

FY16 Partner Plus Canada

Eligible Activities and Proof-of-Performance

Contact canada-partnerplus-inquiries@cisco.com with questions.

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Partner Plus Canada – FY16 Changes

- Activities that have not received prior approval via the Virtual Wallet process will not be eligible for reimbursement.
- Sporting and customer appreciation events must include a Cisco presentation or seminar.
- Learning Certificates will be eligible for reimbursement upon utilization rather than purchase.



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Your Partner Plus Funds - Summary

The incentive funds awarded from Partner Plus must be invested in Cisco's Canadian mid-market territory business, so we can grow together with future opportunities.

- Obtain **prior approval for fund utilization**, selecting from the list of available activities via Partner Marketing Central.
- After receiving approval, and executing your activity, submit the claim and provide the requested proof of performance in order to receive reimbursement.
- Continue to earn incentive funds by generating demand, selling Cisco product and services, and building your commercial mid-market revenue!
- Earned incentives are deposited quarterly, based on eligible shipments, once targets are met.
- Note that all products on GPL, are eligible for quarterly incentive accrual.
 - Products not on GPL – legacy Meraki, SMB products – are not eligible.
 - Cloud demand generation activities are not eligible for incentive utilization.
- Incentives earned are “deposited” to your virtual wallet in Partner Marketing Central (PMC).

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Eligible Activities

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Partner Plus Incentives: Eligible Activities

Partner Plus is a **prior approval** based, reimbursement upon proof of performance, program.

- All activity requests and Proof-of-Performance uploads must be performed from the Partner Plus Incentives Virtual Wallet in Partner Marketing Central (PMC) at www.cisco.com/go/partnermarketing.
- Date of execution must be documented via Proof of Performance.
- Duplicate funding is not available.
 - Activities funded through Joint Marketing Funds (JMF) are not eligible for funding via Partner Plus incentives.
 - Activities already funded by Cisco, such as Cisco Live or Cisco Technical events, are not eligible for Partner Plus funding.
- All payments are made to the Partner company, not to individuals or other companies.

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Partner Plus Activity Requirements

- Every Activity using Cisco Partner Plus funds must Include Cisco Representation.
 - Percentage of Partner Plus funds to be used in the activity should be commensurate with actual Cisco representation.
- Partners must submit proof of performance in order to receive reimbursement from their virtual wallet.
 - For Proof of Performance, submit copies of advertisements, photos of Cisco in product booth, links to Cisco collateral, etc.
 - Include receipts on Partner letterhead to show acceptance of costs.
- Note that Elite and Prestige partners must perform at least two demand generation activities, using their Partner Plus funds, per year.
 - Failure to perform demand generation activities will affect partner's standing in the Partner Plus program for the FY16 program year and/or following year.

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Summary - Eligible Activities

Marketing and Demand Generation

- Full Service Activities
- Advertising – Digital and Print
- Mail Campaigns – Direct & Email
- Full Service Social Media Content Syndication
- Telemarketing
- Video Marketing
- Customer-Facing Events
- Trade Shows, Vendor Days, Floor Days
- Customer List Acquisition
- Partner Sales Incentives

Partner Enablement

- Partner Learning Credits
- Sales Excellence
- SOAR
- Blitzmasters

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Full Service Activities and Proof of Performance

Packages are available in PMC through Cisco-approved vendor. Vendor executes the activity, partner uses their P+ funds to support the expense.

Why use Cisco-approved vendors:

- No vendor training required – vendors know Cisco, its products and solutions
- Pre-planned execution model
- Fixed pricing options
- Vendors participating in Partner Marketing Central are committed to working with our partners to meet their marketing needs

Activity	Reimbursable Expense	Proof of Performance
<p>Customer Facing Events</p> <ul style="list-style-type: none"> • Full Service options for managing events 	<ul style="list-style-type: none"> • Core event support OR • Advanced event support 	<ul style="list-style-type: none"> • Statement of Work (SOW) from vendor • Itemized cost/expenses on partner letterhead • Dates of execution • Proof of Cisco representation: picture of actual event
<p>Demand Generation Campaigns</p> <ul style="list-style-type: none"> • Use of a Full Service Architectural Demand Generation Campaign 	<ul style="list-style-type: none"> • Package one or package two of the Full Service Data Center, Mobility or Security Campaigns 	<ul style="list-style-type: none"> • Statement of Work (SOW) from Cisco-authorized Vendor • Itemized cost on partner letterhead • Dates of execution
<p>Digital Advertising</p> <ul style="list-style-type: none"> • Use of a Full Service Web option 	<ul style="list-style-type: none"> • Option one, two or three of the Advertising – Web Full Service Solution 	<ul style="list-style-type: none"> • Statement of Work (SOW) from Cisco-Authorized Vendor • Itemized cost on partner letterhead • Proof of Cisco representation: screenshot of webpage/ad/URL • Dates of execution and count of hits or open rates

