Here you can find the complete list of all promotions and programs:

**Promotions**
- Fast Track
- UCS Partner Pricing
- Service Provider Routing Technology Group – OIP
- Deal Maker
- Collaboration Breakaway
- Cisco Start Promotion – CANSAC
- Cisco Connect
- Cisco Commerce Workspace (CCW)
- Combination Rules
- Glossary

**Programs**
- Cisco Entrepreneur Institute Bundles
- Networking Academy Promotions Program
- Value Incentive Program
- Partner Development Funds
- Opportunity Incentive Program
- Solutions Incentive Program
- Public Sector Program (PSP)
- Not for Resale Program
- Cisco Technology Migration Program
- Trade-In Accelerator Program (TAP)
- Advanced Specialization Program
- Assessment Incentive Program

Need help? For more information please ask your CAM, or email emer-promotions@cisco.com

You can find the latest version of this document on the following webpage:

To subscribe or unsubscribe to the Emerging Markets 2-Tier Incentives Bulletin, please email emer-promotions@cisco.com
Promotions

Competitive pricing with Fast Track

**Fast Track** offers increased discounts on best-in-class SMB products to drive run-rate sales of Cisco SMB products. Now includes the new Integrated Services Routers Generation 2 (ISR G2).

**Reference**  
EM2-336 Fast Track

**Products**  
Commercial, Cisco Small Business

**End Date**  
30 July 2011

**How to Use**  
Go to the CCW section

**Technology Segments**  
Switching, Routing, Security, Unified Communications, Wireless / Mobility

**Target Audience**  
2-Tier Partners, SMB focused through Distribution

**Discounts**  
Competitive discounts on over 300 SMB-focused products, contact your Distribution partner for an instant quotation. For more information, please contact your Distribution Partner or Cisco Account Team.

UCS Partner Pricing Promotion

The UCS Partner Pricing promotion enables Emerging Markets partners to accelerate the introduction of Unified Computing Systems in their market at an aggressive price, with the objective of capturing market share on the server infrastructure for Server Virtualization solutions. This promotion is also combinable with OIP.

**Reference**  
UCS Partner Pricing

**Products**  
Unified Computing Systems B and C Series

**Technology Segments**  
Data Center and Virtualization

**End Date**  
29 January 2011

**How to Use**  
Go to the CCW section

**Target Audience**  
All Certified Partners

Contact your Cisco Account Manager for more information.
Service Provider Routing Technology Group (SPRTG) Cisco Opportunity Incentive Program (OIP) Promotion

This promotion helps eligible partners drive incremental routing opportunities in the service provider segment in Emerging Markets. This promotion offers an opportunity to increase profitability for select SPRTG product families when registering a standard OIP deal in CCW (Cisco Commerce Workspace).

Reference
SPRTG - OIP

Additional information
including recorded session

Products
Product Families:
- Cisco Carrier Routing System – 1 Series
- Cisco 7600 Series Routers
- Cisco ASR 1000 Series
- Cisco ASR 9000 Series
- Cisco Shared Port Adapters / SPA

Technology Segments
Service Provider

End Date
29 October 2010

How to Use
Go to the CCW section

Target Audience
Gold, Premier, Silver, and Select partners, outside the European Union in EM, who sell new and incremental business to service providers.

Contact your Cisco Account Manager for more information.

Deal Maker

Deal Maker offers resellers and end customers selected in the commercial sector with more consistent and stronger price deviation support for competitive situations in the commercial sector and can be combined with CTMP for even more competitive pricing.

Reference
EM(2)-006

How to Use
Go to the CCW section

Target Audience
Commercial accounts

Contact your Cisco Account Manager for more information.

Hospitality Promotion

The objective of this Program is to encourage the adoption of end-to-end Cisco data networking products by Hospitality customers in the KSA, Gulf and Pakistan regions, and the Emerging-Central super-region.

Reference
Hospitality

How to Use
Go to the CCW section

Target Audience
Certified Partners working with Hospitality customers

Contact your Cisco Account Manager for more information.
Cisco Collaboration Breakaway Program

The Cisco Collaboration Breakaway program is a global sales and demand generation program that can assist you and your customers during this uncertain time. It is designed to help migrate new and existing customers to Cisco Collaboration and contact center solutions from competitive legacy solutions.

