



Programmi Commerciali

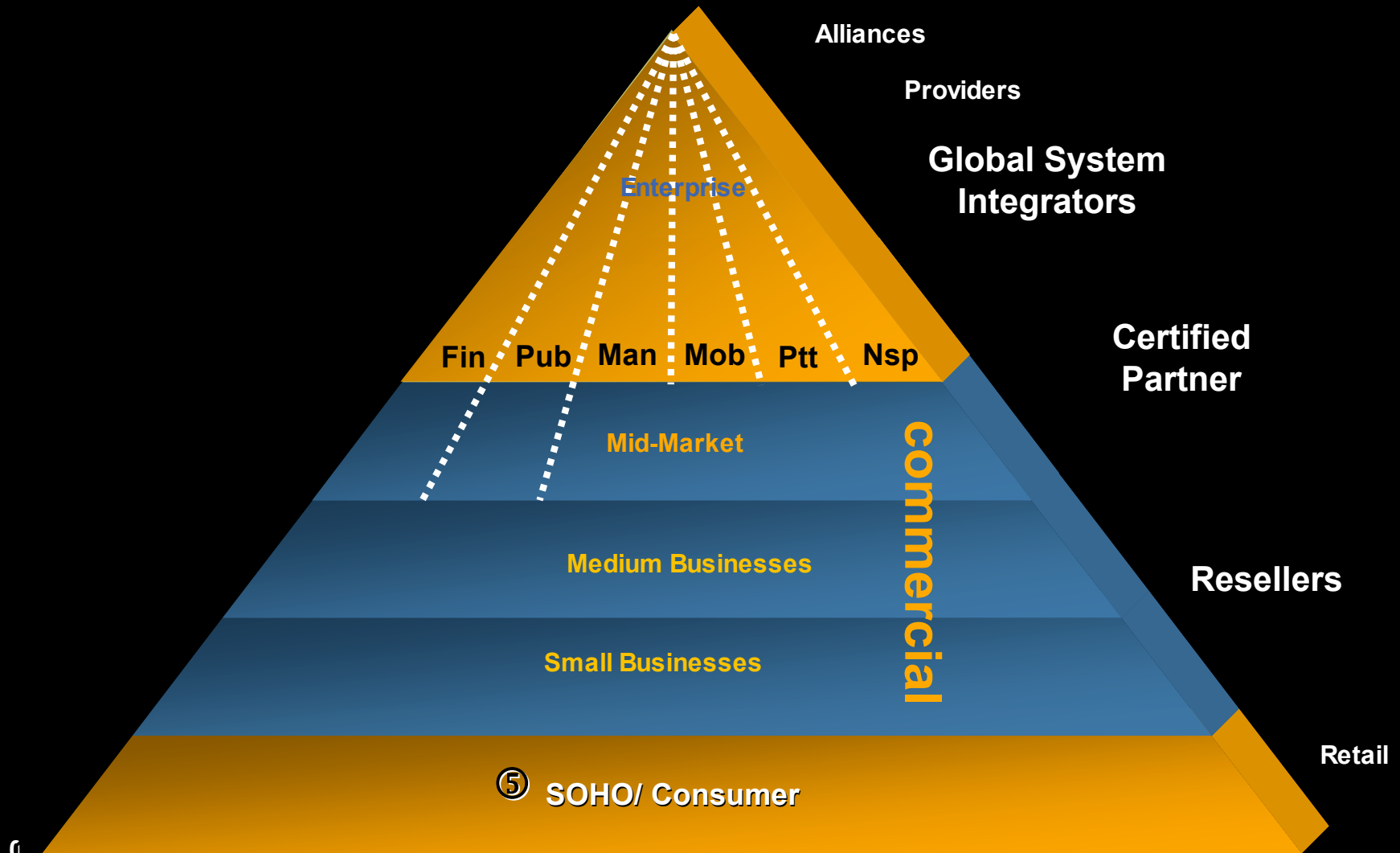
Agenda

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- **Mercato/Organizzazione/**
- **Canali e certificazioni**
- **SMB SELECT Program**
- **Opportunity Incentive Program**
- **Icebreaker**
- **Altri programmi commerciali**

