Partner Guide EMEAR
November 2017

This version may be out of date. Click here for regular updates

Partner Guide EMEAR Welcome

Dear Cisco Partner,

The Partner Guide is an information source for our Partner Community and has been created so you have the key information you need on programs, promotions, tools and resources available to you.

It's updated on a quarterly basis so the information remains relevant. To make sure you have the latest version click the link on the cover page. The guide is available in English only.

We look forward to your feedback and suggestions. If you want to comment on the format or on the content of the guide, or if you want to suggest a topic that should be a part of the next release, do not hesitate to use the **Submit Feedback** link available on each page.

Looking forward to hearing from you,

Regards

Cisco Partner Organisation

Data related to incentives, such as discounts or payment percentages, shown in this document is a snapshot of programs' rules at a given date. Please refer to Programs' Terms and Conditions for the latest updates. Terms and Conditions take precedence over this document.

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Partner Registration Tool (PREG)

Overview

Partner Registration gives channel partners a convenient way to register as a Cisco Registered Partner. Becoming a Cisco Registered Partner is the first step on their path to reaping the rewards offered by the Cisco Channel Partner Program.

Description

The partners status as a Cisco Registered Partner establishes their relationship with Cisco and gives them access to the tools and training that they need to become a Cisco Certified or a Cisco Specialized Partner. Both resellers and non-resellers who provide professional services related to Cisco products are eligible to participate in this program.

In order to become a Cisco Registered Partner, companies must first apply using the **Partner Registration tool**. As part of the registration process, companies that do not have a direct purchasing relationship with Cisco will be required to review and accept the terms and conditions of the **Indirect Channel Partner Agreement (ICPA)**. Only one person from a partner company can accept the agreement and submit an application.

The Partner Registration application process is as follows:

1. Apply for a Cisco.com user ID (only if you do not already have one)
2. Provide or verify company and contact information
3. New and Renewing partners complete the on-line due diligence questionnaire (resellers also need to provide details of their preferred authorised distributor)
4. Review and accept the terms of the Indirect Channel Partner Agreement (ICPA)
5. Submit the application

Cisco will review the submitted application and have 8 business days to reject the application. If approved, the partner will be registered and" they will be granted partner-level access to Cisco.com, and be eligible to participate in the Channel Partner Program. Status as a registered partner is valid for 12 months and must be renewed annually.

Cisco Registered Partner Benefits

- Partner-level access to Cisco.com tools including the Partner E-Learning Connection
- Eligibility to become a Cisco certified or specialized partner
- A listing in the Cisco Partner Locator tool (based on theatre policy)
- Access to an online registered partner kit that contains a wealth of useful information and resources and access to the Collateral Builder tool
- Use of the Cisco Registered Partner logo
- Receipt of timely communications that provide updates on new products and promotions, program changes, special offers, training, and support

Related URLs and Tools

Navigate directly to the Partner Registration tool
http://tools.cisco.com/WWChannels/IPA/welcome.do

The Indirect Channel Partner Agreement (ICPA)
(**http://www.cisco.com/warp/public/765/tools/registration/agreement.shtml**).

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit **http://www.cisco.com/cisco/psn/web/workspace**.

Cisco partner basics   Partner readiness framework   Partner programs   Services   Sell & market cisco   Deal optimisation   Partner assistance   Acronyms

Partner Registration Tool (PREG)   **Solution Partner Program (SPP)**   Global Partner Network (GPN)   Cisco Brand Protection

Solution Partner Program (SPP)

Overview

The Cisco® **Solution Partner Program** will help you integrate your solutions with Cisco's world class architectures and technologies and navigate the increasingly complex world of selling and delivering integrated solutions to customers.

The Solution Partner Program brings together independent software vendors and technology partners and connects them with system integrators and channel partners. Together, partners build and deliver end-to-end solutions based on Cisco products and services.

We provide technical, marketing, and sales resources. This includes access to our valuable brand, channel assets, and more-virtually everything you need to stand out in the market. Our program puts you in the driver's seat. From capturing market opportunities to helping customers achieve their business outcomes. It supports the entire solution development lifecycle—from creation to go-to-market.

New Features

- Cisco Marketplace Technology Solutions Catalog: The Cisco Marketplace is transitioning from Cisco "product centric" search to a "buyer friendly" model to enable visitors to find solutions based on business outcomes. Following this release on August 1 2017, additional search mechanisms will be added including industry, experience and Internet of Things offerings.
- Ecosystem Partner Connections: Solution partners with offerings in the Cisco Marketplace Solutions Showcase are eligible to be selected for participation in our Partner Connections events. These events provide a platform for solution partners to conduct a "shark tank" style pitch to the channel partner audience followed by speed networking. This is a great way to get connected and discover joint go-to-market opportunities via Cisco's partner ecosystem.
- Create awareness with your Cisco Success Story: Enhancements have been made to the Solution Partner dashboard enabling partners to easily submit ecosystem success

stories year round. Success stories will be reviewed and if approved, the program will fund the creation of the story (written or video) to then be highlighted on the newly designed Cisco Marketplace with rotating carousel. Several success stories have been highlighted at key Cisco events including Cisco Live and Partner Summit.
- Enhanced Online Partner User Guide: Information when and how you need it – Solution partners can access the new online and searchable partner user guide via their personalized dashboard. Have questions about specific program benefits? How to leverage the benefit? Our online partner user guide will provide an overview, value to you as a solution partner and step by step processes with links to help you maximize your consumption of our program benefits.
- Quarterly Solution Partner Program Power Hour Orientation webinars: Webinars on a quarterly basis to help new partners or new contacts within existing partner organizations to accelerate their understanding of the program and ability to maximize program benefits.

Description

Want to grow your business? The Cisco Solution Partner Program provides independent software vendors, hardware vendors and technology partners with technical, marketing, and sales resources. It includes access to valuable brand and channel assets.

Partners and end customers can discover more about Cisco's solution partner offerings by visiting the Cisco Marketplace. All partners are able to publish storefronts to the Technology Solutions Catalog for each of their Cisco approved solutions. The Solutions Showcase is a "channel ready" catalog featuring select game-changing solutions that are Cisco Compatible, Solution Led Selling (SLS) Approved and include sales enablement resources which provide "how to sell" information. Channel partners can connect directly with the solution partners to determine joint marketing alignment and opportunities.

Leveraging solution partner's offerings enables Cisco's ecosystem to deliver better business outcomes to customers and expand market reach.

Join the program today to enjoy membership in one of the industry's broadest partner ecosystems. And watch your business grow. Do it by connecting with channel partners and offering customers Cisco integrated solutions that set you apart in a highly competitive world.

Cisco partner basics | Partner readiness framework | Partner programs | Services | Sell & market cisco | Deal optimisation | Partner assistance | Acronyms

Partner Registration Tool (PREG) | Solution Partner Program (SPP) | Global Partner Network (GPN) | Cisco Brand Protection

Tips to be successful

We strongly recommend the following activities to create more awareness and demand for your solution with the Cisco ecosystem:

- Get your solution certified as "Cisco Compatible"
- Publish your solution to the Cisco Marketplace Technology Solutions Catalog
- Submit a Success Story that showcases your solution and its impact on your customer

Learn more

Solution Partner Program website:
http://solutionpartner.cisco.com/site/

IDC Infobrief – Partner Success Guide:
http://solutionpartner.cisco.com/fileMedia/download/d95d9fc4-16ae-47c3-80c3-b8d20e1b2b8b

Related URLs and Tools

Cisco Marketplace Technology Solutions Catalog:
https://marketplace.cisco.com/catalog

Cisco Marketplace Solutions Showcase:
https://marketplace.cisco.com/solutionsshowcase

Solution Partner Program website:
http://solutionpartner.cisco.com/site/

Contact Details for Support or Queries

Contact the Solution Partner Program support team by visiting our support page and opening a case: http://solutionpartner.cisco.com/site/support/

Global Partner Network (GPN)

Overview

The Cisco® Global Partner Network (GPN) makes it easier for customers to work with their preferred partner when managing the global delivery of products and services.

Description

The Global Partner Network enables Cisco channel partners to act as a host partner in the headquarters (HQ) location of the customer, and establish an agency relationship with other qualified Cisco partners and distributors to support transaction delivery in customer locations where the host may not have a local investment. The host owns the relationship with the customer, designs the architecture for all locations, and has responsibility for the overall transaction.

This program:

- Is part of a partner-to-partner ecosystem that delivers on the needs of customers around world
- Enables partners to support the needs of their end-user customers with deployments spanning multiple countries

By working together in a host-agent relationship, partners can enhance revenues while promoting end-user loyalty.

The program provides:

- Cisco policies to create a transaction relationship between host and agent(s) for approved deals
- Transfer of discount from the host to the agent
- Product acquisition, delivery, and installation in each remote market by the agent based on the above
- Services policies to support these deals

Eligibility

Requirements for the Host Partner and Agents Vary by Offer Type:

Partner Eligibility			
	Resale	MSCP	OSCP
Host Partners	GOLD and PREMIER Certified or MASTER Specialized	MASTER Certified	Enrolled
Certified Agent	PREMIER Certified or higher in landing country		
Subsidiary Agent	Minimum REGISTERED in landing country (may only act as agents for their "parent" partner)		
Distributor Agent	Global Distributors Authorized by Cisco		

Host–Agent Program Partner Eligibility by Offer Type:

The host partner has three different agent options they may use for solutions deployment in remote countries. Agent options vary by transaction, depending on the needs of each customer. In all cases the relationship between the host and the agent is managed by the host partner.

Three (Remote) Agent Options		
Host Owned Local Subsidiary*	**Independent Certified Partner**	**Authorized Global Distributor**
• HQ Partner owns subsidiary (>50.1%) entity in remote delivery location(s) • Remote entities must be locally Registered Partners (minimum) • Host in HQ location must comply with Specialization/ATP requirements for access to restricted products	• HQ Partner chooses Cisco Certified Partner(s) in remote delivery location(s) • Remote Partners are locally Premier Certified (minimum) • Host and Agent must each comply with Specialization/ATP requirements for access to restricted products	• HQ Partner chooses Global Distributor with authorized remote delivery location(s) • Distributor delivers direct to end customer in remote location • No complex or restricted products allowed for remote delivery

*a) Partner uses resources from HQ Country, or
 b) Cisco Advanced Services used in Landing Country, or
 c) Partner with requisite ATP qualifications used in the Landing Country.

Deal Registration

Cisco Commerce Workspace

Cisco Commerce Workspace allows the host partner to register the global deal, secure Cisco approvals, and select the agents by remote country. It also lets the host partner route the remote portion of the registered transaction (BOM and discount) to the respective agent(s) specified by the host partner.

Global Deal

Cisco Commerce Workspace enables a partner to create a global deal for a specific customer opportunity and to transfer the quote, certification and promotional discounts to agent partners in other countries. Only partners enrolled in the Global Partner Network have access to the global deal capability.

How do I get involved?

1. **Contact us** to get the GPN team involved as early as possible.
2. Read the **Global Partner Network Terms and Conditions**
3. European Partners should review the **Global Partner Network Terms and Conditions EEA Addendum**
4. **Enroll in GPN**
5. **Register your global customer opportunity**

Related URLs and Tools

Visit **www.cisco.com/go/gpn** for eligibility requirements and more information.

Contact Details for Support or Queries

To see if your opportunity is appropriate for this program, please contact **go-gpn@cisco.com**

Cisco partner basics   Partner readiness framework   Partner programs   Services   Sell & market cisco   Deal optimisation   Partner assistance   Acronyms

Partner Registration Tool (PREG)   Solution Partner Program (SPP)   Global Partner Network (GPN)   Cisco Brand Protection

Cisco Brand Protection

Overview

Cisco Brand Protection operates on many fronts and proactively leads the company's efforts to reduce the customers' impact of sales through unauthorized channels and the manufacturing and distribution of counterfeit products.

Our mission is to protect our customers and our partners by:

· Maintaining the integrity of the Authorized Channel Program
· Identifying and Disrupting the Supply of Counterfeit Products and
· Protecting the Integrity of our Customers Networks

Description

Protect your Business
Learn the difference between the authorized and unauthorized channel, third-party components, and counterfeit products – and how these differences can affect you.

Software Licensing, Warranty & Service Support
Find out how to report unauthorized and/or illegal activities to Cisco, and explore the guidelines for Cisco software licenses, warranties, and support services for equipment sold through the secondary market.

Additional Assistance
For any questions about an unauthorized channel purchase, or that is suspected of being counterfeit, please notify Cisco. Cisco can also help sell against what appears to be secondary or counterfeit products.

Related URLs and Tools

www.cisco.com/go/brandprotection

Marketing Library, for brand info, logos, audio, photos etc,
http://www.cisco.com/web/about/ac50/ac47/about_cisco_brand_center.html

"Buy Right" Portal http://www.cisco.com/c/m/en_emear/brand-protection/index.html

Contact Details for Support or Queries

Contact your local Brand Protection Manager directly or send an email to brandprotection@cisco.com.

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Partner Readiness Framework

Partner Readiness Framework

Overview

Partner Enablement is a key pillar of the Cisco Partner Value Proposition, providing training, support, and tools to promote partner business growth and added-value to customers. The Partner Enablement Framework for Readiness focuses on partner company readiness by bringing together all the available meetings and training formats for partners in a simple, tailored, timely and effective structure.

The Cisco Partner Readiness Framework helps you be the trusted business advisor to your customers by keeping you informed of the latest Cisco architectures, solutions, campaigns, processes, tools and initiatives – at the right time.

Description

Audience

Whether you are a CXO, a Middle-Manager, or a Subject Matter Expert, the Readiness framework provides a tailored set of meetings and training formats - in the appropriate peer-forum setting.

Focus Areas

The sessions help you accelerate your readiness and the success of your customers by covering all areas of the partnership: Technology, Sales, Marketing and Operations.

Platforms

The timing of sessions, the locations, the delivery method, and the target profiles are adjusted to ensure efficient use of time, consistency across EMEAR, and timelines. The platforms are organised by simple audience groups: CXO platforms, Middle-Manager platforms, Subject-Matter Expert platforms.

CXO platforms

CXO platforms are peer-forums designed for CXO and equivalent roles, (i.e. PTAB – *Partner Technology Advisory Board* is the highest ranked technology decision-making individuals for the Cisco line-of-business).

Middle-Manager platforms

Middle-Manager platforms are peer-forums designed for middle-managers and equivalent roles in charge of organising and supervising teams (i.e. PCW - *Partner Connection Week* Flagship architectures event focused on Data Center / Hybrid Cloud, Enterprise Networking, and will embed Security).

Subject-Matter Expert platforms

Subject-Matter Expert platforms are peer-forums designed for subject-matter experts with a strong focus on work execution.

- **Partner Virtual Team** (PVT) is applicable to the Technical focus area and is characterised by validated designs, solutions and product topics, including hands-on lab.
- **Partner Workshop** (PW) is applicable to all focus areas, with a live instructor presenting in-depth topics on sales or technical excellence, products and tools.
- **Partner Interactive Webinar** (PIW) is applicable to all focus areas, presenting topics of immediate relevance in a 60 min virtual format, always available for replay via **SalesConnect**

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Partner Readiness Framework

Partner Communities

Those are practical communities where Cisco and its partners can share and exploit best practice marketing resources and sales and technical information.
https://communities.cisco.com/community/partner/emear

You can find all scheduled Partner Readiness events across all architectues as well as recordings and key contacts in the EMEAR Partner Community here:
http://cs.co/EMEARPartnerReadiness

Architecture	Partner Events (PIW, PVT, PW)	Partner Communities
Enterprise Networks	✓	ⓘ
Internet of Things	✓	ⓘ
Datacenter and Virtualization	✓	ⓘ
Cloud	✓	ⓘ
Security	✓	ⓘ
Software	✓	ⓘ
Collaboration	✓	ⓘ
Service Provider	✓	ⓘ

Related URLs and Tools

Shortcuts to scheduled Partner Readiness Events

- Enterprise Networks Readiness: **http://cs.co/EMEARPartnerReadiness-EN**
- Internet of Things EMEAR Partner Readiness: **http://cs.co/EMEARPartnerReadiness-IoT**
- DataCenter/Virtualization and Cloud Partner Readiness: **http://cs.co/EMEARPartnerReadiness-DCV**
- Security Partner Readiness: **http://cs.co/EMEARPartnerReadiness-Sec**
- Software Partner Readiness: **http://cs.co/EMEARPartnerReadiness-SW**
- Collaboration EMEAR Partner Readiness: **http://cs.co/EMEARPartnerReadiness-Coll**
- Service Provider EMEAR Partner Readiness: **http://cs.co/EMEARPartnerReadiness-SP**

Contact Details for Support or Queries

- Partner Interactive Webinars: **piw_enquiry@cisco.com**
- Partner Virtual Team: **pvt-team@cisco.com**

Architecture Workshops:

- **Enterprise Networks**
- **Collaboration**
- **Data Center/Virtualization**
- **Cloud**
- **Security**
- **IoT**
- **Software**
- **Service Provider**

Cisco partner basics | Partner readiness framework | **Partner programs** | Services | Sell & market cisco | Deal optimisation | Partner assistance | Acronyms

Resale Channel Program   Authorized Partner Program (APP)   Authorized Technology Provider (ATP)   Cloud and Managed Services Program (CMSP)

Resale Channel Program

Overview

The industry-leading Resale Channel Program enables partners to drive growth and differentiate their business by extending their capabilities to meet customer requirements. Through the program's specializations and certifications, Cisco recognizes your expertise in technology and architecture and helping you increase customer demand for Cisco advanced technologies and services. The program also provides a way for you to validate customer satisfaction and your presales and postsales support capabilities–key differentiators in today's competitive markets.

