



Partner Plus 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 Partner Plus Program website (“Program Website”). Always refer to the English version found online at <http://www.cisco.com/go/partnerplus> 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.

Overview

The *Cisco Partner Plus Program Appendix: Program Rules* provides the entry eligibility within the program. It also establishes the benefits and incentive rules used by compensation and eligibility elements of the program. The region exhibits provide the region specific eligibility requirements, as well as specific regional incentives, rewards and incentive requirements.

For partners purchasing directly* and/or indirectly from Cisco under the Partner Plus Program, this *Cisco Partner Plus Program Appendix* is incorporated by reference into the *Partner Plus Terms and Conditions* located on the Partner Program Enrollment tool at: <http://www.cisco.com/go/ppe>. In the event of a conflict between this *Cisco Partner Plus Program Appendix: Program Rules* and the *Cisco Partner Plus Program Global Terms and Conditions*, this *Cisco Partner Plus Program Appendix: Program Rules* prevails.

Note: Partner Plus is provided only to *direct* partners only in China. National Direct Integrators in the United States and Canada *do not qualify* for Partner Plus, and Cisco Gold partners in Canada *do not qualify* for Partner Plus

Entry Eligibility Requirements

Participation in the Partner Plus program is invitation only and open to all partners who meet the criteria for each partner level. The Prestige and Elite level partners must have a current and valid Resale Agreement in place, and must be in good standing with the Cisco Channels Partner Program. The Prestige and Elite level partner must also have a valid CCO User Identification (CCO ID) account in order to access Cisco’s Partner Central website. In addition, these partners must:

- Have all the required Cisco certifications, specializations, and authorizations to sell and implement all of the required products and services within the partner’s authorized territory.
- Agree to maintain all required Cisco certifications, specializations, and authorizations throughout the program term. Should the partner’s certifications expire, the partner agrees to renew the required certifications within 90 days of expiration or the partner’s participation in this program may be terminated.
- Collaborate fully with the partner’s Partner Account Manager (PAM) or Virtual Partner Account Manager (VPAM), upon completion of a business plan, if requested. The PAM or VPAM will submit the completed business plan to the Partnership Planning System. Partners who do not complete a business plan within the timeframe requested may not receive their reward payments and may be removed from the Program for non-compliance.

Eligible partners must enroll through Cisco’s Partner Program Enrollment (PPE) tool at: <http://www.cisco.com/go/ppe>. For each both Prestige and Elite level, the partner must provide requested information and accept the terms and conditions of the program.

Additional country/region specific entry level criteria is provided in the applicable regional exhibit made a part of this Partner Plus Appendix: Program Rules, located at: <http://www.cisco.com/go/partnerplus>.

Maintenance Criteria

Prestige and Elite level 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 Prestige or Elite status, the partner must:

- Achieve minimum 15% of product and services annual targets by first half of Cisco then current fiscal year, and

- 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 (Elite Only)

Partners who do not meet the minimum 15% of Product and Services annual targets by first half of Cisco FY18, may be removed from the Program upon completion of Q2 FY18..

Failure to meet the requirements may result in partner’s status level for the subsequent program term being required to complete and execute on a Get Well Plan, the Partner being removed from the Program, or the Partner being removed from future consideration for subsequent Program years, or all three options. The ongoing eligibility requirements vary slightly by region, and is detailed in the region specific exhibit made a part of this document.

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 and are detailed in the applicable regional benefits summary referenced in the region specific exhibit.

Incentives

The Partner Plus program target-based incentives are a key benefit designed to reward the partner for growing their Cisco midmarket business. The program provides the partner with funds that can be used for a variety of business enablement, marketing and demand generation, and other incentives and rewards. To receive the incentive, the partner must meet specific growth targets, which may vary by region. Reference the region specific exhibit for region specific information.

Virtual Wallet Business Rules and Requirements (Available in all regions except Mainland China and Prestige Level in LATAM)

As another part of the compensation framework, Cisco provides both the Prestige and the Elite partners with a virtual wallet, which is used to house the partner’s funds earned for meeting the various program requirements.

