



## Account Breakaway Discounts: Canada, Latin America & United States

Updated: May 2018

### Welcome

This document is designed to provide you with Account Breakaway discounts by architecture, including Migration Incentive Program (MIP) stackable discounts and Value Incentive Program (VIP) bonuses.

#### ENTERPRISE NETWORKING – New & Competitive and Upgrade & Reactivate

Product		Discounts			Track Rules
	AB Discount	Stackable w/MIP	VIP Bonus		
<b>Catalyst Switching</b>					
Cisco® Catalyst® 3000 Series	60%	YES	2%	<b>New &amp; Competitive Track Rules</b> First time purchase of the latest Cisco solutions or a competitively held account for the solution  <b>Upgrade &amp; Reactivate Track Rules</b> Bought the latest technology but not in the past 2 years (8 full quarters) \$100K list minimum purchase of combined eligible SKUS to receive discount	
Cisco Catalyst 4000 Series	60%	YES	2%		
Cisco Catalyst 6000 Series	60%	YES	2%		
Cisco Catalyst 9000 platform	60%	YES	2%		
<b>Routing</b>					
All Cisco Nexus® product families	60%	YES	2%	<b>New &amp; Competitive Track Rules</b> First time purchase of the latest Cisco solutions or a competitively held account for the solution  <b>Upgrade &amp; Reactivate Track Rules</b> Bought the latest technology but not in the past 2 years (8 full quarters) \$100K list minimum purchase of combined eligible SKUS to receive discount	
Cisco 4000 Series ISRs	60%	YES	2%		
Cisco ASR 1000 Series	60%	YES	2%		
Cisco 800 Series ISRs (4G ready)	60%	YES	2%		
Other: WAAS, 4G LTE WWAN card, Cisco UCS® E-Series	60%	YES	2%		
<b>Wireless</b>					
Pre-Configured Appliance	60%	YES	2%	<b>New &amp; Competitive Track Rules</b> First time purchase of the latest Cisco solutions or a competitively held account for the solution  <b>Upgrade &amp; Reactivate Track Rules</b> Bought the latest technology but not in the past 2 years (8 full quarters) \$100K list minimum purchase of combined eligible SKUS to receive discount	
Configure-to-Order System	60%	YES	2%		
802. 11 ac Solutions	60%	YES	2%		

DATA CENTER – New & Competitive and Upgrade & Reactivate				
Product	Discounts			Track Rules
<b>Cisco UCS</b>	AB Discount	Stackable w/MIP	VIP Bonus	
Standard (ala carte)	70%	NO	2%	<b>New &amp; Competitive Track Rules</b> New first time Cisco UCS customer with partner leading sales engagement  <b>Upgrade &amp; Reactivate Track Rules</b> Customer who has not purchased Cisco UCS product in the past 1 year (4 full quarters)
SmartPlay Select	68%	NO	2%	
SmartPlay Rack Paks	64%	NO	2%	
3 <sup>rd</sup> Party OEM Software (VMWare, Microsoft, Citrix, etc.)	61%	NO	2%	
<b>Cisco Nexus</b>				
Cisco Nexus (9300, 9500 Series, Cisco ACI)	65%	YES	2%	<b>New &amp; Competitive Track Rules</b> New first time Cisco Nexus customer with partner leading sales engagement  <b>Upgrade &amp; Reactivate Track Rules</b> Customer who has not purchased Cisco Nexus technology in the past 2 years (8 full quarters)
Cisco Nexus (1000, 2000, 3000, 4000, 5000, 6000, 7000 Series)	60%	YES	2%	
<b>Cisco Hyperflex*</b>				
Standard and Components Configure-to-Order	74%	NO	2%	<b>New &amp; Competitive Track Rules</b> New first time Cisco Hyperflex customer with partner leading sales engagement  <b>Upgrade &amp; Reactivate Track Rules</b> No offer available for Upgrade & Reactivate * Cisco Hyperflex Account Breakaway deal eligible for "Try and Buy" (TAB)
SmartPlay Hyperflex Bundles	71%	NO	2%	
vSphere for Cisco Hyperflex	74%	NO	2%	