To find the right fit for your business with Cisco Channel Partner Program see our latest Video on demand on: **http://www.ciscoprograms.com/**. Log in and search for Cisco Channel Partner Program to get the video.

New Features

Specializations

2017-Aug-15	Announcing Video Collaboration trainings and exams update (PDF – 601 KB)
2017-Aug-02	New Express Specialization. Retirement of SMB, UCT, and other express-level specializations (PDF – 88 KB)
2017-July-07	Announcing Updated Changes to Terms and Conditions for PMA Tool (PDF – 453 KB)

Certifications

2017- Oct-07	Adoption of the Business Architecture Practitioner role within Continuous Learning (PDF – 224 KB)
2017- July-07	Announcing Updated Changes to Terms and Conditions for PMA Tool (PDF – 453 KB)
2017-May-22	Global Certifications Retirement Notification (PDF – 52 KB)

Description

Participation in the Resale Channel Program requires that partners meet the requirements throughout the year in order to maintain the qualifications they have achieved.

How do certifications and specializations relate to one another?

Channel Partner Program certifications are similar to academic degrees. Some specializations are prerequisites for becoming certified while others provide specialized knowledge of certain technologies. Certification levels reflect a partner's technology skills breadth. The higher your level of certification, the more credentials and resources you need to meet the requirements.

How can partners become specialized and certified?

Requirements differ by certification and specialization. Go to **www.cisco.com/go/resale** to find the latest requirements. Keep in mind that becoming a Registered Partner is the first step in the process.

Cisco Certification

Cisco Certifications reflect a breadth of skills across certain technologies/architectures and is based on your organization's ability to support customers within a single country or **country grouping**.

Country-level certifications range from entry to highest level: **Select**, **Premier** and **Gold** Certification.

For the New Select, Premier and Gold Requirements visit **Channel Partner Program Evolution website**

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Resale Channel Program   Authorized Partner Program (APP)   Authorized Technology Provider (ATP)   Cloud and Managed Services Program (CMSP)

Each certification level has specific requirements in these areas:

1. Specializations in sales, technical, and lifecycle services training
2. Number of individuals that hold career certifications
3. Service and support capabilities relevant to each certification level
4. Customer satisfaction ratings as required by certification level
5. Number of Hybrid IT Services as required by certification level

Fig 1 Certification Portfolio
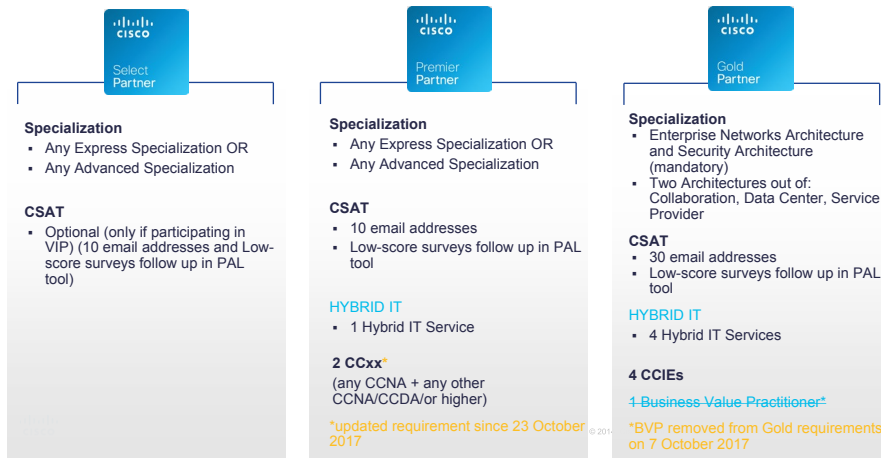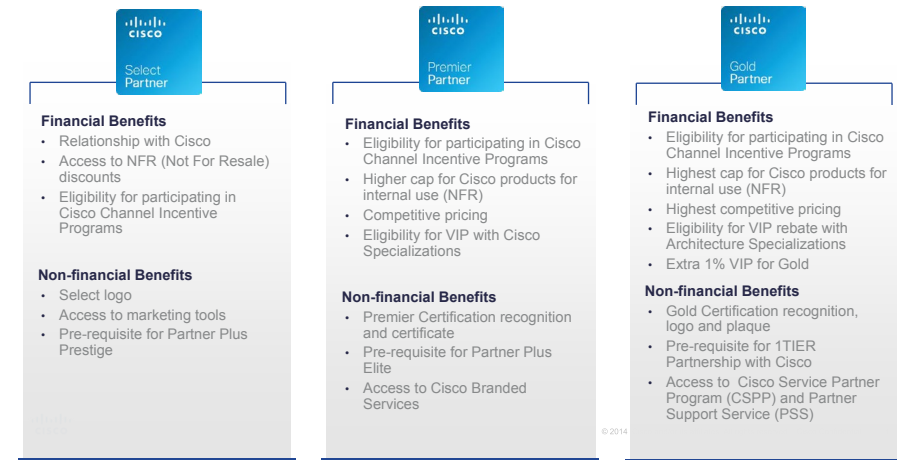
Cisco Resale Certification Path

Select Partner

Specialization
- Any Express Specialization OR
- Any Advanced Specialization

CSAT
- Optional (only if participating in VIP) (10 email addresses and Low-score surveys follow up in PAL tool)

Premier Partner

Specialization
- Any Express Specialization OR
- Any Advanced Specialization

CSAT
- 10 email addresses
- Low-score surveys follow up in PAL tool

HYBRID IT
- 1 Hybrid IT Service

2 CCxx*
(any CCNA + any other CCNA/CCDA/or higher)

*updated requirement since 23 October 2017

Gold Partner

Specialization
- Enterprise Networks Architecture and Security Architecture (mandatory)
- Two Architectures out of: Collaboration, Data Center, Service Provider

CSAT
- 30 email addresses
- Low-score surveys follow up in PAL tool

HYBRID IT
- 4 Hybrid IT Services

4 CCIEs

1 Business Value Practitioner*

*BVP removed from Gold requirements on 7 October 2017

Fig 1.1

Cisco Resale Certification Benefits

Select Partner

Financial Benefits
- Relationship with Cisco
- Access to NFR (Not For Resale) discounts
- Eligibility for participating in Cisco Channel Incentive Programs

Non-financial Benefits
- Select logo
- Access to marketing tools
- Pre-requisite for Partner Plus Prestige

Premier Partner

Financial Benefits
- Eligibility for participating in Cisco Channel Incentive Programs
- Higher cap for Cisco products for internal use (NFR)
- Competitive pricing
- Eligibility for VIP with Cisco Specializations

Non-financial Benefits
- Premier Certification recognition and certificate
- Pre-requisite for Partner Plus Elite
- Access to Cisco Branded Services

Gold Partner

Financial Benefits
- Eligibility for participating in Cisco Channel Incentive Programs
- Highest cap for Cisco products for internal use (NFR)
- Highest competitive pricing
- Eligibility for VIP rebate with Architecture Specializations
- Extra 1% VIP for Gold

Non-financial Benefits
- Gold Certification recognition, logo and plaque
- Pre-requisite for 1TIER Partnership with Cisco
- Access to Cisco Service Partner Program (CSPP) and Partner Support Service (PSS)

Multinational Certification: Recognizes partners with expertise in selling, deploying and supporting Cisco integrated solutions **across multiple countries within a given Cisco theater**. Partners that achieve the required number of Premier and Gold certifications within sub-region will be recognized as a Multinational Certified Partner for that sub-region. To qualify, a partner must have a multinational resale agreement for the subject.

Global Gold Certification: On 23rd May 2017 Cisco announced the Global Gold Certification Program. With this **announcement**, we are retiring the Global certification. Partners wishing to sell and support Cisco solutions globally should instead invest in the new Global Gold certification tier. Learn more about the new Global Gold certification at **www.cisco.com/go/globalgold**

Cisco Specialization

Cisco specializations reflect a partner's skills depth in a particular technology or architecture. There are three levels of specialization: **Express, Advanced, and Master,** each representing greater capabilities in sales, technical, and lifecycle services. Specializations concentrate on specific technology or architecture areas and offer key differentiation in the marketplace.

By achieving specializations, partners have proven they have the sales, technical, and lifecycle services expertise specific to a technology or architecture and are able to plan, design, implement, and operate business solutions in customer environments. Specializations are earned by meeting requirements in two key areas: training and exam requirements and role requirements within the company. Be sure to review the specific requirements for each specialization.

Fig 2 Specialization Portfolio

Cisco Resale Specialization and ATP Path
www.cisco.com/go/specializations
*will be retired on November 15, 2017
**will be retired on December 1, 2017

Choose Architecture	Express	Advanced Technology	Advanced Architecture	Master	ATP (Invite only)
Enterprise Networking	SMB Specialization* / Express Foundation* / Express Networking* / Express Specialization - Networking Track **NEW**	Unified Access** / Core&Wan**	Enterprise Networks Encompasses Unified Access and Core&Wan	n/a	n/a
Security	Express Security* / Express Specialization - Security Track **NEW**	n/a	Security Encompasses all Express Security	Security Encompasses Advanced Security Architecture	n/a
Data Center	Express Specialization - Data Center Track **NEW**	Unified Computing (retire on August 2, 2018) / Unified Fabric**	Data Center Encompasses Unified Computing and Unified Fabric	Cloud Builder Encompasses Advanced Data Center Architecture	n/a
Collaboration	Video* / Collaboration* / Express Specialization - Collaboration Track **NEW** / Video Track **NEW**	Video Encompasses Express and Express Collaboration	Collaboration Encompasses Express Video , Express Collaboration and Advanced Video	Collaboration Encompasses Advanced Collaboration Architecture	Master Telepresence UCCE IPICS
Service Provider	Express Service Provider* / Express Specialization - SP Track **NEW**	n/a	Service Provider Architecture Encompasses Express SP	Service Provider Technology	NSO

Continuous Learning - New Specialization Renewal Process

Continuous Learning points are required for renewing Specializations from October 31, 2016. Continuous Learning courses align to Cisco's Go-To-Market strategy. Continuous Learning recognizes what Partner engagement beyond core Specialization training, for which they may receive credit. If the content is in the Continuous Learning Library, the points count towards Specialization renewal.

Continuous Learning points are earned annually based on Specialization anniversary date.

Points required for renewal:

Architecture: 100
Advanced: 80
Express: 40

What's next?

Visit your profile in **Program Management and Application**/Continuous learning view tab and check your current Continuous learning status. You can see there how many points you have already accrued and the full list of available Continuous learning trainings. Build out a calendar plan and know your status for the next specialization's renewal.

Visit **Getting started with Continuous learning** to get assets helping you manage your Continuous Learning points.

Program Rewards

Cisco is commited to incentivise partners for your loyalty to Cisco and for your value-add to customers—through economic incentives, new ways to capitalize on the Cisco brand, preference with the Cisco sales organization, co-marketing opportunities and funding, and a variety of service enablement programs.

As you continue to invest in certifications and specializations, economic incentive programs such as the Value Incentive Program (VIP), Hunting (formerly OIP), Solution Led Selling (formerly SIP), Teaming (formerly TIP) as well as our Migration Incentive Program (MIP) become key tools in driving profitable growth.

Tips to be successful

In order to make it easier to manage the program requirements, Cisco now offers partners the following materials:

- **Partner Central Program Notifications area:** All changes to Resale Channel Program requirements will be posted here. We recommend to check this web site on a regular basis for latest updates.
- **My Cisco Event Calendar:** My Cisco Events Calendar will show you events aligned with your personal profile, in your location and at the time you select. You can customize your view, use the tool to register for events, and manage your calendar online.
- **Program Management and Application (www.cisco.com/go/pma) provides a single application process for the following Cisco Programs:** Certifications, Specializations, Cloud and Managed Services Program (CMSP) and Authorized Technology Provider (ATP). Feature of PM&A: An intuitive user experience with integrated reporting capabilities/Focused messaging and alerts throughout the program lifecycle/Greater visibility and clear direction to address compliance questions/A flexible architecture that responds to evolving partner needs

Learn more

Log in **http://www.ciscoprograms.com/** and search for Cisco Channel Partner Program to get the latest Video on demand.

Related URLs and Tools

- **Program Management & Application (PM&A)**
- **Channel Partner Program**
- **Continuous learning for Specializations renewals**
- **Hybrid IT Practice Builder**
- **Hybrid IT Certification Requirements**
- **Specialization Role Requirements**
- **Program Notifications**
- **Cisco Channel Program Audit & Policies Document**

Partner Learning and Training

- **Cisco Global Learning Partner Locator**
- **Cisco Training Resources**
- **Certifications Online Support**
- **Certification Tracking System** *(Cisco Career Certifications Tracking System provides a record of exam history and certification)*
- **Sales Connect –** Take advantage of program related Global Sales Kits that include resources and training related materials

All the partner tools can be accessed only by registered partners and assigned to company individuals.

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit **https://www.cisco.com/cisco/psn/web/workspace**

Resale Channel Program   **Authorized Partner Program (APP)**   Authorized Technology Provider (ATP)   Cloud and Managed Services Program (CMSP)

Authorized Partner Program (APP)

Overview

The Cisco Authorized Partner Program bridges two important pillars in the partner portfolio: the Authorized Technology Provider (ATP) Program and the Specialization program.

Note: The Authorized Partner Program is not a specialization and does not count toward Cisco certification (Select, Premier, or Gold).

Description

Authorized Connected Grid

Cisco announced the **end of life of the Cisco Connected Grid APP program, effective March 9, 2017**. After July 31 2017, all Connected Grid APP credentials will be removed for all partners.

Learn more **http://www.cisco.com/c/dam/en_us/partners/services/resources/pmc/ downloads/eol-connected-grid.pdf**

Related URLs and Tools

- **Authorized Partner**
- **Channel Partner Program**
- **Program Notifications**

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit **https://www.cisco.com/cisco/psn/web/workspace**

Resale Channel Program   Authorized Partner Program (APP)   **Authorized Technology Provider (ATP)**   Cloud and Managed Services Program (CMSP)

Authorized Technology Provider (ATP)

Overview

The ATP Program allows Cisco to define the core knowledge and skills required to deploy an advanced /emerging technology, while the market opportunity is being defined and developed. As a particular technology progresses along the product life cycle and Cisco training and support becomes defined and scalable, an ATP offering may evolve into a specialization or other channel program. Occasionally an ATP offering may be withdrawn.

Available Resale ATP Product tracks are:

Cisco Resale Specialization and ATP Path
www.cisco.com/go/specializations

*will be retired on November 15, 2017
**will be retired on December 1, 2017

Choose Architecture	Express	Advanced Technology	Advanced Architecture	Master	ATP (Invite only)
Enterprise Networking	SMB Specialization* Express Foundation* Express Networking* Express Specialization - Networking Track NEW	Unified Access** Core&Wan**	Enterprise Networks Encompasses Unified Access and Core&Wan	n/a	n/a
Security	Express Security* Express Specialization - Security Track NEW	n/a	Security Encompasses all Express Security	Security Encompasses Advanced Security Architecture	n/a
Data Center	Express Specialization - Data Center Track NEW	Unified Computing (retire on August 2, 2018) Unified Fabric**	Data Center Encompasses Unified Computing and Unified Fabric	Cloud Builder Encompasses Advanced Data Center Architecture	n/a
Collaboration	Video* Collaboration* Express Specialization - Collaboration Track NEW Video Track NEW	Video Encompasses Express and Express Collaboration	Collaboration Encompasses Express Video , Express Collaboration and Advanced Video	Collaboration Encompasses Advanced Collaboration Architecture	Master Telepresence UCCE IPICS
Service Provider	Express Service Provider* Express Specialization - SP Track NEW	n/a	Service Provider Architecture Encompasses Express SP	Service Provider Technology	NSO

Partner Eligibility

The ATP Program is an invitation-only program. To participate in the ATP Program, partners must already possess relevant job/industry/market credentials in the ATP focused technology.

