

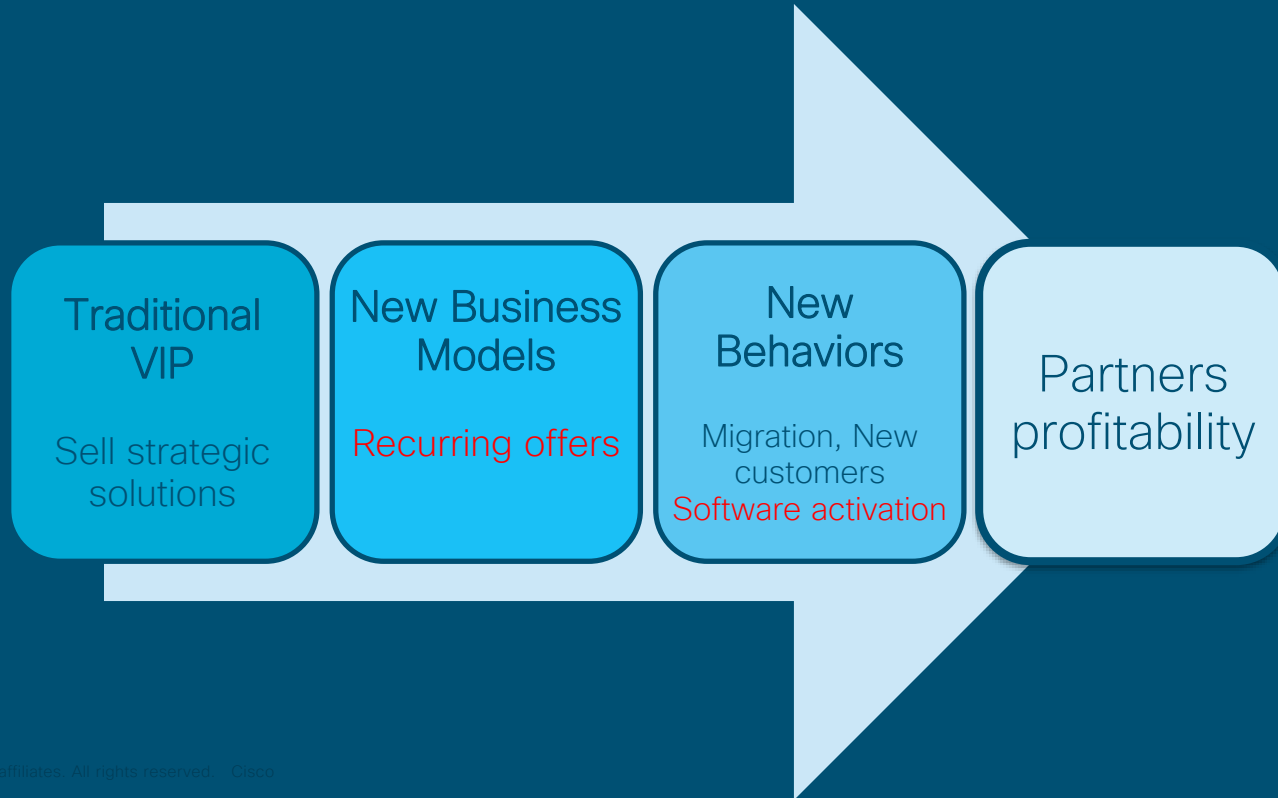


# Partnership. Rewards. Results.

Drive Profitability with  
Cisco Channel Programs

Cisco Value Incentive Program (VIP) 32 – Annuity and Software activation rewards deep dive  
July 29, 2018, through January 26, 2019

# VIP: rewarding Partners focusing on Cisco strategic areas



# VIP 32 Agenda

- Annuity reward model  
Annuity vs resale
- Software Activation  
Reward and best practice
- Partner summit announcements



# VIP 32 EMEAR launch calls – Partner sessions

VIP 32 for veterans (30 min)	VIP 32 for newbies (90 min)	Architecture Pit Stops (32 min)
<a href="#">Tues July 31 11:00 am CET</a>	<a href="#">Wed Aug 01 11:00 am CET</a>	<a href="#">Enterprise Networks: Wed Sept 12, 2:30 pm CET</a>
<a href="#">Wed Sep 05 10:00 am CET</a>	<a href="#">Thu Sep 06 11:00 am CET</a>	<a href="#">Security: Tues Sept 18, 11:00 am CET</a>
<a href="#">Tues Sep 11 11:00 am CET</a>	<a href="#">Wed Sep 12 10:00 am CET</a>	<a href="#">Data Center: Thurs Sept 20, 11:00 am CET</a>
		<a href="#">Collaboration: Tues Sept 11, 2:00 pm CET</a>

Recordings available  
on our [VIP website](#)

All partners wishing to participate must actively enroll in VIP 32  
There is no automatic enrollment.

VIP 32 annuity

# VIP 32 architectural design

### Architecture track



Enterprise Networks



Security



Data Center




Collaboration




Service Provider  
Technology


### New Business track




Enterprise Networks  
Annuity




Security Annuity



Data Center Annuity



Collaboration Annuity



Meraki®

# VIP 32 Qualifications required

Red: Specialisation valid for VIP 32 entry, requires transition to valid exit specialisation by end of VIP 32

Architecture		New business	
<b>Enterprise Networks</b> Advanced Enterprise Networks Architecture	CMSP1, Global Gold	<b>Enterprise Networks Annuity</b> Advanced Enterprise Networks Architecture Express Specialisation - Enterprise Networks track	Global Gold
<b>Data Center</b> Advanced Data Center Architecture		<b>Data Center annuity</b> Advanced Data Center Architecture Express specialization - Data Center track	
<b>Security</b> Advanced Security Architecture		<b>Security Annuity</b> Advanced Security Architecture Specialization Express Specialization - Security track Cisco Welcome Program	
<b>Collaboration</b> Advanced Collaboration Architecture TelePresence Video ATP Master Advanced Video Specialization Express Specialization - Video track		<b>Collaboration Annuity</b> SaaS Subscription resale program	
<b>Service Provider</b> Advanced Service Provider Architecture		<b>Meraki</b> Advanced Enterprise Networks Architecture	

1: CMSP Master or Advanced only - CMSP express is excluded

# Enterprise Networks Annuity

## Base payout

- 2% paid on Cumulative MRR – revenue delivered in VIP period
- Over the subscription lifecycle (in multiple VIP periods)
- Includes land, expand, and renew subscriptions
- Simplified, predictable, recurring incentive

## Land and Expand bonus

- 0-3% paid on net growth in Total Contract Value (TCV)
- One-time bonus for new and expanded subscriptions within VIP 32
- See [www.cisco.com/go/vipuskus](http://www.cisco.com/go/vipuskus) for eligible offers and payout rates

## Renewal bonus

- One-time bonus, paid on TCV of renewed subscriptions within VIP 32:
  - Valid Lifecycle Advisor for Enterprise Agreements: 2%
  - All other eligible Partners: 1%
- Performance requirement: Partner must maintain or grow Cumulative MRR, period over period, to be eligible for the Renewal bonus

## General requirements

Able to contractually sell eligible offers	No customer satisfaction (CSAT) requirements	Internal business use, Not for Resale (NFR), Simplified Pricing deals excluded	Migrations (such as GPL subscriptions moving to Annuity) excluded	Partner credentials on January 26, 2019 will be recognized for the Renewal bonus calculation
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# Enterprise Networks Annuity



## Requirements

### Enrollment:

- Advanced Enterprise Networks Architecture Specialization and/or
- Express Specialization – Networking track and/or
- Global Gold Certification

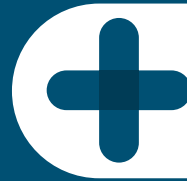
### Specializations – must maintain throughout entire VIP period:

- Advanced Enterprise Networks Architecture Specialization and/or
- Express Specialization – Networking track and/or
- Global Gold Certification

