



Joint Marketing Fund (JMF)

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CISCO SYSTEMS


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JMF란 무엇인가?

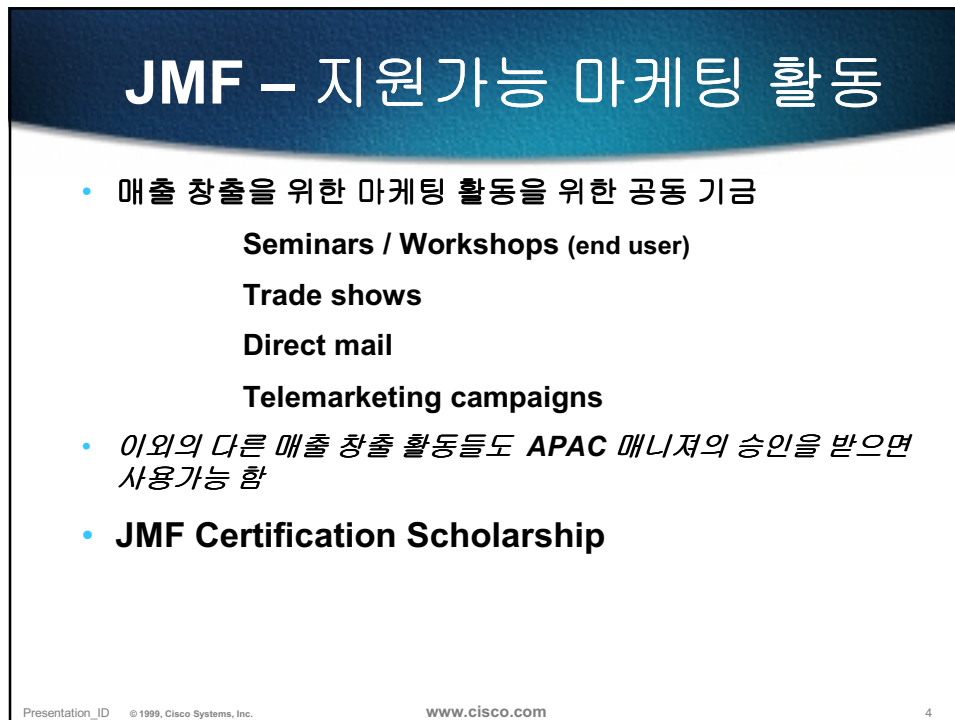
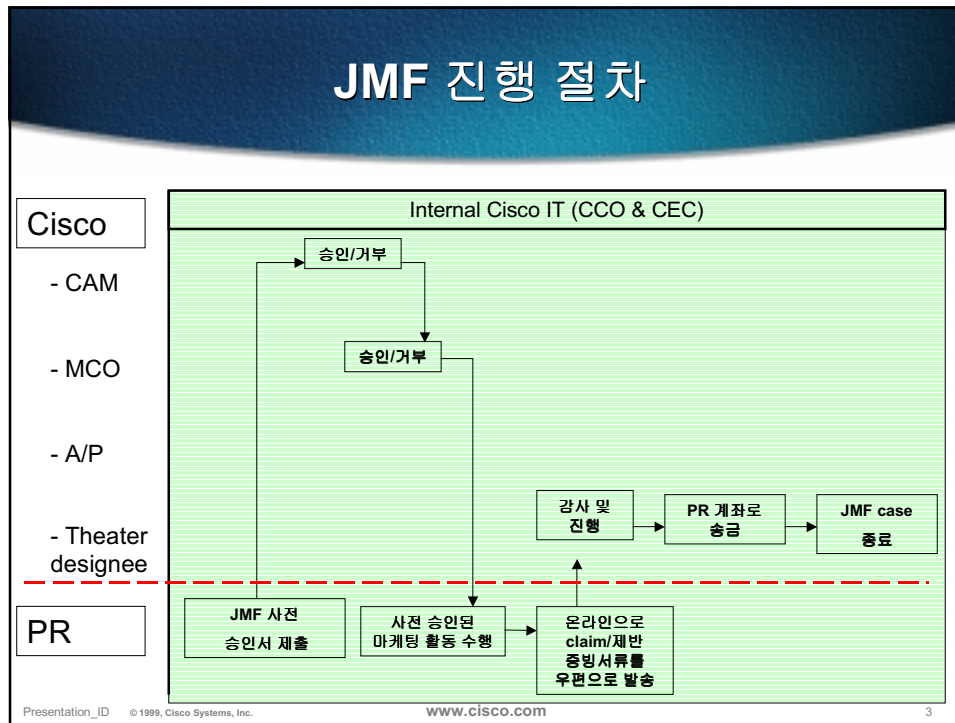
프리미어 리셀러의
마케팅 활동을
지원하기 위한 기금