New Features

2017-Aug-15	Announcing Video Collaboration trainings and exams update (PDF - 601 KB)
2017-April-26	Announcing updates to the Cisco TelePresence® Video Master Authorized Technology Provider (ATP) Program (PDF - 235 KB)
2017-Mar-09	EOL of the Software-as-a-Service (SaaS) Resale Authorized Technology Provider (ATP) Program (PDF - 137 KB)

Description

The ATP Program is a resell program for channel partners who have relevant job/industry/market credentials in the subject technology and are able to provide the following services to customers:

- Planning
- Design
- Implementation
- Operation
- Optimization
- Professional Services
- Post-sales Support

Program Participation

The ATP Program is an invitation-only program. To participate in the ATP Program, partners must already possess relevant job/industry/market credentials in the ATP focused technology.

Participation in a Cisco ATP program allows Cisco channel partners to develop and demonstrate expertise in specific advanced or emerging technologies through specialized training. Qualified Cisco ATP partners (those meeting all program requirements) are recognized on the Cisco Partner Locator, allowing them to differentiate themselves from competitors and providing the opportunity to enter into new markets.

Program Implementation

The ATP Program is a global channels program, but recognizes that each theater has unique market characteristics that impact the timing and implementation of these advanced/emerging technologies. Theater implementation of ATP programs is optional. The ATP Program is separate from the Channel Partner Certification and Specialization Programs. Individual ATP programs are entirely governed by their associated Program Requirement Document (PRD) available on the specific ATP program web page.

Related URLs and Tools

Partner locator:
http://tools.cisco.com/WWChannels/LOCATR/openBasicSearch.do

ATP Program details:
http://www.cisco.com/go/atp

Using Sales Connect:
http://ciscosalesconnect.com/

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit **https://www.cisco.com/cisco/psn/web/workspace**.

- On the Customer Service Central module click "Open a Case" tab
- For Step 1 of case select the case type:
- Under "Program & Tool Support" click "View All"
- Click "Cert & Spec Status and Audit Guidance"
- For Step 2 of case add the Subject and Description of the request and click "Next"
- For Step 3 of case add your Company name, select the Geography, and select the Tool (Program Management and Application) and click "Next"
- For Step 4 of case you have the option to add an alternative contact & to add additional contacts to be copied on email correspondence and click "Submit Case"

Cloud and Managed Services Program (CMSP)

Overview

The Cloud and Managed Services Program (CMSP) provides you with go to market confidence that your services are backed by Cisco validated architectures, technology and support.

The program allows you to offer as-a-service delivery models in your solutions, so you can have a deeper conversation with your customers and support their digital transformation. It is designed to help showcase how you're prepared to solve your customers' business needs while maximizing the return on your investment.

New Features

- Expansion and evolution of our Cisco Powered services portfolio
- All partners, cloud or managed, can earn Market Development funds for Providers (MDF for Providers) by meeting the eligibility criteria. These funds can be used for demand-generation, enablement, and business development activities to market their Cisco-powered offers and build brand awareness.
- Simplified Pricing now has a single unified discount level in each group of countries for CMSP partners (Master and Advanced) that offer Cisco Powered services.
- We have introduced additional cross-architecture discounts with the Enterprise Networking (EN) Dynamic Offers promotion, enabling partners to earn an incremental discount over Simplified Pricing depending on deal composition and size.
- For the latest program updates, view the Power Hour material here.

Stay up to date on the latest **Program Notifications**

Description

About the Program

CMSP is a comprehensive framework that helps you deliver a diverse set of connectivity, security, infrastructure, and collaboration services to your customers. It enables, rewards, and governs how you offer cloud, managed, or cloud managed DNA services branded as Cisco Powered. You can choose from one of the three levels that meets your business needs: Master, Advanced or Express.

Customers are changing the way they buy products and services. Cloud and managed services can help accelerate their competitive advantage, rapidly deploy the latest technology, and ensure a predictable cost structure. As a result, they seek:

- Improved reliability and scalability globally
- Freedom to focus on core business, while outsourcing contextual IT services
- Accelerated time to market with the latest technologies, software as a service (SaaS), and IT as a service
- Ability to limit ongoing capital investments and gain greater flexibility in managing their IT spending

Cisco Powered Services Portfolio
Partners can deliver a wide variety of Cisco Powered services through the CMSP program. CMSP partners are required to meet the published requirements for each Cisco Powered service they deliver. Below are the new Cisco Powered services recently added to the portfolio:

- Cloud Managed SD-WAN
  - allows you to choose among multiple architectures to offer a flexible cloud-managed SD-WAN solution to your end customers. The options include Cisco Virtual Managed Services, Meraki and Viptela (future).
- Cloud Managed Security
  - enables you to deliver a suite of virtualized managed security services with both virtual and physical customer premises equipment (CPE) and data center appliances. It also includes best-in-class SaaS offerings such as Umbrella and AMP.
- Cisco Spark SP
  - allows you to combine Hosted Collaboration Solution, Cisco Spark for meetings and Cloud Connected audio among other offerings.

Cisco partner basics | Partner readiness framework | Partner programs | Services | Sell & market cisco | Deal optimisation | Partner assistance | Acronyms

Resale Channel Program | Authorized Partner Program (APP) | Authorized Technology Provider (ATP) | Cloud and Managed Services Program (CMSP)

Enablement
www.hybriditpracticebuilder.com
Cloud & Managed Services Partner Community

Program (CMSP)

Benefits

MDF for Providers
· Market Development Funds **Overview** and **MDF for providers T&Cs**
· **Requirements Summary**
· **Eligible Services**
· **Eligible Activities**
· **Funding Approval Steps**
· **Funding Rules**

Branding
· CMSP Master Provider Brand and Cisco Powered Services Designation
  ○ **Partner Logos**

Financial Rewards
· CMSP Simplified Pricing: **www.cisco.com/go/simplifiedpricing**
· Access to incremental **upfront discount incentives**
  ○ **EN Dynamic Offers**
  ○ Migration Incentive Program: **www.cisco.com/go/mip**
· Value Incentive Program **www.cisco.com/go/vip**

Other Benefits
· CMSP Master Certified Partners can become eligible for Collaborative Services offers under the Cisco Services Partner Program (CSPP). **Find more**
· CMSP Certified Partners are eligible to become Host or Agent Partner within Global Partner Network **www.cisco.com/go/gpn**

Tips to be successful

New Partners:
· work with your Cisco account team to determine if CMSP fits your business model
· ask your Cisco Account team to provide you with the Partner Onboarding Playbook
· review Cisco Powered Services Requirements and CMSP Audit Requirements

Existing Partners:
· take advantage of MDF for providers to plan your market development activities through the year
· review requirements for strategic Cisco Powered services to expand your portfolio and become eligible for additional MDF benefits
· use Simplified Pricing for predictable discounts on cloud and manage deals
· get additional discounts on top of Simplified Pricing when you bundle products with EN Dynamic Offers

Learn more

Requirements
· Cisco Channel Program Audit & Policies Document – **www.cisco.com/go/audit**
· **Cisco Powered Cloud and Managed Services Portfolio Requirement document**

Related URLs and Tools

CMSP website **www.cisco.com/go/cmsp**
CMSP and Cisco Powered Requirements **www.cisco.com/go/audit**
CMSP Application Tool **www.cisco.com/go/pma**
Cloud and Managed Services Marketplace **https://marketplace.cisco.com/cloud**
Partner Logos
Partner Locator **www.cisco.com/go/partnerlocator**
Simplified Pricing **www.cisco.com/go/simplifiedpricing**
Promotions and Incentives
Program Notifications

Contact Details for Support or Queries

Contact your Cisco Partner Account Manager for more details
For tools and programmatic questions contact Cisco Partner Support **www.cisco.com/go/cs**

Cisco Services Partner Program

Overview

The Cisco Services Partner Program provides the framework for our services business relationship with our partners and defines program elements such as offer eligibility, compensation, performance management, and associated legal terms and conditions as our partner's access, sell, and deliver value-based services together with Cisco. The program is closely aligned to the Cisco Channel Partner Program to further extend the benefits our partners will receive from their investments in Cisco certifications, specializations, and designations. This value-based program includes performance metrics designed to:

- Enhance your profitability
- Reward you for performance through compensation
- Measure and reward services sales and delivery independently across all services

As the program continues to evolve through the next generation of programmatic improvements and acquisition integrations, it is important to us to keep you informed about the latest benefits and value drivers for your business.

Description

There are two distinct service families within the Cisco Services Partner Program. The figure shows the service families your business has access to under the program, depending on your eligibility.

All partners enrolled in the Cisco Services Partner Program are eligible to resell Cisco Branded Services (TS, AS, or EMS). Specific eligibility requirements and ATP restrictions could apply. Partners for each offer are required to comply with the **Resale of Cisco Services General Terms** for each Service listed in the legal services descriptions: **Technical Services** | **Advanced Services**. Compliance Management Configuration Service is currently listed on Technical Services tab instead of Enhanced Management Services.

Benefits of the Program

The Cisco Services Partner Program gives you the opportunity to:

- Participate in a consistent program that builds on every aspect of your relationship with us
- Earn value-based rewards more frequently, as we pay rebates on a quarterly basis
- Realize higher returns on your existing investments with us
- Increase your market differentiation and expand into new markets
- Take advantage of a simplified approach through one contract and program to manage your services relationship with us
- Choose the services offerings that best meet your business models and investment strategies while further differentiating yourself from your competitors
- Maintain eligibility based on investments in the Cisco Channel Partner Program and Cloud and Managed Services Program certifications, specializations, and designations

Visit **www.cisco.com/go/CSPP** to learn more.

Cisco partner basics   Partner readiness framework   Partner programs   **Services**   Sell & market cisco   Deal optimisation   Partner assistance   Acronyms

Cisco Services Partner Program   Services Promotions   Services Tools

Partner Support Services Eligibility Requirements
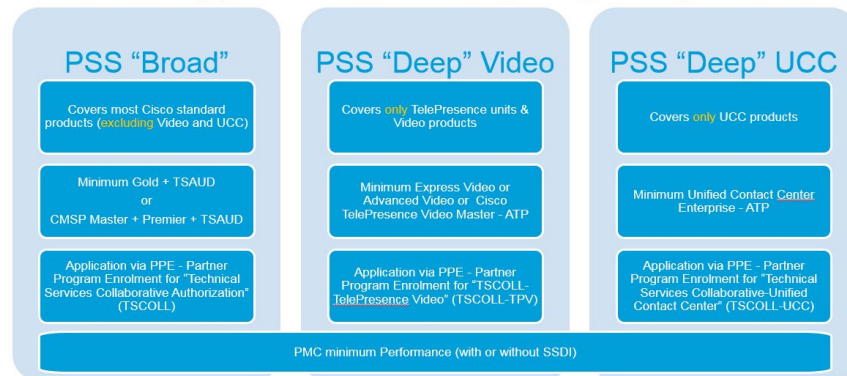
Partner Support Service provides Technical Support Capabilities and Insights that result in increased services revenue opportunities, lower operational support costs, and improved customer loyalty

Partner Support Services, or PSS, as it is often referred to, is restricted to partners who have achieved the minimum performance threshold as documented in the CSPP Performance Management Appendix and Exhibit.

There are 3 main PSS flavours:

PSS Broad covers most of the standard products but does not allow partners to resale PSS for TP Video or UCC. In order to become PSS Broad eligible, partners must be certified Gold or have CMSP master and premier certification

To be eligible for PSS Deep, partners do not need to be certified Gold or CMSP master

To be able to resell PSS Deep Video (Only Telepresence and Video), partners do require a minimum video specialisation of master ATP

For PSS Deep UCC, which enables partners to cover ONLY Unified Contact Center Equipment, partners need the UCC ATP specialisation.

Note: To become eligible for both Broad and Deep, partners must achieve the minimum performance thresholds, pass the Technical Services Delivery Validation, and request enrolment in PPE.

SSDI – Service Sales Discount Incentive

SSDI is an incremental discount offered to EMEAR Partners ONLY – if they achieve higher performance thresholds – over and above the current thresholds to achieve PSS Eligibility.

EMEAR PSS Partners are able to gain an additional 10% discount on top of their current PSS discount, if they achieve higher thresholds, as documented in the CSPP Performance Management Appendix and Exhibit.

What's more, in order to achieve the additional discount, the partner must purchase via the Distribution channel.

All customer segments are eligible, as long as the partner achieves the stated thresholds, and purchases through Distribution.

Learn more

Sales Connect – Global Sales Kit
https://salesconnect.cisco.com/#/program/PAGE–5699

Related URLs and Tools

Program Related Resources
www.cisco.com/go/cspp

Eligibility Requirements
https://www.cisco.com/c/dam/en_us/partners/services/cspp/downloads/eligibility-requirements-playbook.pdf

Program Guide
https://www.cisco.com/c/dam/en_us/partners/services/cspp/downloads/cspp-global-program-guide.pdf

Eligible Bookings Guide

https://www.cisco.com/c/en/us/partners/partner-with-cisco/services-partner-program-cspp/program-docs.html

Performance Management Appendix
http://www.cisco.com/web/partners/services/cspp/services-partner.html

Program Operations Guide
https://www.cisco.com/c/dam/en_us/partners/services/cspp/downloads/cspp-external-operations-guide-global.pdf

Technical Services
http://www.cisco.com/web/about/doing_business/legal/service_descriptions/index.html#%7E1

Advanced Services
http://www.cisco.com/web/about/doing_business/legal/service_descriptions/index.html#%7E2

Contact Details for Support or Queries

Customer Service Central
https://www.cisco.com/cisco/psn/web/workspace

Cisco partner basics   Partner readiness framework   Partner programs   **Services**   Sell & market cisco   Deal optimisation   Partner assistance   Acronyms

Cisco Services Partner Program   **Services Promotions**   Services Tools

Services Promotions

EMEAR Multi-Year Services Promotions

Overview

Available from 30-July-2017 to 28-July-2018.

Under this promotion 1-Tier & 2-Tier partners will receive up an attractive promotional discount when ordering a 3 year and/or 5 year services contract.

Partners **must** order via an authorized distributor in order to receive the benefits of this promotion by using either the Cisco Services Contract Centre (CSCC) or Cisco Commerce Workspace (CCW).

Description

Competitive discounts on 3 year and 5 year services contracts for:

- Smart Care Net Total Care (SNTC)
- SNTC for Cisco Unified Computing System (UCS)
- Distributor Support Service (DSS)
- Essential Operate Services (CBS) for TelePresence (TP)
  Cisco Software Support Service (SWSS) ECMU SKU

Please note the 5year MY Services promotion is not available in Russia or CIS.

Related URLs and Tools

3yr MY: http://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions/3-year-multi-year-services-emear.html

5yr MY: http://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions/5-year-multi-year-services.html

Cisco partner basics   Partner readiness framework   Partner programs   Services   Sell & market cisco   Deal optimisation   Partner assistance   Acronyms

Cisco Services Partner Program   Services Promotions   Service Tools

Services Tools

Service Tool	Functionality	URL
SAMT	Updating contracts to CCO user profiles to allow access to the service deliverables such as raising TAC cases and RMA's	**Service Access Management Tool**
TPV (Total Program View)	Measure & Manage your performance inline with your Service Program requirements	**www.cisco.com/go/tpv**
Enhanced Limited Lifetime Warranty	Providing Partners with information regarding the LLW products	**Enhanced LLW**
Services for Partners	Use this site to build and grow your services practice, learn about the services you can sell and deliver to your customers, and find the tools and other resources to develop new capabilities and expertise to meet your customers' demands.	**Services for Partners**
Global Service Price List	A simple way for partners to access pricing information on Cisco Services	**Global Service Price List EMEA**
Connect Dots	Find key information about products and services, and service availability for resellers.	**https://connectthedots.cisco.com/connectdots/**
Service Availability Matrix (SAM)	Verify the availability of logistics and field engineering services worldwide.	**http://tools.cisco.com/apidc/sam/search.do**
Service Finder	Services available by product.	**http://www.cisco-servicefinder.com/ServiceFinder.aspx**

Cisco partner basics   Partner readiness framework   Partner programs   Services   **Sell & market cisco**   Deal optimisation   Partner assistance   Acronyms

| Marketing with Cisco | Differential Behaviours | Beviour Rewards | Accelerators | Linked Incentives | Special Offers | Standalone Incentives | Migration | Cross Selling and Bundling | Other Upfront Programs and Promotions | Profitability Programs |

Marketing with Cisco

Overview

How can you engage your customers?