Reference
Collaboration Breakaway

Products
Collaboration Architecture products

Technology Segments
Collaboration Architecture

Target Audience
New competitive displacement opportunities; Existing Cisco Unified Communications Manager 3.x - 6.x customers who commit to upgrade to 7.x or 8.x. Accelerate to Collaborate (A2C) opportunities that have not booked are allowed to re-register in Q1 FY11

Contact your Cisco Account Manager for more information.

Cisco Start Promotion CANSAC

The Unified Communications market is growing rapidly and small to medium businesses are demanding integrated solutions. Cisco has created a special promotion to help you sell Unified Communications to your customers.

The Cisco Start Promotion for CANSAC is designed to enable customers to get started with Cisco Collaboration solutions based on Unified Communications Manager or Unified Communications Manager Express at a very special price.

Three configurations are available:
– Up to 100 users of Unified Communications Manager Express
– Up to 100 users of Unified Communications Manager Express plus Unity Express
– Up to 150 users of Cisco Unified Workspace License Standard

All three include all the necessary hardware to get started and a very good discount on optional IP Phones and phone licenses (for CUCME).

Reference
Cisco Start

Products
Cisco Unified Communications Manager Express
Cisco Unity Express
Cisco Unified Workspace License
(Cisco Unified Communications Manager, Cisco Unity Connection and others)
Cisco Unified IP Phones (select models)
Cisco Integrated Services Router 2951 series (select configuration)
Cisco Catalyst 2960 Series switches (select models)

Technology Segments
Collaboration

How to Use
Go to the Cisco Commerce Workspace (CCW) section

Target Audience
Unified Communications and Advanced Unified Communications specialized partners

Contact your Cisco Account Manager for more information.

Note: This promotion is only available in CANSAC
Borderless Networks – Cisco Connect, LATAM

Cisco Connect is designed to leverage the technology upgrade and to drive customers towards taking their first steps to the new Cisco Borderless Network Vision. The objective of this campaign is to take advantage of the most important features of different Cisco products creating a complete and PRICE COMPETITIVE solution for both existing and new Cisco customers.

**Reference**
Cisco Connect

**Products**
Cisco ASA 5500 Family, Cisco IPS 4200 Family, Cisco Network Admission Control – NAC Family, Cisco Catalyst Switches 2960, 3750 and 3560, Cisco Access Point and Wireless Controllers Family

**Technology Segments**
Borderless Networks – All Market Segments

**How to Use**
Go to the [CCW section](#)

**Target Audience**
Advance Security Partners only. This campaign is targeted towards the Technical Decision Maker of the customer, due to the structure of the promotion, that will take advantage of the technology refresh in order to leverage new opportunities and a better Cisco positioning – Technology and Business Advisory.

Contact your Cisco Account Manager for more information.

Note: This promotion is only available in Latin America.

Programs

For detailed information on the Channel Programs included in this section, please visit the Guide to [Emerging Channels and Operations, GECO](#)

Cisco Entrepreneur Institute Bundles

This program allows Cisco Entrepreneur Institutes to purchase Cisco equipment specially priced and bundled to deliver an optimal learning experience for to-be entrepreneurs.

**Reference**
EUP(2)-375, EM(2)-022

**Products**
All

**End Date**
31 October 2010

**Technology Segments**
EUP(2)-375 and EM(2)-022: Standard Content Delivery Services, Content Delivery Module Upgrade, Router Upgrade

**Target Audience**
Approved Cisco Entrepreneur Institutes in:
- EUP(2)-375: Emerging Central and East and Russia/CIS
- EM(2)-022: LATAM

Contact your Cisco Account Manager for more information.
Networking Academy Promotions Program, Emerging Markets

Cisco’s Networking Academies to purchase Cisco laboratories specially priced and bundled according to the courses they offer.

**References**
- EUP(2)-341, EM(2)-005

**Products**
- All

**Technology Segments**

Academy programs:
- EUP(2)-341: CCNA, CCNA Security, CCNP, IPT and Netlab
- EM(2)-005: CCNA, CCNA Security, CCNP and Nettlab

**Target Audience**

Approved Networking Academies in:
- EUP(2)-341: Emerging Central and East and Russia/CIS
- EM(2)-005: LATAM

**Important Notice**

- If Cisco’s Network Academy Partners need to purchase an extension of the NetAcad Bundles maintenance services, please contact the Approval Team eem-academyapproval@cisco.com
- All CCNP v5 Bundles have been discontinued and new CCNP v6 Bundles have been added. Please revise the orderable contents before purchasing.
- New CCNP bundles has been created for Brazil only, within the NetAcad EM(2)-005 Promotion
- In EM(2)-005 and EUP2-341 services must be shipped within 7 working days of the product shipment with the exception of Brazil where 2-TIER partners can submit bundles without services as they are able to leverage CSCC.