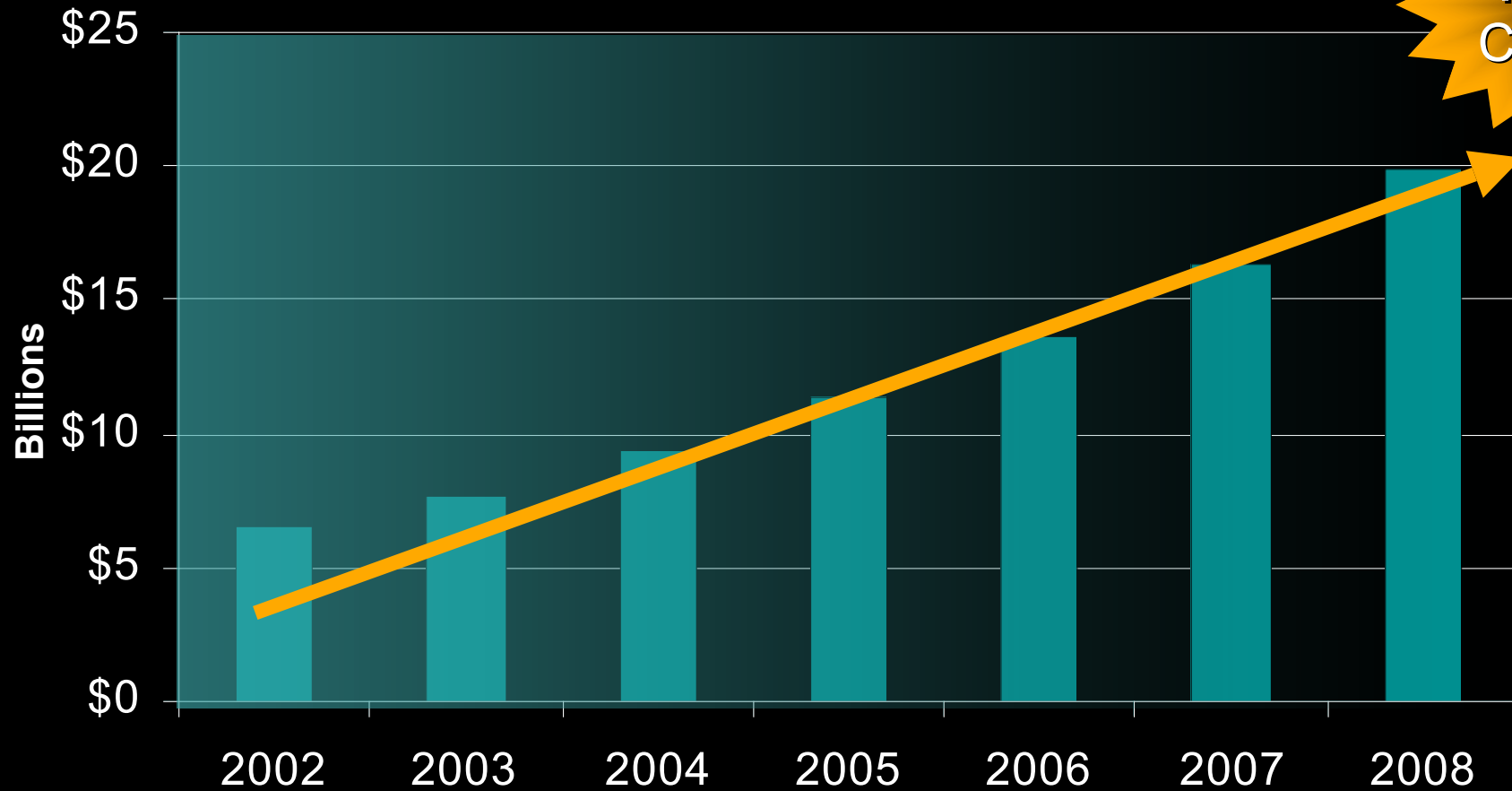
La divisione del mercato

Cisco.com



Worldwide SMB Mkt Opportunity

Cisco



Our SMB Commitment

*“An existing \$2 billion investment, which will continue over the next two years, will help strengthen our portfolio of **SMB-Class solutions**, enhance our award-winning **channel partner programs**, and help build awareness about the role of networking solutions in **SMB success.**”*