Engage your customers in new ways with Cisco's Engage Marketing Suite.

The Engage marketing Suite is a combination of "Action" through Partner Marketing Central and "Education" with training, tips and best practices offered in Marketing Velocity. Reach more prospects and customers, engage more deeply, and increase your revenue.

Marketing Velocity

Marketing Velocity is constantly changing to help increase your marketing knowledge, and help you enrich your customer interactions. Use it to access the latest marketing trends, webcasts from experts, and new trainings to fuel your marketing efforts, increase sales, and position your business for the future.

Partner Marketing Central

Start your digital marketing execution with our campaign delivery and execution platform, personalized to give you exactly what you need to build and deliver campaigns. Partner Marketing Central makes it easy to customize and execute campaigns and use new digital services to create demand with inbound, social, and more. Access Partner Marketing Central for a one stop shop to engage customers in new ways. Get started today on executing demand generation campaigns with Cisco.

Related URLs and Tools

Visit our Engage Microsite - **http://www.cisco.com/c/en/us/partners/market.html**

Visit Partner Marketing Central – **http://www.ciscopartnermarketing.com**

Visit Marketing Velocity – **http://www.cisco.com/c/en/us/partners/market/marketing-velocity-best-practices.html**

Cisco partner basics   Partner readiness framework   Partner programs   Services   **Sell & market cisco**   Deal optimisation   Partner assistance   Acronyms

Marketing with Cisco   **Differential Behaviours**   Beviour Rewards   Accelerators   Linked Incentives   Special Offers   Standalone Incentives   Migration   Cross Selling and Bundling   Other Upfront Programs and Promotions   Profitability Programs

Hunting   Teaming

Hunting

Overview

The Cisco Hunting Incentive is designed to help the profitability and success of its channel partners. Hunting rewards channel partners who actively identify, develop, and win new business opportunities in targeted market segments. This program incorporates deal registration that is designed to protect the partner's pre-sales investment and enable them to focus on value delivery to win the opportunity.

Description

Program Objective

Contribute to Cisco Resellers' profitability by rewarding eligible Cisco Resellers for prospecting, hunting and winning incremental opportunities. Hunting Incentive is intended to reward the partner for the additional cost of finding new opportunities.

End Customer Eligibility

The following types of end-user opportunities are eligible for the Incentive:

1. Any account that is 'named' to a Cisco Account Manager. The opportunity must not be already forecast by the Cisco AM.

2. Any account that is 'non-named'. The opportunity must be new to Cisco.

Note:
To be eligible for the reward, these accounts must currently not be forecasting any business opportunities identified by another reseller or Cisco Account Manager in Cisco's internal Sales forecast. This will be validated by a Senior Sales Manager or Director for this customer segment.

Any Cisco employee found to be in collusion with a partner for the purpose of false claims, personal gain, or abuse of the program is in breach of the Cisco Code of Business Conduct

The Incentive cannot be leveraged for Partners' purchases where the Partner/any Cisco Partner is the end-user. For such purchases, Cisco recommends leveraging the Not-for-Resale Program (subject to availability), or other applicable programs.

Cisco Partner eligibility

Select, Premier or Gold Certified, Cloud & Managed Services Master, Advanced or Express Certified, Global Certified Partners, Multinational Certified Partners and Unified Computing Technology Specialized.

Product Eligibility

All Cisco products listed on Cisco's Global Price-list are eligible for Hunting except IRS - Incentive Restricted SKUs, SmartPlay Rack Paks and third party i.e. SolutionsPlus products.

Not stackable with Networking Academy, SeedIT, NFR, CMSP Simplified Pricing, PSPP Pre-Sales, Fast Track Volume, Fast Track with Small Business (Pro) or Cisco Spark Small Deal Accelerator.

This does not remove the requirement for the reseller to hold the appropriate specialisation level for ordering certain products.

Deal Size for All Hunting Eligible Deals

Deals in the Hunting Incentive are approved for 180 days (6 months).

Minimum deal size

- $100k list if stacked with PSPP
- $50k list for UK&I (apart from if the deal is pure Meraki with no service or if the deal is pure Cisco Cloud Security [Cisco Umbrella and/or Cisco Cloudlock] in which cases the minimum is $5k list)
- $25k list for Russia (apart from strong crypto SKUs only $5k list)
- otherwise $5k list in all other cases/countries

Cisco partner basics | Partner readiness framework | Partner programs | Services | **Sell & market cisco** | Deal optimisation | Partner assistance | Acronyms

Marketing with Cisco | **Differential Behaviours** | Beviour Rewards | Accelerators | Linked Incentives | Special Offers | Standalone Incentives | Migration | Cross Selling and Bundling | Other Upfront Programs and Promotions | Profitability Programs

Hunting   Teaming

Teaming Discounts & Stacking:

- +14% with Security Ignite
- +12% with "Net (NSO)" SKUs
- +10% with "Market (Energywise, Licences, Cisco Spark, SaaS)" SKUs
- +8% with "Core (Classic)" SKUs, including Meraki and –RF refurbished as well as Small Business (Pro) through distribution
- +4% with "Compute (UCS)" SKUs
- +4% when stacked with Fast Track (except Fast Track Volume), PSPP - Public Sector Partner Pricing
- 0% when used with SmartPlay Rack Paks
- +2% with Cisco SMARTnet, Solution Support for Software Defined Access

An 8% differential discount is also maintained for the Hunting approved partner if the deal subsequently requires non–standard pricing.

Cisco partner basics   Partner readiness framework   Partner programs   Services   **Sell & market cisco**   Deal optimisation   Partner assistance   Acronyms

Marketing with Cisco   **Differential Behaviours**   Beviour Rewards   Accelerators   Linked Incentives   Special Offers   Standalone Incentives   Migration   Cross Selling and Bundling   Other Upfront Programs and Promotions   Profitability Programs

Hunting   Teaming

Teaming

Overview

The Cisco Teaming incentive rewards partners with incremental discount for value-add and pre-sales activities when teaming early on Cisco led opportunities in all customer segments.

By teaming with Cisco early in the sales cycle, together we are more likely to win the business and successfully deploy complex architectures.

Description

Partner Eligibility:

All Cisco Certified Partners (Gold, Premier, and Select) and CMSP partners. (Master, Advanced and Express)

Customer/Account Eligibility:

- Teaming is only available in Cisco identified/led opportunities in the following customer segments: Enterprise, Service Provider, Public Sector, Global (GET) Accounts and named-Commercial.
- Teaming is available for Resale and Managed Service opportunities
- Opportunities in which customer contracts or other circumstances prevent Teaming from operating as defined are excluded
- For partner identified/led/hunted opportunities Hunting should be used and not Teaming

Product Eligibility:

All Cisco products listed on Cisco's Global Price-list are eligible for Hunting except IRS - Incentive Restricted SKUs, SmartPlay Rack Paks and third party i.e. SolutionsPlus products.

Not stackable with Networking Academy, SeedIT, NFR, CMSP Simplified Pricing, Assessment Led Selling, PSPP Pre-Sales, Fast Track Volume, Fast Track with Small Business (Pro) or Cisco Spark Small Deal Accelerator.

This does not remove the requirement for the reseller to hold the appropriate specialisation level for ordering certain products.

Deal Requirements:

Partners are required to supply the following information for deal qualification:

- Customer Information
- Business problem and proposed solution
- Partner engagement plan with customer
- Expected teaming commitments. Minimum of 2 from the following 6: Technology Demo, Testing or Proof of Concept; Pre-sales Engineering Support for Architecture & Design; Network Assessment; Pre-sales Application Support Plan; SOW for Cisco Advanced Services or their own professional services; EBC or CBC with the Customer

Where multiple partners register for Teaming on the same opportunity, partner submissions will be reviewed over a pre-defined period of time (up to 30 days). Following the review, only 1 partner can be awarded Teaming. If partners are equally qualified and no objective decision can be made, then no Teaming will be granted for the opportunity.

Opportunities where Hunting have already been approved are not eligible for Teaming.

Once the deal is qualified by Cisco, the partner can continue to develop the opportunity. Before the deal can be fully approved by Cisco and discounts confirmed, the partner must submit the following in CCW and submit the deal for approval:

- Proof of Pre-sales activity completion
- A Joint Opportunity Plan (template provided in CCW tool)
- BoM (and if applicable a trade-in quote)

Cisco partner basics	Partner readiness framework	Partner programs	Services	Sell & market cisco	Deal optimisation	Partner assistance	Acronyms

Marketing with Cisco	Differential Behaviours	Beviour Rewards	Accelerators	Linked Incentives	Special Offers	Standalone Incentives	Migration	Cross Selling and Bundling	Other Upfront Programs and Promotions	Profitability Programs

Hunting   Teaming

Deal Size for All Teaming Eligible Deals

Minimum deal size

- $100k list with a minimum first order of $50k list
- $5k list for strong crypto SKUs Russia

Teaming Discounts & Stacking:

- +14% with Security Ignite
- +12% with "Net (NSO)" SKUs
- +10% with "Market (Energywise, Licences, Cisco Spark, SaaS)" SKUs
- +8% with "Core (Classic)" SKUs, including Meraki and –RF refurbished as well as Small Business (Pro) through distribution
- +4% with "Compute (UCS)" SKUs
- +4% when stacked with Fast Track (except Fast Track Volume), PSPP - Public Sector Partner Pricing
- 0% when used with SmartPlay Rack Paks
- +2% with Solution Support for Software Defined Access

An 8% differential discount is also maintained for the Teaming approved partner if the deal subsequently requires non-standard pricing.

Tips to be successful

If you are engaged early and completing pre-sales activities on all new opportunities, speak to the Cisco AM and ask if Teaming is available.

Related URLs and Tools

Websites & Tools

Partner Central website, program information, training & support documents:
www.cisco.com/go/teaming

CCW for deal registration:

www.cisco.com/go/ccw

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit **http://www.cisco.com/cisco/psn/web/workspace**.

Teaming Support: **emear-help@external.cisco.com** with keyword Teaming in the subject line

Assessment Led Selling

Overview

Cisco's Assessment Led Selling reward incentivises partners for driving their Transformative Networking (TN) Practice, with a network assessment as a key component of such practice. Cisco regards this as a partner's core value-add-activity in their customer relationship, and therefore offers additional discount for the customer-opportunity that follows from an assessment.

Description

Program Highlights

Below are the Assessment Led Selling highlights. Please carefully review the **program rules** for exact details on the program (The Assessment Led Selling Terms and Conditions are the only valid reference-point for the program).

Program Objectives

Incentivise Cisco partners and resellers for prospecting and winning end-user opportunities through deployment of a Transformative Networking practice, based on the use and outcome of a completed network Assessment.

1. Stimulate partners to drive new business opportunities with their customers
2. Protect and reward the partner for pre-sales investment
3. Compensate pre-sales consultative selling-time for completion of a network Assessment and development of a customer lifecycle plan
4. Increase partner profitability

Partner participation and enrollment criteria:

Assessment Led Selling is open to all Cisco partners and resellers that are Select, Premier or Gold-certified. Enrollment prior to submitting Assessment Led Selling opportunities is not required.

Program Benefits

Incremental discount up to 4% (rules apply, please refer to the Program's T&Cs) that's stackable with Hunting (8%) for prospecting and winning end-user opportunities through deployment of an Installed Base Lifecycle Management Practice, directly linked to the use and outcome of a Network Assessment application.

Deal Submission

All Assessment Led Selling opportunities must be registered by the Cisco partner in **Cisco Commerce Workspace**.

With the deal-submission, partners need to upload:

- Full customer and project details
- Solid proof of the completed Smartcare, third party or distributor supported network assessment with the customer
- A TMP Trade-In quotation (optional)

Assessment Led Selling deal approval criteria and details

- The customer assessment needs to be completed between 14 and 365 days prior to Assessment Led Selling -deal request-submission

Upon final approval, Cisco will assign an incremental discount to the Assessment Led Selling deal. When combined with TMP, partners can make changes to the BOM, and need to add a TMP quotation before ordering is enabled Partners need to ensure that the BOM matches the uploaded TMP-BOM prior to placing an order.

Learn more

More information about Assessment Led Selling program rules, training and tips can be viewed on partner central:
www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions/assessment-led-selling-aip.html

Related URLs and Tools

Please refer to Partner central for more information on Assessment Led Selling Terms and Conditions, deal registration, program enrollment and related service incentives
www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions/assessment-led-selling-aip.html

Other useful resources:

Cisco SmartAdvisor
www.cisco.com/c/en/us/partners/sell-integrate-consult/sell-services/sell-market/smartadvisor.html

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit http://www.cisco.com/cisco/psn/web/workspace.

Assessment Led Selling Support: emear-help@external.cisco.com with keyword AIP, ALS or Assessment Led Selling in the subject line

Public Sector Partner Pricing (PSPP)

Overview

PSPP provides competitive pricing for Cisco partners selling to public sector customers (including Commercial/PLPS customers). The program will allow partners to:

- Increase sales in the competitive and fragmented Public Sector market
- Maintain healthy margins when selling to Public Sector customers who traditionally have a long sales cycle.

Description

PSPP Benefits Summary:

- PSPP discounts range up to 16%, variable depending on products being purchased and region. These discounts are designed to support run-rate, tender and framework Public Sector opportunities where multiple partners are quoting
- In addition to base pricing, Partners can earn incremental discounts by stacking with the following incentives: Hunting, Teaming and Pre-Sales
- PSPP can be combined with a MIP trade-in for up to 5% additional discounts
- Most deals auto-route to the sales team to ensure faster deal cycle times

PSPP Enrolment

To access PSPP, Partners are required to enrol in the **PPE tool**

- PSPP is available to all Cisco Certified (Gold, Premier & Select) and CMSP (Master, Advanced, Express)
- Partners must meet the registration criteria on an annual basis in the sub-verticals selected. The criteria are based on the Partner's skill, investments and resources within Public Sector. For more details visit the **PSPP Partner Central**
- Partners may register in one, all or any combination of PSPP verticals, depending on their areas of focus
- Partners in Cisco Europe Central, North, South, UK&I, Russia have the following 6 vertical options: Education, Local Government, Central Government, Healthcare, Defence& National Security, Small Business Public Sector (coving commercial PS accounts)

- Partners in Cisco Emerging (excl. Russia) have the following 2 options: Public Sector (covering all named PS accounts), Small Business Public Sector (covering commercial PS accounts)

PSPP Deal Requirements

- All deals are registered in **CCW tool**
- PSPP is eligible on all Public Sector customers, including Cisco named Public Sector accounts and Commercial/PL Public Sector accounts. This includes Resale and Managed Services opportunities
- Deals must be for a Public Sector customer in the vertical(s) the partner has been approved. e.g. a Partner approved for Education can submit deals for Education customers
- Partners approved for the Small Business Public Sector vertical are limited to submitting opportunities for commercial/non-named PS accounts only (e.g. schools, charities and other specified public customers at a country level)
- Approved PSPP deals may be eligible for up to 1 year from the submission date
- All partners submitting deals for same customer opportunity will be given the same recommended discount for their certification level, unless Cisco approved a differentiated discount using one of 4 stacked incentives: Hunting, Teaming, Pre-Sales and Solution Led Selling
- There is no min or max deal size, except Hunting and Teaming where it must be greater than $100,000 GPL (before discounts)
- For detailed information on opportunity eligibility requirements for Hunting, Teaming and Pre-sales, visit **PSPP Partner Central**

Discounts & Stacking:

- PSPP discounts range up to 16%, variable depending on products being purchased and region.
- PSPP can be stacked with the following incentives: Hunting and Teaming (4% incremental in Europe or 6% incremental in Emerging), and Pre-Sales (2% in Europe or 3% in Emerging)
- PSPP can be stacked with Migration Incentive Program (MIP discount) for up to 5% additional discounts
- Deal approval valid for 12 months and eligible for renewal

Base discounts cover all Hardware and vary depending on the product and the partner certification level.