Full Service Activities and Proof of Performance

Activity	Reimbursable Expense	Proof of Performance
<p>Email Campaigns</p> <ul style="list-style-type: none"> • Use of a Full Service Campaign 	<ul style="list-style-type: none"> • Package one, two, three or four of the Full Service packages available 	<ul style="list-style-type: none"> • Statement of Work (SOW) from Cisco-authorized Vendor • Itemized cost/expenses on partner letterhead • Proof of Cisco representation: email, graphics, landing page samples • Dates of execution, count of hits or open rates
<p>Social Media Content Syndication</p> <ul style="list-style-type: none"> • Cisco-provided social media feeds 	<ul style="list-style-type: none"> • Requires preapproval • Three-, six-, or twelve-month option 	<ul style="list-style-type: none"> • Itemized cost/expenses on partner letterhead • Proof of Cisco representation: screenshot • Dates of execution
<p>Telemarketing Campaigns</p> <ul style="list-style-type: none"> • Use of Full Service option 	<ul style="list-style-type: none"> • Full Service Vendor BRB option one or two OR • Full Service Vendor MRB option one or two 	<ul style="list-style-type: none"> • Statement of Work (SOW) from vendor • Itemized cost/expenses on partner letterhead • Proof of Cisco representation: copy of script and collateral • Dates of execution
<p>Video Success Stories</p> <ul style="list-style-type: none"> • Full Service options (only) for developing cobranded video success stories 	<ul style="list-style-type: none"> • Full Service options for two or four minute video success stories 	<ul style="list-style-type: none"> • Statement of Work from vendor • Itemized cost/expenses on partner letterhead • Proof of Cisco representation: link to posted video
<p>Video</p> <ul style="list-style-type: none"> • Full Service options (only) for in-house or co-branded videos 	<ul style="list-style-type: none"> • Full Service options one, two or three OR • In-house Full Service option 	<ul style="list-style-type: none"> • Statement of Work from vendor • Itemized cost/expenses on partner letterhead • Proof of Cisco representation: link to posted video

Full Service Activities and Proof of Performance

Activity	Reimbursable Expense	Proof of Performance
<p>SMART Net Total Care – Demo Full Service Play</p> <ul style="list-style-type: none"> • Use of Full Service campaign to generate demo appointments 	<ul style="list-style-type: none"> • Full Service options one or two (options available in PMC) 	<ul style="list-style-type: none"> • Statement of Work from vendor • Itemized cost on partner letterhead • Summary of expenses on partner letterhead
<p>Energy 21-Day Trial Full Service Play</p> <ul style="list-style-type: none"> • Use of Full Service trial period to raise customer awareness of Energy Management Suite. 	<ul style="list-style-type: none"> • Full Service options one or two (options available in PMC) 	<ul style="list-style-type: none"> • Statement of Work from vendor • Itemized cost on partner letterhead • Summary of expenses on partner letterhead
<p>Network Optimization Full Service Play</p> <ul style="list-style-type: none"> • Use of Full Service campaign to identify new and existing customers. 	<ul style="list-style-type: none"> • Full Service options one or two (options available in PMC) 	<ul style="list-style-type: none"> • Statement of Work from vendor • Itemized cost on partner letterhead • Summary of expenses on partner letterhead

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Full Service Activities Pre-set Price list

Activity	Reimbursable Expense
Architectural Demand Generation Kits	Package One – \$2,990 Package Two - \$3,990
Full Service Digital Marketing	Level One - \$950 Level Two - \$1,950 Level Three - \$2,950
Full Service Email Campaigns	Package One - \$1,905 Package Two - \$3,255 Package Three - \$2,205 Package Four - \$3,855
Social Media Content Syndication	Three months - \$400 Six months - \$475 12 months - \$625
Telemarketing	Two Appointments – \$1,550 Four Appointments – \$3,050

All prices are in USD

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Full Service Activities Preset Price list

