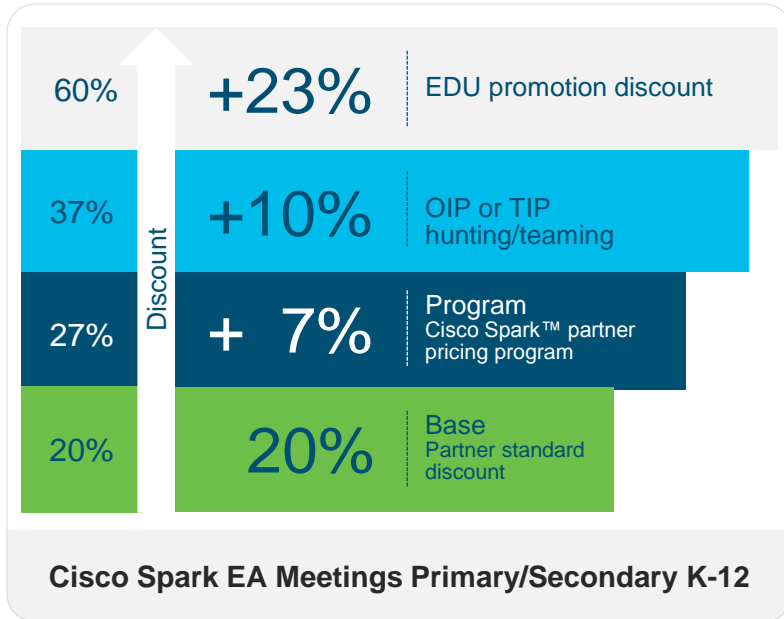
CS-BOARD55-K9  
CS-BOARD70-K9



Enabling transitions to the cloud

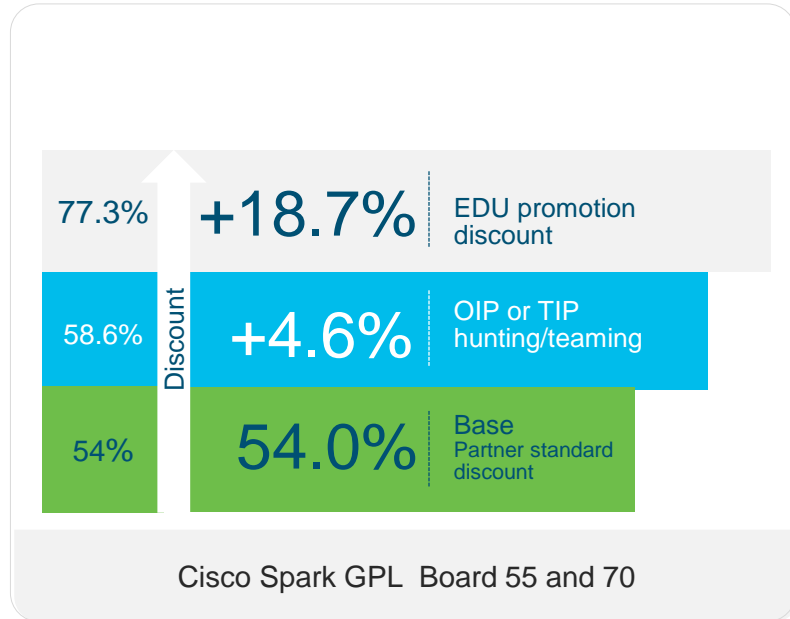
# Cisco Spark partner education pricing

## Discount structure



# Cisco Spark partner education pricing

## Discount structure – Australia only on GPL Boards



# Eligibility

## Partner eligibility

- A partner is eligible after accepting the SaaS Subscription Resale Program Terms and Conditions in the Partner Program Enrollment tool at <https://www.cisco.com/go/ppe>
- Available only for new A-SPK EDU orders