Cisco partner basics   Partner readiness framework   Partner programs   Services   **Sell & market cisco**   Deal optimisation   Partner assistance   Acronyms

Marketing with Cisco   Differential Behaviours   **Beviour Rewards**   Accelerators   Linked Incentives   Special Offers   Standalone Incentives   Migration   Cross Selling and Bundling   Other Upfront Programs and Promotions   Profitability Programs

Assessment Led Selling   **Public Sector Partner Pricing (PSPP)**   NetHope Member Discount Promotion

Related URLs and Tools

Websites & Tools

Partner Central website, program information & support documents:
www.cisco.com/go/pspp

PSPP Deal Registration (CCW):
www.cisco.com/go/ccw

PSPP Enrolment (PPE):
www.cisco.com/go/ppe

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit **http://www.cisco.com/cisco/psn/web/workspace**.

PSPP Support: **emear-help@external.cisco.com** with "PSPP" in the email subject line

Cisco partner basics   Partner readiness framework   Partner programs   Services   **Sell & market cisco**   Deal optimisation   Partner assistance   Acronyms

Marketing with Cisco   Differential Behaviours   **Beviour Rewards**   Accelerators   Linked Incentives   Special Offers   Standalone Incentives   Migration   Cross Selling and Bundling   Other Upfront Programs and Promotions   Profitability Programs

Assessment Led Selling   Public Sector Partner Pricing (PSPP)   NetHope Member Discount Promotion

NetHope Member Discount Promotion

Overview

NetHope joins the world's largest nonprofits with technology innovators worldwide. They act as a catalyst for productive collaboration, innovation and problem-solving to reimagine how technology can improve our world.

The NetHope Member Promotion provides eligible (Select/Premier/Gold) Partners a preferred discount for facilitation of the purchase of Cisco products and solutions by non-profit NetHope member organizations. ONLY current NetHope member organizations are eligible to be registered as end customers for this promotion. Verify end customer eligibility here: http://nethope.org/our-members/all-members/

Description

The NetHope Member Promotion provides a vehicle for eligible Cisco Reseller Partners that enables NetHope Member organizations to purchase Cisco products and solutions at a preferred discount to support their efforts to deliver information technology solutions to the developing world.

NetHope enables cross-sector collaboration between their nonprofit members and innovative companies to develop better programs, mitigate risks, and scale benefits for greater impact in communities around the world.

NetHope's collaborative model uses public & private partnerships to deliver information technology solutions to the developing world.

The NetHope promotion should be utilized exclusively by partners when working with NetHope Member organizations. Verify end customer eligibility here: http://nethope.org/our-members/all-members/

Tips to be successful

Before registering a deal against this promotion, please confirm the end customer's eligibility by verifying the end customer is shown as a NetHope member organization. Verify end customer eligibility here: http://nethope.org/our-members/all-members/

Related URLs and Tools

Verify end customer eligibility here: http://nethope.org/our-members/all-members/

Contact Details for Support or Queries

Debi Hallman dhallman@cisco.com

Cisco partner basics   Partner readiness framework   Partner programs   Services   **Sell & market cisco**   Deal optimisation   Partner assistance   Acronyms

Marketing with Cisco   Differential Behaviours   Beviour Rewards   Accelerators   Linked Incentives   Special Offers   Standalone Incentives   Migration   Cross Selling and Bundling   Other Upfront Programs and Promotions   Profitability Programs

Security Ignite

Security Ignite

Overview

Through Security Ignite, security specialized partners automatically receive additional up-front discounts of up to 56 percent on new next-generation security solutions that are registered through Hunting (Opportunity Incentive Program) or Teaming (Teaming Incentive Program).

Related URLs and Tools

http://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions/security-ignite.html

Contact Details for Support or Queries

http://www.cisco.com/c/dam/en_us/partners/downloads/partner/WWChannels/promotions/download/security-ignite-faq.pdf

Security Ignite – Security Competitive and Refresh Promotions

Overview

The Security Competitive and Refresh Promotions, found under Hunting and Teaming Plus, expands your profitability when you help upgrade the more than $1 billion Cisco security installed base to the latest integrated Cisco security technologies.

Description

Security Competitive and Refresh Promotions include:

- ASA Refresh Promotion
- ASA 5585 Refresh Promotion
- AnyConnect Refresh Promotion
- ACS to ISE Refresh Promotion
- IPS Refresh Promotion

When registering a Hunting or Teaming deal and selecting Hunting or Teaming Plus, partners can receive additional discount with Security Competitive and Refresh Promotions of up to 58 percent upfront discount on Hardware and up to 80 percent upfront discount on Software and Licence Subscriptions.

Related URLs and Tools

http://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions/security-ignite-asa-refresh.html

http://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions/acs-ise-migration-promotion.html

http://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions/asa-security-ignite.html

http://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions/security-ignite-migration-ngips-promotion.html

https://www.cisco.com/c/en/us/partners/sell-integrate-consult/promotions/asa5585-security-ignite.html

Contact Details for Support or Queries

sec-ignite-help@cisco.com

Account Breakaway for Security

Overview

Account Breakaway rewards partners for finding, developing, and selling a targeted technology into new accounts, or accounts that have not bought in a specific time period, from 1 to 3 years (dormant account). Eligibility differs by technology.

Take advantage of this program to accelerate your customers' journey to the latest Cisco solutions and increase your profitability.

New customer are eligible in Account Breakaway for the complete Cisco Security portfolio.

Description

Account Breakaway, formerly called New Account Breakaway (NAB), is a deal-registration program. It combines with Hunting or Teaming and Security Ignite to provide an attractive 6-month differentiated discount to Security Specialized Partners. This promotion is for promoting new or dormant customer accounts.

An "account" is a functionally distinct company or enterprise that maintains independent decision-making authority for IT and networking systems as well as operations, budget management, and purchasing.

Cisco reserves the right to make final determinations on a case-by-case basis.

Account Breakaway applies to the following Security technologies with the respective discount level:

- Firewall & IPS(Network Security) with up to 60% discount for new accounts and up to 62% for dormant accounts
- Umbrella and Cloudlock (Cloud Security) with up to 58% discount for new accounts
- Email Security (Content Security) with up to 60% discount for new accounts
- Web Security (Content Security) with up to 60% discount for new accounts
- Endpoints (AMP 4 Endpoints) with up to 60% discount for new accounts
- Stealthwatch (Visibility) with up to 60% discount for new accounts
- ISE & Trust Sec (Identity and Access) with up to 60% discount for new accounts

Related URLs and Tools

www.cisco.com/go/ab

Contact Details for Support or Queries

sec-ignite-help@cisco.com

Account Breakaway – New & Reactivate Customer: UCS, HyperFlex and Neuxs

Overview

Account Breakaway rewards partners for finding, developing, and selling a targeted technology into new accounts, or accounts that have not bought in a specific time period, from 1 to 2 years. Eligibility differs by technology.

Take advantage of this program to accelerate your customers' journey to the latest Cisco solutions and increase your profitability.

Both New customer and reactivate customer are eligible in Account Breakaway with Cisco Unified Computing System, Cisco Nexus switches, while only new customer is eligible in Account Breakaway with Cisco HyperFlex System.

Description

Account Breakaway, formerly called New Account Breakaway (NAB), is a deal-registration program. It combines with Hunting or to provide an attractive 6-month differentiated discount. This promotion is for promoting first-time UCS, HyperFlex or Nexus purchases, or re-engage and win back inactive customer with UCS and Nexus technologies.

An "account" is a functionally distinct company or enterprise that maintains independent decision-making authority for IT and networking systems as well as operations, budget management, and purchasing.

Cisco reserves the right to make final determinations on a case-by-case basis.

Tips to be successful

- Deal Registration Period: through to July 28, 2018; Bookings Period: 6 months after deal registration is approved or January 26, 2019 (whichever comes first)
- Register your most advanced deals first
- When creating the Account Breakaway deal, Select all applicable technology under Hunting Plus, Account Breakaway – UCS, Account Breakaway-Nexus, or Account Breakaway-HyperFlex, if customer is eligible for multiple technology program tracks
- Contact Cisco Account Manager about your Account Breakaway deal registration

Learn more

This promotion is designed to: Reward and protect partners for hunting and uncovering new opportunities and selling UCS, HyperFlex System or Nexus into accounts that have never previously purchased UCS, HyperFlex or Nexus products; and, reward and protect partners for hunting and re-engage inactive UCS and Nexus customers.

- Reward partners for investing early in the sales and design cycles
- Significantly increase partner hardware margins
- Enable partners and Cisco to be more competitive with competing vendors
- Encourage partners to introduce Cisco Data Center solutions to their installed base customers

Related URLs and Tools

http://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions/new-account-breakaway-promotion-ucs-nexus.html

www.cisco.com/go/ab

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit http://www.cisco.com/cisco/psn/web/workspace.

EMEA Accont Breakaway Support: emear-help@external.cisco.com with keyword Account-Breakaway in the subject line

Enterprise Networks Account Breakaway

Overview

Cisco is excited to introduce Enterprise Networks Account Breakaway, designed to accelerate your customers' digital network transformation while increasing your profitability. Cisco Enterprise Networks Account Breakaway rewards partners for developing and selling into new accounts, or accounts that have not bought strategic Enterprise Networks products in the last two years.

- Available for routing, switching, and wireless
- For new accounts, or accounts that have not bought strategic Enterprise Networks products in the last two years
- 2% additional VIP rebate for VIP 30
- Now available for the Catalyst 9000
- Promotional features apply even if a DSA is required to go above the 60% discount

Description

Enterprise Networks Account Breakaway provides up to a 60% discount as well as an additional 2% Value Incentive Program (VIP) rebate on the latest Cisco routing, switching, and wireless products.

Enterprise Networks Account Breakaway is available for Cisco Select, Premier, and Gold Certified Partners.

- Promotional features apply even if a DSA is required to go above the 60% discount

Use Enterprise Networks Account Breakaway to accelerate your customer's journey to a digital network architecture to help them achieve faster innovation, reduce costs and complexity, and lower risk.

Tips to be successful

1. Determine if your customer is eligible. Customer eligibility is determined by the 2-year purchase history of each technology.
   For example, if a customer has not purchased Cisco 802.11ac wireless in the last two years but did purchase eligible Cisco routing and switching products, the deal would qualify only for the wireless discount. Or, if a customer did not purchase any Catalyst 3K, 4K 6K or 9K in the last two years they would be eligible for the switching discount.
2. Hunt or team with Cisco. Whether you are the first to develop the opportunity (hunting), or you are providing value-added activities to a Cisco initiated deal (teaming), at least one is required.
3. Position eligible products.
4. Meet the minimum total deal size of eligible SKUs totaling $100,000 list. In the above examples all promo eligible SKUs, routing, switching and wireless, would be used to determine minimum deal size.
5. Register the deal in CCW. Go to **www.cisco.com/go/ccw** to register your opportunity.

Select either "Hunting—New Account Acquisition" or "Teaming—New Account Acquisition."

Select "Account Breakaway for Enterprise Networks."

Select the Enterprise Networks technologies you are applying for: routing, switching, wireless. The discount will be applied only to selected technologies.

Eligible Products

See VIP 30 SKU list for eligible SKUs – **www.cisco.com/go/skus**, Catalyst 2K products are not eligible for this offer.

Switching	
Cisco Catalyst® Switching	3000 Series: 3560-CX, 3650, 3850 Series
	4000 Series: 4500-X, 4500E Series
	6000 Series: 6500, 6800 Series
	9000 Series: 9300, 9400 Series
Wireless	
Wireless 802.11ac	Aironet® 1560, 1800, 2700, 2800, 3700, and 3800 Series; 5520 and 8540 wireless controllers
Routing	
4000 Series ISRs	4200, 4300, 4400 Series
ASR 1000 Series	1001, 1002, 1004, 1006, 1009, 1013
800 Series	4G ready only
Miscellaneous routing	WAAS, 4G LTE WWAN Card, Cisco UCS® E-Series (M2 and M3)

Learn more

For more information about Enterprise Networks Account Breakaway, go to
www.cisco.com/go/ab

Related URLs and Tools

www.cisco.com/go/ab

Contact Details for Support or Queries

enab@cisco.com

Cisco partner basics | Partner readiness framework | Partner programs | Services | **Sell & market cisco** | Deal optimisation | Partner assistance | Acronyms

Marketing with Cisco | Differential Behaviours | Beviour Rewards | Accelerators | **Linked Incentives** | Special Offers | Standalone Incentives | Migration | Cross Selling and Bundling | Other Upfront Programs and Promotions | Profitability Programs

Security Ignite - Security Competitive and Refresh Promotions | Account Breakaway for Security | Account Breakaway – New & Reactivate Customer: UCS, HyperFlex and Neuxs | Enterprise Networks Account Breakaway | **Hewlett Packard Enterprise (HPE) Competitive UCS Promotion** | Collaborate Everywhere

Hewlett Packard Enterprise (HPE) Competitive UCS Promotion

Overview

Provide partners with highly competitive UCS pricing, deal protection and higher partner gross margins when competing head-to-head against HPE servers.

Description

Get a compelling discount on Cisco UCS products, deal protection and higher partner gross margins when at least ONE of these three criteria is met in a Cisco registered HPE Competitive UCS Promotion deal:

- Cisco is bidding against HPE in the opportunity, or
- At least 25 percent of the customer's data center comprises HPE servers, or
- The customer has purchased HPE servers in the previous 12 months

Tips to be successful

Partner must be Select, Premier, or Gold certified to access HPE Competitive-UCS incentive in CCW.

To qualify, deal must first be registered as **Hunting or Teaming**, and Cisco account manager must confirm at least **one** of the three criteria are met:

1. Cisco is bidding against HPE servers in the opportunity, OR
2. At least 25% of the customer's data center comprises of HPE Servers, OR
3. The account has purchased HPE servers in the last 12 months

Note: During registration, partner must select HPE Competitive-UCS promo.

Learn more

CCW Deal Registration Period: through July 28, 2018

Bookings Period: within 6 months of CCW deal approval, or January 26, 2019 (whichever comes first)

- UCS/Server product discounts of up to 70% on eligible deals (68% on UCS SmartPlay Bundles, 70% standard UCS SKUs)
- For all purchases via distribution (2-Tier), final pricing must be negotiated directly between the Distributor and the reseller

Related URLs and Tools

http://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions/hpe-competitive-ucs-promotion.html

www.cisco.com/go/winwithucs

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit http://www.cisco.com/cisco/psn/web/workspace.

EMEA HPE Competitive UCS Support: emear-help@external.cisco.com with keyword HPE Competitive-UCS Deal in the subject line

Collaborate Everywhere

Overview

Cisco Collaborate Everywhere is the primary partner promotion for selling Cisco collaboration solutions and provides attractive discounts across the entire collaboration portfolio for a wide variety of opportunities.

- Customers who want to step up to the next level of collaboration can upgrade to the latest on-premises solution or move to Cisco's cloud collaboration services.
- Favorable pricing makes it easier to help customers replace competitors' legacy systems.
- New and existing customers can take advantage of Cisco's innovative video products.
- Partners who focus on small and medium-sized businesses will find competitive pricing on Cisco's leading technology for this high-growth market segment.

Available until July 28, 2018

This is a complete program designed to enable Cisco and partners to displace Collaboration competitors and upgrade the installed base.

Now you can sell the entire Cisco Collaboration portfolio, include voice, video, cloud and collaboration applications in every sale, and accelerate customer demand.

Description

Collaborate Everywhere reward partners for migrating new and existing customers from competitive platforms to Cisco Collaboration solutions.

The offer is not only an attractive product discount, but it also includes a Services offer, Cisco Capital Financing and Demand Generation assets.

A simplified operational process

Collaborate Everywhere is now combined with Account Breakaway, Security Ignite and others as a single selection under Hunting Plus and Teaming Plus and requires Hunting or Teaming as a prerequisite. There are three main concepts: Modernize existing Cisco Collaboration Hardware and Software; Expand Cisco Market Share in Collaboration via competitive displacement or new technology installation; Sell entire Midmarket solution, including BE4K or BE6K hardware,

software and phones. Select the Modernize track for Upgrades or Migrations of existing Cisco hardware and software. Select Market Share and Midmarket to displace competitive solutions or sell a new technology to the customer.

Features

Timeline:

The last day to register Collaborate Everywhere deals is July 28, 2018; the last day for bookings is October 28, 2018.

Combinable with

Collaborate Everywhere is combinable with VIP, Hunting and Teaming

Related URLs and Tools

For more information: **http://www.cisco.com/go/collaborateeverywhere**

Contact Details for Support or Queries

For any questions: **askcollaborationpromotions@cisco.com**

Not For Resale Program (NFR)

Overview

The Not For Resale (NFR) Program enables eligible partners to purchase discounted Cisco hardware, software and services for use in non-revenue-generating activities such as labs, demos, internal course development and training.