### Minimum revenue:

- Achieve minimum Cumulative Monthly Recurring Revenue (MRR) of \$1,000 in qualified Enterprise Networks Annuity SKUs on the Annuity platform in CCW
- May qualify for the Renewal bonus payout, provided cumulative MRR at the end of VIP 32 is the same as or greater than the Cumulative MRR at the end of VIP 31

CSAT: N/A



## Payout percentages

- **2%:** Base payout, paid on Cumulative MRR<sup>1</sup>
- **0-3%:** Land and Expand bonus, paid on net growth in TCV<sup>2</sup>
- **1%-2%:** Renewal bonus, paid on TCV<sup>3</sup> of renewed subscriptions
- **Up to 21%:** Activation bonus, paid on TCV<sup>2</sup> of activated subscriptions (POP submission required)

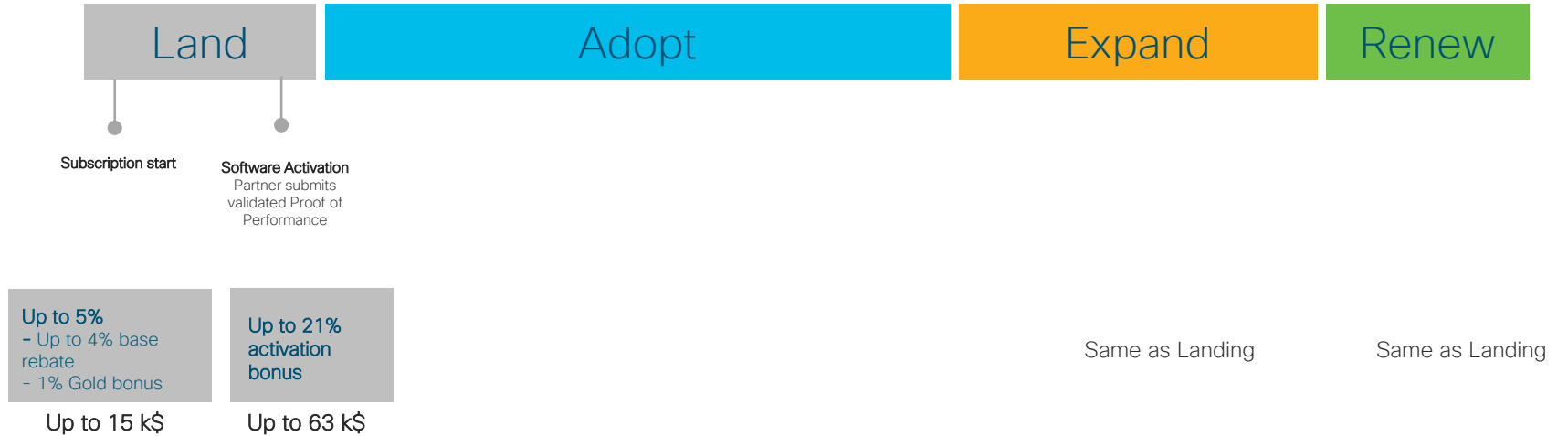
### Notes

1. Cumulative Monthly Recurring Revenue (MRR) to Cisco within VIP program period on the Annuity platform in CCW
2. Total Contract Value (TCV) to Cisco within VIP program period placed on the Annuity platform in CCW
3. Total Contract Value (TCV) of renewed subscriptions to Cisco within VIP program period placed on the Annuity platform in CCW (valid Lifecycle Advisor for Enterprise Agreements: 2%; all other eligible partners: 1%)

Refer to the Program Requirements Summary document for a printer-friendly version of this slide: [www.cisco.com/go/vip](http://www.cisco.com/go/vip)

# Example for 300 k\$ resale deal

## Cisco Advantage software solution

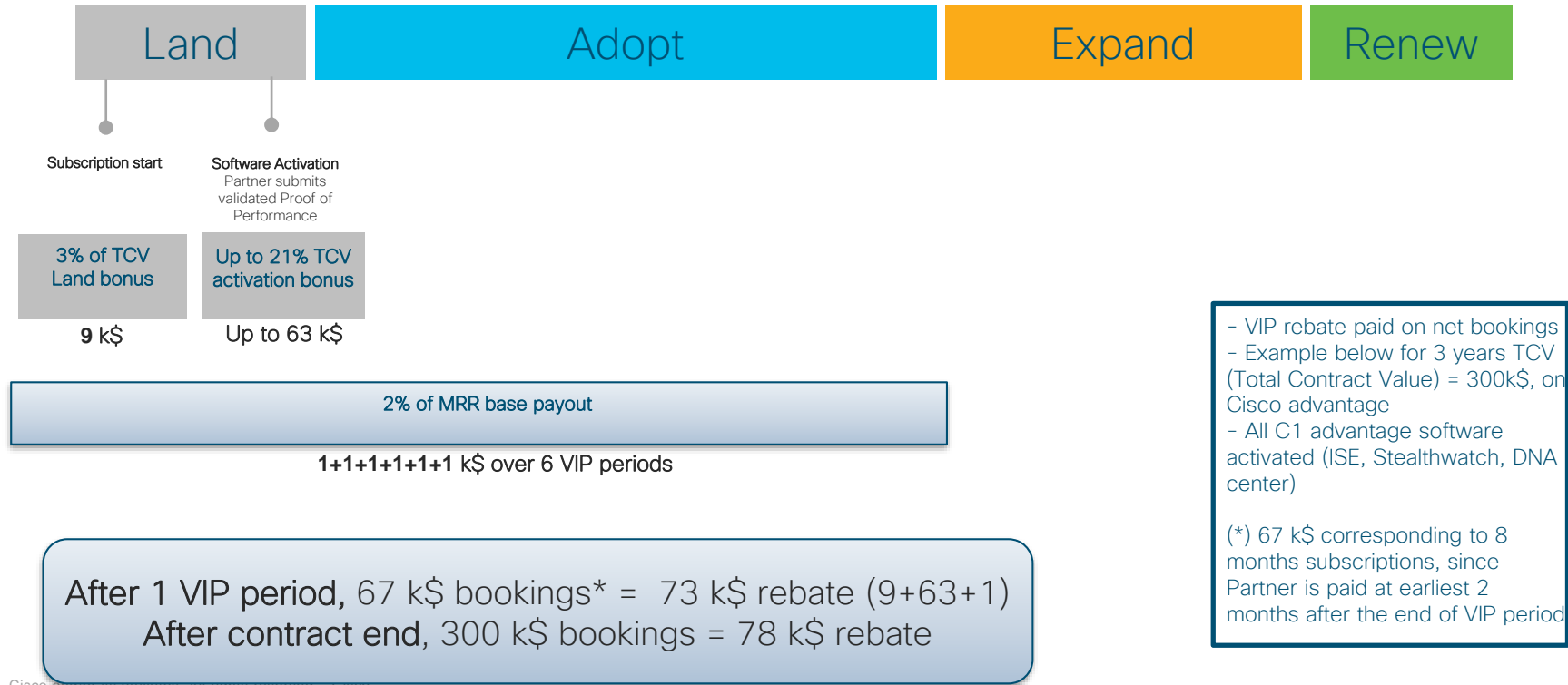


300 k\$ bookings =  
up to 78 k\$ VIP 32 rebate

- VIP rebate paid on net bookings
- Example below for 3 years license of 300k\$, on Cisco advantage
- All Cisco Advantage software activated (ISE, Stealthwatch, DNA center)

# Example for 300 k\$, 3 years subscription

## Cisco DNA Advantage software solution



# Enterprise Networks Annuity: Example

MRR calculation example: Total Contract Value: \$120,000 | Term: 12 months | MRR: \$10,000

## Monthly Recurring Revenue (MRR) during VIP 32

Subscriptions	TCV	Subscription type	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Cumulative MRR
Sub 1 – 1 year	\$120,000	New	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Sub 2 – 1 year	\$90,000	New	-	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$37,500
Sub 3 – 2 years	\$360,000	New	-			\$15,000	\$15,000	\$15,000	\$45,000
			\$10,000	\$17,500	\$17,500	\$32,500	\$32,500	\$32,500	\$142,500