April 2004



L'importanza del Canale Cisco

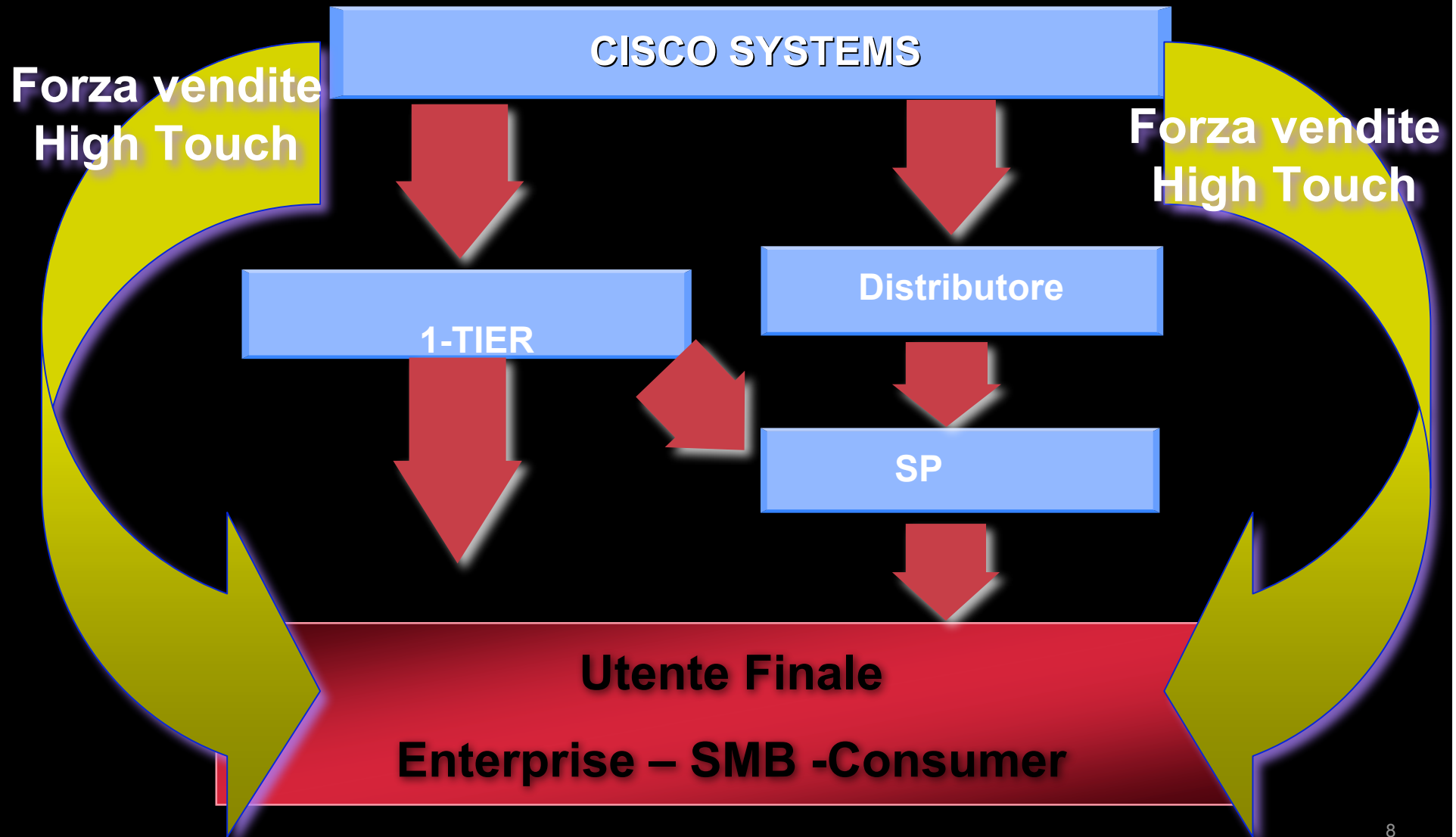
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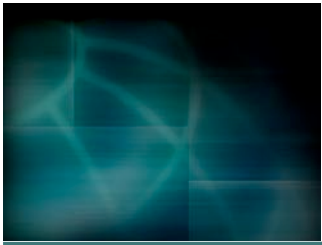