All eligible partners can also purchase infrastructure equipment for office use through NFR, except for service providers, managed service providers, and cloud providers who maintain their own infrastructure agreement with Cisco. These partners should use NFR only for demo and lab purposes.

NEW! We are pleased to announce that for the first time in the NFR Program, Cisco Refresh (-RF Certified Remanufactured Product) is available for Authorized partners.

From now through FY18, you can buy Cisco Refresh at a 60% discount (which equates to 75% off GPL). This gives you a 20% instant savings over the standard new purchases through the NFR Program.

More information on the Cisco Refresh program can be found on page 18.

Description

NFR is divided into:

1. NFR for Registered Partners
2. NFR for Authorised/Certified/Specialised Partners

NFR for Registered Partners:

- Enabled with Small Business Products
- Refer to NFR for Registered Terms and Conditions at **NFR**
- Enabled Small Business Products and specific Services
- Fiscal yearly purchasing limit $,8000 Net (after NFR discount)
- Combinable with **Trade In Migration Program**.
  - Distribution Resale: 5% trade in credit

NFR for Authorised/Certified Partners:

- Enabled with Small Business, Cisco Classic, WebEx products
- Enabled with specific Service Support. Refer to NFR for Authorised Partner's Terms and Conditions at **NFR**
- Enabled Products & specific Services: For details refer to Table 1 in the below
- Fiscal yearly purchasing limit varies upon partner type, refer to Table 2 & 3 in the below

Requirements

- NFR products cannot be resold
- Yearly purchasing limits and accessibility to products and services are dependent upon partner's level in: certification, authorisation or being registered.
- Partners eligible for the NFR for Registered Partners:
  - ALL Partners who are Registered at a minimum
  - No minimum deal value required
- Partners eligible for NFR for Authorised/Certified:
  - Minimum deal value must be > $500
  - Must be Registered at a minimum
  - Resale Certified (Gold, Premier, Select)
  - Cloud and Managed Services (Master, Advanced & Express)
  - Cloud Provider
  - Cisco Distribution Partner (Global, Regional, Specialty)
  - Specialized (not certified)
  - Authorised Technology Partners (ATP) now includes Telepresence!
  - Solution Technology Integrators (STI)
  - Solution Partner (SPP) (Solution, Preferred, Strategic solution partners)
  - Cisco Learning Partners (CLP) (Learning partner, Specialised)

Cisco partner basics | Partner readiness framework | Partner programs | Services | **Sell & market cisco** | Deal optimisation | Partner assistance | Acronyms

Marketing with Cisco | Differential Behaviours | Beviour Rewards | Accelerators | Linked Incentives | **Special Offers** | Standalone Incentives | Migration | Cross Selling and Bundling | Other Upfront Programs and Promotions | Profitability Programs

Not For Resale Program (NFR)

Discounts

Table 1

* Distribution Resale (1-tier or 2-tier): Product and Service discounts in this program are given to the Cisco Authorised distributor, who then have to pass the discount to the Channel Partner. Contact your Cisco Authorised Distributor for discount information.

Partner Type	Product	Cisco Refresh (–RF Certified Remanufactured Product)	Specific Services	SWSS UPGRADES Services (ECMU)	Unified Computing System	UCS Solutions Promotions	Small Business Products and Specific Services	Cisco Web and Email Security Products and Specific Service	Telepresence Products & Specific Services & Software	Webex
Registered: (via NFR for Registered Partners, accessing Small Business Products solely)	–	–	–	–	–	–		–	–	–
Resale Certified: · Gold, Premier, Select · Cloud & Managed Services Certified: · Masters, Advance, Express Cloud Providers	70% direct	60% discount (which equates to 75% off GPL)	70% direct	70% direct	70% direct	61% direct	Contact your Cisco Authorised Distributor	70% direct	80% direct Software: 95% direct	80% direct
Authorised: · Specialised (no certification) · Authorised Technology Provider (ATP) · Solution Technology Integrators (STI) · Solution Partner (Solution, Preferred, Strategic Solution) · Global Speciality Integrator (GSPI) · Cisco Authorised Distributor (Global, Regional, Specialty)	70% direct		70% direct	70% direct	70% direct	61% direct		70% direct	80% direct Software: 95% direct	80% direct

Purchasing Limits

Table 2

* The below partner type Caps are not combinable. The highest partner type Cap will take precedence.

Partner Type	NFR ANNUAL CAP NET $
Registered (via NFR for Registered Partners)	8,000
Small and Midsize Business Specialization or Express Security Specialization (no certification)	45,000
Cisco Authorised Distributor (Global, Regional, Specialty)	150,000
· Specialized (no certification) · Authorised Technology Provider (ATP excl. Telepresence) * · Solution Technology Integrators (STI) · Solution Partner (Solution, Preferred, Strategic Solution Partners) · Global Specialty Integrator (GSPI)	90,000

* If Channel partners have more than 1 Authorised Technology Provider they get a maximum $90,000 NET

Table 2.1: continued CAPs

* The below partner type Caps can only be combined as follows: ATP (excl. Telepresence) + one of the Telepresence levels. Example Partner who has ATP CVP + ATP TP Express = $140,000

Partner Type	NFR ANNUAL CAP NET $
- Specialized (no certification) - Authorised Technology Provider (ATP and excl. Telepresence)	90 000
Express Video Specialization	50 000
Advanced Video Specialization	85 000
Authorised Technology Provider: Telepresence Video Master (Global, Multinational, MS remote)	250 000

* If Channel partners have more than 1 Authorised Technology Provider they get a maximum $90,000 NET
* Channel partners can only get a purchasing limit for 1 Telepresence/Video authorisation level, therefore the highest value will take precedence.

Cisco partner basics | Partner readiness framework | Partner programs | Services | **Sell & market cisco** | Deal optimisation | Partner assistance | Acronyms

Marketing with Cisco | Differential Behaviours | Beviour Rewards | Accelerators | Linked Incentives | **Special Offers** | Standalone Incentives | Migration | Cross Selling and Bundling | Other Upfront Programs and Promotions | Profitability Programs

Not For Resale Program (NFR)

Table 3

* Partner needs to be **Resale and or CMSP and or Cloud Provider certified** at a minimum to access the combinable Architecture, Master Resale or Authorsied Technology Provider or Telepresence Video purchasing limit.

Certificated Partner NFR CAP				Architecture Specialisation ($50,000 per Architecture Spec.)		Master Resale Specialisation ($50,000 per Master Spec.)		Authorised Technology Provider (ATP)		Telepresence Video Authorisations or Video Specialisations		Maximum NFR CAP
Resale Certification Base NFR CAP		CMSP Certification and or Cloud Provider Base NFR CAP										
NET $	AND OR	NET $	AND OR	NET $	AND OR	NET $	AND OR	NET $	AND OR	NET $	=	NET $
Select 50,000		CMSP Express 100,000		50,000		-				Express Video Specialisation 50,000		Up to 690,000
Premier 100,000		CMSP Advanced and 1 Cisco Powered Service 150,000		Up to 250,000		Up to 200,000		90,000		Advanced Video Specialisation 85,000		Up to 1,140,000
Gold 250,000		CMSP Master and 2 or > Cisco Powered Services 250,000		Up to 250,000		Up to 200,000				ATP Telepresence Master: Global, Multinational, MS remote 250,000		Up To 1,290,000

*For detailed information please refer to **NFR's** Terms and conditions

Tips to be successful

Understand the eligibility criteria and purchasing limits dependent upon being:

- Registered
- Certified
- Specialised
- Authorised

Learn more

To learn more visit the **NFR** Website
Please choose your region to get the correct regional information.

Related URLs and Tools

Register a NFR deal via CCW

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit **http://www.cisco.com/cisco/psn/web/workspace**.

NFR Support: **emear-help@external.cisco.com** with keyword EU-NFR in the subject line

Networking Academy Promotion

Overview

The Networking Academy® Promotion provides eligible Partners a preferred discount for facilitation of the purchase of equipment that supports the delivery and hands-on learning aspects of Cisco® courses by Cisco Networking Academy® member organizations.

Description

The Cisco Networking Academy® Equipment Discount Program enables academies to purchase equipment that supports the delivery and hands-on learning aspects of Cisco CCNA®, CCNA Security®, and CCNP® courses at reduced prices. The Networking Academy promotion is a fulfillment promotion partners leverage when working with Networking Academy member organizations.

Tips to be successful

- Only the products & service products listed in the promotion documentation may be registered against the Networking Academy® promotion. Items that are not eligible for the Networking Academy® promotion must be registered separately against a different/ appropriate incentive/promotion.
- Only SNT level service products are promotion eligible. Please check your Cisco® Commerce services configuration profile setting and change it from auto-default to manual configuration of services to enable configuration of SNT service level products.
- Please pay particular attention to accessory items (cables & cards) that may either require or not require ordering the product ID with the "=" suffix. Items that require the "=" suffix cannot be configured in the device & must be removed from the router configuration and entered as separate line items on the deal.

Related URLs and Tools

http://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions.html

Contact Details for Support or Queries

Debi Hallman **dhallman@cisco.com**

SeedIT First-Time Buyer Program

Overview

Encourage and capture first-time purchases of new Cisco platforms with the SeedIT First-Time Buyer Program. Offering discounts of up to 70 percent, SeedIT provides the best available promotional pricing to help you introduce the latest Cisco technologies into your accounts. Exclusive discounts are available only on select products and bundles.

Description

SeedIT deal offers:

- Easy way to seed new technologies into your customers
- Best available program pricing
- Fast customer migration to the latest Cisco technology

Limted SeedIT unit quantity per SeedIT deal that does not affect the overall deal or project planning via standard deal.

SeedIT deal can be partner Hunting, or Teaming with Cisco, with no conflict with existing deal registration by the same partner.

Tips to be successful

When Customer is looking for best pricing to

- Test a new technology
- Perform a Proof of Concept to kick start the technology transition

All Cisco reseller with Select certification or higher, and Cloud Managed Service Partners can access this SeedIT program through CCW.

Learn more

The SeedIT First-Time Buyer Program has now expanded to include key Data Center technologies:

- UCS S-Series: S3260
- Cisco Application Centric Infrastructure
- Cisco APIC-EN

Related URLs and Tools

http://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions/seedit-first-time-buyer.html

www.cisco.com/go/seedit

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit **http://www.cisco.com/cisco/psn/web/workspace**.

EMEA SeedIT Support: **emear-help@external.cisco.com** with keyword "SeedIT Deal" in the subject line.

Migration Incentive Program

Overview

Cisco's Migration Incentive Program (replacement of previous Technology Migration Program) enables Partners to offer more competitive pricing in their deals in exchange for return of old Cisco or non Cisco equipment.

MIP is a global program offering migration discount on registered deal under the contractual understanding that the Partner will be responsible for the return of the specified trade-in equipment within the agreed timeframes. There is a deal base migration discount and technology driven accelerator offered under the program.

Partners can registered a deal via Cisco's Commerce Workspace once they are enrolled in program via PPE.

Go Green - Participating in MIP enhances your company's green credentials, an important message for you to bring to an increasingly eco-conscious marketplace. Every piece of equipment collected under MIP is handled in an environmentally responsible manner. Disposal is done in strict accordance with international standards.

New Features

Do not forget to follow Technoligy driven offers where you can get interesting discounts – list to be downloaded **here**.

Our easy-to-use returns process now provides you with three options to close your trade-in RMA.

The Migration Incentive Program requires that a trade-in Return Materials Authorization (RMA) will be closed within 180 days after shipment of the final purchase product(s).

Returning Equipment to Cisco is still the preferred method that provides value to both you and your customer. Moreover, it increases your opportunity for future sales by offering an environmentally friendly recycling service to your customers.

If physical returns of equipment are not feasible, Cisco now offers 2 alternatives. These options are only available when business conditions prevent the return or destruction of trade-in equipment to Cisco. Trade-in equipment serial numbers are required and conditions apply.

Get full instructions

Description

Enrollment

Partners must enroll into the program on an annual basis using the Cisco Partner Program Enrollment tool (PPE), located at **http://www.cisco.com/go/ppe**.

Entry eligibility requirements

To enroll in the Migration Incentive Program, the partner must:

- Have a current and valid resale agreement in place
- Be in good standing with the Cisco Channels Partner Program
- Be at least a registered Cisco partner

Cisco partner basics   Partner readiness framework   Partner programs   Services   Sell & market cisco   Deal optimisation   Partner assistance   Acronyms

Marketing with Cisco   Differential Behaviours   Beviour Rewards   Accelerators   Linked Incentives   Special Offers   Standalone Incentives   Migration   Cross Selling and Bundling   Other Upfront Programs and Promotions   Profitability Programs

Migration Incentive Program   Collaboration Migration Incentive Program

Ongoing eligibility

After enrolling, to maintain eligibility and good standing within the program, partners must also certify that:

- The migrated products are not leased from any person or entity (except when leased from Cisco Capital®, as allowed by Cisco on a per region basis).
- The migrated products have been in use in a customer's network prior to partner submitting to Cisco.
- The migrated products are being sent to Cisco in the same working condition in which they were removed from the customer's network, with all components and properly packaged to prevent damage in transit (guidelines for correct packaging are located at http://www.cisco.com/web/partners/downloads/partner/WWChannels/download/packaging_guideline.pdf).
- They will make sure that their customer complies with all packaging guidelines.
- The migrated products have not been disassembled in any manner.
- They have returned all migrated product committed to in the deal.[1]

This includes exception situations where a Certificate of Destruction (CoD) or a Certificate of Nonuse (CoN) have been used (see trade-in RMA section)

If Cisco determines at any point that the partner is not meeting the requirements of this program, Cisco reserves the right to terminate a partner from participation in this program

Compensation framework

The program's compensation framework is composed of a series of stackable discounts that encourage partners to migrate their customers' architectures to the latest Cisco technologies. These discounts are defined in Table 1.

Table 1. Eligible discounts and definitions

Discount description	Discount
Migration base discount* Partners can qualify for a stackable, incremental, fixed discount for: • registering qualifying migration opportunities • returning the legacy equipment removed from the end-customer network to Cisco and adhering to the return guidelines. The program discount earned by the partner on a given deal registration must be used for purchase of new product for the customer that submitted the migrated product associated to that registered deal ID.	4% off net list price* for core products 2% off net list price* for compute products, eligible hardware and software**
Technology-driven offers Partners can take advantage of offers on Cisco's newest technologies. These offers encourage partners to position advanced technologies with customers.	Reference the following site for a complete list of eligible offers: www.cisco.com/go/mip

*These discounts are stackable on (1) standard discounts partners receive on Cisco hardware, software, and services, based on their Channel Partner Program status, and (2) other Cisco incentive programs (e.g., Opportunity Incentive Promotion (OIP) or Technology Incentive Program (TIP) when registering new migration opportunities.

**There are SKUs that are not included for discounts and listed on the incentive restricted SKU list located at www.cisco.com/go/mip

Partners may earn program discounts to purchase new products to replace up to 125 percent of customer's existing installed base.

Deal-specific accelerators are also awarded to partners when displacing a third-party solution or bidding against a competitor for this opportunity.

Deal registration

In order to qualify for the program discount, each migration opportunity must be registered by the partner in Cisco Commerce Workspace, located at **http://apps.cisco.com/ICW/PDR/home.do**. As part of the registration process, the partner must:

- Provide Cisco with the complete name and address of the customer for each deal registration
- Complete the Migration Incentive Program questionnaire regarding migrated product being returned and purchased
- Make sure that only the migrated product specified in the approved registration is returned to Cisco

Each migrated product must be either (1) submitted to Cisco or (2) under special and authorized circumstances, destroyed under the terms as referenced as part of the return materials authorization (RMA) process provided in the trade-in RMA section, next.

Trade-in return materials authorization

The Cisco Migration Incentive Program requires that a trade-in RMA be closed and all products returned within 180 days after the final shipment of purchased products. There are three options to close the trade-in RMA:

Return equipment directly to Cisco:* This is the preferred method of returning the equipment to Cisco. Arrange for a free pick-up from the partner or customer's business or at the partner or customer's business location using the **Product Online Web Returns (POWR) tool**. Cisco will pay for the freight charges and can arrange for pick-ups from multiple locations as well as batch returns.

- Certificate of destruction: This option is available when business conditions prevent the return of trade-in equipment to Cisco. Trade-in equipment serial numbers are required, and conditions apply. **Get full instructions**.
- Certificate of nonuse: This option is available when business conditions prevent the return or destruction of trade-in equipment to Cisco. Trade-in equipment serial numbers are required, and conditions apply. **Get full instructions**.