### Base payout

Cumulative MRR \* Base rebate %  
 $\$142,500 * 2\% = \$2,850$



### Land and Expand bonus

TCV of new and expanded  
 subscriptions \* bonus rebate %  
 $\$570,000 * 3\% = \$17,100$

$\$570,000 = \$120,000$  (Sub 1) +  $\$90,000$   
 (Sub 2) +  $\$360,000$  (Sub 3)



### Activation bonus

TCV of activated subscription \*  
 bonus rebate %  
 $\$50,000$  (net TCV of Cisco ONE  
 EA Advantage) \* 7% =  $\$3,500$

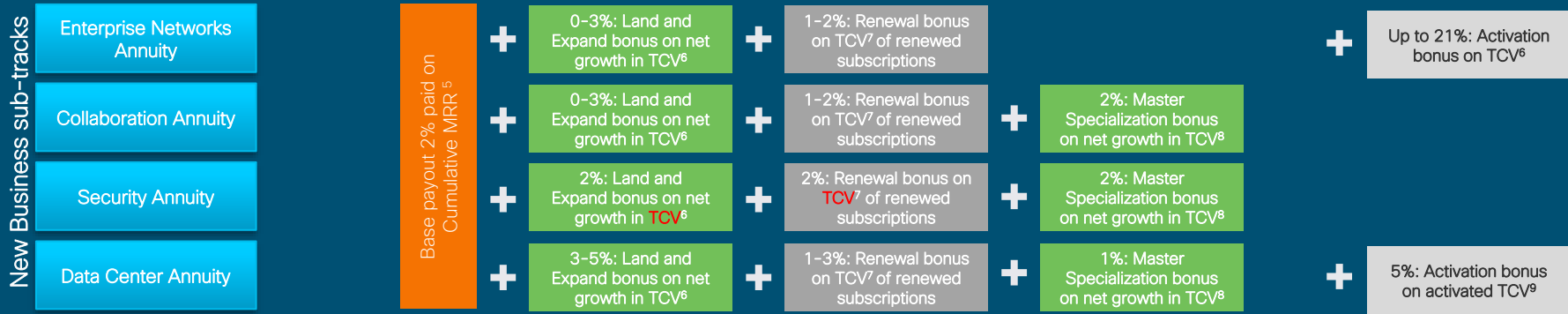
Sub 1: Only Stealthwatch® activated in Cisco  
 ONE™ EA Advantage SKUs within the Cisco  
 ONE EA

Total Enterprise Networks Annuity rebate = \$23,450

Rebate as % of revenue = 16%

Note: Renewal bonus will become relevant in future VIP periods, as the Enterprise Networks Annuity was only introduced in VIP 30; therefore, there are no subscriptions for renewal yet.

# VIP 32 Annuity rebate structure



- SKU categories B-J; for a list of VIP eligible SKUs, go to [www.cisco.com/go/ipskus](http://www.cisco.com/go/ipskus).
- The following lowest rebate category products are not eligible for Gold bonus: 2% rebate category products in Enterprise Networks subtrack, 4% rebate category products in Security subtrack, 2% rebate category products in Data Center subtrack, 1% rebate category products in Collaboration subtrack, and 2% rebate category products in Meraki subtrack.
- Master Specialization/Cisco Powered™ bonus: 1% in Data Center, 2% in Security, and 2% in Collaboration subtracks (paid only on Cisco TelePresence® SKUs for TelePresence Master ATP).
- Account Breakaway bonus: UCS/HX Account Breakaway bonus and Nexus Account Breakaway bonus in Data Center, Security Account Breakaway bonus in Security, EN Account Breakaway bonus in EN. (UCS/HX Account Breakaway can't be combined with Migration Incentive Program).
- Cumulative Monthly Recurring Revenue (MRR) to Cisco within VIP program period on the Annuity platform in CCW.
- Total Contract Value (TCV) to Cisco within VIP program period placed on the Annuity platform in CCW; see [www.cisco.com/go/ipskus](http://www.cisco.com/go/ipskus) for details and payout rates.
- Total Contract Value (TCV) of renewed subscriptions to Cisco within VIP program period placed on the Annuity platform in CCW ([EN Annuity](#) - valid Lifecycle Advisor for Enterprise Agreements: 2%, all other eligible partners: 1%; [Collaboration Annuity](#) - approved SaaS Subscription Resale Program - Simple Resale partner: 1%, valid Lifecycle Advisor for Cisco Webex®: 2%, approved SaaS Subscription Resale Program - Resale with Lifecycle management partner: 2%; [Security Annuity](#) - all partners: 2%; [DC Annuity](#) - valid Lifecycle Advisor for Enterprise Agreements: 2% on Enterprise Agreements; all other eligible partners: 3% on 5-year Intersight® renewed subscriptions, 2% on 1- and 3-year Intersight renewed subscriptions, 1% on all other eligible offers).
- Total Contract Value (TCV) to Cisco within VIP program period placed on the Annuity platform in CCW; maintain the required Master specialization, as defined for each architecture, to receive an additional payout.
- Activated count and associated Total Contract Value (TCV) to Cisco within VIP program period placed on the Annuity platform in CCW.

# Enterprise Networks Annuity

## Base payout

- 2% paid on Cumulative MRR – revenue delivered in VIP period
- Over the subscription lifecycle (in multiple VIP periods)
- Includes land, expand, and renew subscriptions
- Simplified, predictable, recurring incentive

## Land and Expand bonus

- 0-3% paid on net growth in Total Contract Value (TCV)
- One-time bonus for new and expanded subscriptions within VIP 32
- See [www.cisco.com/go/vipuskus](http://www.cisco.com/go/vipuskus) for eligible offers and payout rates

## Renewal bonus

- One-time bonus, paid on TCV of renewed subscriptions within VIP 32:
  - Valid Lifecycle Advisor for Enterprise Agreements: 2%
  - All other eligible Partners: 1%
- Performance requirement: Partner must maintain or grow Cumulative MRR, period over period, to be eligible for the Renewal bonus

## General requirements

Able to contractually sell eligible offers	No customer satisfaction (CSAT) requirements	Internal business use, Not for Resale (NFR), Simplified Pricing deals excluded	Migrations (such as GPL subscriptions moving to Annuity) excluded	Partner credentials on January 26, 2019 will be recognized for the Renewal bonus calculation
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# Data Center Annuity

## Base payout

- 2% paid on Cumulative MRR – revenue delivered in VIP period
- Over the subscription lifecycle (in multiple VIP periods)
- Includes land, expand, and renew subscriptions
- Simplified, predictable, recurring incentive

## Land and Expand bonus

- 3-5% paid on net growth in Total Contract Value (TCV)
- One-time bonus for new and expanded subscriptions within VIP 32
- See [www.cisco.com/go/vipuskus](http://www.cisco.com/go/vipuskus) for eligible offers and payout rates

## Renewal bonus

- One-time bonus, paid on TCV of renewed subscriptions within VIP 32:
  - Lifecycle Advisor for Enterprise Agreements: 2% on Enterprise Agreements
  - All other eligible partners: 2-3% on renewed Intersight subscriptions  
1% on all other eligible offers
- Performance requirement: Partner must maintain or grow Cumulative MRR, period over period, to be eligible for the Renewal bonus

## General requirements

Able to contractually sell eligible offers	No customer satisfaction (CSAT) requirements	Internal business use, Not for Resale (NFR), Simplified Pricing deals excluded	Migrations (such as GPL subscriptions moving to Annuity) excluded	Partner credentials on January 26, 2019 will be recognized for the Renewal bonus calculation
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# Security Annuity

## Base payout

- 2% paid on Cumulative MRR – revenue delivered in VIP period
- Over the subscription lifecycle (in multiple VIP periods)
- Includes land, expand, and renew subscriptions
- Simplified, predictable, recurring incentive

## Land and Expand bonus

- 2% paid on net growth in Total Contract Value (TCV)
- One-time bonus for new and expanded subscriptions within VIP 32
- See [www.cisco.com/go/vipiskus](http://www.cisco.com/go/vipiskus) for eligible offers

