

# Cisco Shared Support Promotion Guide

## Conversion Rate Rebate Promotion

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### Conversion Rate Rebate Promotion Highlights

This Cisco® Shared Support Program Promotion Guide details the conversion rate rebate promotion announced in April 2009.

- The rebate program for qualified Shared Support partners goes into effect 1 August 2009 and continues until further notice.
- Eligible partners who exceed quarterly conversion rate metrics targets earn a flat percentage rebate. Rebate amounts are tracked and paid quarterly.
- The quarterly conversion rate metric is based on a quarter-to-date (QTD) measurement cycle, shown in Table 1. Booking totals are not carried over from one quarter to the next.
- Conversion rate rebate tracking is done automatically for you. You can check your conversion rate metrics online using the Performance Metrics Central (PMC) tool on the PMC website at [www.cisco.com/go/pmc](http://www.cisco.com/go/pmc).
- For the conversion rate metrics targets and rebate incentives applicable in your territory, visit the “View Thresholds & Incentives” link in the Cisco Shared Support Program (CSSP) scorecard of the PMC tool.

### Eligibility Requirements

If you are a Cisco Shared Support Program partner with a valid Cisco Shared Support exhibit in the following global theaters, you are eligible to participate in the conversion rate rebate promotion:

- European (EU) Theater
- Emerging Theater (only EU countries and South Africa)
- Asia Pacific (APAC) Theater

However, if you are already participating in other Cisco Services rebate programs or promotions—for example, Cisco Global Services Alliance Partners or Regional Alliance Services Partners—you cannot participate in this Cisco Shared Support Program conversion rate rebate promotion.

## Eligible Services Bookings

Only Cisco Shared Support Program net bookings from partners with a valid Shared Support exhibit will be eligible for rebates; Cisco SMARTnet<sup>®</sup> Service or other non-Cisco Shared Support Program bookings will not be eligible. Cisco Shared Support services include, but are not limited to, the following:

- Cisco Shared Support 24x7x2 (CSSP2)
- Cisco Shared Support 24x7x4 (CSSPP)
- Cisco Shared Support 8x5x4 (CSSPE)
- Cisco Shared Support Same Day Ship (CSSPD)
- Cisco Shared Support SAU (CSSPU)
- Cisco Shared Support SAS (CSSPS)
- Cisco Shared Support ESS SW+24x7x4 (SECP)
- Cisco Shared Support ESS SW+8x5x4 (SECE)
- Cisco Shared Support ESS SW+8x5xNBD (SECD)
- Cisco Shared Support ESS SW (SESW)

Only service orders placed within your territory designated by the Shared Support exhibit will qualify as eligible services bookings.

Eligible services bookings will be determined net of any price deviations, cancellations, or debookings.

## Performance Metrics and Rebate Process

1. Cisco tracks eligible bookings and determines your rebate amount based on the rebate eligibility and incentive determined by your conversion rate performance in PMC.
2. Throughout the quarter, you can check your metrics using the PMC tool on the PMC tool website: <http://tools.cisco.com/CustAdv/PP/smlIntroduction.do>. Metrics results become official at quarter end.
3. If you suspect an error in the results shown in the PMC tool, you must open an online metrics review request case with the PMC support team through the Service Support Center (SSC) link at <http://www.cisco.com/go/psc>. The request must be submitted before the end of the quarterly metrics review period.

This link is also available on the Cisco PMC website at <http://tools.cisco.com/CustAdv/PP/smlIntroduction.do>.

4. Your rebate will arrive in the form of a cash wire transfer in your normal trading currency with Cisco through the Global EZ Pay Solution. Cisco will endeavor to process rebates for payment as early as possible after quarterly conversion rate results become available.

**NOTE:** Where possible, Cisco will make payments to you directly and notify you of the payment. However, in some regions, such as the EEA, Cisco requires a claims invoice in order to make rebate payments. In this case, you will not receive an automated payment, just a rebate notification. You will then need to submit a rebate claims invoice prior to the end of the rebate claim period (see Table 1) to receive your rebate payment.