*Return instructions vary by region. View the region-specific return instructions **here**.

If the partner fails to return the equipment, that partner will be placed on a get well plan for one quarter to improve the rate of return of product. If the partner does not improve on returns, Cisco will terminate the partner from participation in this program. The Cisco Migration Incentive Program team and Cisco channel account manager will work with the partner in developing a get well plan to address the partner's improvement in return of the equipment.

The partner may not submit migrated products to a Cisco authorized distributor. Distributors have no liability or responsibility for the return of any migrated product.

Related URLs and Tools

www.cisco.com/go/mip

Register your trade in deal - Cisco Commerce Workspace: **www.cisco.com/go/ccw**

Enrollment: **www.cisco.com/go/ppe**

Collaboration Migration Incentive Program

Overview

The Collaboration Migration Incentive Program provides an incentive for partners to help customers migrate their existing Voice and/or Video Endpoints to newer Voice and/or Video Endpoints – all while offering investment protection with high discounts.

Description

The two flavors of the Migration Incentive Program are:

- Cisco Migration (4%): Use when migrating or upgrading Cisco equipment
- Competitive Migration (5%): Use when actively bidding against a competitor OR physically displacing a competitor from the network.

The base discounts work in combination with our Collaboration offer where you will receive up-front discounts of:

- Up to 21% for eligible Cisco Unified Communications endpoints migrations
- Up to 16% for Cisco Telepresence Immersive migrations
- Up to 11% for all eligible Cisco endpoints

Cisco Collaboration Migration Incentive Program
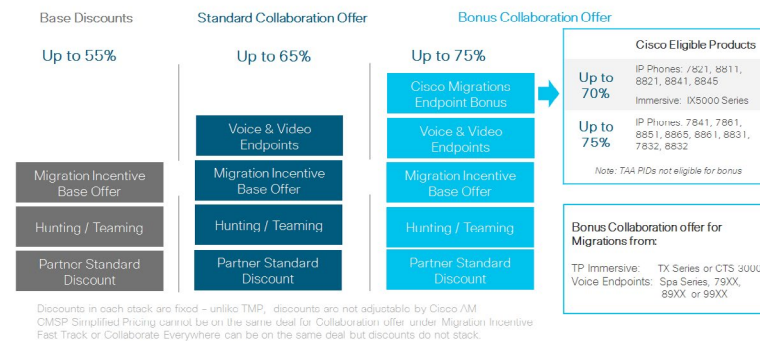
Learn more

Watch Replay of Collaboration Promotions Webinar: **http://cs.co/collabpromowebinar**

Related URLs and Tools

For more information: **www.cisco.com/go/mip**

Contact Details for Support or Queries

For any questions: **askcollaborationpromotions@cisco.com**

Cisco partner basics   Partner readiness framework   Partner programs   Services   **Sell & market cisco**   Deal optimisation   Partner assistance   Acronyms

Marketing with Cisco   Differential Behaviours   Beviour Rewards   Accelerators   Linked Incentives   Special Offers   Standalone Incentives   Migration   **Cross Selling and Bundling**   Other Upfront Programs and Promotions   Profitability Programs

Configuration Based Discounting   Enterprise Networks Dynamic Offers

Configuration Based Discounting

Overview

CBD provides incentives to buy more DIMMs and Storage Drives to obtain a higher discount. The simple concept, buy more… discount more. This promotion applies to qualifying storage drives and DIMMs ordered on a C220, C240, and S3260 M4 Server.

Tips to be successful

Higher quantity ordered, bigger the discount.

Learn more

https://www.cisco.com/c/en/us/partners/sell-integrate-consult/promotions/ucs-rack-server-discount-promotion.html

Related URLs and Tools

https://www.cisco.com/c/en/us/partners/sell-integrate-consult/promotions/ucs-rack-server-discount-promotion.html

Enterprise Networks Dynamic Offers

Overview

Cisco is introducing a simple and automatic dynamic discount model, designed for partners and distributors, to increase deal size and partner profitability. Effective immediately, we are rewarding partners with additional discounts when they up-sell and cross-sell select routing, wireless, and switching enterprise networks products.

Description

Introducing Enterprise Networks Dynamic Offers, our new promotion to accelerate and simplify the sales cycle for partners who cross-sell select routing, wireless, and switching products for deeper discounts. Regular bundles might not fit all customer, distributor, or partner needs perfectly. Dynamic offers are, well, dynamic. Order eligible SKUs per the program rules and get an additional discount automatically, no questions asked. For instance, ordering eligible SKUs from two product categories (say, wireless and switching) will increase your discount. Ordering from three categories will increase it even more. You can even stack the offer with Fast Track, Hunting and other program discounts. Sell more to get more with dynamic offers.

New, lower threshold of US$25K now available! In addition, Meraki SKUs have been added to the list of eligible SKUs!

Learn more

- Promotion Overview and Ordering Guide
- List of Eligible SKUs
- Terms and Conditions
- Dynamic Offers Summary

Related URLs and Tools

www.cisco.com/go/dynamicoffers

Contact Details for Support or Queries

en-dynamic-offers@cisco.com

Cisco partner basics   Partner readiness framework   Partner programs   Services   **Sell & market cisco**   Deal optimisation   Partner assistance   Acronyms

Marketing with Cisco | Differential Behaviours | Beviour Rewards | Accelerators | Linked Incentives | Special Offers | Standalone Incentives | Migration | Cross Selling and Bundling | **Other Upfront Programs and Promotions** | Profitability Programs

Fast Track   SmartPlay   Cisco Spark Partner Pricing Program   Cisco Spark Meetings Named User M3/C3 Promotion   Cisco Spark Pro Pack Flex Plan Promotion   Cisco Spark Small Deal Accelerator

Fast Track

Overview

Speed up Sales with Fast Track. Boost your profitability with competitive pricing.

New Features

Various new skus added with attractive discounts on selected Enterprise Networking, Cisco ONE, Data Centre, Collaboration and Security products (including UCS SmartPlay).

Description

Take advantage of increased discounts on high volume rack/blade servers and associated accessories, switching, routing, wireless, security, and small business products with the Cisco Fast Track promotion. Deliver the performance and reliability your customers expect while you gain business profitability. Plus for a limited time, get additional savings with Commercial Fast Track Offers.

Tips to be successful

Take To find out which skus are applicable within Fast Track refer to **here**

Related URLs and Tools

https://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives/fast-track.html

Contact Details for Support or Queries

Terms and conditions apply. Contact your Cisco distributor account manager to learn more about Fast Track promotions.

Cisco partner basics | Partner readiness framework | Partner programs | Services | **Sell & market cisco** | Deal optimisation | Partner assistance | Acronyms

Marketing with Cisco | Differential Behaviours | Beviour Rewards | Accelerators | Linked Incentives | Special Offers | Standalone Incentives | Migration | Cross Selling and Bundling | **Other Upfront Programs and Promotions** | Profitability Programs

Fast Track | **SmartPlay** | Cisco Spark Partner Pricing Program | Cisco Spark Meetings Named User M3/C3 Promotion | Cisco Spark Pro Pack Flex Plan Promotion | Cisco Spark Small Deal Accelerator

SmartPlay

Overview

The SmartPlay program provides the latest and greatest UCS and HyperFlex options for customers at a pre-discount rate.

New Features

Recently added to the SmartPlay programs include new Intel M5 Servers with greater flexibility and accessory options. HyperFlex- Cloud Center Bundles, HyperFlex All Flash Nodes and UCS S-Series Storage Racks.

Description

UCS Promotional offer to accelerate new UCS customer acquisition by showcasing the value of our end-to-end Cisco UCS based Data Center architecture.

Support customer's ever growing application needs and meet the business requirements of existing UCS customers with flexible UCS architecture building blocks.

Reduce sales cycle time with the best, pre-adjusted, up-front pricing available from Cisco.

Promotional offer and pricing align with all Cisco channel partner incentive pricing strategies and policies, creating a minimal learning curve for partners.

Related URLs and Tools

http://www.cisco.com/c/en/us/partners/sell-integrate-consult/incentives-promotions/smartplays.html

Contact Details for Support or Queries

Jonathan Ralph (**jonralph@cisco.com**)

Cisco partner basics   Partner readiness framework   Partner programs   Services   **Sell & market cisco**   Deal optimisation   Partner assistance   Acronyms

Marketing with Cisco | Differential Behaviours | Beviour Rewards | Accelerators | Linked Incentives | Special Offers | Standalone Incentives | Migration | Cross Selling and Bundling | **Other Upfront Programs and Promotions** | Profitability Programs

Fast Track   SmartPlay   Cisco Spark Partner Pricing Program   Cisco Spark Meetings Named User M3/C3 Promotion   Cisco Spark Pro Pack Flex Plan Promotion   Cisco Spark Small Deal Accelerator

Cisco Spark Partner Pricing Program

Overview

Authorized Cisco SaaS Subscription Resale Program partners can take advantage of discounts on Cisco Spark offers. Enjoy predictable and repeatable pricing and discounts with the Spark Partner Pricing Program.

- The Cisco Spark Partner Pricing Program is for all partners that sell Cisco Spark meetings, message, call, audio and add-on services.
- Partners can take advantage of the Spark Partner Pricing Program discount in addition to the base standard discount, Opportunity Incentive Program or Teaming Incentive Program.
- The program enables eligible partners to purchase discounted Cisco Spark subscription offers and resell them to customers.

Description

- Easy access to program discounts
- Predictable transfer prices with attractive discounts for higher profits (transfer price = net price paid by partner to Cisco)
- Ability to create competitive offers with consistent pricing for a service catalog

Related URLs and Tools

For more information: **www.cisco.com/go/sparkpartnerpricing**

Contact Details for Support or Queries

For any questions: **askcollaborationpromotions@cisco.com**

Cisco partner basics　　Partner readiness framework　　Partner programs　　Services　　**Sell & market cisco**　　Deal optimisation　　Partner assistance　　Acronyms

Marketing with Cisco　　Differential Behaviours　　Beviour Rewards　　Accelerators　　Linked Incentives　　Special Offers　　Standalone Incentives　　Migration　　Cross Selling and Bundling　　**Other Upfront Programs and Promotions**　　Profitability Programs

Fast Track　　SmartPlay　　Cisco Spark Partner Pricing Program　　Cisco Spark Meetings Named User M3/C3 Promotion　　Cisco Spark Pro Pack Flex Plan Promotion　　Cisco Spark Small Deal Accelerator

Cisco Spark Meetings Named User M3/C3 Promotion

Overview

Enabling transitions to the cloud when purchasing Named User M3/C3 receive a limited quantity of hardware free.

Description

To address an increased need for collaborative conferencing meetings in the small and medium segment specifically new and existing customers and departmental opportunities Cisco is offering a meetings accelerator promotion with limited quantities of hardware for free. This offer ends January 27, 2018.

Related URLs and Tools

http://www.cisco.com/go/sparkpartnerpricing

Contact Details for Support or Queries

SparkPartnerPricing@cisco.com

Cisco Spark Pro Pack Flex Plan Promotion

Overview

Available for orders through January 27, 2018. Free for life of subscription on Pro Pack product only.

New Features

Provides analytical security and compliance features.

Description

Pro Pack is Free when you purchase Flex Plan Suite Enterprise Agreement & Active User (M3/C3) orders only. Your customer will have a lifetime subscription entitlement license to Pro Pack at 100% discount as long as Flex Plan Suite is renewed and no downgrade. Address clear market demand for high end analytics.

Tips to be successful

This is a great promotion to help close Flex Plan deals as a result of now being able to offer in depth analytical and security compliance features.

Related URLs and Tools

cisco.com/go/sparkpartnerpricing

Contact Details for Support or Queries

SparkPartnerPricing@cisco.com

Cisco partner basics   Partner readiness framework   Partner programs   Services   **Sell & market cisco**   Deal optimisation   Partner assistance   Acronyms

Marketing with Cisco | Differential Behaviours | Beviour Rewards | Accelerators | Linked Incentives | Special Offers | Standalone Incentives | Migration | Cross Selling and Bundling | **Other Upfront Programs and Promotions** | Profitability Programs

Fast Track   SmartPlay   Cisco Spark Partner Pricing Program   Cisco Spark Meetings Named User M3/C3 Promotion   Cisco Spark Pro Pack Flex Plan Promotion   **Cisco Spark Small Deal Accelerator**

Cisco Spark Small Deal Accelerator

Overview

The Cisco spark small deal accelerator provides a fast way to transact for A-SPK-Named User

Description

The Cisco Spark Small Deal Accelerator provides an upfront discount of 10% for less than quantity 500 per line item on A-SPK-Named Users in lieu of Hunting/Teaming – OIP/TIP in addition to the Cisco Spark Reseller Program discount and base partner standard discount for SaaS authorized resellers.

Related URLs and Tools

cisco.com/go/sparkpartnerpricing

Contact Details for Support or Queries

SparkPartnerPricing@cisco.com

Partner Plus

Overview

Faster growth with Partner Plus

There is plenty of money to be made in the midmarket. With Partner Plus, get the tools and support you need to make it happen.

Description

By Invitation Only: Our program has 2 levels; Prestige and Elite. The more you sell to Midmarket and SMB customers the more you can earn and the more we can support you.

Upon enrolment you will receive quarterly sales targets from Cisco which will earn you rewards in Virtual Wallet and Virtual Training Wallet and maybe even a place at the Partner Plus Champions Club event.

Engaging with your midsize customers with Partner Plus tools, presales support, and rewards will accelerate the growth of your Cisco midmarket practice.

Related URLs and Tools

Contact your Cisco Account Manager or visit **www.cisco.com/go/partnerplus**

Contact Details for Support or Queries

https://www.cisco.com/c/dam/en_us/partners/downloads/partner/WWChannels/ download/raising-a-support-case.pdf

63   Submit Feedback | Check for updated version

Cisco partner basics   Partner readiness framework   Partner programs   Services   **Sell & market cisco**   Deal optimisation   Partner assistance   Acronyms

Marketing with Cisco   Differential Behaviours   Beviour Rewards   Accelerators   Linked Incentives   Special Offers   Standalone Incentives   Migration   Cross Selling and Bundling   Other Upfront Programs and Promotions   **Profitability Programs**

Partner Plus   Value Incentive Program (VIP)

Value Incentive Program (VIP)

Overview

The Value Incentive Program (VIP) is a comprehensive, back-end payment program that can help increase partners' profitability and reward partners who focus their business practices on Cisco's major architectures and emerging offerings.

New Features

- Product focus updates have been made across all tracks
- Earn more for deals with new accounts and when you reactivate existing accounts
- Benefit from the simplified, renamed SaaS incentive, giving you even more rewards for annuity deals
- VIP Express to transition from product resale to software driven, cloud-based offers in VIP SaaS/Annuity subtracks
- Get bonuses when you sell DNA Advantage software and activate it
- Get extra rebates when you attach Partner Support Services to Cisco Catalyst 9000 switches
- Benefit from the new Enterprise Networking Annuity and Data Center Annuity subtracks

Description

The Cisco® Value Incentive Program (VIP) is a comprehensive back-end payment program designed to increase margins for Cisco channel partners that resell collaboration, data center, Enterprise Networks, security, Cisco Open Network Environment ("ONE"), service provider technologies, Meraki and Software as a Service ("SaaS"). The program provides a payment to partners that achieve program objectives during either a 6-month program period or a 3-month program period. Value Incentive Program Period 30 (VIP 30) runs from July 30, 2017 through January 27, 2018.

Tips to be successful

1. Focus on most rewarding VIP SKUs to maximize your profit: think DNA, Software, Security and recurring revenue
2. Check monthly you are not missing any eligible deals through TPV reporting
3. Check you are progressing toward booking threshold – especially 4 weeks before the end of VIP to have time to pull deals earlier
4. Maintain your specialization(s) until the end of VIP cycle (Jan 23rd)

Learn more

All VIP materials, program rules, trainings, presentation recordings, list of eligible SKUS and useful tools can be found at **www.cisco.com/go/vip**.

Related URLs and Tools

- **Total Program View (TPV)** – To track your VIP bookings & CSAT on daily basis
- **Partner Program Enrolment (PPE)** – To enroll
- **PAL Tool** – To send customer satisfaction surveys to customers
- **Partner Self Service (PSS)** – To manage your access to PPI

Contact Details for Support or Queries

For support requests, we require a case to be opened at Customer Service Central:

1. Go to **My Cisco Workspace**. If this is your first time using Customer Service Central, you will need to add the module to your workspace.
2. Click "Open a Case."
3. Click "View All" under "Program & Tool Support." Choose "Partner Program Booking Claims" or "Partner Program Payment Eligibility" or "Partner Program or Promotion Enrollment," as appropriate.
4. Describe the issue and attach a file if applicable.
5. Fill out the required fields in the "Describe the issue" section, and select "Value Incentive Program (VIP)" from the "Program/Promotion" drop-down menu.
6. Submit the case.

