



## Teaming Incentive Program (TIP) Q&A

### Q. What is the Teaming Incentive Program (TIP)?

- A. TIP is an up-front discount program that rewards partners for value-add activities on Cisco initiated deals. By teaming with Cisco early in the sales cycle, each partner is more likely to win the business and successfully deploy complex architectures.

### Q. At a high level, how does TIP work?

- A. First, the partner completes some designated presales activities and registers the opportunity in Cisco Commerce Workspace. The Cisco team reviews the proof of the partner's early work and relevant qualifications. If these activities and qualifications meet the program requirements, the partner will be qualified for the opportunity.

Once the partner is qualified for TIP on the opportunity, no other partner can be qualified for TIP on that same opportunity. The partner then teams with the Cisco account manager to move the remainder of the opportunity forward by completing the presales activities appropriate for that opportunity.

Following the successful completion of the presales activities, the opportunity is fully approved for TIP and the partner is given a discount advantage on the opportunity.

### Q. What are the benefits that TIP provides to channel partners?

- A. The three main benefits are as follows:
- Through TIP approval, Cisco now rewards partners for the value they add via their investment in Cisco initiated opportunities.
  - **The partner who is approved for TIP will be awarded additional discount advantage over any other like partner on that opportunity:**
    - Products +8 points (Baseline 42%)
    - Services +2 points (Baseline 23%)
    - UCS +4% (Baseline 61%)
    - Fast Track up to +5% (Additional TIP Uplift)
  - TIP provides more opportunity for margin on approved opportunities and a clear path to a return on the partner's investment, including when an opportunity needs nonstandard pricing.

### Q. How does TIP relate to the other incentive programs: OIP and VIP?

- A. Each incentive program is designed to reward different business elements or behaviors. TIP provides incentives for early engagement and for investing in presales activities on Cisco initiated opportunities, while OIP rewards partners for bringing Cisco incremental business. OIP and TIP are mutually exclusive programs, with program-specific rewards going to the partner approved in either TIP or OIP. TIP opportunities are eligible for VIP payments per VIP program rules.

### Q. Can partners combine OIP and TIP?

- A. No. OIP and TIP are mutually exclusive programs. OIP rewards partners for bringing Cisco incremental business, while TIP rewards partners for the value they add when engaged in Cisco initiated opportunities.

**Q. What happens if the opportunity goes nonstandard after a partner is approved for TIP?**

- A. If the total discount provided by the opportunity-specific authorization (DSA) is greater than the quote that included TIP, it replaces it. Any other partners requesting pricing on the same opportunity will receive a discount that is 5 percent less than the one received by the partner approved for TIP. Converting the incremental 5 percent to a differential lead over any other partner on nonstandard opportunities without increasing the DSA is referred to as applying a differential discount.

**Q. How can partners be assured that the account manager won't bring in another partner?**

- A. The purpose of TIP is to ensure that the partner who is approved for the opportunity in Cisco Commerce Workspace is rewarded for their investment, even if the opportunity needs nonstandard pricing. If another partner is introduced, either by an account manager as permitted by the TIP guidelines, or at the request of the customer, the TIP discount is still awarded only to the approved partner.

**Q. Does awarding a TIP discount to a partner stop any other partner from quoting the opportunity?**

- A. TIP rewards partners for their engagement with Cisco and the value they add to the opportunity. At no time is approving TIP for a partner intended to prevent any other partner from pursuing or quoting the opportunity. However the TIP incentive is available only to the partner that has been approved for TIP on that opportunity.

**Q. Will TIP opportunities qualify for VIP?**

- A. Assuming that the partner is enrolled in VIP and meets all VIP criteria (such as customer satisfaction score and minimum bookings) the TIP bookings will qualify for VIP.

**Q. How Can I Learn More?**

- A. For more detailed information on the Teaming Incentive Program, please contact your Partner Account Manager or visit [Teaming Incentive Program Website](#)