

Subscriptions for P+ Targets



Reach your targets faster. Earn More Incentives. Grow recurring revenue.

Harness the power of Partner Plus

Partner Plus program will be including Annuity Pricelist based subscriptions as eligible Partner Plus bookings. This will increase the incentive payouts to Partner Plus partners who sell Annuity Pricelist based subscriptions to eligible commercial customers. The payout will be based on the quarterly invoiced amount and quarterly invoiced dates.

How does the subscription policy work in Partner Plus?

Subscriptions that flow outside of the GPL (on Cisco's Annuity Price List) will be measured and paid based on the invoiced amount and invoiced dates.

This means that when Partners sell subscriptions, they will receive credit against their quarterly Partner Plus targets for the invoiced amounts of those subscriptions.

- Invoiced subscriptions baselines were added into product and service Q2-Q4FY18 targets
- Invoiced non-GPL subscriptions will NOT be visible in TPV
- Incremental payments based on quarterly invoiced subscriptions will be included on the 2nd payment run for each quarter due to the manual process required.

What's in it for the partner?

- Cloud-based recurring revenue products and services are growing exponentially each year – 40% of Cisco's revenue will be recurring by 2020
- Earn incentives for selling annuity based Cisco products and Services
- Leverage those incentive dollars to further grow your Cisco based business

What's in it for the customer?

- More Customers are looking to outsource the cost of IT hardware/software
- Customers looking to use OPEX for IT expenses instead of capital dollars
- Customers can focus on their business and let you, our partners, be their IT expert

Examples of Subscription policy handling:

Example 1: Partner sells \$150,000 three-year contract that is invoiced upfront for the full three years in Q1. Partner will receive credit for the entire \$150,000 against Q1 target in which it was invoiced.

Example 2: Partner sells \$108,000 three-year contract that is invoiced monthly at \$3,000 starting in Q1. Partner will receive credit for three months of invoices against their Q1 target (\$9,000). Subsequent month's invoiced amounts will be credited into later quarters in which they are invoiced and those amounts would be measured against the later quarter's target.

- Questions? Email us at:

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