## Renewal bonus

- 2% paid on TCV of renewed subscriptions
- One-time bonus for renewed subscriptions within VIP 32
- Performance requirement: Partner must maintain or grow Cumulative MRR, period over period, to be eligible for the Renewal bonus

### General requirements

Able to contractually sell eligible offers

No customer satisfaction (CSAT) requirements

Internal business use, Not for Resale (NFR), Simplified Pricing deals excluded

Migrations (such as OpenDNS renewals moving to Annuity) excluded



# Annuity tracks reporting

Go to [TPV](#)

Partner Name: Partner x | Program Name: Value Incentive Program 32 | Currency: USD

Payment Status

Program	Country/Country Group	Period	Currency	Excel Download	Payment			Total Payment
					1	2	3	
Value Incentive Program 31	FRANCE	Q3-Q4FY18	USD		204,297.46			204,297.46
Value Incentive Program 30	FRANCE	Q1-Q2FY18	USD		104,478.59	455.00		104,933.59
Value Incentive Program 29	FRANCE	Q3-Q4FY17	USD		72,384.94	6,598.34		78,983.28
Value Incentive Program 28	FRANCE	Q1-Q2FY17	USD		58,015.58	0.00	0.00	58,015.58

Current Payment Eligibility - Value Incentive Program 32

Track	Sub-Track	Currency	Total Allocated Bookings	Minimum Bookings	Bookings Required to Payment Meet Target	CSAT Eligible?	Minimum Bookings	Spec/ CMSP/ ATP	Bonus/Accelerator/Payment Component	
ARCHITECTURE	COLLABORATION	USD		250,000.00		✗	✓	✗	✓	MASTER SPL INCREMENTAL; GOLD/MASTER CMSP BONUS; TP MASTER/Global/Multinational Bonus;
	DATA CENTER	USD		200,000.00		✓	✓	✓	✓	MASTER SPL INCREMENTAL; GOLD/MASTER CMSP BONUS;
	ENTERPRISE NETWORKS	USD		600,000.00		✗	✓	✗	✓	GOLD/MASTER CMSP BONUS;
	SECURITY	USD		130,000.00		✗	✓	✗	✓	MASTER SPL INCREMENTAL; GOLD/MASTER CMSP BONUS;
NEW BUSINESS	COLLABORATION ANNUITY	USD	NA	NA	NA	—	—	—	—	ANNUITY BASE INCENTIVE; ANNUITY LAND AND EXPAND BONUS; ANNUITY RENEWAL BONUS
	DATA CENTER ANNUITY	USD	NA	NA	NA	—	—	—	—	ACTIVATION BONUS; ANNUITY BASE INCENTIVE; ANNUITY LAND AND EXPAND BONUS; ANNUITY RENEWAL BONUS
	MERAKI	USD		150,000.00		✗	✓	✗	✓	GOLD/MASTER CMSP BONUS;

Click on the annuity track

# Annuity tracks reporting

Go to [TPV](#)

Home | VIP | CSPP | Cloud | Partner Plus | Payments | GP Training here!

Currency: USD

Back To >> VIP Partner Name: Partner X Program Name: Value Incentive Program 32 Track: NEW BUSINESS Sub-Track: COLLABORATION ANNUITY

### Annuity Base Incentive

Payment Component	Spec/CMSP/ATP	Currency	Minimum Revenue Requirement	Cumulative Monthly Recurring Revenue (MRR)	Cumulative Monthly Recurring Revenue (MRR) needed to meet the target	Payment Eligible	Payment
ANNUITY BASE INCENTIVE	✓	USD	1,000.00	xxx,xxx.xx	0.00	✓	0.00

Note: Annuity Base Incentive will be paid to the partners only when minimum revenue requirements are met.

### Annuity Renewal bonus

Payment Component	Spec/CMSP/ATP	Currency	Number of subscriptions eligible for renewals	Total Contract Value of renewed subscriptions	Cumulative MRR previous program period	Cumulative MRR current program period	Payment Eligible	Payment
ANNUITY RENEWAL BONUS	✓	USD	4	xxx,xxx.xx	0.00	xxx,xxx.xx	✓	0.00

Note: Annuity Renewal bonus is paid to the partner, only when they are eligible for Annuity Base Incentive. Partner must maintain/grow Cumulative MRR, period over period, to be eligible for Renewal bonus.

### Trend in Cumulative Monthly Recurring Revenue (MRR)

Month	Cumulative Monthly Recurring Revenue (MRR) (USD)
Month 1	xxx,xxx.xx
Month 2	xxx,xxx.xx
Month 3	0
Month 4	0
Month 5	0
Month 6	0

### Total Contract Value

Renewal Type	Total Contract Value
Auto Renewals	xxx,xxx.xx
Manual Renewals	0

VIP 32 Software Activation  
Bonus

# Software Activation Bonus

- What's in it for you?
- Optimized process
- Executive summary
- POP submission steps
- Resources



# What's in it for you?

Activation is the first step towards adoption, expansion, and renewal



## Software value

- Cisco ONE Advantage
- DNA Advantage
- Data Center Intersight



## Activation bonus

- DNAC
- ISE
- Stealthwatch
- Intersight

Activation: is "turning on the SW"  
(installing & enabling licenses)  
establishing basic functionality.



## Business outcomes



## Additional value

## Eligible SKUs & Offers



## Recurring business

Land

**Activate**  
VIP Activation bonus

Adopt

Expand

Renew

# Activation bonus

## Optimized process

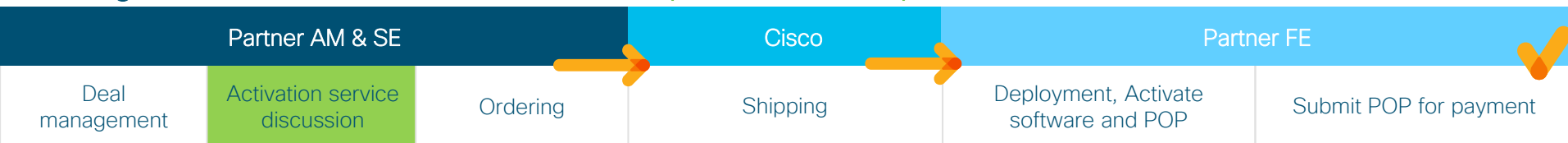
### Landing the sale **without** the Activation service



#### Problem with current approach:

1. Activation service added later in the sales cycle.  
**Impact:** Higher Field Engineering cost and time for Activation service deployment
2. Customer engagement second time for the same deal.  
**Impact:** Longer time to fully close the deal and receive Activation bonus payout impacting new deals.

### Landing the sale **with** the Activation service (Recommended)



**Advantage with recommended approach:** Activation service discussed earlier in the sales cycle with customer.

#### Impacts:

- (1) Lower Field Engineering cost and time for Activation service deployment.
- (2) Shortened time to fully close the deal and receive Activation payout (more time for new deals)

# VIP Activation bonus

Subtrack	Eligibility	Reward	Offer/SKUs
Enterprise Network (EN) & Enterprise Network Annuity	<ul style="list-style-type: none"> <li>All partners who earn a VIP payment in the EN and EN Annuity sub-track are eligible</li> <li>Proof-of-Performance (POP) submission is required via PPE to validate activation</li> </ul>	<div data-bbox="709 277 1255 363">Cisco DNA Center™ (DNAC) 7%</div> <div data-bbox="962 363 1000 401">+</div> <div data-bbox="709 407 1255 493">Cisco Stealthwatch® 7%</div> <div data-bbox="962 493 1000 531">+</div> <div data-bbox="709 537 1255 623">Cisco® Identity Services Engine (ISE) 7%</div>	<ul style="list-style-type: none"> <li>Activate key software in Cisco ONE™ Advantage, Cisco DNA™ Advantage products, and Cisco ONE™ Enterprise Agreements in a production network to add up to 21% of incremental rebate on the activation eligible SKUs</li> </ul>
Data Center (DC) Annuity	<ul style="list-style-type: none"> <li>All partners who earn a VIP payment in the DC Annuity sub-track are eligible</li> <li>Activate at least 25% of licensed UCS Servers on Cisco Intersight</li> <li>UCS Server activation is monitored based on telemetry</li> <li>Proof-of-Performance (POP) submission is not required</li> </ul>	<div data-bbox="709 791 1255 877">Cisco Intersight™ 5%</div>	<ul style="list-style-type: none"> <li>Activate at least 25% of licensed UCS Servers on Cisco Intersight to receive 5% Activation bonus on the DC Annuity eligible SKUs</li> </ul>



