



# Teaming Incentive Program Appendix: Program Rules

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**Note:** This document is updated periodically by Cisco, and partners are alerted of changes through notices provided at the Teaming Incentive Program website. Always refer to the English version found online at [www.cisco.com/go/teaming](http://www.cisco.com/go/teaming) for the most current version. In the event of a discrepancy between a translated version of the document and the English version of the document located on the Program website, the English version, which is part of the agreement between Cisco and its partners, shall prevail. The version of the Terms and Conditions posted at the above referenced site at the time each opportunity is registered will govern that opportunity.

*Note: All modifications to the Program are noted in the Revision History section at the end of this document.*

## Overview

The Cisco Teaming Incentive Program is designed to recognize the additional value that Cisco partners provide when they team with Cisco to develop new Cisco business opportunities, and drive Cisco solutions for each opportunity. The Program seeks to provide a neutral, fair platform for eligible partners to register the opportunities and thereby gain an additional earned discount. An updated list of the regions/countries where the Teaming Incentive Program is available can be found at [www.cisco.com/go/teaming](http://www.cisco.com/go/teaming).

The Teaming Incentive Program Appendix: Program Rules provides the partner eligibility requirements, opportunity eligibility requirements, compensation framework, as well as other important information about the Program.

For partners purchasing directly and/or indirectly from Cisco under the Teaming Incentive Program, this *Teaming Incentive Program Appendix: Program Rules* is incorporated by reference into the *Teaming Incentive Global Terms and Conditions* shown at [www.cisco.com/go/teaming](http://www.cisco.com/go/teaming). In the event of a conflict between this *Teaming Incentive Program: Program Rules* and the *Teaming Incentive Program Global Terms and Conditions*, this *Teaming Incentive Program Appendix: Program Rules* prevails.

## Partner Eligibility

To participate and register opportunities, the partner must meet the following partner eligibility requirements:

- The partner has a current and valid Resale agreement in place, and is in good standing with the Cisco Partner Program.
- The partner is a Select, Premier, or Gold Certified Partner, or a Cloud and Managed Services Channel Program (CMSP) Partner
- The partner has all the required Cisco certifications, specializations, and authorizations to sell and implement all of the products and services included in the Cisco solution within the partner's authorized territory (e.g., Unified Computing Technology Specialized, Managed Services Master, Advanced or Express Certified, Global- and Multinational Certified )
- The partner has all the required government contracts and authorizations to sell and implement the entire Cisco solution for a given opportunity.
- The partner has the ability to fulfill orders including the necessary credit and financial capacity to purchase the entire Cisco solution for the opportunity.

## Opportunity Eligibility

Each Opportunity must be a Cisco uncovered opportunity where a partner's presales investment into the opportunity is needed and agreed upon between the Cisco Account Manager and the partner. As part of the opportunity eligibility, the partner must be actively engaged and pursuing the opportunity with the customer. Also as part of the opportunity

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eligibility, each opportunity must have a minimum registered value of \$50,000 on the Cisco Global Price List (GPL). In addition, the partner must position the Cisco solution as the primary and preferred solution for the opportunity. If the partner is not positioning the Cisco solution as the primary and preferred solution, Cisco reserves the right to revoke the Opportunity/Hunting Incentive Program pricing.

The Program incentive is not available to multiple partners. However, the qualified partner may or may not have been the first partner to register the opportunity. If multiple partners have registered a single opportunity, qualified status may be granted to the partner that is actively engaged and is pursuing the Opportunity. If Cisco cannot clearly determine which partner drove the opportunity, all registrations will be rejected.

As part of the partner and opportunity eligibility requirements, the partner must submit valid documentation through CCW that establishes that the partner has identified and engaged the customer, and quantified the customer’s budget and project timing for the opportunity.

## Opportunity Registration, Qualification and Approval

For the Teaming Incentive Program, partners are not required to enroll in the Program. For this Program, partners must meeting the requirements and then register the opportunity following a three-step process for registration. The steps are as follows:

### 1. Registration

The partner must first meet the eligibility requirements (both partner and opportunity) indicated above prior to registering the opportunity. Once these requirements are met, the partner can then register the opportunity through CCW. The partner must submit all registration information required in CCW regarding the Opportunity, including but not limited to the presales milestones identified below.

### 2. Qualification

Upon submission of a registration in CCW, Cisco will review the partner’s registration to ensure it meets all the requirements as indicated above. Upon review and validation of the information submitted by the partner, the registered opportunity will be listed as “Qualified” in CCW.

By qualifying a partner for the Teaming Incentive Program, the Cisco account manager confirms that both partner and the Cisco account manager have agreed on at least two (2) pre-sales activities. Cisco may revoke this Teaming Incentive Program pricing if at least (2) pre-sales activities are not completed.

After an opportunity reaches qualification, to be fully approved for the Teaming Incentive Program, the partner must complete and provide proof of completion to the Cisco Account Manager, of at least two of the eight activities (as mutually agreed upon with the Cisco account team) shown in Table 1.