Before a partner can receive any cash payouts from Partner Plus, they must submit a copy of their Cisco business plan as part of the proof of performance. The partner’s Cisco business plan should reflect:

- the growth plans for the commercial space, and
- how invested dollars will be used to augment that growth.

Both Prestige and Elite level partners have the opportunity to take some of the funds in their virtual wallet as cash payout. All remaining funds must be used to reinvest back into wallet activities as defined in the Ansira platform terms and conditions. The amounts are provided in the table below.

Partner	Cash payout
Prestige partners	100% of the partner’s virtual wallet can be taken as cash up to \$2,500
Elite partners	50% of the partner’s virtual wallet can be taken as cash up to \$5,000

Requests for cash when a Cisco business plan has not been completed will not be honored.

Cash payouts for Prestige level partners are not available in LATAM, in Mainland China, Russia, or Commonwealth of Independent States (CIS) countries (Ukraine, Kazakhstan, Belarus, Azerbaijan, Georgia, Uzbekistan, Kyrgyzstan).

Cash payouts for Elite level partners are not available in Mainland China, Russia or CIS countries (Ukraine, Kazakhstan, Belarus, Azerbaijan, Georgia, Uzbekistan, Kyrgyzstan).

General Incentive Business Rules

The incentive business rules outlined below are in addition to those outlined in the region specific exhibits.

1. Partner Plus Prestige and Elite level partners that meet or exceed their bookings targets will be eligible for the

- program incentive.
2. Cisco makes program payments based on the country of the partner program agreement (or program terms and conditions, as applicable) or partner's assigned country group, if applicable.
 3. For any program reward earned at the country group level, all payments will be made only to a bank account in the country selected by partner for the receipt of such payments. The country of the bank account must be located within the partner's assigned country group.
 4. For rewards earned at the country level, all payments will be made only to the bank account in the country associated with these terms and conditions.
 5. All Cisco products and services on the Global Price List (GPL) are eligible or incentives under the program.
 6. Only products purchased from Cisco or an Authorized channel are eligible, Not For Resale (RFR) and used products are ineligible. Products procured by the partner for internal use will not be eligible for the program incentive.
 7. Only products and services sold to end customers in the midmarket space will be eligible.
 8. Program incentives will be calculated based on the structure documented in the applicable regional exhibits.
 9. Service contract renewal Partner takeovers are not included in the Partner's eligible Services bookings.
 10. Partners are responsible for understanding and complying with all federal, state, and local government rules regarding acceptance of credits or incentives. Partner may elect to participate or decline participation in the rebate aspects of the Program by notifying its Cisco account manager in writing.
 11. Partners should refer to Total Program View [www.cisco.com/go/tpv] for their official bookings status. Information obtained from Cisco personal other than the Cisco Partner Plus Program team (such as partner account managers) will not take precedence over the information in Total Program View and will not be honored in any disputes. To correct an error in total Program View, partners must open a case online at <http://www.cisco.com/cisco/psn/web/workspace>, using the following pathway: [Additional Support > Performance Metrics](#).
 12. The program reward Incentives will be deposited and tracked in Partner Marketing Central (PMC) where Partners can apply their incentives to offset costs for approved activities.
 13. Program Reward Incentives will be deposited into PMC (excludes China or LATAM Prestige) approximately six (6) to eight (8) weeks after the end of the quarterly reward period. Incentives accommodating CBN/DSV shipments and adjustments will be made subsequent to that date. Reference the applicable region exhibit for additional information.
 14. All activities require prior approval from Cisco, and only activities that are approved by Cisco will be eligible for Incentive fund reimbursement.
 15. Partners electing for a cash payout from their Partner Plus Wallet must have an approved Cisco Business Plan completed for the 2018 fiscal year.
 16. Partner is responsible for complying in full with the program's activities guidelines, proof of performance requirements, and other approvals necessary to receive reimbursement. Cisco, Cisco's representatives, and Cisco's contractors are not responsible for partner's failure to comply with Cisco requirements.
 17. Activity requests for all funds earned in Cisco's FY18 must be submitted and approved by Cisco in Partner Marketing Central (PMC) prior to the end of the second fiscal quarter (Q2) of Cisco's FY19 and all activities must be completely executed by the end of Q3 of Cisco's FY19.
 18. All earned incentive funds must be systematically acknowledged within the PMC platform no later than the last day of the fiscal quarter for which they are deposited into Partner Plus Wallet. Any funds not systematically acknowledged by the quarterly deadline will be forfeited.
 19. Activity approval requires both approval of the activity request and final approval of the appropriate proof of performance once uploaded into PMC. Proof of performance or execution must be uploaded into PMC within 60 days of the completion of the activity, or by the last day of Q2 in Cisco's FY19.
 20. All funds not claimed by the last day of Q2 in Cisco's FY19 will be forfeited and returned to Cisco.
 21. Activities funded through other Cisco programs, including Joint Marketing Funds (JMF), will not be eligible for duplicate reimbursement. Any Partner deliberately submitting a single activity for multiple reimbursements will forfeit any remaining funds from this Program and may be removed from the Program and barred from future participation in the Program.
 22. Partner is responsible for identifying and reporting to Cisco any discrepancies between Cisco published bookings and Partner's records. Partners must make such report no more than 30 days from the final booking date of each quarter. In addition, Partner must supply any supporting documentation within 30 days of the shipment cut-off.