# VIP Activation bonus

Data Center (DC) Annuity



# Data Center Annuity

## Activation bonus

Activate licensed Cisco UCS® servers on Cisco Intersight™ to add incremental rebate

5%

Cisco Intersight

(paid on activated count and associated Total Contract Value)

Double the VIP payout on Cisco Intersight SKUs: [www.cisco.com/go/vipskus](http://www.cisco.com/go/vipskus)

### Eligibility

1. All partners who earn a VIP payment in the Data Center Annuity subtrack are eligible.
2. Cisco UCS server activation is monitored based on telemetry. Validation via Proof-of-Performance (POP) submissions is not required.
3. Activate at least 25% of licensed Cisco UCS servers on Intersight.
4. Partners have until October 26, 2019, to activate the Cisco UCS servers → 6 months at minimum.

For more information, refer to the VIP Operations Guide at [www.cisco.com/go/vip](http://www.cisco.com/go/vip).

The VIP Activation bonus is designed to complement the Lifecycle Advisor program and its incentive.



# VIP Activation bonus

End-to-End process (EN & EN Annuity)

# Activation bonus

## Putting it all together

### End-to-End process (EN & EN Annuity)



6 months (12 for EAs) from the VIP period shipment deadline to complete proof of performance

# Activation bonus

## Putting it all together

### End-to-End process (EN & EN Annuity)



6 months (12 for EAs) from the VIP period shipment deadline to complete proof of performance

# DNA Center (DNAC) activation

## Proof of Performance

Partner delivers solution, activates software, and completes Proof of Performance



DNA Center



ISE



Stealthwatch

## Requirements

### DNAC Activation

**Requirement** – To be eligible Partners must install DNAC on a production network consisting of a minimum of 50 Devices.

### Proof of Performance

requires submitting DNAC POP – Device inventory report screen shot from 1st Page.

**Enablement:** Step by Step Guide with [DNAC Proof-of-Performance](#) Template For Submission.

Partner may mask IP addresses.

Device Name	IP Address	Reachability Status	IOS/Firmware	Up Time	Last Updated Time	Poller Time	Last Inventory Collect Status
AP00081.C424.3CF2	[Masked]	Reachable	8.4.1.110	NA	2 hours ago	NA	Managed
AP000EB.D510.3F18	[Masked]	Reachable		NA	2 hours ago	23:20:00	Managed
BLD1-DST1	[Masked]	Unreachable	03.07.01E	173 days, 7:25:38.02	2 hours ago	23:20:00	DEV-UNREACHED
BLD1-DST2	[Masked]	Unreachable	03.07.02E	180 days, 8:47:01.60	2 hours ago	23:20:00	DEV-UNREACHED
BLD1-FLR1-ACCESS	[Masked]	Unreachable	16.3.20160807:165722	10 days, 0:15:46.08	2 hours ago	23:20:00	DEV-UNREACHED
BLD1-FLR2-ACCESS	[Masked]	Unreachable	16.3.20160807:165722	73 days, 22:24:43.84	2 hours ago	23:20:00	DEV-UNREACHED
BLD2-DST1	[Masked]	Unreachable	03.07.01E	41 days, 8:20:08.48	2 hours ago	23:20:00	DEV-UNREACHED

# Identity Services Engine (ISE) activation Proof of Performance

Partner delivers solution, activates software, and completes Proof of Performance



DNA Center



ISE



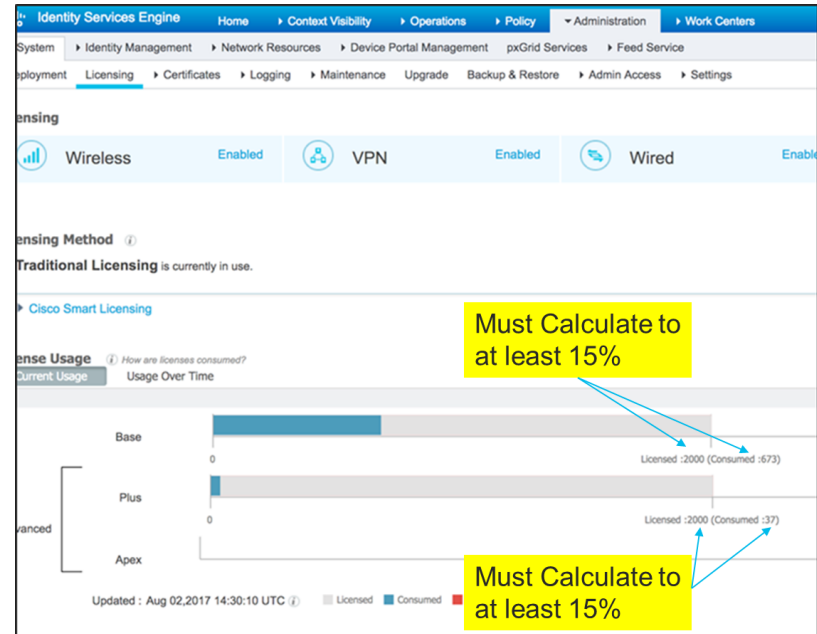
Stealthwatch

## Requirements

**ISE Activation Requirement** – To be eligible Partners must install ISE and establish basic connectivity to network devices.

**Proof of Performance** requires submitting a template utilizing screenshot from the ISE Licensing page, showing a minimum 15% of the Base or Plus licenses consumed (activated).

**Enablement:** Step by Step Guide with [ISE Proof-of-Performance](#) Template For Submission.



# Stealthwatch activation

## Proof of Performance

Partner delivers solution, activates software, and completes Proof of Performance



DNA Center



ISE



Stealthwatch

## Requirements

**Stealthwatch Activation Requirement** – To be eligible Partners must install Stealthwatch, and enable flows to the Flow Collector from network devices.

**Proof of Performance** requires submitting template utilizing screenshot or CSV file of the Flow Collection Trend Report showing a minimum of 30% utilization across all licenses.

**Enablement:** Step by Step Guide with [Stealthwatch Proof-of-Performance Template For Submission](#).

Filter Domain : Primary Time : Last 7 days  
FlowCollector for NetFlow : Primary-FCOF-101-11 (10.192.101.11)