50% Cisco / 50% Partner

www.cisco.com/partner/jmf



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JMF 가이드 라인

	<u>Max amount</u>	<u>Partner Share</u>	<u>Cisco Share</u>
Advertising	5,000	75%	25%
Direct Marketing	5,000	50%	50%
Seminars	5,000	50%	50%
Trade-shows	5,000	75%	25%

Note: 미화 5천불을 넘는 금액은 Country channel manager와 APAC manager의 별도 승인이 필요함

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사전 승인 시 제출 사항

- 명확한 목적, 타깃시장, 기대되는 결과
- 비용 세부내역
- **ROI** 계산

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JMF 둘러보기 I

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JMF 둘러보기 II

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JMF 사전 승인서 제출하기 I

Joint Marketing Fund (Asia Pacific)

Apply for Cisco System's Joint Marketing Fund

The Partner should work with a Cisco Channel Account Manager to develop a plan for the activity and submit the form below. Please note that only preapproved activities are eligible for JMF reimbursement.

JMF Activity Preapproval Request Form

Channel Account Manager E-mail Address *
(Should be in @cs.com format)

If you do not know the name of your CAM, contact your sales representative.

파트너사의 담당 CAM의 이메일 주소를 넣습니다.

담당 CAM을 모르실 때는 이메일로 물어보실 수 있습니다.
(영문으로 작성해야함)

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JMF 사전 승인서 제출하기 II

Joint Marketing Fund (Asia Pacific)

Apply for Cisco System's Joint Marketing Fund

We have verified your company information as follows:

Company Name *

Certification Level
Not Certified

If the above information matches your profile, please confirm. Otherwise, enter a new spelling of your company name and search again to perform an advanced search.

파트너사의 사명이 표시됩니다.

Confirm 버튼을 눌러 신청서 화면으로 넘어갑니다.

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JMF 사전 승인서 제출하기 III

The screenshot shows the 'Joint Marketing Fund (Asia Pacific)' website. The navigation bar includes links for Solutions, Products, Ordering, Support, Partners, Training, and Corporate. The main header features the Cisco Systems logo and the text 'Joint Marketing Fund (Asia Pacific)'. Below the header, there is a sidebar with links for SECTION HOME, Program Details, Apply, Claim, View My Requests, and Feedback. The main content area is titled 'JMF Activity Preapproval Request Form, Part 1'. It contains a form for entering partner information. The form includes fields for Company Name (Cisco Test), Certification Level (Premier, Silver, Gold, Global Support), Contact Name (Last Name, First Name), E-mail Address, and Address (Address 1, Address 2, Address 3, City). A text box on the right side of the form reads '신청 파트너사의 정보를 기입 파트'.

SECTION HOME | JMF Activity Preapproval Request Form, Part 1

Program Details

Apply

Claim

View My Requests

Feedback

Support

Company Name
Cisco Test

Certification Level
☒ Premier ☐ Silver ☐ Gold ☐ Global Support

Contact Name (for confirmation and follow-up purposes)
Last Name First Name

E-mail Address
[Should be in abc@xyz.com format]

Address 1

Address 2

Address 3

City

신청 파트너사의 정보를 기입 파트

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JMF 사전 승인서 제출하기 IV

The screenshot shows the 'Joint Marketing Fund (Asia Pacific)' website, specifically the 'JMF Activity Preapproval Request Form, Part 2'. The navigation bar and header are the same as in the previous slide. The sidebar links are also the same. The main content area is titled 'JMF Activity Preapproval Request Form, Part 2'. It contains a form for selecting a program category and subcategory. The form includes a dropdown menu for 'Program Category' (Certification & Specialization Scholarship) and a dropdown menu for 'Eligible Subcategory Activity' (Premier Scholarship). A text box on the right side of the form reads '대 범주 고르기'. Below the form, there is a section for 'Ineligible Activity Types' which includes 'Other' and 'SNA/IP Specialization'. At the bottom of the form, there are buttons for 'Continue to Page 3' and 'Reset'. A text box on the right side of the form reads '하위 범주 고르기'.