***100%
delle vendite
in Italia sono
attraverso gli
operatori di
settore***

Go to Market Cisco

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Gli investimenti

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Certificazioni
Specializzazioni



L'importanza delle competenze

Differenziazione



Cisco
Registered
Partner



Cisco SMB
Select
Partner



Cisco
Certified
Partner



TUTTI I VANTAGGI E GLI STRUMENTI OFFERTI DAI PROGRAMMI CISCO SONO
RISERVATI AI RIVENDITORI CHE ADERISCONO AL CHANNEL PARTNER PROGRAM



Certificazioni

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REGISTERED PARTNER

il primo passo del Cisco Channel Partner Program

SMB SELECT PARTNER

Focus sulle piccole e medie imprese

SPECIALIZED PARTNER

Competenze in tecnologie, soluzioni o servizi

CERTIFIED PARTNER

Competenze tecnologiche e commerciali



Come ottenere le certificazioni

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	GOLD	SILVER	PREMIER
CUSTOMER SATISFACTION	Richiesta	Richiesta	Richiesta
PUNTI SPECIALIZZAZIONI	70 + 30	40 + 20	20
REQUISITI SUPPORTO	16 persone supporto 24 x 7	8 persone supporto 8 x 5	3 persone callback 24 h

Le specializzazioni

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IP Communications

**IP Communications
Express**

Storage Networking

VPN & Security

**VPN & Security
Express**

Wireless LAN

Routing & Switching

Converged Business

Business Ready Teleworker

CRM Express

I Programmi Commerciali

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- **Registered Partner il livello di entrata**
- **SMB SELECT**
- **OIP**
- **Icebreaker**
- **Challenge and Reward**
- **CTMP (trade in)**

Registered Partner

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- **Il modo per avere accesso al CCO**
www.cisco.com/it mediante login e pwd
- **Registrarsi unico modo per ottenere le informazioni giuste al momento giusto**
- **(Optin necessario per legge sulla privacy)**
- **Accesso a informazioni e zone del web non pubbliche**
- **Facile processo di registrazione**

Processo di registrazione su CCO (<http://tools.cisco.com/WWChannels/IPA/welcome.do>)

Cisco.com

- **Cisco Partner Registration allows companies to apply for Cisco Registered Partner status. Registering your company establishes your relationship with Cisco and gives you access to the tools and training you need to become a Cisco certified or specialized partner. The steps to register your company are:**
- **Apply for a Cisco.com user ID (if you do not already have one) ovvero una Login e Pwd di accesso al Sistema www.cisco.com e rilascio di OPTIN per ricevere informazioni via mail**
- **Provide or verify company information Anagrafica della societa'**
- **Accept the Indirect Channel Partner Agreement (where applicable)**
- **Submit your completed application**
- **Cisco will review your application within 10 business days**

Benefici immediati già' con la sola registrazione Registered Partner

Cisco.com

- **Partner Access Privileges**
Cisco Registered Partners enjoy access to a wide variety of Cisco channel partner tools such as Partner E-Learning Connection. Partners are also eligible to apply for Cisco certifications and specializations. Employees working for current and prospective partners must associate themselves with their companies to receive partner-level access and other benefits.
- **Registered Partner Kit**
This online kit includes a number of useful tools and resources such as sales materials, logos, guidelines, information about Cisco certifications and specializations.
- **Product and Promotion Updates**
Updates on new products and promotions, program changes, special offers, training, and support

SMB Select: Obiettivo del Programma

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“Focalizzarsi sui strutture attive nell`ambito del mercato **SMB favorendo le loro vendite ed aumentando la loro **marginalita`**”**

“SMB Select” rappresenta un nuovo livello di qualifica del canale con lo scopo di facilitare il posizionamento e la vendita delle soluzioni Cisco di Networking nel mercato della Piccola Media Impresa con partner focalizzati sul territorio attraverso servizi di supporto dedicati e vantaggi commerciali e finanziari.