## Product eligibility

### EA Meetings

- A-SPK-EDU
- A-SPK-EDUEC-CM-M
- A-SPK-EDUEC-TEC
- A-SPK-EDU-HUB-PRO

### GPL Boards

- CS-BOARD55-K9
- CS-BOARD70-K9



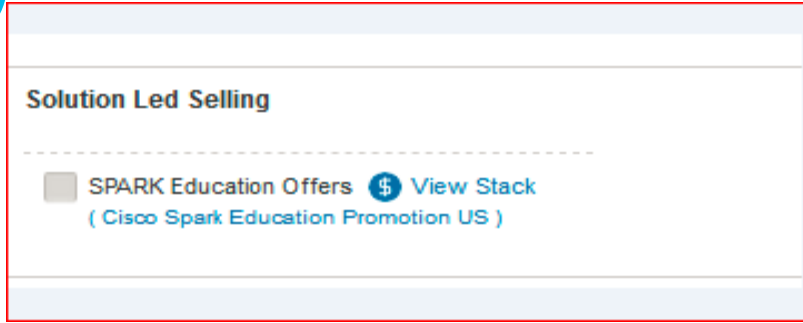
# How does a partner quote?

- In CCW under Solution Led Selling “Spark Education Offers ” (see screen shot on next slide)
- Add the required promotion SKUs to the Bill of Materials (BoM) and submit the quote for approval (see next slide for list of skus)
- Complete the deal registration promotion question Cisco® Commerce Workspace (CCW) (see screen shot on next slide)
- AM will validate that this is an education customer
  - If AM approves, promotional discounts will automatically apply
  - If AM rejects, customer is not eligible for promotion



# How to register CCW screen continued next slide

1



2

After selecting Solution Led Selling above register proceed to configuration of order by entering **ATO: A-SPK-EDU** into the configuration and select ADD.

Meetings EA Primary Secondary K-12

**A-SPK-EDU**  
**A-SPK-EDUEC-CM-M**  
**A-SPK-EDUEC-TEC**  
**A-SPK-EDU-HUB-PRO**  
(where available)

Device – BOARDS GPL

**CS-BOARD55-K9**  
**CS-BOARD70-K9**

# How to register CCW screen shot continued

3

## Solution Led Selling

Track	Program	Reward Code	Reward Name	Try and Buy Eligible
SPARK Better Together Offers	Spark Education Programs - Americas	BR-SEDU-180728-03440	Cisco Spark Education Promotion US	No

### Partner Questions:

Please validate that customer is Education customer \*

Yes  No

Which level of education is this customer \*

Higher Education  
 K-12

4

Submit for pricing approval

Note: will route to AM to validate EDU customer for approval

# Resources



Email:

[SparkPartnerPricing@cisco.com](mailto:SparkPartnerPricing@cisco.com)



Website:

<https://www.cisco.com/go/sparkpartnerpricing>



<https://www.cisco.com/c/en/us/partners/tools/collaboration-ordering-guides.html>

# Questions and Answers

**Q:** Are change/modify subscriptions eligible for the promotion?

**A:** No, this will not work systematically in CCW

**Q:** If an existing A-WX EDU customer purchases a Cisco Spark Board, do they receive the Cisco Collaboration Cloud registration at 100% discount?

**A:** No, They would need to purchase sku A-SPK-SH-ND-SR on their BOM

**Q:** If customer has already purchased this promotion and wants to upgrade to Toll Plus Audio Callback with change/modify subscription do they get the EA license promotional discount?

**A:** NO they can not with a modify/subscription change but can get the Toll Plus Audio Callback and other calling features at the time of purchasing the promotion

**Q:** If an existing education Spark customer and comes back later to request Spark Board are they eligible?

**A:** Yes, as this is two separate promotions

**Q:** If customer already has Cisco Spark Board or Cisco Spark endpoints purchased on MSRP, can they migrate across to the new EA via the promotion and stop paying their current subscription?

**A:** No, The customer bought at MSRP lower price must continue paying for current subscription not eligible to upgrade through EDU promotion

