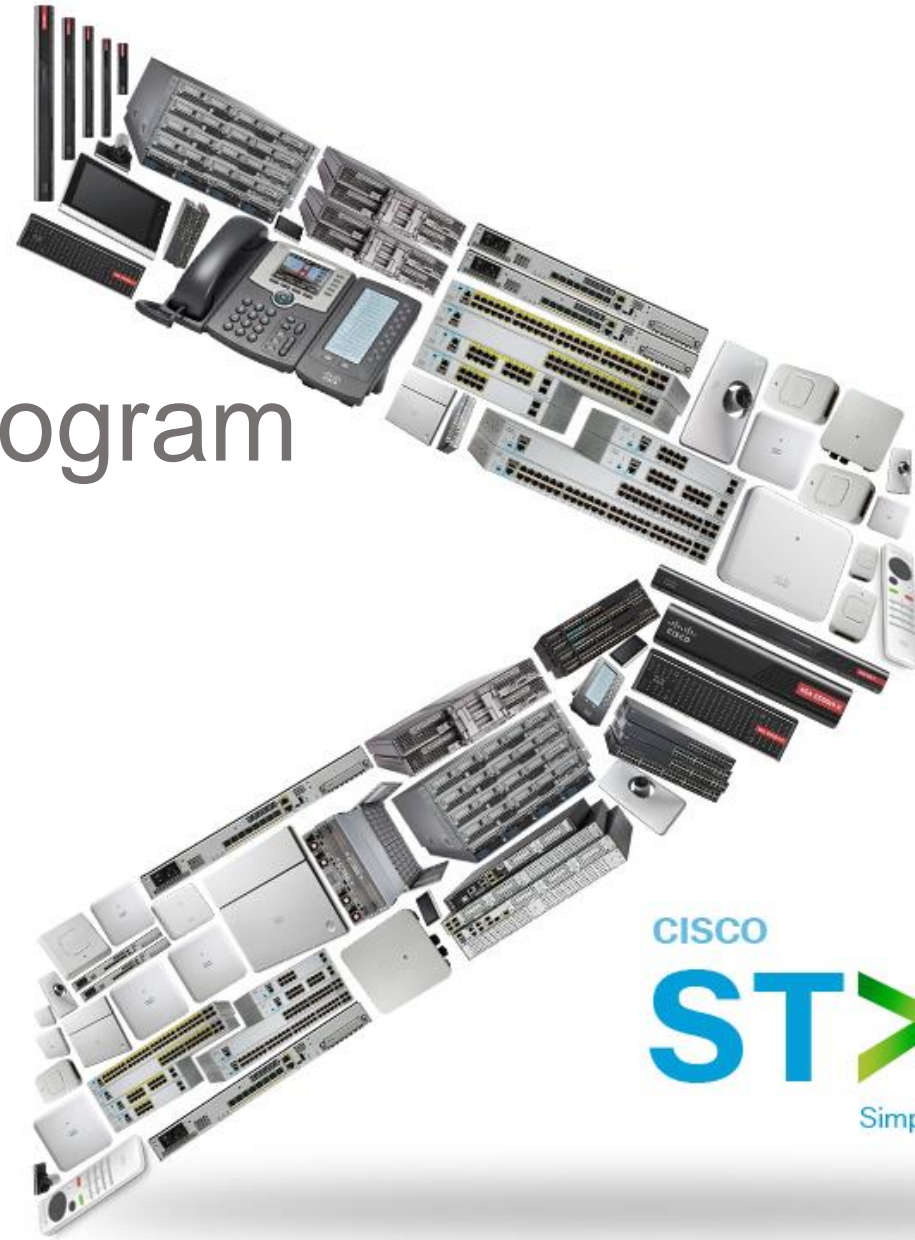


Cisco Volume NFR Program

Volume Business Office
Cisco Systems APJ
March 2017



Volume NFR Program Overview

- **Program Objective** – Allow partners and distributors to purchase demo equipment for Cisco volume business portfolio at an affordable price for customer demos and internal technical readiness.
- **Program Period** – Start date : 13 March 2017 (Ongoing)
- **Product Eligibility**- Cisco APJ Volume Business product portfolio
- **Eligible Partners** – Distributors; Partners in the Named Partner List and Aspire partner list of PartnerPlus Program
- For more information, please visit: www.cisco.com/go/nfr

Volume NFR Discount Summary

Partner Eligibility : Distributors, Aspire Partners & Named Partner List (NPL) partners

Partner Type	Product Discount	NEW SBTG	Services Discount	Ironport	Webex	Telepresence			UCS
						HW	SW	Services	
Select, Premier, Gold, Specialized (no Certification), Solution Partner Ecosystem Partner, STI Partner, ATP Partner CMSP Partner Learning Partner	GPL: Up to 80% direct Up to 83% distribution	GPL, NPL: Up to 80% direct Up to 83% distribution	Up to 70% direct	Up to 70% direct	Up to 80% direct	Up to 80% direct	Up to 95% direct	Up to 80% direct	GPL & APL Up to 70% direct Up to 73% distribution
	APL: Up to 77% direct Up to 80% distribution	APL : Up to 82.8% direct Up to 85.1% distribution	Up to 73% distribution	Up to 73% distribution	Up to 83% distribution	Up to 82% distribution	Up to 95% distribution	Up to 83% distribution	NPL : Up to 73% direct Up to 74% distribution
	NPL : Up to 70% direct Up to 71% distribution	Distis buying for their own use : GPL, NPL: Up to 80% APL : Up to 82.8%				NPL : 75% NPL disti : 76%	NPL : 75% NPL disti : 76%		UCS Smartplay 61% direct & distribution
Registered	N/A		N/A	N/A	N/A	N/A	N/A	N/A	Up to 65% (Std SKUs) UCS Smartplay 61% distribution

* Volume NFR shares the same annual cap with standard NFR program. i.e. one single cap per partner for Std NFR/Volume NFR accumulative purchases

NFR Annual Caps

Certification Level	NFR CAP (USD)	NFR CAP (AUD)
Gold, Distributors, CMSP master	\$ 90,000	\$105,000
CMSP Advanced	\$ 75,000	\$ 88,000
Premier, CMSP Express, Solution Partner, Ecosystem Partner, STI Partner, ATP Partner	\$ 60,000	\$75,000
Select, Learning Partners, Registered (UCS only)	\$ 30,000	\$35,000
Registered	\$5,000	\$6,000

Volume NFR Ordering Procedure

1 Partner registers a deal in CCW*

2 Select appropriate incentives, upload BOM and submit the deal for approval

Country	Promotion codes	
IN, ID, KR, MY, NZ, PH, SG, TH, VN	BR-Volu-170730-00993	Volume Not-For-Resale GPL
AU	BR-Volu-170730-00994	Volume Not-For-Resale APL
JP	BR-Volu-170730-00995 BR-Volu-170730-00996	Volume Not-For-Resale Japan USD Volume Not-For-Resale Japan Yen

3 NFR deal will be routed to Volume Office governance team and Cisco AM for approvals

4 Partner notified via CCW – approval or not

5 Upon approval, partner can place the order via CCW**

* End customer name has to be the same as partner name

** To purchase via 2-Tier/Distribution, CCW will generate a quote notification to their selected Cisco Distributor. Partner works directly with their Distributor to negotiate formal pricing.

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