SMB Select: come partecipare

Cisco.com

- **Se siete nuovi partner Cisco :**
 - **Essere un Registered Partner, (registrazione su <http://tools.cisco.com/WWChannels/IPA/welcome.do>)**
 - **Seguire il corso “Cisco Sales Associate” e superare test presso i centri autorizzati (via web o presso i disti che sponsorizzano il programma se dotati di training center)**
- **Se lavorate già con Cisco :**
 - **Soddisfare le condizioni nuovi partner e in piu’**
 - **Mantenere un fatturato Cisco di minimo 10 k\$ x trimestre e per 4 trimestri consecutivi**
 - **70% di quel fatturato composto di prodotti definiti entry level products**
- **E’ un programma aperto ai partner Cisco sia nuovi che esistenti**

Lista Prodotti Entry level

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Switching	Routing	Security	Wireless	IP Tel
3750	ISR 3800	PIX 501	AP350	7940
3550	ISR 2800	PIX 506	AP1100	7960
3560	ISR 1800	PIX 515	AP1200	7910
3500XL	1700	IOS	AIRANT	MCEMOD
2970	1600		AIRCA	CME
2950	800		AIRCMN	
2940	SOHO			
GBIC	SB100			

SMB Select: Alcuni Vantaggi del Programma

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- **Punto di Contatto Dedicato**
- **Partecipazione a campagne marketing e segnalazione di Lead SMB**
- **Demo BOX**
- **Promozioni ad HOC esclusive per i partner Smb Select**
- **Supporto Post-Vendita (RAC)**
- **Programmi OIP+ Icebreaker**
- **Training**
- **Finanziamenti in Leasing**
- **Marketing Documentation/Tools**

OIP- Opportunity Incentive Program

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**Il programma OIP incentiva e protegge i rivenditori
che segnalano a Cisco nuovi clienti e si impegnano
a svilupparli**

Consolida inoltre la Partnership con Cisco



Riconosce al Partner 6% di sconto

Up Front

dal Global Price List (GPL)

OIP - Subsequent deals

Cisco.com

- La novità di OIP phase 2 e' anche la registrazione e accettazione opportunita' fino ad un massimo di 3 deal sullo stesso cliente se eligible (Non Named).
- If 1st deal closed within 90 days of approval
register a 2nd opportunity with same end user!
If 2nd deal closed within 90 days -
register a 3rd opportunity with same end user!
3rd deal must be closed in 90 days.

account protection up to 270 days

OIP – General Overview

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	Non Named	Named Commercial	Subsequent Deals
Countries	All EMEA		
Partner Eligibility	Registered, Premier, Silver, Gold, SMB Select.		
Approved partner	1 st Partner to register a new opportunity		
Scope: Eligible Business	New accounts (not in Cisco's Named Account List)	Incremental Cisco business in Named Commercial accounts – Not in Cisco forecast	2 nd and 3 rd Opportunity from previously closed eligible OIP opportunities
Eligible Products	All Products on GPL		
Min Deal Size	\$5K GPL	\$25K GPL	\$5K GPL / \$25K GPL
Registration Validity	90 days from date of opportunity submission	90 days from date of opportunity submission	90 days from date of 1 st opportunity closed. 2 subsequent opportunities allow
OIP Incentive	6% GPL Discount	6% GPL Discount	6% GPL Discount

