

# VIP 28

July 31 to January 28

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



Evolved to align with market dynamics

Welcome to the new era of VIP.

- Simplified tracks and subtracks structure
- Cloud and Managed Services bookings recognized for all
- New Service Provider technology focus
- Simpler rebate structure

## Why Enroll?

Cisco's multi-billion dollar VIP Partner investment



The number one reason to **enroll** in VIP 28 is to potentially earn your share of Cisco's VIP partner investment.

## VIP 28 Enrollment Dates

Program Period

July 31, 2016 - January 28, 2017



6-Month Enrollment Period

July 31, 2016 to September 9, 2016



3-Month Enrollment Period

October 30, 2016 to November 25, 2016



## Enroll in VIP 28

Please visit [www.cisco.com/go/vip](http://www.cisco.com/go/vip) to get:



Enrollment information



Key program updates



Partner Playbook for success