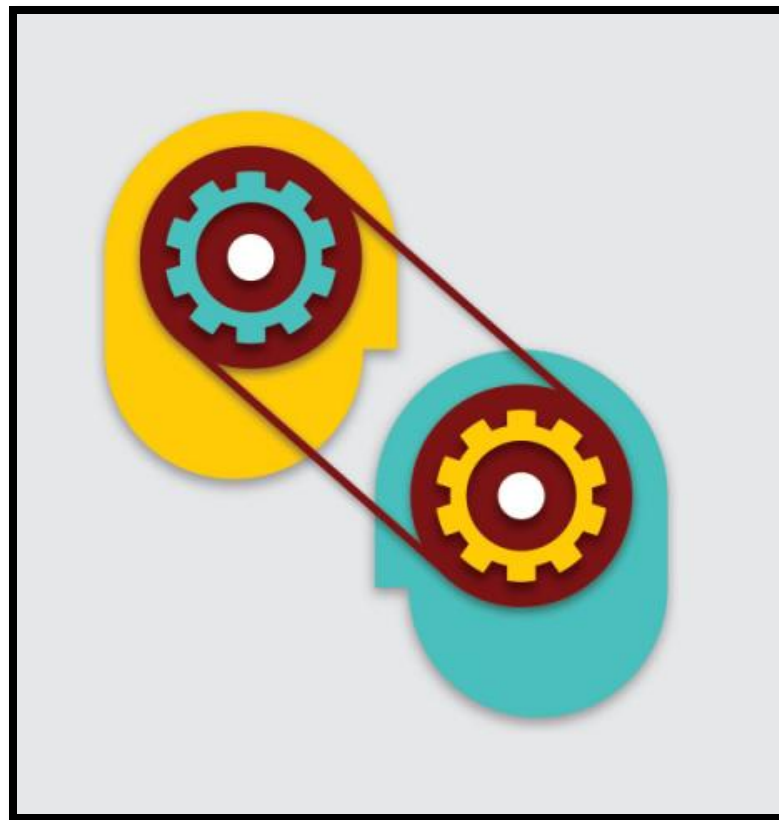
Activity	Reimbursable Expense
Video	2 ½ minutes - \$5,000 2 minute success stories - \$1,200 4 minute success stories - \$5,500 five co-branded videos - \$475 10 co-branded videos - \$575 20 co-branded videos - \$775
Event Management	Core Event Support - \$750 per event Advanced Event Planning - \$1,350 per event
SMART Net Total Care – Demo Full Service Play	Option One: Telemarketing with Email and Web - \$1905 Option Two: Telemarketing with List provided - \$1550
Energy Management 21 Day Trial Full Service Marketing Play	Option One: Telemarketing with Email and Web - \$1905 Option Two: Telemarketing with List provided - \$1550
Network Optimization Full Service Marketing Play	Option One: Telemarketing with Email and Web - \$1905 Option Two: Telemarketing with List provided - \$1550

All prices are in USD

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Partner-Managed Activity Options

- Partners can also opt to utilize their own vendors, or execute activities using their own internal resources.
 - Examples include internally-executed demand generation campaigns, advertising, customer-facing events.
 - Proof of performance for each activity includes a statement of work from the selected vendor (if any), summary of expenses on partner letterhead, demonstration of Cisco representation.



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Marketing Activities and Proof of Performance

Activity	Reimbursable Expense	Proof of Performance
Demand Generation Campaigns	<ul style="list-style-type: none"> • Elements of Partner-managed demand generation campaign 	<ul style="list-style-type: none"> • Request activity approval and submit proof of performance by individual elements, i.e. list acquisition, email or mailing, etc.
Digital Advertising <ul style="list-style-type: none"> • Partner-developed, 	<ul style="list-style-type: none"> • Reasonable development and production fees • Placement fees on third-party sites • Graphics development 	<ul style="list-style-type: none"> • Statement of Work (SOW) required if a vendor is used • Itemized cost on partner letterhead • Summary of expenses on partner letterhead • Proof of Cisco representation: screenshot of webpage/ad/URL • Dates of execution and count of hits or open rates
Direct Mail Campaigns <ul style="list-style-type: none"> • Distribution of customer-facing collateral 	Partner managed: <ul style="list-style-type: none"> • Graphics development • Cost of content development • Printing/Duplication fees • Postage 	<ul style="list-style-type: none"> • Itemized costs on partner letterhead • Summary of expenses on partner letterhead • Proof of Cisco representation: samples of collateral • Dates of execution, distribution count, response count