Contact your Cisco Account Manager for more information. Please note that new versions of the Promotion Documents are now available.

Value Incentive Program

Cisco’s commitment to partner profitability, the Cisco Value Incentive Program (VIP) has been the engine that has provided profitability rewards to partners who have invested in advanced technology practices as well as those partners who are part of Cisco network architectures. The Cisco Value Incentive Program has begun its 16th consecutive period which runs from August 1, 2010 through to January 29, 2011.

**Reference**

VIP (Value Incentive Program)
http://www.cisco.com/go/vip

**Products**

Eligible products available at
http://www.cisco.com/go/skus

**Technology Segments**

Core Switching, Data Center, Routing, Security, Storage, Unified Communications, Unified Computing, TelePresence, Wan Optimization and Wireless

**Target Audience**

ATP Authorized / Certified / Specialized partners

Contact your Cisco Account Manager for more information.
Partner Development Funds
PDF Even Better Now – Partner Development Funds Pays More
Cisco pays more PDF money to more partners on more products. Partner Development Funds (PDF) is a comprehensive channel partner payment program designed to increase the profitability of Cisco partners. PDF provides quarterly payments to qualifying participants based on purchases of Cisco Small Business and Commercial products. PDF features tracks specifically designed to benefit partners based on the level of Cisco certification.

References
PDF Cash Back Accelerator
SB PDF Cash Back
PDF Plus
PDF Commercial UC

Products
SB, SMB and UC Products Routers, Switches, WLAN, IPT and UC Products

Target Audience
Registered Resellers, SMB and Express Foundation Specialized
Express UC Specialized and Business Edition Authorized

Back-end payment
5 percent, 10 percent, 16 percent

Program website:
www.cisco.com/go/pdf

Program Enrollment:
www.cisco.com/go/ppe

Target Audience
Registered, Select, Certified, Specialized partners

Contact your Cisco Account Manager for more information.

Opportunity Incentive Program
Rewards channel partners who actively identify, develop and win new business opportunities.

Reference
OIP

Products
All

Technology Segments
All

How to Use
Go to the CCW section

Target Audience
Certified resellers with high demand-generation capabilities


Register and configure OIP deals in CCW:
www.cisco.com/go/commerceworkspace

Contact your Cisco Account Manager for more information.

Solutions Incentive Program
This program offers financial incentives to partners, along with better engagement opportunities with the Cisco marketing and sales teams.

Reference
SIP

Products
All, for solutions mostly made of non-Cisco hardware

Technology Segments
All

How to Use
Go to the CCW section

Target Audience
Solutions Resellers


Contact your Cisco Account Manager for more information.
Public Sector Program (PSP) – Except in EU countries

The Emerging Markets Public Sector Program is designed to help Partners target Public Sector customers.

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<th>Reference</th>
<th>PSP</th>
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**Target Audience**
PSP-enrolled Partners in EM (except for EU countries)

**More Information**
For assistance: emer-psp@external.cisco.com
Contact your Cisco Account Manager for more information.

Not for Resale Program

The NFR Program rewards Cisco Distribution Partners, Direct Partners and resellers in Emerging Markets that have Cisco Certifications and Specializations.

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<th>Reference</th>
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</table>

**Target Audience**
Certified Partners who want demo or testing equipment.
www.cisco.com/go/commerceworkspace

**More Information**
Contact your Cisco Account Manager for more information.

Cisco Technology Migration Program

The Cisco Technology Migration Program (CTMP) is an innovative sales program enabling customers to trade in their existing Cisco and or non-Cisco networking products in exchange for Trade-In and Trade-To credits. Now open for Trade-In deal registration and quoting in CCW.

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**Target Audience**
All
Register a quote at: www.cisco.com/go/commerceworkspace
Contact your Cisco Account Manager for more information.
Trade-In Accelerator Program (TAP)
The Cisco Trade-In Accelerator Program provides financial motivation for partners to migrate their existing Cisco and competitive networking equipment using the Cisco Technology Migration Program (CTMP). Partners receive a payment if they return 85 percent or higher of the dollar value of the trade-in credits extended on eligible products booked and shipped through CTMP, and achieve other program objectives during the six-month program period.

**Reference**
TAP

**Products**
All Cisco and competitive products through CTMP Trade-In. Resale transactions only – no internal purchases allowed.