- date. If Partner fails to meet this deadline, Partner's discrepancy claim will be automatically rejected.
23. Payment discrepancies must be reported no more than 30 days after receipt of the first payment notification for each payment. If no payment notification is received by Partner, payment discrepancies must be reported no more than 90 days after Cisco first sent notifications to partners.
 24. Cisco may not be able to make payments to a Cisco channel partner for several reasons, including incorrect banking information, lack of required supporting documentation, and incorrect contact information. If Cisco cannot make such payments to a Cisco channel partner because of the partner's failure to either respond to Cisco's requests for payment details or provide Cisco with correct payment details, Cisco will retain the payment for ninety (90) calendar days after Cisco's first attempt to notify the Cisco channel partner that additional information is needed to process the payment. If the Cisco channel partner does not remedy its failure by providing correct payment details in that 90-day time period, the partner will forfeit any right to that specific payment.
 25. Partners purchasing from Cisco authorized distributors shall ensure that the sales data reported by Cisco Authorized Distributors to Cisco is correct. In cases in which sales transactions are ineligible because of incorrect data reported by a Cisco authorized distributor in the back-end claiming process (e.g., an error in the end customer name or in the details reported in the point of sale claiming report), Cisco reserves the right not to pay a rebate for such transactions.
 26. Services bookings that are eligible for a payment under the Cisco Partner Plus Program are not eligible for any other Cisco back-end payment programs unless otherwise stated by Cisco.
 27. Although this program is intended to create opportunities for Cisco channel partners to increase their margins and profitability, each partner is free to determine its minimum resale prices unilaterally. This program is not a commitment or a guarantee that the partner will increase margins and profitability.
 28. In addition to any of its other remedies, Cisco reserves the right to terminate a partner from participation in this program for the following reasons: (a) submission of false, misleading, or incomplete program information, including claims for sales made under the program; (b) other fraud or abuse of this or other Cisco marketing or sales programs; (c) the distribution of products purchased from any source other than Cisco or a Cisco Authorized Distributor; and (d) the sale of Cisco products to anyone other than an end user.
 29. To receive incentive payments under this program, partner must be in good standing with the Cisco Channel Program. In particular, incentive payments cannot be earned if and for as long as Partner or any of its Affiliates owes money to Cisco or its affiliates, other than in the ordinary course of Cisco's standard 30-day payment terms (or any other payment terms agreed in writing with Cisco or its Affiliates), in which case Cisco reserves the right to set off any amount due under the Program against unpaid invoices and immediately suspend Partner or its affiliates' entitlement to receive incentive payments under the Program until all outstanding amounts have been irrevocably paid in full by partner or its affiliates.