Table 1: Pre-sales Activities

Pre-Sales Activity	Tangible Evidence
Partner has facilitated a technology demonstration, testing, or proof of concept managed and implemented by the partner’s engineers	<ul style="list-style-type: none"> <li>• Testing plan</li> <li>• Demo plan</li> <li>• Proof of concept</li> <li>• Contract between the partner and customer and Cisco Sales.</li> <li>• Cisco Engineer’s validation of the pre-sales activity being completed</li> </ul>
Partner has delivered pre-sales engineering	Formal design document delivered on company letterhead, including

support for architecture and design	<p>items such as:</p> <ul style="list-style-type: none"> <li>List of stakeholders</li> <li>Project name</li> <li>Network design</li> <li>Phasing</li> </ul>
Partner has completed a Network Assessment	<p>Cover page from a relevant network assessment that has been completed in the last six months using an industry standard process. The output should include:</p> <ul style="list-style-type: none"> <li>Name/logo of the network assessment tool used for the assessment</li> <li>The end user name and any further end user specifics</li> <li>Date of the network assessment</li> </ul>
Partner has delivered a pre-sales application support plan	Valid Support Plan
Partner has worked with Cisco Advanced Services or their own professional services where required and in any areas that partner may have gaps in capabilities	Statement of Work (SOW) for Cisco Advanced Services or partner professional services
Partner has worked with Cisco to complete an Executive Briefing Center or Customer Briefing Center for the customer	Executive Briefing Center number from session or other proof that relevant meeting has occurred in the last six (6) months
The partner has worked with the Cisco Sales team and public sector customer on grant identification development and submission for funding	Grant document (if applicable)
Partner has created and provided Cisco with a Lifecycle Management Proposal	<p>A Lifecycle Management Proposal containing a Customer Success Plan to include the following:</p> <ul style="list-style-type: none"> <li>What products were sold</li> <li>The customers desired business outcomes</li> <li>KPIs / Metrics used to measure business outcomes. Specific use of Cisco software must be included in KPIs and / or metrics along with documented evidence of use.</li> <li>Adoption Plan and strategy to accomplish the customer business objectives</li> <li>Customer Sign off (need once other items are complete)</li> </ul>

\*KPIs are a measurable value that demonstrates how effectively the partner's company has achieved the customer's key business objective(s).

KPIs must follow the "SMART" criteria:

- **Specific:** a specific purpose and expectation(s) to meet the desired outcome
- **Measurable:** specific measurements used to ensure that the desired outcome is met
- **Attainable:** the desired outcome is realistically attainable
- **Relevant:** must be relevant to the success of meeting the desired outcome
- **Time-bound:** the timeframe for completing the desired outcome

All KPIs must include how the Cisco software is being used, and provide documented evidence of such.

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If the partner's customer success plan and/or successful business outcome does not include the "SMART" criteria as identified above, Cisco reserves the right to reject the partner's customer success plan and/or successful business outcome document, and request the partner to resubmit their customer success plan and/or successful business outcome documentation with the required information.

Cisco reserves the right to review these plans with the local Cisco account team to ensure that the KPIs align with their end customer's business objectives.

The qualified partner may or may not have been the first partner to register the opportunity. If multiple partners have registered a single opportunity, qualified status may be granted to the partner that:

- is actively engaged,
- is driving and pursuing the Opportunity,
- and has completed the presales milestones identified above

#### Approval:

For the final approval of the opportunity to be granted to the partner, the partner must upload a bill of materials for the qualified opportunity into CCW. Cisco will review the qualified opportunity to ensure that the customer and opportunity are valid. Upon review and approval by Cisco, the qualified opportunity will be listed as "Approved" in CCW. CCW will electronically send the partner a formal notification to the e-mail address the partner used to register the opportunity notifying the partner of the approval of the opportunity registration, and their eligibility to receive the special Program pricing.

Registrations are valid for six (6) calendar months from the date that the Opportunity reaches the qualified status. Notifications will be sent to the Partner at thirty (30) business days and then again at ten (10) calendar days before the expiration of the Teaming Incentive Program opportunity period.

**For Canada:** As detailed above, registrations are valid for six (6) calendar months from the date that the Opportunity reaches the qualified status; however:

- if after Cisco notifies the Partner of the missing information, and the opportunity is placed in the "More Information Required (MIR)" status, and
- the partner does not provide the required information within ninety (90) days from the date the opportunity is placed in MIR status, then
- the opportunity will expire.

#### Extension of the Opportunity:

Partners may request a one-time extension of the registration of no more than six (6) months if the sale has not closed by the end of the initial six month term. Extensions may require additional documentation and/or review as requested by the Cisco Teaming Incentive Program Program Manager, and will be granted at Cisco's discretion.