Chart Table

Summary - 10,080 records

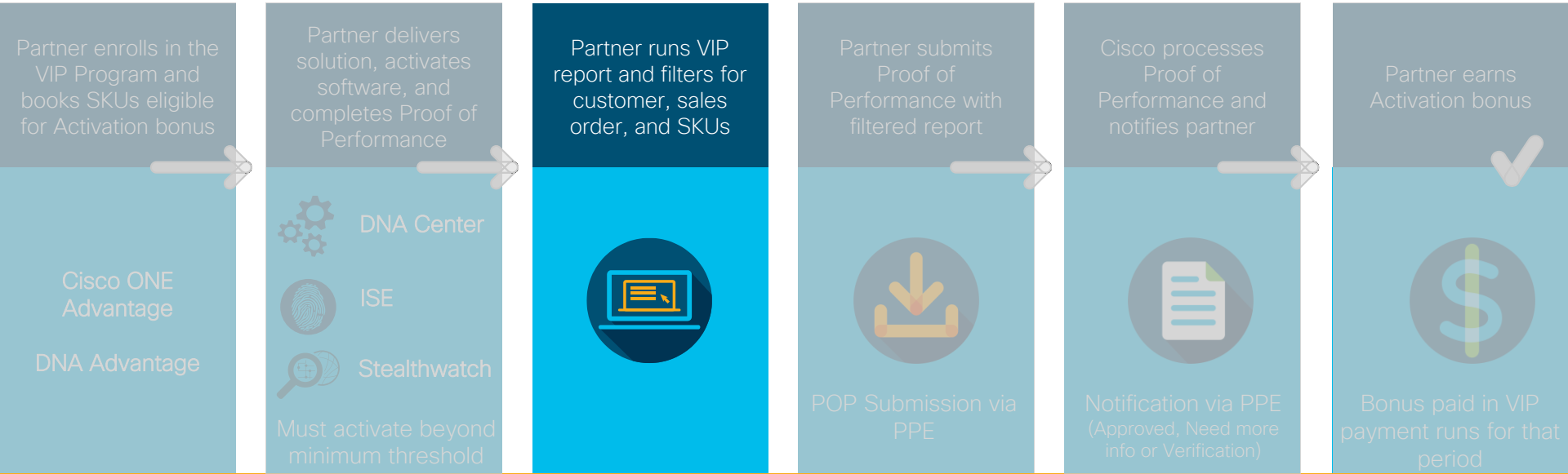
Date/Time	Flow Rate (f/s)	Flow Count
Aug 8, 2017 3:09:00 AM	3.24k	194k
Aug 9, 2017 3:09:00 AM	3.22k	193,08k
Aug 6, 2017 3:09:00 AM	3.2k	191.5k
Aug 7, 2017 3:09:00 AM	3.19k	191.22k
Aug 4, 2017 3:09:00 AM	3.18k	189.54k
Aug 5, 2017 3:09:00 AM	3.17k	181.34k
Aug 3, 2017 3:09:00 AM	3.16k	181.25k
Aug 5, 2017 3:08:00 AM	3.15k	175.56k
Aug 3, 2017 3:08:00 AM	3.14k	174.78k
Aug 9, 2017 3:08:00 AM	3.13k	171.75k
Aug 8, 2017 3:08:00 AM	3.12k	169.12k
Aug 6, 2017 3:08:00 AM	2.79k	166.94k
Aug 4, 2017 3:08:00 AM	2.78k	165.01k
Aug 7, 2017 3:08:00 AM	2.63k	157.21k

Flow Collection Trend Report and resulting enable Utilization rate of 30%

# Activation bonus

## Putting it all together

### End-to-End process (EN & EN Annuity)



6 months (12 for EAs) from the VIP period shipment deadline to complete proof of performance



# VIP eligible bookings report

Partner runs VIP report and filters for customer, sales order, and SKUs

Find activation eligible bookings and customer:

1. Request Eligible bookings / **VIP Other Annuity subscription** report from [TPV](#)
2. Filter by “Activation Bonus Eligible” flag with values
  - Activation Bonus Eligible: reflect Cisco software(s) eligible for the Activation bonus
  - Activation Bonus Verified: reflect Cisco software(s) with activation already verified based on the POP submissions
  - Activation Bonus Not Verified: reflect Cisco software(s) with activation not yet verified (due to NO POP submissions)

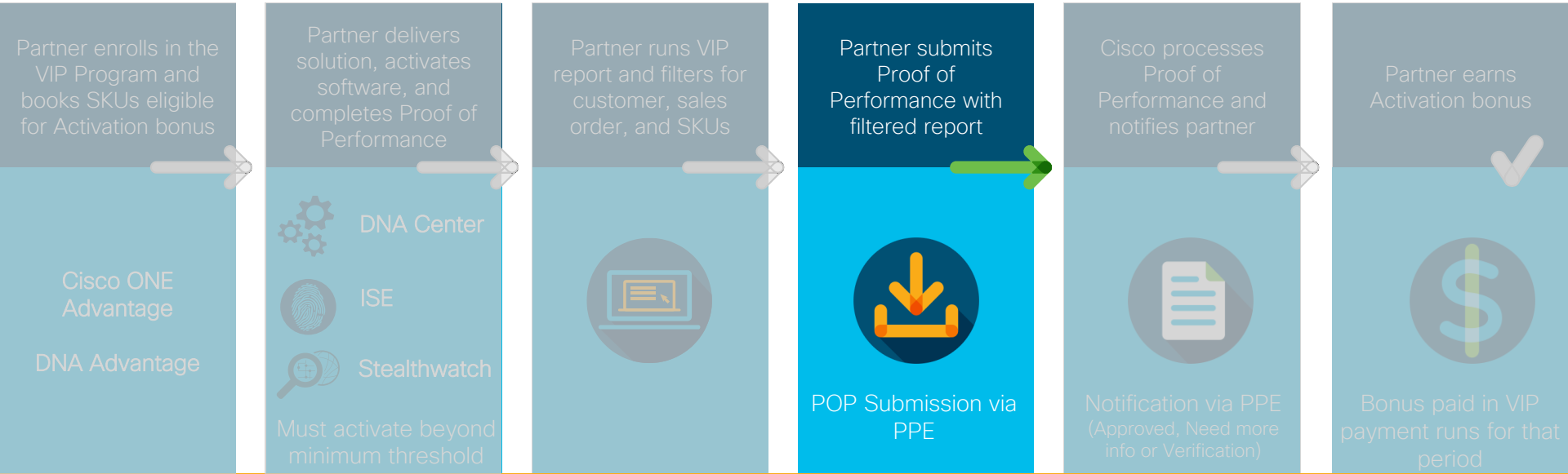
BE_GEO	Partner	Program	Track	SubTrack	SO/POS/DSV Booki	Technology Tier	Product ID	Quantit	End Customer Name	End Customer Parent Name	Activation Bonus Eligible	Activation Bonus Verified	Activation Bonus Not Verified
999	Reseller	Value Incentive Program 30	ARCHITECTURE	ENTERPRISE NETWORKS	3575836	Category E	C1A1TCAT93002-3Y	100	ABC Company	ABC Company	ISE-Stealthwatch-DNAC	ISE	Stealthwatch-DNAC
999	Reseller	Value Incentive Program 30	ARCHITECTURE	ENTERPRISE NETWORKS	3575836	Category D	C1A1TCAT93002-5Y	20	ABC Company	ABC Company	ISE-Stealthwatch-DNAC	ISE	Stealthwatch-DNAC
999	Reseller	Value Incentive Program 30	ARCHITECTURE	ENTERPRISE NETWORKS	3575836	Category D	C1A1TCAT93001-5Y	50	ABC Company	ABC Company	ISE-Stealthwatch-DNAC	ISE	Stealthwatch-DNAC
999	Reseller	Value Incentive Program 30	ARCHITECTURE	ENTERPRISE NETWORKS	3575836	Category D	C1A1ATCAT36501-5Y	10	ABC Company	ABC Company	ISE-Stealthwatch-DNAC	ISE	Stealthwatch-DNAC
999	Reseller	Value Incentive Program 30	ARCHITECTURE	ENTERPRISE NETWORKS	3575836	Category D	C1A1TCAT93001-5Y	100	ABC Company	ABC Company	ISE-Stealthwatch-DNAC	ISE	Stealthwatch-DNAC
999	Reseller	Value Incentive Program 30	ARCHITECTURE	ENTERPRISE NETWORKS	3575836	Category D	C1A1TCAT95001-5Y	20	ABC Company	ABC Company	ISE-Stealthwatch-DNAC	ISE	Stealthwatch-DNAC



# Activation bonus

## Putting it all together

### End-to-End process (EN & EN Annuity)



6 months (12 for EAs) from the VIP period shipment deadline to complete proof of performance

# Submitting Proof of Performance (POP)

## PPE submission – Activation bonus

Partner submits Proof of Performance with filtered report



Must activate beyond minimum threshold

### PARTNER PROGRAM ENROLLMENT (PPE)

Welcome, **Greg** !

You are now ready to enroll and manage multiple Cisco Channel Partner Programs through this integrated platform.