OIP Combination Rules

Cisco.com

Programs and Promotions	Can OIP be Combined?
Partner Certification Discount	✓
Price Support	✓
VIP	✓
Ice Breaker SMB	✓
CTMP	✓
All end user Promotions, including Public Access.	✓
Not for resale (NFR) Promotions	✗
SIP	✗

OIP FY06 Emea Rules

Cisco.com

OIP Countries	All EMEA
Partner Eligibility	Registered, Premier, Silver, Gold (inc SP & SR)
Approved partner	1 st Partner to register a new opportunity
Scope: Eligible Business	Non-named accounts (not in STT)
Eligible Products	All
Min Deal Size	\$5K GPL
Pre-Registration begins	23 rd August 2004
OIP start date (Group A)	From 1 st September 2004
OIP end date	31 st July 2006
Registration Conditions	Full End User details, list of Products
Registration Validity	90 days from date of opportunity submission,subsequend deals
OIP Incentive	6% GPL by DART
Combination Rules	VIP, All EMEA Promotions , Certification disc.
Payment Rules	Paid to disty through DCA

OIP Registration – 3 easy steps

Cisco.com

1. Partner Pre-Registration

www.cisco.com/go/oip05

Partner Details, Login information, Cisco AM name

“Click to accept” OIP Program Rules

2. Opportunity Registration

End User Information

Opportunity Information

Product Information

3. OIP Process NOW WITH DART

Update Opportunity Registration

Review the global product List/Put the name of Disti

Click on Request a Discount

A central Admin Team will create a DART IDcentrally

Mail di supporto sul programma: support@cisco-oip.com

Promozione IceBreaker- Switching & Routing

Cisco.com

SMB Program (TMM / ICAM/CAM)

- **Il cliente deve essere SMB Account e non avere installato prodotti Cisco. Consente di supportare I rivenditori SMB con pricing aggressivi rispetto alla competition (Hp,3com,Dlink,Allied,Netgear) su una lista di eligible products Cisco.**
- **Il cliente deve fornire visibilita' di pricing della concorrenza .**
- **Tramite una matrix vengono calcolati gli sconti da approvare in rapporto alla differenza prezzi tra la competition e Cisco**
- **Gli sconti vengono approvati previa richiesta al TMM.**
- **Max deal 100K Switching/50K Routing GPL(include Gbic's)**
- **E' cumulabile solo con OIP**

Icebreaker

Cisco.com

Icebreaker

Focus

Dedicato alle SMB. Nuovi clienti per Cisco o clienti che non dispongono di tecnologie Cisco per i dispositivi acquistati in promozione (router o switch)

Prodotti

Router e switch

Benefit

Nuove opportunità e nuovi clienti nel mercato delle piccole e medie imprese

Sconto aggiuntivo

Combinabile con OIP

C&R (Challenge & Reward) – New Version -

Cisco.com

C&R

Focus

Facilitare la creazione di un canale di SP e resellers con una base installata di PBX su loro clienti e che vogliono migrarli a CCME (Cisco CallManager Express) e Security (New)

Target

Reseller non ancora specializzati in Advance Technologies
Programma di entrata alle specializzazioni

Prodotti

IP Communication / Security (new version)

Benefit

Riconoscere al rivenditore l'investimento e il focus nelle AT
Cisco

Sconto

Addizionale- combinabile con OIP
Il partner sceglie un distributore ed entro 6 mesi deve specializzarsi

CTMP (Technology Migration Program) Trade in o “Supervalutazione dell’usato” Cisco e non Cisco

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CTMP

Consente di permutare la base installata di prodotti Cisco e di altre marche ottenendo un credito per l’acquisto di nuovi prodotti

Valutazione dell’usato tramite quotazione funzione dei prodotti da ordinare e da ritirare

Trade in calculator lo strumento interno per generare quotazioni (quotazione calcolata mediante tool interno, il riferimento e’ il vs. Contatto in Cisco)

Per partner SMB Select

Copre tutti i prodotti Cisco

Si beneficia direttamente di un credito da scalare dal nuovo ordine



Remarketing Service Providers Cisco Refurbished Equipment

January 2006

Scopi del programma Remarketing

Cisco.com

“Fornire usato garantito Cisco a un prezzo competitivo, con la stessa affidabilità e qualità di supporto dei prodotti nuovi”



