



Cisco Partner Plus Aspire Program Global Terms and Conditions

1. Introduction and Background

1.1. Program Summary

The Cisco Partner Plus Aspire Program (the "Program" or "Partner Plus") provides Cisco Channel Partners ("Partners") focused on small and mid-sized customers with preference, support, and investment in sales and marketing, in return for commitment, engagement, and business growth. The Program has a 12-month period that runs from July 31, 2016 through July 30, 2017 (the "Program Term").

1.2. Policy Overview

This document, as updated by Cisco from time to time and posted at <http://www.cisco.com/go/partnerplus> (the "**Terms and Conditions**"), sets forth the terms and conditions for the Partner's participation in the Program.

1.3. Process Summary

1.3.1. Participation: Partner Plus Aspire is open to all Partners who meet the criteria outlined in Section 3.

1.3.2. Registration: The Program requires Aspire level invited partners to register via the Aspire Registration Site, provide requested contact information and accept the Terms and Conditions of the program.

Cisco will be aligning to distributors who will be delivering program benefits to Aspire Partners. Cisco will periodically communicate directly with Aspire Partners related to Program benefits and relevant information.

2. Definitions

If a capitalized term is not defined in these Terms and Conditions, it shall have the meaning as described to it in the Resale Agreement. In the event of a conflict between the Resale Agreement and these Terms and Conditions, these Terms and Conditions will control as it relates to the subject matter set forth herein.

2.1. **End Customer or End User:** Final purchaser or licensee that (i) has acquired Product and/or Services for its own Internal Use and not for Resale, remarketing, or distribution, and (ii) is identified as such purchaser or licensee by Reseller pursuant to Section 7.2 below. Cisco Partners or Resellers are NOT considered an eligible End Customer or End User under these Terms and Conditions.

2.2. **Fiscal Year 2017 (FY17):** Cisco defines Fiscal 2017 as July 31, 2016 through July 29, 2017. Cisco's FY17 has four fiscal quarters. Q1 FY17 is from July 31, 2016 to October 29; Q2 FY17 is from October 30 to January 28; Q3 FY17 is from January 29 to April 29; and Q4 FY17 is from May 30 to July 29, 2017.

2.3. **GPL:** The Cisco Global Price List as published at Cisco.com.

2.4. **Midmarket:** An End Customer with between 100 and 1,000 employees.

- 2.5. **Partner:** Reseller registered with Cisco that purchases and/or licenses Products and Services from Cisco or an Authorized Source or Authorized Channel and Resells such Products and Services directly to End Customers.
- 2.6. **Products:** Cisco hardware products, software, and related documentation, as defined in Partner's Resale Agreement and as listed on the then-current GPL.
- 2.7. **Services:** Cisco services as defined in Partner's Resale Agreement, Cisco Services Partner Program Agreement and as listed on the then-current GPL.
- 2.8. **Resale Agreement:** The Cisco Indirect Channel Partner Agreement (ICPA), the Cisco Systems Integrator Agreement (SIA), or another similar Cisco agreement that authorizes the resale of Cisco Products and Services to End Customers.

3. **Eligibility Requirements**

Partner must meet the requirements listed below for the duration of the Program Term. If Cisco determines at any point that the requirements are not met, Partner may be removed from the Program.

3.1. **Partner Eligibility**

- 3.1.1. Partner must have a current and valid Resale Agreement in place, and must be in good standing with the Cisco Channels Partner Program.
- 3.1.2. Partner must have a valid CCO User Identification (CCO ID) account in order to access Cisco's Partner Central website.
- 3.1.3. Partner must order products and services directly through a Cisco Authorized Distributor.
- 3.1.4. Additional Country/Region Specific eligibility criteria may be included in the Regional Exhibits – please check the appropriate Regional Exhibit for details.

