



## Canada Regional Exhibit FY18 Partner Plus Program

### Territory Specific Rules

- The provisions contained in this Exhibit apply only to Territory bookings in Canada.
- Public Sector (SLED accounts) bookings are not eligible for Commercial Territory bookings and will not count towards Program targets
- National Direct Integrators, Service Providers and Cisco Gold Partners do not qualify for the FY18 Partner Plus Program in Canada.

### Regional Partner Eligibility Requirements

The partner will be invited to participate in the program if the partner meets the eligibility requirements stated in the table below:

	<b>Partner Plus Elite</b>
Minimum Certification	Premier
Minimum Commercial Territory Bookings from Q4, FY16 through Q3, FY17	\$350,000 CAD
Maximum Midmarket Territory Bookings from Q4, FY16 through Q3, FY17	\$5,000,000 CAD
Percentage of Midmarket focus	20%
Maximum Allowable Negative Growth, year over year	-15%
Other Investments	No current MOU/MDA
Commercial Business Plan	Required if Cisco vPAM or PAM is assigned to Partner or for any partner if a portion of incentive payments are taken as cash

### Partner Plus Status Level Maintenance Criteria

Partners who qualify to participate in the Program must meet performance criteria throughout the duration of the Program to maintain status at the same Program level. To maintain Partner Plus - Elite status, Partner must:

- Achieve a minimum of three out of four quarterly target-based **product** incentive goals during Cisco FY18 or the annual target incentive goal.
- Execute a minimum of one marketing or demand generation activity using their Partner Plus incentive funds in their Partner Plus Virtual Wallet during the Program Term.

Partners who do not meet FY18 Q1 and Q2 targets AND generate less than 15% of their annual product bookings target by the end of Q2 FY18 (January 28, 2018) may be removed from the Program. Also, partners who do not meet their Business Plan objectives and deliverables may be removed from the Program. In addition, failure to meet any of the Partner Plus Status Level Maintenance Criteria or other Program requirements may result in Partner's status level for the subsequent Program Term being reduced to the next lowest level, the Partner being removed from the Program, the Partner being removed from future consideration for subsequent Program years, or all three options.

## 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. The program benefits by partner level are shown in the table and further detailed below.

Cisco Partner Plus Benefits	Partner Plus Elite
<b>Business Enablement</b>	
Exclusive pre-sales technical support	Yes-Cisco Partner Help Plus
Web Based Learning – Partner Plus Briefcase	Yes
Partner Plus Sales Enablement Journeys	Yes
<b>Marketing and Demand Generation</b>	
Marketing Training	Yes
Partner Marketing Central	Yes
Marketing Planning and Execution Resources	Yes
Full Service Architecture Demand Generation Campaigns and Services Marketing Campaigns	Yes
Access to Leads and Prospects	Yes
<b>Incentives and Rewards</b>	
Cisco Rewards	Yes
Partner Plus Target-based incentives and Virtual Wallet Access	Yes

**Business Enablement** – Cisco provides tools delivered by Cisco or a Cisco-authorized distributor that will help optimize Partner’s sales productivity. The tools are as follows:

- **Exclusive Pre-Sales Technical Support Services** – Access to expert pre-sales technical services with defined Support Level Agreements (SLAs) to help the Partner scale scarce engineering and service offering expertise and drive End Customer satisfaction.
- **Partner Help Plus** – The Partner Help Plus service available to Elite level Partners offers escalated 24/5 pre-sales technical support from Cisco specialist engineers and service proposal managers, with a six-hour SLA.
- **Training** – Access to ramp up and increase productivity of new partner sales representatives. Available either directly from Cisco or through an authorized distributor.
- **Web Based Learning** – P+ Sales Briefcase – On demand access to Soft Skills training modules, regionally customized campaigns, and mid-sized case studies developed exclusively for Partner Plus partners.
- **Partner Plus Sales Enablement Journeys** – Role-based enablement recommendations and trainings hosted by Cisco Learning Partners and Distributors.

**Marketing and Demand Generation** – Marketing tools that help accelerate customer demand in the midmarket sector.

- **Marketing Training** – Access to Cisco Marketing Training and Enablement resources on the Sales Connect Platform.
- **Partner Marketing Central** – Access to Partner Marketing Central (PMC), an easy-to-use tool for Cisco partners to create co-branded marketing materials, campaigns and other resources.
- **Marketing Planning and Execution Resources** – Access to regionally specific co-marketing support that assists in the effective planning and execution of demand generation activities via a Cisco Authorized Distributor or

directly from a Cisco Territory Business Manager, when available.

- **Full Service Architecture Demand Generation Campaigns** – Access to Partner Plus Full Service Architecture Demand Generation Campaigns designed specifically for the midmarket. These campaigns are designed to be quickly and easily executed so you can start benefiting from the results immediately.
- **Service Demand Generation Campaigns** – Access to Service Demand Generation Campaigns designed to create leads for services targeted at midmarket.
- **Cisco-Generated Leads and Target** – Access to Cisco-generated sales-qualified leads and target prospects when available. Elite level Partners will get priority. In regions where leads are generated and there is no Elite level Partner, then leads will be passed to the most qualified Partners.

**Incentives and Rewards** – These incentives and rewards help motivate Partner sales team and reinvest reward incentives in Partner’s business.

- **Cisco Rewards Program** – Access to incentives and recognition for Partner employees through the Cisco Rewards Program platform. Earn points for selling technologies and services highlighted through Cisco Rewards. Please refer to the Cisco Rewards Program Terms and Conditions for further information on eligibility and qualifications. The Cisco Rewards Program is not available in the China, Japan, or APAC regions.
- **Target-Based Incentives and Virtual Wallet** – Provides financial rewards for reinvestment in business-building activities. The Virtual Wallet provides the mechanism to re-invest incentives in Midmarket business development for Prestige and Elite level Partners.

Target-Based Partner Plus Incentives Requirements

Target-based Partner Plus Incentives are a key benefit designed to reward Partners for growing their Midmarket Territory business by providing funding that can be used for a variety of marketing, demand generation, and enablement activities. The Program provides an incentive to Partners that achieve Program growth targets during the 12-month Program Term. Partners participating in the Partner Plus Elite level are eligible for Target-Based Partner Plus Incentives.

**Elite Level Partner Reward Incentives Requirements**

Partner Plus Incentives reward Elite level Partners that meet an FY18 Cisco Product bookings target and/or FY18 Cisco Services bookings target. Elite level Partner Product-based targets will be calculated by multiplying the Partner’s Cisco FY17 eligible bookings by a target growth percentage.

- Elite level Partner Services-based targets will be calculated by multiplying the Partner’s quarterly services bookings for each Cisco Fiscal Quarter in Cisco’s FY17 by a target growth percentage.
- Elite level Partner Annual and Quarterly targets will be published in Total Program View (TPV) (<http://www.cisco.com/go/tpv>).

Incentive Reward Periods. Partner Plus Reward Incentives have a quarterly reward period based on Cisco’s fiscal quarters. Reward Incentives will be based on meeting growth targets in both periods as described below.

**Incentive Reward Summary Matrix**

Reward Period	Booking Thresholds	Percentage Reward on Shipped Bookings	Maximum Reward
Quarterly	100% of Quarterly Target	6% on Products 4% on Services	\$40,000 CAD Products \$10,000 CAD Services