5. If you have questions about your rebate payment, you must submit an online case for review with the SSC at <http://www.cisco.com/go/psc> before the end of the quarter's rebate review deadline (see Table 1).

**Table 1.** Shared Support Deadlines

Cisco Fiscal Quarters	Conversion Rate Period	Bookings Period	Metrics Review Deadline*	Rebate Review Deadline*	Rebate Claim Period End
Q1	1 Aug–31 Oct	Follows Cisco Fiscal Year Calendar	11 Dec	31 Dec	31 Dec
Q2	1 Nov–31 Jan		11 Mar	31 Mar	31 Mar
Q3	1 Feb–30 Apr		11 Jun	30 Jun	30 Jun
Q4	1 May–31 Jul		11 Sep	30 Sep	30 Sep

\* Partner submission “no-later-than” date.

### Additional Promotion Terms and Conditions

- Conversion rate metrics targets will be reviewed on an annual basis.
- Terms of this promotion shall supersede any other alternate promotion or agreement with Cisco in which partners are eligible to receive credits or rebates related to the same service products. Under no circumstance shall partners receive credits or rebates under both this promotion and any other alternate promotion or agreement with Cisco related to service products described herein.
- To be eligible for a rebate, the minimum quarterly rebate payment must be at least US\$200. A rebate of less than \$200 in any given quarter will not be carried over into the following quarter.
- All rebates are paid quarterly in the form of cash wire transfers. In some regions, partners may have to enroll in Cisco’s global payment system to receive notifications and payments. More details will follow by the end of Q1 FY10.
- Purchases made through an indirect relationship, or purchases from distributors, are not included in total eligible services net bookings and are therefore not included in any rebate calculations under this promotion. Service purchases from distributors are not included in total eligible services net bookings.
- Cisco reserves the right to refuse this offer to deals that do not comply with the intent of this promotion.
- In addition to any of its other remedies, Cisco reserves the right to terminate a partner from participation in this promotion for any of the following reasons:
  - Submitting false, misleading, or incomplete promotion information, including claims for sales made under the promotion
  - Other fraud or abuse of this or other Cisco marketing or sales promotions
  - Distributing products purchased from any source other than Cisco or an authorized Cisco distributor
- Cisco reserves the right to modify or cancel the Cisco Shared Support Program conversion rate rebate promotion at its discretion without prior notice to channel partners.

### Partner Requirements

- Partners are required to have a current Cisco Shared Support exhibit in effect to participate in the conversion rate rebate program.
- Partners whose status changes during a fiscal quarter and no longer meet promotion eligibility requirements will not receive a rebate payment for that quarter. Rebates will not be prorated if a partner’s status changes midquarter.
- Partners who sign a Cisco Global Services Alliance contract or a Regional Services Alliance contract, or who become a tier-two partner, will not longer be eligible to participate in this promotion.
- Partners are responsible for familiarizing themselves and complying with all local rules regarding acceptance of credits or rebates in their territory.

## Related Links

Performance Metrics Central: [www.cisco.com/en/US/partner/partners/metrics.shtml](http://www.cisco.com/en/US/partner/partners/metrics.shtml)

Service Contract Center: [www.cisco.com/public/sc/](http://www.cisco.com/public/sc/)

Cisco CAM Locator: [tools.cisco.com/WWChannels/CAMLOC/jsp/cam\\_locator.jsp](http://tools.cisco.com/WWChannels/CAMLOC/jsp/cam_locator.jsp)

Cisco Service Description: [www.cisco.com/go/servicedescriptions](http://www.cisco.com/go/servicedescriptions)

Cisco Technical Services: [www.cisco.com/en/US/products/svcs/ps3034/serv\\_category\\_home.html](http://www.cisco.com/en/US/products/svcs/ps3034/serv_category_home.html)

Cisco Service Expert Program: [www.cisco.com/E-Learning/pa/pec/csep/m01/m01\\_t01\\_p01.shtml](http://www.cisco.com/E-Learning/pa/pec/csep/m01/m01_t01_p01.shtml)



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