

VIP 29

January 29 to July 29

VALUE
INCENTIVE
PROGRAM

PARTNERSHIP. REWARDS. RESULTS.

The Value Incentive Program (VIP) helps you sell Cisco architectures more profitably.

The evolution of VIP—designed with you and the market in mind.



Greatly simplified, with less complexity



Easier to enroll, participate, and track



Aligned to Cisco Architectural approach



Focused on key products and market transitions

What does the new VIP look like?

- Simplified tracks and subtracks structure
- Cloud and Managed Services bookings recognized for all
- New Security SaaS technology focus
- Product focus updates across all tracks

Why Enroll?

Cisco's multi-billion dollar VIP Partner investment

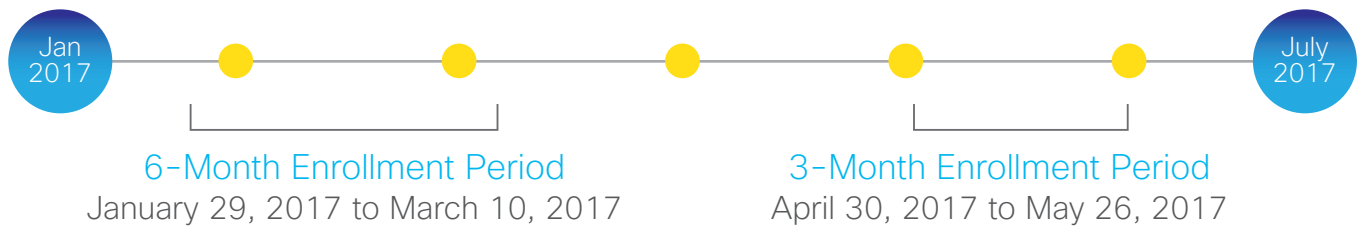


The number one reason to **enroll** in VIP 29 is to potentially earn your share of Cisco's VIP partner investment.

VIP 29 Enrollment Dates

Program Period

January 29, 2017 – July 29, 2017



Enroll in VIP 29

Please visit www.cisco.com/go/vip to get:



Enrollment information



Key program updates



Partner Playbook for success