



An Introduction to the Cisco Teaming Incentive and Differential Discount

EMEA

March 2015

Teaming Incentive: At-a-Glance

Program Goal

- Cisco's Teaming Incentive rewards partners for their pre-sales effort, value-add and investment when teaming on Cisco-identified opportunities

Program Details

- Incremental discount in addition to Certification on all eligible products
- Combinable with other incentives and Accelerators as defined by Cisco
- % differential maintained if non-std (MDM) pricing required
- Minimum Deal: \$100,000 List product - \$50k in Commercial/PL

Program Requirements

- All Cisco Certified Partners and MSCP Master, Adv, Express
- Cisco-initiated Opportunities, approved partner registration required
- Registration Valid for 6 months and eligible for renewal

Eligibility

- All Cisco defined market segments
- Teaming is available for Resale and Managed Services opportunities
- Opportunities in which customer contracts or other circumstances prevent Teaming from operating as defined will be excluded (RFI/RFP/RFQ)

Teaming Incentive (TIP) Process

1

Partner Registration

Complete Teaming questionnaire in Cisco Commerce Workspace

Business issue and proposed solution

Indication of pre-sales activities

Register opportunity with Cisco in CCW at www.cisco.com/go/commercespace

2

Deal Qualification

Cisco Reviewers

Determine if opportunity is eligible for Teaming

Review partner qualifications to deliver proposed solution

Grant/deny Teaming based upon registration

3

Deal Approval

Partner submits Joint Opportunity Plan, proof of pre sales activities and BOM

Import TMP quote, if applicable

AM reviews Partner Activities Proof of Performance

Grant/deny teaming discount

4

Place Order

Direct Orders

Partner places order and provides deal ID

Two-Tier Orders

Partner places order with chosen disti via approved DART

Non Standard

AM ensures Differential Discount Policy is applied for qualified Teaming partner

Differential Discount for Non-Standard Deals

Enables the Partner approved for Teaming (or Hunting) to maintain the incentive discount as a differential on deals that require non-standard discounting



Partner approved for Teaming or Hunting **maintains an 8% discount differential** on deals requiring non-standard pricing unless standard programmatic pricing prevents this— (E.G. UCS, PSPP, Fast track)

FAQs

- Multiple approvals and proper documentation are required during the Teaming process due to its legal sensitivity
- Teaming can be combined with multiple Cisco behavioural incentives and Accelerators
- Email Alias for Teaming support: emea_tip_support@cisco.com
- Website: www.cisco.com/go/teamingprogram





TOMORROW starts here.