

# Channel Partner Program Announcement



Announcement Date:  
July 31, 2011

## Partner Development Funds (PDF) Program Is Now Value Incentive Program-Express (VIP- Express)

### View key updates and enroll starting August 14

Cisco® VIP-Express is a profitability program designed for partners who focus on selling Cisco products and solutions into the small business and commercial segments.

Starting August 14, the VIP-Express will:

- Replace the current Partner Development Funds (PDF) program. VIP-Express targets Cisco Registered, Select, and Premier Certified Partners with small business and commercial practices.
- Consolidate the small business and commercial segments under the flagship Value Incentive Program (VIP) umbrella.
- Be streamlined to fewer tracks with closer alignment to the Fast Track 2 program SKUs.
- Be open for enrollment to all qualifying partners. Any partners previously enrolled in PDF will automatically be enrolled in the new program by September 12, 2011.

Starting on August 14, qualifying partners can go to [Partner Program Enrollment \(PPE\)](#) to enroll in the VIP-Express track for which they are eligible. To receive VIP-Express benefits, partners previously enrolled in PDF must read the terms and conditions. If you agree to the terms, no action is required, and you will automatically be enrolled in the program. You can go to PPE to verify your enrollment in VIP-Express starting on September 12. All partners enrolled by this date will have their bookings credited from the beginning of FY12.

If you choose not to accept the terms for the FY12 VIP-Express, you may opt out at any time by opening a case with the [Partner Relationship Team](#) to ask to be deleted from the program.

For more information, go to the [VIP-Express website](#). If you have any questions or issues, please open a case with the [Partner Relationship Team](#).