4. **Program Enrollment**

- 4.1. Aspire Partners must enroll in the Program through the Aspire Registration Site.
- 4.2. Enrollment will be open from August 15, 2016 through September 2, 2016.
- 4.3. Partner must provide all requested information and accept these Terms and Conditions to participate in the Program.
- 4.4. Once approved, enrollment is valid through the end of the Program Term provided Partner complies with these Terms and Conditions, and Partner will be entitled to access the benefits based on eligibility level noted in Section 3.

5. **Program Benefits**

Enrolled Partners will have access to various benefits, depending on the Partner Plus level in which they are enrolled. These benefits may be delivered directly by Cisco or by an authorized Cisco Distributor. Specific Program benefits may vary by region.

6. **General**

- 6.1. Partner is free to determine its Resale prices for Products and Services unilaterally. This Program is not a commitment or a guarantee that the Partner will increase margins and profitability.
- 6.2. Cisco reserves the right to modify or cancel the Program at its discretion without prior notice to Partner.
- 6.3. Confidentiality.
 - 6.3.1. Any information shared between Cisco and Partner related to this Program is Confidential Information as defined under the Partner's Resale Agreement.
 - 6.3.2. Breach of Confidentiality. If any Partner breaches the confidentiality provisions contained in these Terms and Conditions or the Partner's Resale Agreement, Cisco may reject the related enrollment and revoke access to future Program Terms.

7. **Cisco Rewards**

Partner agrees that, by accepting these Partner Plus Terms and Conditions, Partner is also enrolling Partner Company in to the Cisco Rewards Program, in regions where it is available.

The Partner company and its Administrator/Sponsor will be auto-enrolled into the Cisco Rewards Program upon enrolling in Cisco's Partner Plus Program.

Terms and conditions for Cisco Rewards are available at:

http://www.cisco.com/web/partners/incentives_and_promotions/cisco_rewards.html.

Partners can choose to opt out of Cisco Rewards by selecting "opt-out of Cisco Rewards" in Cisco's Partner Program Enrollment (PPE) tool or by contacting Cisco Customer Service at <http://www.cisco.com/go/cs>.

Individual participants need to enroll in Cisco Rewards independently via Cisco's Partner Self Service (PSS) tool.

CANADA Regional Exhibit

1. Regional Partner Eligibility Requirements

1.1. National Direct Integrators (NDI's) and Cisco Gold Partners do not qualify for the FY17 Partner Plus program

1.2. Partner will be invited to participate in the Program if Partner meets the eligibility requirements stated in the table below:

| | Partner Plus Aspire |
|---|--------------------------------|
| Minimum Certification | Registered, Select and Premier |
| Minimum Midmarket Territory Bookings from Q4, FY15 through Q3, FY15 | \$35,000 CAD |
| Percentage of Midmarket Focus | 20% |
| Alignment with Cisco Authorized Distributor | Required |

1.3 To be eligible for the Partner Plus Aspire level, Partner must have had a minimum of \$35,000 CAD in Commercial Territory Product bookings from Cisco's Fiscal Q4, FY15 through Q3, FY16, and at a minimum must be a Registered Partner.

1. Program Benefits

1.2 Enrolled Partners will have access to various benefits, depending on the Partner Plus level in which they are enrolled. These benefits may be delivered directly by Cisco or by an authorized Cisco Distributor.

| Cisco Partner Plus Benefits | Partner Plus Aspire |
|--|---|
| Business Enablement | |
| Exclusive pre-sales technical support services | Yes - Supported by Cisco Authorized Distributor |
| Web Based Learning – Partner Plus Briefcase | Yes |
| Partner Plus Sales Enablement Journeys | Yes |
| Marketing and Demand Generation | |
| Marketing Training | Yes |
| Partner Marketing Central | Yes |
| Marketing Planning and Execution Resources | Yes – Through Distribution |
| Full Service Architecture Demand Generation Campaigns and Services Marketing Campaigns | Yes |
| Incentives and Rewards | |
| Cisco Rewards | Yes |
| Aspire Awards | Yes |

For more information on how to access Program Benefits, please see http://www.cisco.com/web/CA/channels/programs_promotions/incentive_programs/partner_plus.html.