Marketing Activities and Proof of Performance

Activity	Reimbursable Expense	Proof of Performance
<p>Email Campaigns</p> <ul style="list-style-type: none"> • Partner-managed e-mail campaign 	<p>Partner managed:</p> <ul style="list-style-type: none"> • email setup • content development • (list acquisition should be requested separately) 	<ul style="list-style-type: none"> • Statement of Work (SOW) from vendor, if used • Itemized cost on partner letterhead • Proof of Cisco representation: email, graphics, landing page samples • Dates of execution, count of hits or open rates
<p>Print Advertising</p> <ul style="list-style-type: none"> • Advertising /articles in newspapers, trade magazines, business journals 	<p>Partner managed:</p> <ul style="list-style-type: none"> • Placement fees • Graphics development 	<ul style="list-style-type: none"> • Itemized costs on partner letterhead • Summary of expenses on partner letterhead • Proof of Cisco representation: copy of ad or article • Dates of execution and number of copies
<p>Telemarketing Campaigns</p> <ul style="list-style-type: none"> • Filling the sales pipeline via partner managed 	<p>Partner managed:</p> <ul style="list-style-type: none"> • collateral development • customer data transfer fees; • additional activity requires prior approval 	<ul style="list-style-type: none"> • SOW from vendor, if used • Itemized cost on partner letterhead • Proof of Cisco representation: copy of script and collateral • Dates of execution

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Marketing Activities and Proof of Performance

Activity	Reimbursable Expense	Proof of Performance
<p>Customer List Acquisition</p> <ul style="list-style-type: none"> Building your Cisco pipeline 	<ul style="list-style-type: none"> One List acquisition up to \$6,000 Cost of loading the list on to Partner Systems \$16,000 maximum usage of Partner Plus funds annually 	<ul style="list-style-type: none"> Itemized cost on partner letterhead Dates of execution Proof of Cisco representation
<p>Customer Facing Events</p> <ul style="list-style-type: none"> partner managed event such as a Seminar, Webinar 	<ul style="list-style-type: none"> Core event support OR Advanced event support OR If partner managed: event planning, event reservation fees, speaker fees, food and nonalcoholic drinks, audio/visual rental fees, broadcast fees <p><i>Please review carefully the list of ineligible expenses.</i></p>	<ul style="list-style-type: none"> Statement of Work from vendor if appropriate Itemized cost on partner letterhead Dates of execution Proof of Cisco representation: picture of actual event
<p>Trade Shows, Vendor Days, Floor Days</p> <ul style="list-style-type: none"> Participation in third-party event 	<ul style="list-style-type: none"> Event reservation fees, speaker fees, food and nonalcoholic drinks, audio/visual rental fees, broadcast fees <p><i>Please review carefully the list of ineligible expenses.</i></p>	<ul style="list-style-type: none"> Itemized cost on partner letterhead Date(s) of execution Proof of Cisco representation: picture of actual event

Marketing Activities and Proof of Performance

Activity	Reimbursable Expense	Proof of Performance
<p>Marketing Consultant(s)</p> <ul style="list-style-type: none"> Individual employed to complement Cisco activity under the auspices of a specific program, e.g. marketing 	<ul style="list-style-type: none"> Tactics related to building or rebranding the Cisco portion of a partner's website/collateral assets, Search Engine Optimization or plan execution where partner is unable to execute the promotion of Cisco without this resource. 	<ul style="list-style-type: none"> Statement of Work from vendor Signed letter from vendor company official with job description, consultant name, assignment date, task(s)/goal, total cost, salary (if not in SOW) Itemized cost on partner letterhead Proof of Cisco representation (if not documented in SOW), photos, site screen shots, etc. Dates of execution
<p>Sales Incentives</p> <ul style="list-style-type: none"> Activities to motivate and incent partner sales personnel 	<ul style="list-style-type: none"> Cash-equivalent gift cards such as those from American Express, Visa or MasterCard Non-Cash prizes (including company-specific gift cards such as Starbucks or Amazon) <p><i>Please review carefully the list of ineligible expenses. Submit any questions in advance.</i></p>	<ul style="list-style-type: none"> Complete description and objective with Cisco representation Itemized cost on partner letterhead List of winners Itemized list of prizes and quantities Dates of execution

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Enablement and Proof of Performance

Activity	Reimbursable Expense	Proof of Performance
<p>Cisco Learning Credits</p> <ul style="list-style-type: none"> • Credits which may be purchased for used towards technical, sales, or marketing training 	<ul style="list-style-type: none"> • Cisco sales, marketing, and technical training • Cisco certification labs, tests (only) • Cisco certification training 	<ul style="list-style-type: none"> • Itemized cost on partner letterhead • Certificates of completion showing name/job title of personnel trained and date/courses completed
<p>Sales Excellence Experience</p> <ul style="list-style-type: none"> • The same training Cisco sales employees complete 	<ul style="list-style-type: none"> • Workshop fee 	<ul style="list-style-type: none"> • Receipt of payment from Cisco-Authorized Business Learning Partner • Certificate of completion for Sales Excellence • Date and name/job title of personnel trained
<p>SOAR Training</p> <ul style="list-style-type: none"> • Account relationship training for your team 	<ul style="list-style-type: none"> • Training Session fee (includes coaching and web site access), max. \$975 	<ul style="list-style-type: none"> • Itemized cost on partner letterhead • Eventbright receipt on behalf of Dialexis • Certificates of completion showing date/name/job title of personnel trained