SECURITY – New & Competitive					
Product	Discounts				Track Rules
Security Account Breakaway	CAN, LAT AB Discount	United States AB Discount	Stackable w/MIP	VIP Bonus	
Network Security (Firewall & IPS)	60%	64%	YES	2%	<b>New &amp; Competitive Track Rules</b> New first time purchase of product from a domain greater than \$2,500  NOTE: Each domain treated as a separate new account
Email Security	60%	64%	YES	2%	
Web Security	60%	64%	YES	2%	
AMP for Endpoints	60%	64%	YES	2%	
Cisco Stealthwatch	60%	64%	YES	2%	
Identity Services Engine or Cisco TrustSec	60%	64%	YES	2%	
Cloud Security (Umbrella, Stealthwatch, Cloud & Cloudlock)	58%	58%	YES	Does not qualify	
SECURITY – Upgrade & Reactivate					
Product	Discounts				Track Rules
Security Account Breakaway	CAN, LAT AB Discount	United States AB Discount	Stackable w/MIP	VIP Bonus	
Reactivate Network Security Firewall & IPS	60%	64%	YES	2% for Reactivate Network Security and Reactivate ASA 5585;  ASA 5585 Upgrade eligible for VIP bonus – exceptions apply*	<b>Upgrade &amp; Reactivate Track Rules</b> Open to any account that has not purchased Security in the past 2 years (8 full quarters)  * ASA 5585 to Cisco Firepower® FPR4110 or FPR2140 upgrades purchased within the past 2 years qualify for the upfront discount but <i>not</i> the 2% VIP bonus

SECURITY – ASA 5585 Upgrade <span style="background-color: yellow; border-radius: 15px; padding: 2px 10px;">PROMOTION!</span>				
Hardware & Software	Promo Discount	Stackable w/MIP	VIP Bonus	Promo Rules
<u>Hardware</u> ASA 5585 Reactivate Promotion*	62%	YES	Earn an additional 2% VIP bonus for Reactivate Network Security and Reactivate ASA 5585 registered deals	<ul style="list-style-type: none"> <li>✓ Must be Upgrading from ASA5585 to FPR4110 or FPR2140</li> <li>✓ 62% for FPR4110 or FPR2140 Hardware on ASA5585's purchased greater than 24 months ago – qualifies for VIP 2% bonus</li> <li>✓ 58% for FPR4110 or FPR2140 Hardware ASA5585's purchased within past 24 months*</li> </ul>
<u>Hardware</u> ASA 5585 Upgrade Promotion*	58%	YES	ASA 5585 Upgrade eligible for VIP bonus – exceptions apply*	
<u>Software</u> License Term				
- 1 year	70%	YES	*ASA 5585 to Cisco Firepower® FPR4110 or FPR2140 upgrades purchased within the past 2 years qualify for the upfront discount but <i>not</i> the 2% VIP bonus	
- 3 years	75%			
- 5 years	80%			

IoT – New & Competitive and Upgrade & Reactivate*		
Product	Discount	Track Rules
<b>Switching</b>		
Cisco 2520 Connected Grid Switches (CGS2520)	56%	<p><b>New &amp; Competitive Track Rules</b></p> <p>First time purchase of the latest Cisco solutions or a competitively held account for the solution</p> <p><b>Upgrade &amp; Reactivate Track Rules</b></p> <p>Bought the latest technology but not in the past 2 years (8 full quarters)</p>
Cisco Industrial Ethernet (IE) (1000, 2000, 3000, 4000, 5000 Series Switches)	56%	
Cisco Embedded Service Switch	56%	
<b>Routing</b>		
Cisco 1000 & 2000 Series Connected Grid Routers	56%	<p><b>New &amp; Competitive Track Rules</b></p> <p>First time purchase of the latest Cisco solutions or a competitively held account for the solution</p> <p><b>Upgrade &amp; Reactivate Track Rules</b></p> <p>Bought the latest technology but not in the past 2 years (8 full quarters)</p>
Cisco Industrial Routers	56%	
Cisco Embedded Services Routers	56%	
<b>Wireless, Security &amp; Software</b>		
<b>Wireless</b> – Cisco Industrial Wireless (IW) Access Points	56%	<p><b>New &amp; Competitive Track Rules</b></p> <p>First time purchase of the latest Cisco solutions or a competitively held account for the solution</p> <p><b>Upgrade &amp; Reactivate Track Rules</b></p> <p>Bought the latest technology but not in the past 2 years (8 full quarters)</p>
<b>Security</b> – Cisco Industrial Security Appliance (ISA)	56%	
<b>Software</b> – Cisco Connected Grid Network Management System	56%	
<b>Software</b> – Cisco Industrial Network Director	56%	
<b>Software</b> – Cisco ONE Software	56%	

\* IoT Account Breakaway Technologies available in Canada, EMEAR, LATAM, and US ONLY