**Program Period**
TAP 11: Six Month Period:
2 May 2010 – 30 October 2010

**Technology Segments**
All

**Target Audience**
Cisco Gold, Silver or Premier Certified Partners that meet program eligibility requirements

**Reward Structure**
15 percent payment on total qualified trade-in credits

Partner must return trade-in equipment and meet return rate requirement to qualify

**Register**
Register at: [http://www.cisco.com/go/taptool](http://www.cisco.com/go/taptool)

**More Information**
For more information and detailed program guidance, including registration timelines:

Contact your Cisco Account Manager for more information.

Advanced Specialization Program
The Advanced Specialization Discount Program rewards Premier and Silver Certified partners for their knowledge and expertise in selling, designing, installing, and supporting comprehensive, integrated advanced network solutions.

**Reference**
Advanced Spec

**Products**
As VIP

**Technology Segments**
WLAN, UC, VPN/Security

**Target Audience**
Premier and Silver partners with advanced specializations

[http://www.cisco.com/web/partners/program/specializations/policies.html#discount](http://www.cisco.com/web/partners/program/specializations/policies.html#discount)

Contact your Cisco Account Manager for more information.

Assessment Incentive Program
The Emerging Markets Assessment Incentive Program (AIP) is the Incentives framework for the IBLM Program. It aims to provide partner rewards and deal protection for IBLM based discovery of incremental trade-in opportunities for projects which are a direct outcome of a baseline Network Assessment.

**Reference**
IBLM, AIP, Trade-in

**Products**
All Products

**Technology Segments**
All Segments

**Target Audience**

Contact your Cisco Account Manager for more information.
## Cisco Commerce Workspace (CCW)

### How to Use

**How to register a deal (for OIP, NFR, Dealmaker, PSP, Hospitality, SPRTG, SIP, Cisco Connect, Cisco Start, AIP):**

Go to: [www.cisco.com/go/commerceworkspace](http://www.cisco.com/go/commerceworkspace)

Partners select to create a DEAL via Cisco Commerce Workspace (CCW) and then they:
- enter the name of the end-user
- select the promotion from the available promotions list
- answer the questionnaire, if any.
- add the new items being purchased by the end user indicating quantities and buy method: Cisco or a Distributor.
- add the Trade In items, if any
- submit the deal for approval.

Once it is approved, CCW generates an approval notification (via email) to partner and distributor (if applicable).

**How to create a Quick Quote (for Standalone UCS Partner Pricing, Fast Track, CTMP):**

Go to: [www.cisco.com/go/commerceworkspace](http://www.cisco.com/go/commerceworkspace)

Partners select to create a QUICK QUOTE via Cisco Commerce Workspace (CCW) and then they:
- enter the name of the end-user
- add the new items being purchased by the end user indicating quantities and buy method: Cisco or a Distributor.
- add the Trade In items, if any
- submit the deal for approval.

Note: Quick Quotes with no Trade Ins are auto-approved. If there are Trade In items in your Quick Quote it will be routed to the Cisco Account Manager for approval.

Note: UCS and Fasttrack discounts are combinable with OIP and automatically applied to OIP deals in CCW.

### How to order:

Once the request has been approved by Cisco a DART id is automatically created and sent to the Distributor indicated in the deal.

In Argentina, Brazil, Paraguay and Uruguay distributors get an email notification with the deal details. Distributors place direct orders with the CCW Deal ID.
### Combination Rules

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* Promotions also include, Fast Track, Deal Maker and the Network Academy Bundles

1. Not Combinable
2. Combinable

Except Deal Maker

Total Discount Applied within PSP/PSPP framework

### Glossary

- **Cert.** Standard Gold/Silver/Premier/Select certification discount
- **Adv Spec and ET** Advanced Security, Wireless LAN and Unified Communications Specialization discounts and the Emerging Technology discounts
- **PDF** SMB Partner Development Funds
- **VIP** Value Incentive Program
- **OIP** Opportunity Incentive Program
- **SIP** Solution Incentive Program
- **CTMP** Cisco Technology Migration Program
- **PSPP** Public Sector Partner Program
- **NFR** Not For Resale Program
- **WIP** WAAS Incentive Program
- **MSCP** Managed Services Channel Program
- **Payment Programs** VIP, PDF, TAP, DCAIP. This does not include the back-end payment parts of OIP and MSCP, which are covered by the combination rules for those individual incentives.
- **NSP** Non Standard Pricing

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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](http://www.cisco.com/go/offices).