#### Lost or Unclaimed deal

The Opportunity currently does not have an active deal for the channel partner or another channel partner using any Cisco promotion or program that provides a pricing advantage to one channel partner over other channel partners.

Note: If the final Bill of Materials (BoM) materially changes, the deal will be resubmitted for approval, to ensure that the original project scope has been maintained. If the deal is found to have changed project or scope the deal may be denied.

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## Product and Services Eligibility

### Product Eligibility

Most products listed on the Cisco Global Price List are eligible for the Teaming Incentive Program pricing. Upon registering the opportunity, the partner certifies that, for each registered opportunity, all products and services purchased under the registered opportunity will be delivered to the customer identified in the registered opportunity.

### Service Eligibility

Services attached to product sales is an extremely important part of a Cisco solution. For Services to be eligible for the Teaming Incentive Program discount:

- The Eligible Service SKU numbers must be included in the bill of materials and must match the Products listed.
- Phased rollouts of Approved Service SKU numbers will be allowed. However, bookings must occur prior to the registration expiration date.
- Eligible Service SKUs may be changed or added, provided that the Service SKUs still match the hardware listed in the bill of materials.

## Compensation Framework

The Teaming Incentive Program compensation model consists of special upfront Program discounts based on the hardware and software products, as well as services included in the Cisco solution opportunity. All discounts are based on direct purchase from Cisco, and any pricing via distribution must be negotiated with the distributor. These discounts are awarded to the partner for teaming with Cisco in driving a new Cisco solution and are incremental and stackable with other discounts (unless standard programmatic pricing prohibits it). The Teaming Incentive Program discount cannot be combined or stacked with any other programs, promotions, discounts, or credits offered by Cisco, except those programs, promotions, discounts, or credits expressly approved by Cisco's Partner Incentive Council to work in conjunction with Teaming Incentive Program. For specific discount information, reference the discount tables at: [www.cisco.com/go/teaming](http://www.cisco.com/go/teaming).

## Performance Management/On-going Eligibility of the Partner and Opportunity

To maintain access to the Cisco Teaming Incentive Program, the partner must continue to meet the requirements of the Program. If a partner with a qualified or approved registration does not satisfy any of the requirements during the term of the opportunity registration, then the partner must open a support case with Customer Partner Services Operations Team, and the partner must withdraw its registration for that opportunity. If the partner fails to meet these requirements, the Customer Partner Service Operations team may reject the Partner's Qualified Registration or revoke the Partner's approved registration. Upon the partner's failure to meet these requirements for a qualified or approved registration, the Customer Partner Success Operation team may bar the partner from participation in Program for three (3) calendar months or bar the partner from any future participation in the Program.

## Additional Incentive Rules

1. An opportunity is only eligible for the Program discount if the registered opportunity has reached qualified status before the Customer issued an RFQ, RFP, or RFI. If a Registered Opportunity has not reached qualified status in CCW prior to the customer issuing an RFQ, RFP, or RFI relating to the opportunity, then the
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registration may be rejected.

*Note: An RFQ, RFP, or RFI is related to the registered opportunity if it specifically solicits Cisco products or a solution identified in the opportunity registration.*

2. Partners should not quote discounts or pricing to the customer until the registered opportunity is approved via CCW, and the partner receives written notification of the approval from Cisco. Approvals other than the formal written notification from CCW, including any verbal approvals, are not binding on Cisco.
  3. Teaming Incentive Program registrations cannot be used solely to purchase services.
  4. Cisco Learning Credits do not qualify for Teaming Incentive Program discounts.
  5. The Cisco Services Educational Discount Program cannot be combined with the Teaming Incentive Program discount.
  6. In the event that a partner receives discounting under the Cloud and Managed Services Program (CMSP), TIP applies to Cisco Product Resale transactions, excluding transactions where the Cisco Product is used by a partner in the provision of their managed services offering to their end users. Accordingly, Channel Partners enrolled in Cisco's Cloud and Managed Services Program may receive discounting above the TIP discount or the TIP DSA.
  7. Cisco may perform an audit of end-user purchase orders. Partner must cooperate with any steps that Cisco will take to verify Incentive-rules adherence, upon request from Cisco.
  8. Customer pricing may be given by the approved Cisco partner only, and the partner is free to determine its end customer prices unilaterally at all times.
  9. Registrations are accepted on the understanding that the information provided by the partner is accurate and true. Cisco reserves the right to reject applications on the basis that the end user details are false, or are already identified as having been sold by another Cisco partner.
  10. The Cisco partner must report to the Cisco distribution partner, and/or distributor the end user name and products for onward reporting to Cisco in order to receive the reward.
  11. In case of a dispute between Cisco and a partner about the interpretation of the Opportunity Qualification Criteria or the Additional Incentive Rules or any other terms of this Incentive, Cisco has the final decision which will be binding on the reseller.
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## Revision History

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Change	Page No.	Description	Effective Date



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV Amsterdam,  
The Netherlands

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