

Cisco Services Partner Program Metrics Rebate Dispute Guidelines

Currently, a significant amount of valuable time and resources – on the part of both Cisco partners and those within Cisco – are being used in disputes of Cisco Services Partner Program related metrics and rebates. There are certain metrics impacting scenarios that are very common and have been factored into the metric thresholds and will not be considered for a metrics exception.

What You Need To Know

When filing a dispute, it is important for partners to know which categories of metrics disputes have either been factored into the metric thresholds, or will not be considered for metric relief. The most common scenarios for metric relief are for Attach Rate, Renewal Rate, and Cisco Services Partner Program bookings. The following are different scenarios for each, and reasons provided (including those listed and not listed here) which will not be approved:

Attach Rate Exclusion Scenarios

Metrics disputes concerning the removal of items from attach rate because service cannot be attached.

A. The customer is not prepared to purchase and entitle support at this time (delayed deployment).

If the partner is unable to sell support, or the customer is not prepared to purchase and entitle support within the first 90 days after product purchase.

- Customer's network is not yet fully deployed and/or customer does not purchase support until fully deployed.
- Customer generally purchases products and services separately
- Despite having purchased the item before customer commitment, it is unclear if the customer will purchase support

B. The customer has a service relationship with another partner.

If the customer's service relationship is with another partner, including the following:

- Customer will not purchase support, or customer purchased the product from one partner, and services from other.

- Customer purchased service from a preferred partner with whom they have a relationship, or customer received services under a managed service. In these situations Cisco recommends the product selling partner engage with the customer and the partner who owns the service relationship to ensure timely coverage. This will result in the product selling partner being credited in their metrics for this coverage.

Exceptions will be considered in situations where:

- The customer has a comprehensive; end-to-end service relationship with Cisco and in such these items might qualify for metric exclusions under the Direct Customer Exclusion (DCE) rule.
- Government procurement rules exclude the product selling partner from the services sale.
- The partner has a Service Provider legal agreement with Cisco, Master Service Agreement (MSA), where the equipment is intended for deployment in their public network to provide services to multiple end customers. This only applies to equipment for general use on the network, not to products which are allocated to a specific end customer, or which are located on the end customer's premises (CPE).

Renewal Rate Exclusion Scenarios

Metrics disputes concerning the removal of items from the renewal rate because service is not renewed. The incumbent partner will see relief for all items assigned to the takeover partner.

A. A product is decommissioned and is removed from the network.

B. A customer has chosen *not* to renew.

There will always be renewal opportunities the customers who choose not to renew. These will not be considered for exclusion under any circumstance, including the following: sales sparing, customer strategy, other customer/business reasons related to renewal delay, budget issues, constrained by budget cycle, customer was dissatisfied with level of support received from the partner or Cisco, etc.

Note: The following situations will be considered as exceptions to the rule:

- If the customer has a comprehensive, end-to-end service relationship with Cisco, items might qualify for metric exclusions under the Direct Customer Exclusion (DCE) rule.
- If partners use an official Cisco trade-in program and items were returned to Cisco under that program, an exception will automatically apply.
- If partners complete a technology refresh or software upgrade affecting a significant portion of the installed base for a customer, and the upgraded items represent greater than 0.5% metric impact or \$80,000 (eighty thousand US dollars) in normalized service value in the quarterly metrics, the upgraded items are eligible for metrics exclusions. Note: These minimum impacts do not apply to metrics adjustments that may be necessary as a result of services on software licenses that are replaced during a conversation to an enterprise agreement (EA).

- The partner has a Service Provider legal agreement with Cisco, Master Service Agreement (MSA), where the equipment is intended for deployment in their public network to provide services to multiple end customers. This only applies to equipment for general use on the network, not to products which are allocated to a specific end customer, or which are located on the end customer's premises (CPE).

For incomplete partner takeovers (threshold requirements and more) refer to the [Cisco Operations Exchange Community > Training > PMC](#).

Cisco Services Partner Program Bookings Dispute Categories

The following exception requests related to rebate-eligible bookings under the Cisco Services Partner Program cannot be accommodated under any circumstances.

A. Request to consider bookings in a different quarter than actually booked.

As stated in the Cisco Services Partner Program [Performance Management Appendix](#), rebate-eligible bookings are based on bookings placed during the measurement period. Eligible services bookings are tracked by Cisco fiscal quarter.

To be included for rebates, bookings must be placed during the Cisco fiscal quarter pertaining to the incentive period. Bookings are recognized when an order is placed with Cisco. The booking cannot be moved to a different quarter than the one in which it was booked. No exceptions can be accommodated for any scenario, including the following:

- Should the completion of a booking be delayed for any reason such that it now falls into a subsequent Cisco fiscal quarter, it will be considered as part of the fiscal quarter in which it was originally booked. Requests to have any such booking considered for the quarter in which you originally intended the booking to be placed cannot be accommodated.
- Should you be compelled for any reason to place a booking in an earlier quarter than originally intended, the booking will be considered as a part of the Cisco fiscal quarter in which it was booked. Requests to have any such booking considered for the quarter in which you originally intended to place the booking cannot be accommodated.

B. Bookings submitted by partner with ineligible purchase order type.

If you submit an order with a purchase order type that is not eligible for rebates (e.g., internal use, service provision use, lab, demo, etc.), such bookings will never be considered for inclusion, unless you can demonstrate by providing evidence that the order was submitted with an eligible purchase order type.

C. Bookings without valid end customer information or bookings showing the partner as the end customer.

If you submit an order without valid end customer information, or which shows your company or any other company affiliated to your company as the end user, such bookings will never be

considered for inclusion, unless you can demonstrate by providing evidence that the order was submitted with valid information for the actual end customer. For the avoidance of doubt, this rule requires the provision of the actual end customer install site details, including correct name and address.

NOTE: Customer support cases (e.g., metrics, rebate/bookings, etc.) are administered through [Customer Service Central](#). Case updates and resolution are binding and responses received outside of the Customer Service Central case are not considered as a Cisco official response. If you are provided guidance from someone at Cisco other than Customer Service Central, understand that input must be provided to and evaluated by Customer Service Central in order for it to be considered a factor in the outcome of your case. Please, raise any disputes as soon as discovered but no longer than before dispute deadlines for given quarter; refer to the Calendar section on [TPV](#) for details.

For more information on the Cisco Services Partner Program, go to www.cisco.com/go/cspp.