Provenienza dei prodotti Remarketing Cisco Sells Excess Inventory

Cisco.com

- **GPS (Global Product Support)**
 - HWW returns
 - Trade in Returns
 - Dead on Arrival Returns
- **Stock rotation via distribution**
 - Unused Equipment
- **CA returns**
 - Out of warranty
- **Cisco Capital**
 - End of Leases
 - Bankruptcies



Features: Cisco Refurbished Equipment

Cisco.com

- **Competitive pricing**
 - Same discount on a lower Price List
- **Cisco Systems Factory-refurbished and tested**
 - testing comparable to Cisco's spare parts)
- **Full Cisco warranty protection**
 - same as new Cisco equipment
- **Eligible to add SMARTnet for extra support,**
 - covered by Cisco Service contracts (same as new)

- **Current revision IP-only software & new software license included (same as new)**
- **Both end-of-sale and current products in stock**
- **Inventory subject to availability**
- **Eligible for financing by Cisco Capital**
- **Lead times short when product is in stock**

Value Proposition

Cisco.com

Cisco Refurbished Equipment

Value Creation

- Increase your business
 - focus accounts
 - small providers/city carriers
- Decrease 15-30% CAPEX
 - Infrastructure
 - CPE
 - Spares
 - Shops
 - Internal Use
- Option of operating lease program through Cisco Capital
- Lead Time reduction.
- Resell

Benefit

- Increase Revenue
- Improve margins
- Reduce discounts
- SP Faster Roll Out
- SP Faster ROI & greater profitability

Advantages to the Customer - Quality

Cisco.com

Cisco Authorized

- **Refurbished** and tested by the same vendors, and to the same standards and specs Cisco uses for Cisco parts used to support SMARTnet Maintenance Contracts (eg. Part Rev. levels, Engineering Change Orders, etc.)

Others sources

- **Quality** varies by broker. No market standard exists for testing and refurbishment

Advantages to the Customer - Supply

Cisco.com

Cisco Authorized

- **Largest** supplier of used Cisco gear. Sources include trade-ins, lease returns, stock rotations, etc. Includes end-of-sale product
- **In-stock** products ship the next day we receive the PO
- **End of Sale Products** (products not offered on Cisco Global Price List) are available

Other sources

- **Varies by broker.** They often quote product they don't have in inventory.

Advantages to the Customer - Warranty

Cisco.com

Cisco Authorized

- **Only company** that can provide a warranty supported by Cisco through Cisco Technical Assistance Center (TAC)
- **Warranty support** and length the same as the equivalent new Cisco product.

Other sources

- **Can not** provide a Cisco warranty under any circumstance. Broker provides their own type of warranty service

Advantages to the Customer – Service Contracts

Cisco.com

Cisco Authorized

- **All Authorized Refurbished Equipment sales** are eligible for all SMARTnet service contracts with no additional inspection fees