**Preferred Language: English**  
[Change Language](#)

**My Proxy**   **Help and Training**

**Disclaimer:** This application accepts input in English only

**Tool Links**  
[Select Link](#)

**Eligible Programs**   **Potential Programs**   **Enrollment Dashboard**

<b>Leads and Prospects</b>	Global sales collaboration platform for partners focused on mid-sized and SMB customers. Enables targeted account-mapping for improved deal collaboration, demand generation to reach untapped opportun <a href="#">more...</a>	Profitability And Practices	<b>Enrolled</b>
<b>Managed Services Reseller</b>	Recognizes partners who resell Managed Services from Cisco Cloud and Managed Services Partners.	Profitability And Practices	<b>Enroll</b>
<b>VIP 32 Activation Bonus</b>	Incremental Bonus for Activation of Eligible Software SKUs	Profitability And Practices	<b>Enroll</b>
<b>Metapod</b>	Cisco Metapod delivers a true public cloud experience for users on your premises and behind your firewall. It offers full administrative control. It's a production-ready, OpenStack-based solution that <a href="#">more...</a>	Promotional	<b>In-Progress</b>
<b>SaaS Subscription Resale Program</b>	The SaaS Subscription Resale Program is to define the partner requirements and benefits of selling and supporting SaaS offers including WebEx, Jabber, Collaboration Meeting Rooms (CMR) and Squared. I <a href="#">more...</a>	Promotional	<b>Enroll</b>
<b>Try And Buy</b>	Try And Buy program defers Booking, Revenue, Invoice & COGS for the duration of the trial period.	Promotional	<b>Enroll</b>
<b>Partner Support Service</b>	Partner Support Service (a Collaborative Technical Support service) provides qualified partners with a comprehensive set of technical capabilities that you combine with your own services expertise to <a href="#">more...</a>	Services	<b>Enroll</b>

# Submitting Proof of Performance (POP)

## PPE submission – Who's involved?

Partner submits Proof of Performance with filtered report



Must activate beyond minimum threshold

### PARTNER PROGRAM ENROLLMENT (PPE)

VIP 32 Activation bonus (Not Submitted)  
Geography: USA  
Partner Name: Partner 123  
Parent Enrollment ID #: 123456  
Created By: John Smith

[Program Enrollment Home](#) [Help and Training](#)

#### The Partner

\*Required Field

**Partner Name and Address:** **Company Name, LLC**  
1234 Partner Ave  
Suite 100  
Denver, CO 80222  
United States

[View Partner Profile](#)

**Use the Contact Details in my User Profile:**

**Partner Contact:** \*

First Name: \*  Last Name: \*

Title: \*  Director

Phone Number: \*  123-456-7890

Email Address: \*  partner@company.com

**Cisco Channels Representative:** Other

[Cisco Channels Representative - Find your Representative with the Locator.](#)

**Cisco Channels Representative Email ID:**  @Cisco.com

# Submitting Proof of Performance (POP)

## PPE submission – Activation bonus claim submittal

Partner submits Proof of Performance with filtered report



Must activate beyond minimum threshold

Who is Involved | **Additional Information** | Terms and Conditions | Review and Submit

Details

**Activated Customer Information**

Customer Name\*

City\*

State\*

ZIP Code\*

Contact Name\*

Phone\*

Email\*

**DNAC Activation** - To be eligible Partners must install DNAC on a production network. Proof of Performance requires a DNAC Dashboard - Device Inventory report showing a minimum of 50 devices

Have you performed this requirement?\*

Yes  No

Do you have the required Proof-of-Performance?\*

Yes  No

**Stealthwatch Activation** - To be eligible Partners must install Stealthwatch, and enable flows to the Flow Collector from network devices. Proof of Performance requires a screenshot of the Flow Collection Trend Report showing a minimum of 30% utilization across all licenses purchased.

Have you performed this requirement?\*

Yes  No

Do you have the required Proof-of-Performance?\*

Yes  No

**ISE Activation** - To be eligible Partners must install ISE and establish basic connectivity to the network devices. Proof of Performance requires a screenshot from the ISE Licensing page. Showing a minimum of 15% of the Base licenses or Plus licenses consumed (activated).

Have you performed this requirement?\*

Yes  No

Do you have the required Proof-of-Performance?\*

Yes  No

Please enter any additional information here:

Please attach Proof of Performance here:

- Activation POP form(s), including required screen shots.
- VIP eligible bookings report identifying the activated Sales Orders/SKUs.

**Attachments**

Delete	Document Type	Name	Size (bytes)	Uploaded By	Date Uploaded
	Activation Proof of Performance (POP) Form *	Download_Template			
	Eligible Bookings Report *				

# Submitting Proof of Performance (POP)

## PPE submission – Accepting Terms and Conditions

Partner submits Proof of Performance with filtered report



Must activate beyond minimum threshold

**PARTNER PROGRAM ENROLLMENT (PPE)**

VIP 32 Activation bonus (Not Submitted)  
Geography: USA  
Partner Name: Partner 123  
Parent Enrollment ID #: 123456  
Created By: John Smith

[Program Enrollment Home](#) [Help and Training](#)  
[Minimize View](#)

**View Enrollment**  
Activity

Delete View Prior Enrollments

Who is Involved Additional Information **Terms and Conditions** Review and Submit

**Terms and Conditions \***

Program Rules  
Cisco Partner Confidential

Partnership. Rewards. Results.  
Drive Profitability with Cisco Incentives

8:26 x 11:09 m

Terms and condition for this enrollment was Accepted By : ghaerl On : 05-Sep-2017  
[Download Terms and Conditions](#)

**Continue**

# Submitting Proof of Performance (POP)

## PPE submission – Review and submit

Partner submits Proof of Performance with filtered report



Must activate beyond minimum threshold

### PARTNER PROGRAM ENROLLMENT (PPE)

**VIP 32 Activation bonus** (Not Submitted)

Geography: **USA**  
Partner Name: **Partner 123**  
Parent Enrollment ID #: **123456**  
Created By: **John Smith**

[Program Enrollment Home](#) [Help and Training](#)

#### Enrollment Summary

**Enrollment Information:**

Enrollment is ready for submission.

✓ Who is Involved: [Edit](#)

✓ Terms and Conditions: [Edit](#)

**Comments on this Enrollment:**

No Comments

[Add a Comment...](#)

# Activation bonus

## Putting it all together

### End-to-End process (EN & EN Annuity)



6 months (12 for EAs) from the VIP period shipment deadline to complete proof of performance



# Proof of Performance & Submission Policies

## Activation POP submission dates

Enterprise Networks and Data Center	6 months from the VIP period shipment deadline
Enterprise Agreements	12 months from the VIP period shipment deadline

## Proof of Performance exceptions

Customer Signature Form can be submitted in lieu of onsite screen printouts

Exceptions requests to Customer Service Center must be submitted before the Activation window expires