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Partner Marketing Central: Activity Selection

Activity Group	Specific Activity (Activity Type):
Marketing Activities	Advertising, Co-branded Video, Direct Mail, Email Campaigns, List Acquisition, Paid Search, Success Stories, Telemarketing, Smart Net Total Care, Energy 21-Day Trial, Network Optimization
Demand Generation Campaigns	Cisco Architecture Campaigns, Web Advertising, Video Success Stories, Telemarketing activities, Event Management, List Acquisition.
Marketing Consultant(s)	Marketing Consultant
Customer-facing Event	Customer Seminars, Webinars, Trade Shows, Vendor Fairs, Floor Days (Cisco events do not apply).
Partner Education	Cisco Learning Credits, Cisco Service Training elements, Sales Excellence Experience Workshop. SOAR Training.
Partner Sales Incentives	Sales Incentive

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Ineligible Activity Examples

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Activities not Supported by Partner Plus

Here is a partial list of activities not eligible for Partner Plus funds. This list is not intended to be all inclusive.

Ineligible Requests	Notes
Activities targeting non-Commercial Midmarket	No Government, Education, Enterprise or Select focused account activities. Partner Plus is focused on mid-market territory growth.
Alcohol Purchase	Cisco will not reimburse for alcohol purchases.
Cancellation fees	Partner Plus funds cannot be used to reimburse for cancellation fees.
Cash Giveaways	Partner Plus funds may not be used for cash sales incentives to either Partner employees or customers.
Cisco Live, Cisco Tech, or other Cisco show	Cisco will not reimburse for attendance, trade show appearance, subscriptions, or presentations at Cisco events.
Cisco Product Purchase	Funds may be used for AV rental, but not for Cisco product purchase, demo units, or Not For Resale products.
Cloud Demand Gen Activities	Cisco Partner Plus funds cannot be used for activities related to cloud products until further notice.
Customer Appreciation events or sporting events (Supported with Conditions)	To be eligible, prior approval is required; there must be a presentation on Cisco products as demonstrated via photo supplied with Proof of Performance.
Events requiring risk waver	e.g. shooting range events, climbing.

Activities not Supported by Partner Plus

Ineligible Requests	Notes
Giveaways, gifts for customers	Partner Plus funds are not available for producing giveaways such as T-shirts, keychains, and other merchandise, co-branded or otherwise, and gifts for customers (that includes CLCs for customer).
JMF, Cloud MDF	Activities reimbursed by Cloud MDF or JMF are not eligible for Partner Plus reimbursement.
Outdoor Advertising	Partner Plus funds may not be used for billboards, building advertising, car wraps, or any other outdoor advertising.
Sponsorships	Partner Plus funds are not eligible for sponsoring events – paying a fee for a specific level of advertising at a show or event - or activity levels.
Travel Expenses	Partner Plus funds may not be used for travel expenses (hotel, gas, airfare).
Web Site fees	Partner Plus funds may not be used to reimburse partner for Cisco activity on partner-owned or partner-leased web site.

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Resources

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Resources

Canada Partner Plus Inquiries: canada-partnerplus-inquiries@cisco.com

Marketing/Customer Support Contacts:

- Ansira Consulting: ciscoevents@ansira.com
- Market Resource Partners (MRP): mrpcisco@marketresourcepartners.com
- B2B: Cisco_pmc@b2bcontact.com
- Global EasyPay: globaleasypay@cisco-programs.com

Full Service telemarketing campaigns, including service offering such as Network Optimization and Smart Net, are offered through B2B and MRP. Contacts are:

- B2B: Jason Kamp, jkamp@b2bcontact.com , (508) 967-9257
- MRP: Robert Hudreck, rhudreck@mrpfd.com , (215) 587-8800

Partner Enablement Information:

- Partner Learning Credits: www.cisco.com/go/learningcredits
- List of Business Learning Partners:
http://www.cisco.com/web/learning/le27/le53/blk/partner_list_popup.html
- SOAR training: (offered by Dialexis): Shelley Harriger @ (714) 280-1055;
shelley@dialexis.com

Virtual Wallet: www.cisco.com/go/partnermarketing

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Thank you.

