



Cisco Opportunity Incentive Program (OIP) – Q&A

Q: What is the Opportunity Incentive Program (OIP)?

A: OIP is an up-front discount program that rewards partners who actively identify, develop, and win new business opportunities in targeted market segments.

Q: Which partners qualify for OIP?

A: Cisco Certified Partners that have identified or developed new opportunities that are not already on a Cisco forecast or where an RFP has already been published for the opportunity:

- Gold, Premier, and Select Partners
- Master, Advanced, or Express Cloud and Managed Services Program Partners
- Global or Multinational Certified Partners

Q: What is the minimum deal size?

A: CDN \$10,000 List price minimum deal size in Commercial

CDN \$50,000 List price minimum deal size in Enterprise & Public Sector accounts.

Q: What are the program discounts?

A: The partner who is approved for OIP will be awarded additional discount advantage over any other partner on that opportunity:

- Products +8 points (Baseline 42%)
- Services +2 points (Baseline 23%)
- UCS up to +4% (Baseline 61%)
- Fast Track up to +5% (Additional OIP Uplift)

Q: Can the OIP offer be combined with other discounts?

A: yes. This offer can be combined with SIP, Trade-In, Fast Track, NAB, Collaborate Everywhere and Security Ignite.

Q: What is the duration of the OIP discount?

A: Once a deal is qualified, it is valid for six months with an optional six-month extension. Partners may request a renewal and approval is at the discretion of the Cisco AM. Approval is subject to additional documentation or review requested by the Cisco OIP Program Manager.

Program Confidentiality:

Q: What can an OIP holding partner say to the customer?

A: The OIP partner can only confirm to the customer that they have been given an earned discount but cannot say what that discount is.

Q: What do we say when a customer tells a Cisco AM that they want to make sure all Cisco Partners have equal pricing?

A: Cisco has incentive programs that are available to all its channel partners and we run those programs fairly and objectively.

Q: What can Cisco say to a partner when an OIP has been approved and another partner asks if they can register and OIP?

A: Advise the inquiring Partner that an OIP is not available to them.

Q: What if a partner asks if an OIP exists?

A: Cisco will not confirm nor deny if another partner has been granted an OIP or a TIP. Doing so would be in violation of our confidentiality obligations.

Q: Who do I contact if I have more questions?

A: For more detailed information on the Opportunity Incentive Program, please contact your Partner Account Manager or visit [OIP website](#).