Advantages to the Customer – Software

Cisco.com

Cisco Authorized

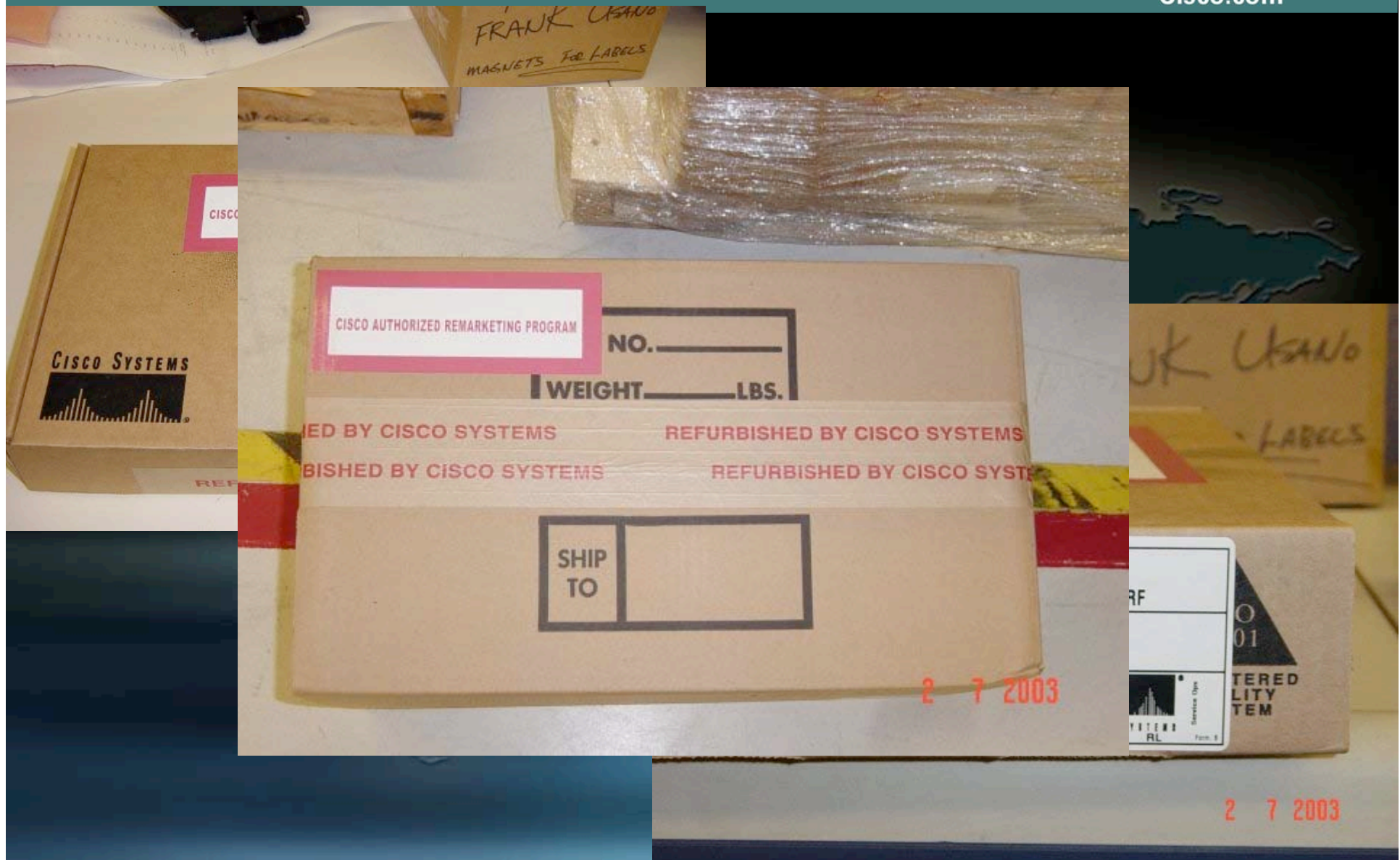
- **All** Cisco Authorized Refurbished Equipment is sold with a valid software (IOS IP) license and current revision

Other sources

- **New software** license must be purchased off Cisco's Global Price List separately

Product Labelling & Packaging

Cisco.com



Typical Market Model for partners

Cisco.com



Cisco Refurbished
Equipment

- 1-Tier & 2 Tier
- **WHERE:** Available in throughout Europe & Emerging
- **WHEN:** All deals
- **PROCESS:** Check availability with your Distri or partner or Ask your Cisco Contact

Summary

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- **Cisco has by far the largest quantity and breadth (including End of Sale products) of used Cisco part numbers available for immediate shipments from a single source**
- **Cisco Refurbished Equipment is competitive on pricing with the gray market**
- **Quality of Cisco Refurbished Equipment unmatched in the secondary market**
- **All Cisco Refurbished Equipment comes with the following:**
 - (1)Valid software license**
 - (2)Full Cisco warranty**
 - (3)Eligibility for SMARTnet Maintenance contract without additional inspections fees**

CISCO SYSTEMS



Grazie