## Random customer audit

Partners submittals will be randomly selected for Customer verification

Cisco will conduct audits through partner to customer

# Partner Activation bonus checklist

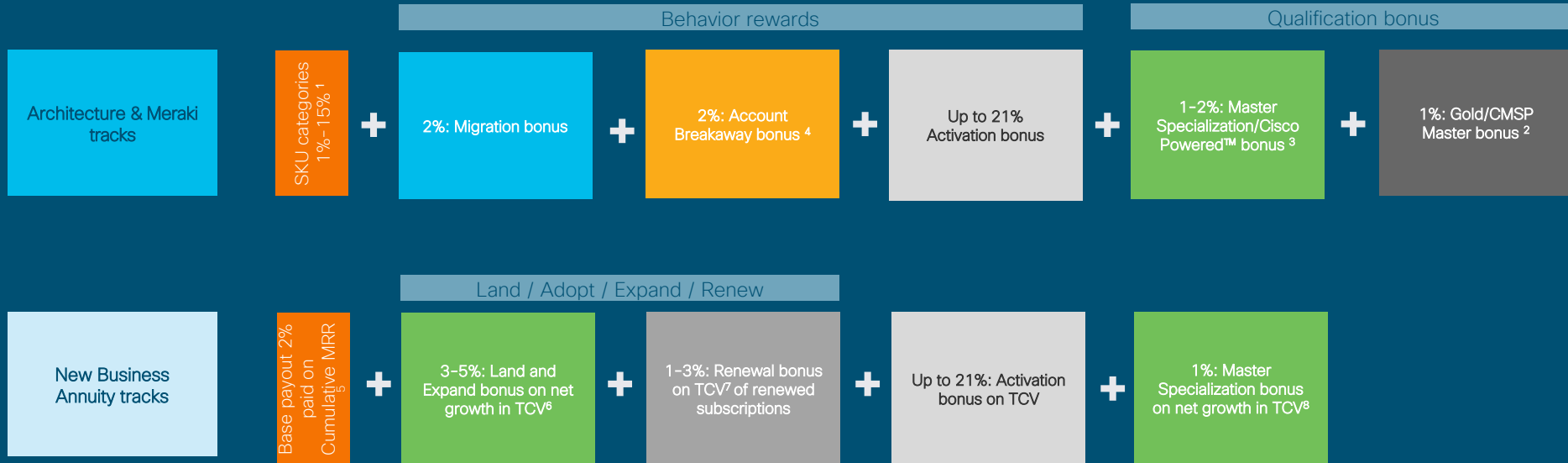
Check	What to Do?	How to Do It?
	Go to VIP Program site and download a list of Activation eligible SKUs, Operations Guide	<a href="#">VIP Program Site</a> , <a href="#">VIP Operations Guide Eligible SKUs</a> - Activation tab
	Review the list of eligible bookings for Activation bonus eligible Customer opportunities for the Partner	<a href="#">TPV (Total Program View)</a> Detailed Reports -> Eligible bookings look for Activation eligible SKUs
	Share ISE, Stealthwatch and DNAC Activation POP guidelines with Partner technical teams (Partner SE/FE)	<a href="#">ISE POP Guideline</a> <a href="#">Stealthwatch POP Guideline</a> <a href="#">DNAC POP Guideline</a>
	Partner technical team (SE/FE) complete software Activation at Customer site, take POP screenshots, complete POP Submission form as per POP Guidelines	Refer to the POP Guidelines above
	Go to PPE enrollment for Proof-of-performance submission for VIP 32 Activation bonus (for each Customer activated)	<a href="#">PPE (Partner Program Enrollment)</a> VIP32 Activation bonus -> Enroll
	For new deals, refer to recommended approach for Activation bonus optimized process	Refer to slide #4
	DNA Technical Enablement - Build DNA sales capability (AM, SE, and FE's) by training your Partners on Cisco software products and activations	Refer to technical documentation within the POP guidelines above and <a href="#">Partner Trainings</a>
	Questions?	FAQ in <a href="#">VIP Operations Guide</a> Open a case - <a href="#">Customer Service Central</a>

# Technical enablement resources

The table below outlines the technical documentation or training for software Activation eligible in VIP

Document	What's Included?
<a href="#">ISE POP Guideline</a> <a href="#">Stealthwatch POP Guideline</a> <a href="#">DNAC POP Guideline</a>	<ul style="list-style-type: none"><li>• Step-by-step instructions of screenshot requirement for submitting POP</li><li>• Proof-of-performance form</li></ul>
<a href="#">ISE Activation Community</a> <a href="#">ISE Installation</a> <a href="#">ISE Always-On-Demo</a>	<ul style="list-style-type: none"><li>• Provide links to ISE Activation community, discussions, release notes, installation and always-on-demo websites</li></ul>
<a href="#">Stealthwatch Activation Community</a> <a href="#">Stealthwatch Installation</a> <a href="#">Stealthwatch Always-On-Demo</a>	<ul style="list-style-type: none"><li>• Provide links to Stealthwatch activation community, discussions, release notes, installation and always-on-demo websites</li></ul>
<a href="#">DNAC Activation Community</a> <a href="#">DNAC Appliance Installation</a> <a href="#">DNAC Always-On-Demo</a>	<ul style="list-style-type: none"><li>• Provide links to DNAC activation community, discussions, release notes, installation and always-on-demo websites</li></ul>
<a href="#">Partner Trainings</a>	<ul style="list-style-type: none"><li>• Access to Partner training videos, webinars, recordings and learning maps</li></ul>

# VIP 32 SKU structure



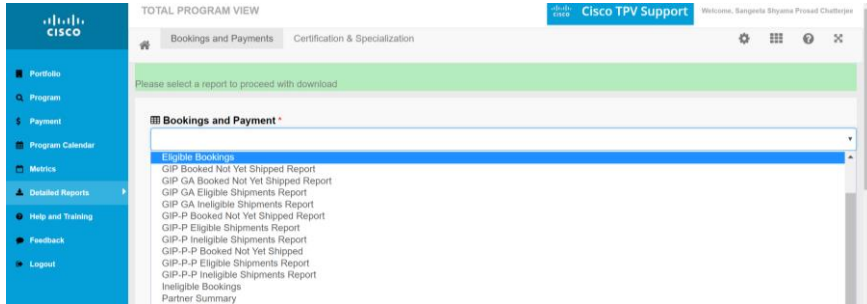
# TPV: Software activation tracking enhancements

## Now shows eligible and activated SW

### VIP Program Dashboard

Booking Status - Value: Incentive Program 30 Monthly Bookings

Track	Sub-Track	Currency	Total Allocated Bookings	Total Shipped Bookings	% Shipped	Total Activation Bonus Eligible Bookings	Total Activation Bonus Verified Bookings	% Activated
ARCHITECTURE	COLLABORATION	USD	30,758,446.31	24,330,858.24	79.10%	0.00	6,938,754.44	0.00%
	DATA CENTER	USD	52,904,359.67	35,225,339.70	66.58%	40,903,107.80	1,597,303.54	3.91%
	ENTERPRISE NETWORKS	USD	142,330,565.11	110,512,193.13	77.64%	15,235,144.49	27,385,432.76	179.75%



### Detailed Reports

Eligible Bookings Report will be sent to your email

BE_GEO	Partner	Product ID	Quantity	End Customer Name	End Customer Parent Name	Activation Bonus Eligible	Activation Bonus Verified	Activation Bonus Not Verified
999	Reseller	C1A1TCAT93002-3Y	100	ABC Company	ABC Company	ISE-Stealthwatch-DNAC	ISE	Stealthwatch-DNAC
999	Reseller	C1A1TCAT93002-5Y	20	ABC Company	ABC Company	ISE-Stealthwatch-DNAC	ISE	Stealthwatch-DNAC
999	Reseller	C1A1TCAT93001-5Y	50	ABC Company	ABC Company	ISE-Stealthwatch-DNAC	ISE	Stealthwatch-DNAC
999	Reseller	C1A1ATCAT36501-5Y	10	ABC Company	ABC Company	ISE-Stealthwatch-DNAC	ISE	Stealthwatch-DNAC
999	Reseller	C1AA1TCAT93001-5Y	100	ABC Company	ABC Company	ISE-Stealthwatch-DNAC	ISE	Stealthwatch-DNAC
999	Reseller	C1A1TCAT95001-5Y	20	ABC Company	ABC Company	ISE-Stealthwatch-DNAC	ISE	Stealthwatch-DNAC

Partner summit  
announcements

# DNAC Activation Accelerator Promotion

First 40 partners with 3 DNAC activations earn incremental \$50,000 bonus

- 3 unique customer DNAC activations required, only one activation per customer
- DNAC activations must be submitted and approved through the VIP Activation bonus process, and in accordance with VIP program rules and the DNAC Activation Proof-of-Performance (POP) guidelines
- Activation POP must be submitted and approved between December 1, 2018 and April 27, 2019
- Activations submitted via the VIP Activation bonus POP process or customers that Cisco has determined as activated via telemetry prior to December 1, 2018 are not eligible
- Activations must be completed within VIP activation window for deals booked during VIP 31, 32, or 33 periods
- Minimum booking requirement for each customer activation is \$50,000 of VIP Activation bonus eligible DNA Advantage SKUs
- Partner must qualify for the payout in EN or the EN Annuity subtrack, depending on the activated VIP Activation bonus eligible SKUs

Qualify for incremental incentive, on top of VIP Activation bonus