SECTION HOME | JMF Activity Preapproval Request Form, Part 2

Program Details

Apply

Claim

View My Requests

Feedback

Support

Please select a program category that describes your planned activity.
Program Category:

Please select a program subcategory that describes your planned activity.
Eligible Subcategory Activity:

Ineligible Activity Types

- Other
- SNA/IP Specialization

Continue to Page 3 Reset

대 범주 고르기

하위 범주 고르기

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JMF 사전 승인서 제출하기 V

Joint Marketing Fund (Asia Pacific)

JMF Activity Preapproval Request Form, Part 3

Please provide the following additional information:

Program Description *

Describe your target audience *

What is your follow up plan? *

What are the expected results? *

명확한 목적
타겟시장
기대되는 결과
활동 일자
전체 금액 등을 기술

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사전 승인서 제출 성공

Joint Marketing Fund (Asia Pacific)

Thank you for your application.

Thank you for applying for Cisco Systems' Joint Marketing Fund.

For your records, your tracking number is:
JMF-30214

An e-mail has been sent to you with the information on this page, including your tracking number and the next steps in the approval process.

Next Steps in the Approval Process

1. Your application is being reviewed for pre-approval. You can check the status of your request at any time by clicking on the "View My Requests" button in the left-hand menu.
2. You will be notified of your approval or denial via e-mail.
3. Once you have received your approval email confirmation, you may proceed with your activity.
4. After completing your JMF activity, you may submit your claim on-line by clicking on the "Claim" button in the left-hand menu. Proof of performance will be required before claims are approved.

View My Request를 Click하시면, 귀하가 신청한 JMF 신청서를 볼 수 있습니다. DB update 기간이 빠르면 바로, 문제가 있을 시 약 1주일까지 걸릴 수 있습니다.

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JMF 진행사항 보기 I

The screenshot shows the 'My Requests' page of the Joint Marketing Fund (Asia Pacific) web application. The page has a navigation bar at the top with links like 'Home', 'What's New', 'How to Buy', 'Support', 'Partners', 'Training', and 'Corporate'. Below the navigation bar, there's a section titled 'My Requests' with a sub-header 'Program Details'. The main content area displays a table of requests. Two annotations are present: one pointing to the 'Application ID' column with the text '승인 번호를 클릭하여 세부적인 상황을 볼 수 있음' (Click the approval number to view detailed status), and another pointing to the 'Claim' button in the 'Status' column with the text 'Claim 버튼을 눌러 클레임가능' (Click the Claim button to claim).

Application ID	Program Category	Program Subcategory	Date Created	Activity Date	Status
10000000000000000000	Advertising	Internet/Web	Feb 16, 2001	Feb 16, 2001	Claim Approved
10000000000000000000	Advertising	Print/TV/Radio	Feb 16, 2001	Feb 16, 2001	In Review
10000000000000000000	Advertising	Print/TV/Radio	Feb 16, 2001	Feb 16, 2001	Claim Submitted

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JMF 진행사항 보기 II

The screenshot shows the 'Program Details' page of the Joint Marketing Fund (Asia Pacific) web application. The page has a navigation bar at the top with links like 'Home', 'What's New', 'How to Buy', 'Support', 'Partners', 'Training', and 'Corporate'. Below the navigation bar, there's a section titled 'Program Details' with a sub-header 'Program Details'. The main content area displays a table of program details. Two annotations are present: one pointing to the 'Program Details' link with the text '승인 번호를 클릭하여 세부적인 상황을 볼 수 있음' (Click the approval number to view detailed status), and another pointing to the 'Program History' link with the text 'Claim 버튼을 눌러 클레임가능' (Click the Claim button to claim).

Field	Value
Trading Number	JMF-XXXXXX
Company ID	XXXXXX
Company Name	Cisco Test
Certification Level	Partner Certified
CAR CCD ID	xxxxxx
MCO CCD ID	xxxxxx
CAR Region	Republic of Korea (South)
Activity Date	Feb-20-2001
Estimated Expenses (\$)	4000
Partner Share (\$)	3000
Cisco Share (\$)	1000
Amount Approved (\$)	0

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JMF Claim I

Application ID	Program Category	Program Subcategory	Date Created	Activity Date	Status	Action
10000	Advertising	Advertising	Feb 4, 2004	Mar 24, 2004	Activity Proposed	Claim
10001	Exhibition & Sponsorship	Exhibition & Sponsorship	Feb 4, 2004	Feb 29, 2004	In Review	
10002	Exhibition & Sponsorship	Exhibition & Sponsorship	Feb 4, 2004	Feb 24, 2004	Claim Submitted	

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JMF Claim II

Tracking # 및 신청자의 이름이 나타납니다.

실제 활동에 사용된 비용 총액을 기입합니다. 시스코의 부담부분은 자동적으로 계산됩니다. 사전승인분을 초과할 수는 없습니다.

시스코에서 환급해드리는 금액을 받을 사람의 이름 및 주소/전화번호 등 정보를 기입합니다.

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