For issues related to the wire transfer of VIP funds, open a case at **Cisco Global EasyPay**.

Cisco partner basics   Partner readiness framework   Partner programs   Services   Sell & market cisco   **Deal optimisation**   Partner assistance   Acronyms

Cisco Refresh   Technology Financing

Cisco Refresh

Overview

Cisco Refresh is a price-competitive and trusted alternative in those cases when buying new equipment is not an option. Remanufactured and certified by Cisco, Cisco Refresh products are backed by the same Cisco warranty and service support options as the equivalent new product. Cisco Refresh (-RF products) are sold only through you – our authorized Cisco resellers. Learn how **Cisco Refresh** increases margins, profitability and your value in the marketplace.

New Features

We carry over 4,000 active (currently on the Global Price List) and end-of-sale products (no longer available new but with at least one year of support available from Cisco Technical Assistance Center [TAC]). Our inventory includes products from all technology areas, including switching, routing, wireless, IP telephony, security, and other advanced technologies.

Cisco Refresh is orderable in Cisco Commerce Workspace (CCW) so you can order new and Cisco Refresh in a single tool, making it even easier to provide blended solutions to your customers with cost concerns.

Cisco Refresh is also now fully integrated with the Cisco Supply Chain tools and systems (order fulfilment for the Cisco Refresh business was previously done by a third party system). Aligning with the Cisco Supply Chain will lead to improved customer experiences and will better facilitate blending of Cisco Refresh products in high discount situations or to win against secondary market competition.

Driving Partner profitability and customer satisfaction has never been easier. With the **RFIP and RACE rebate/incentive programs**, you will have the opportunity for incremental revenue and be better positioned to compete with the secondary markets.

Description

Cisco Refresh is a powerful tool for growing sales. Our remanufactured products give you a compelling way to protect and maintain your current account base with a solution for all the concerns that drive customers to consider used Cisco products (price, availability, convenience and environmental concerns).

Tips to be successful

Discover how Cisco Refresh can help you compete and accelerate your profitability.

- **Sell more and strategically grow your business** - capture incremental revenues by competing with the secondary (grey) market or against our traditional competition
- **Exceed your profitability expectations** by delivering a highly profitable, high margin solution
- **Leverage the circular economy and sustainability** by delivering a green message that is good for you, good for your customers and good for the world

Learn more

Cisco Refresh Partner Training VoD
www.brainshark.com/ciscore/vu?pi=zH7zLBvHBzBeuFz0

Related URLs and Tools

External Cisco Refresh website **www.cisco.com/go/refresh**

Win with Cisco Refresh (VoD, sales guides, use cases, links, etc)
www.cisco.com/web/ciscocapital/refresh/partners/europe.html

Cisco Refresh Channel Partner Rebate & Incentive Programs
www.cisco.com/web/ciscocapital/refresh/partners/programs.html

1 Click Tool (a simple way to compare a BOM with new Cisco vs blended available Cisco Refresh) **www.cisco.com/go/1ct**

Cisco Commerce Workspace (CCW) **www.cisco.com/go/ccw**

Partner with Cisco   Partner readiness framework   Partner programs   Services   Sell & market cisco   Deal optimisation   Partner assistance   Acronyms

Cascade the basics

Cisco Refresh   Technology Financing

Contact Details for Support or Queries

Cisco Refresh Sales Contacts:
www.cisco.com/web/ciscocapital/refresh/why_cisco_refresh/contacts.html

EMEAR Sales			
Name	Responsibility	Email	Telephone
Lee R. Wady	General Manager, EMEAR	lwady@cisco.com	(919) 392–1473
Imran Dewan	Emerging Markets Regional Manager	idewan@cisco.com	+44 161 249 5765
Shannon Frazier	Europe North Regional Manager	shfrazie@cisco.com	+31 20 357 1957
Tom Knox	UKI Channels and AT&T Regional Manager	thknox@cisco.com	+44 20 8824 0884
Aymeline Curto Pinto	Europe South & France Regional Manager	acurto@cisco.com	+44 20 8824 1810
Gareth Powell	UKI Direct Sales Regional Manager	gapowell@cisco.com	+44 20 8824 4653
Vladamir Sukhorukov	Europe Central & Russia Regional Manager	vsukhoru@cisco.com	+44 755 477 6254

For general questions, contact us via email at refreshquestions@cisco.com

Partner the Classics   Partner readiness framework   Partner programs   Services   Sell & market cisco   **Deal optimisation**   Partner assistance   Acronyms

Cisco Refresh   **Technology Financing**

Technology Financing

Overview

Grow your profits with unbeatable offers for Cisco solutions on projects from $1,000.

Want deals that are bigger, more profitable, and easier to close?

Cisco Capital's upgraded financial solutions portfolio can help you grow your business with a range of finance options, from spread payment and lifecycle management to pay-per-use. Your customers benefit from spreading the cost of their Cisco technology purchase in the way that best suits their needs.

Add the Flexible Finance offers to all sales proposals for Cisco hardware, software, services and third-party solutions, and start benefiting.

Key benefits

Finance Products	How you achieve them
Make your deals bigger. Achieve higher win rates	Eliminate the constraints of cash budgets. Develop more and deeper relations with executive levels in your customer's organization
Differentiate your offer from your competitors'	Use the Technology Financing offers to tune your proposal to your customer's requirements – better than your competition
Enabling you to compete – better	Build "as-a-Service" options in your offer. Customers are increasingly asking for "Utility"-consumption of IT assets. Financing enables you to provide that flexibility.
Improve your cash flow	Get your money from your customers first, then only pay Cisco
Protect your margins and increase your profitability	Design your offer as a "Price per month" for the overall solution, instead of a "Price per SKU" and move away from the discount conversation with your customer
Improve customer retention. Increase repeat business	At lease end, you're first in line for repeat business with a natural trigger point to talk to your customers about their next technology refresh.

Flexible financing solutions[1] for every Cisco IT project and budget

Give your customers more choice how to acquire their Cisco solutions. Delivered by independent local finance partners, the Flexible Finance portfolio allows customers to spread the cost of their Cisco or third-party technology over time. Select the offer that best fits your customers' requirements.

	easylease 0%	Easy Pay	Commercial Payment Options
If your customer invests	€1,000 to €250,000*[2]	€150K and €10M*[2]	€250,000 to €2M*[2]
Lease duration	36 months	36 months	36, 48 or 60 months
Technology eligibility	All Cisco technology, including hardware, software and services[3]		
Minimum Cisco spend	70% of total price	90% of hardware purchase price and 100% of software and services (max 70% of BOM)	70% of total price
Other requirements	Min. 10% Cisco hardware, up to 30% third-party costs[4]	Min. 30% Cisco hardware and up to 10% third-party costs[4]	Min. 70% Cisco & Alliances hardware, up to 30% third-party costs[4]
End-of-lease options	Purchase or return	Purchase, return or refresh[5]	
If your deal falls outside of these parameters	Contact your local Cisco Capital partner account manager		
Key customer benefit	Spread payments over 36 months at true 0%	0% or better financing to ease migration to new Cisco technology	Defer technology refresh decision with certainty of future costs
Key partner benefit	1% rebate	Remove budget barriers to technology migration with an easy refresh opportunity in 36 months	Lifecycle management
Links to sales assets	Click to view	Click to view	Click to view
Offer end date	28 July 2018	28 July 2018	28 July 2018

Partner with Cisco   Partner readiness framework   Partner programs   Services   Sell & market cisco   Deal optimisation   Partner assistance   Acronyms

Cisco Refresh   Technology Financing

1 Financing products provided by third-party financiers. Participating countries' terms and conditions apply.Credit approval required by finance partner. 2 Or the equivalent in local currency. 3 All Cisco products qualify for Easy Pay with the exception of Cisco End of Life (EOL) products. 4 Third-party costs include installation, support, and third-party noncompetitive hardware. 5 End-of-term buy-out options are available in accordance with local policies.

Tailor made solutions

We can design a suitable financing solution to help your customers streamline the way they manage their technology investments. Whether it is a lease, loan, or on-demand consumption model, Cisco Capital has a highly experienced team of financing consulting experts who are dedicated to supporting your business.

Related URLs

www.ciscocapital.com/partner/emea

Let us help you sell more

Email cisco_capital_channel_partners_emea@cisco.com

Cisco partner basics　　Partner readiness framework　　Partner programs　　Services　　Sell & market cisco　　Deal optimisation　　**Partner assistance**　　Acronyms

Cisco Incentive Snapshots　　Tools　　Get Partner Support

Cisco Incentive Snapshots

- The Incentive Snapshot EMEAR provides the list of the most popular programs and promotions with a description, end date and stackability with other incentives
- It is updated monthly and segmented as follows:
  1. Upfront discounts
  2. Backend payments

You can download the Incentive snapshots document at
http://www.cisco.com/c/dam/global/en_uk/assets/pdfs/partners/emear_partner_incentive_snapshot.pdf

Cisco partner basics   Partner readiness framework   Partner programs   Services   Sell & market cisco   Deal optimisation   **Partner assistance**   Acronyms

Cisco Incentive Snapshots   **Tools**   Get Partner Support

| **Partner Self Service (PSS)** | Program Management and Application (PM&A) | Customer Satisfaction (CSAT) | Smart Account & Smart Licensing | Partner Program Enrolment Tool (PPE) | Cisco Commerce Workspace (CCW) | Total Program View (TPV) | Cisco Proposal Library | Global EasyPay (GEP) |

Partner Self Service (PSS)

Overview

Partner Self Service enables partners to manage company data, authorize tool access, renew Partner level access and ensure the company appears correctly in the partner locator tool.

Description

Benefits:

- Enables data and access management for Cisco Partner
- Updating information makes a stronger Cisco – Partner relationship
- Allows individuals to obtain Partner level access
- PSS (only for Partner Administrators) allows management of company data

Through PSS, Partners can manage individual and company information, individual and global locations and access to Partner Tools.

A Partner will access Partner Self Service after completing Partner Registration Process. The Partner contact who registers the Partner will automatically become the Partner Self Service Administrator and can continue to set up and associate contacts to the company.

Related URLs and Tools

For additional information, please see the User Guide, which can be accessed directly from
www.cisco.com/go/pss

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit **http://www.cisco.com/cisco/psn/web/workspace**.

Program Management and Application (PM&A)

Overview

As of 13 March 2016, Program Management and Application is now accessible on the Global Navigation Bar. Program Management and Application provides a single application process for the following Cisco Programs: Certifications, Specializations, Cloud and Managed Services Program (CMSP) and Authorized Technology Provider (ATP).

Program Management and Application replaces Certification and Specialization Applications (CSApp) and features:

· An intuitive user experience with integrated reporting capabilities
· Focused messaging and alerts throughout the program lifecycle
· Greater visibility and clear direction to address compliance questions
· A flexible architecture that responds to evolving partner needs

New Features

2017- July-07   **Announcing Updated Changes to Terms and Conditions for PMA Tool (PDF – 453 KB)** 📄

Description

Access

In order to access PM&A, please verify that you have the completed the following steps:

· Obtain a Cisco.com user ID
· Register your company through Partner Registration
· Ensure you are associated to a company that is registered with Cisco

After you have met the pre-requisite requirements, you can begin using PM&A. Program management and application supports two levels of access:

· Read-only access (default)
· Author (read-write) access

You may request the read-write access from Partner Self Service tool, or by clicking on the "Click here to request full access" link on the "Select Geography" page.

Related URLs and Tools

www.cisco.com/go/pma

To obtain Cisco.com user ID, please proceed to
http://tools.cisco.com/RPF/register/register.do

To register your company, please use the Partner Registration tool
http://tools.cisco.com/WWChannels/IPA/welcome.do

To associate yourself with a company, please use the Partner Self Service Tool at
http://tools.cisco.com/WWChannels/GETLOG/login.do

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit https://www.cisco.com/cisco/psn/web/workspace.

Customer Satisfaction (CSAT)

Overview

Customer Satisfaction continues to be amongst the highest priorities of Cisco and a cornerstone of the Cisco Channel Partner Program. To this end, **Partner Access onLine (PAL)** was created to not only help you manage the surveys you request and receive from your customers, but also provide you real-time, partner-customized access to Cisco best practice sharing.

The FY18 CSAT requirements will be the same as FY17.

Partners will continue to no longer be responsible for attaining survey responses. Partners will need to provide contact names and email addresses for customer to receive a survey and Cisco will send the survey.

The CSAT survey will incorporate a Net Promoter Score. The survey will no longer ask the customer their overall satisfaction with the Partner and will be asked instead "How likely are you to recommend your Cisco Channel Partner to a friend or colleague?" The scale will be between 1- 10 with 1 being the "least likely to recommend" and 10 being the "most likely to recommend". This is the Net Promoter Score within the CSAT survey.

Next CSAT measurement - January 2018
Partner to provide valid contact names/email addresses for customers to receive a survey:

- Gold Certified Partners: 30
- Premier Certified Partners: 10
- Select Certified and Registered Partners: 10 (for VIP participation)

You are not responsible for the survey responses. Cisco will administer the sending of surveys to your customers.

Description

Key Features and benefits:

- Provides partners with data collection system at no cost
- Creates ability to track trends and data
- Identifies key areas for improvement for both Cisco and partners
- Strengthens relationship between partners, customers and Cisco
- Builds long term customer and partner loyalty and retention
- Enables partners and Cisco to make informed business decisions

	# of Contact Names / E-Mail Addresses	CSAT Rating
New Premier	None (waived for 1st year)	n/a
Renewing Premier	10 + Low score Follow-up	n/a
New Gold	None (waived for 1st 6 months)	n/a
Renewing Gold	30 + Low score Follow-up	n/a

Tips to be successful

- You can provide multiple customer email addresses within the same customer company (this is even suggested to give you objective view on the overall customer satisfaction)
- Partners must follow up on every low score (1 – 4) received for the current Cisco fiscal year and enter those activities within the PAL tool. If no low scores are received, no action will be required for the Partner for the July measurement and they will be considered compliant for both certification and VIP.
- Check updated Q&As on CSAT website (**www.cisco.com/go/csat**) to learn further details

Related URLs and Tools

Partner Access onLine (PAL): www.cisco.com/go/pal

CSAT Requirements: www.cisco.com/go/csat

VIP CSAT requirements: www.cisco.com/go/vip

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through
My Cisco Workspace. Visit https://www.cisco.com/cisco/psn/web/workspace.

Smart Account & Smart Licensing

Overview

Smart Licensing and Smart Accounts simplify the process of purchase, deployment, tracking and renewal of Cisco's software by removing entitlement barriers and providing information about a customer and partner's software install base. This is a major change to Cisco's software strategy—moving away from a PAK-based model to a new approach that enables flexibility and advanced consumer-based models.

When ordering Smart Licenses it is **mandatory** to assign the order to a Smart Account in CCW.

If you'd like to learn more, you can register for **Smart Account & Smart Licensing training**.

You can also visit the **EMEAR Software Community**.

New Features

Smart Software Licensing makes it easier to do business with Cisco. Benefits for partners include:

· Visibility in one platform to devices and software purchased and deployed
· Ability to monitor and manage devices, licenses, and usage in real time
· Automatic license activation and license portability across compatible devices
· Product simplicity with standard software offers, licensing platform, and policies

Description

A Smart Account is a customer or partner managed centralised account that provides full visibility and access control to all Cisco Software licenses across the customer's company. It will ultimately pool all assets, users, and agreements that are associated with that customer. It is similar to a bank account where users can store, manage and move assets from one virtual account to another.

Smart Accounts are becoming the heart of Cisco transactions. It is **mandatory for Smart Licenses** to be **assigned to a Smart Account** and it is optional, but highly recommended, for PAK based licenses. The partner's responsibility is to designate the correct Smart Account for any Smart License SKUs they are ordering. Currently, Smart Accounts are used for Software Licenses, but the end state goal of Smart Accounts is to also include assets such as service contracts.

There are 2 types of Smart Accounts:

1) Holding Smart Account (for Partners and Distributors)
2) Customer Smart Account (for End Customers and Partners purchasing licenses for their own use).

End Customers may self-manage license deployment throughout their company easily and quickly in the Smart Software Manager (SSM) or they can grant Smart Account access to their partners so that partners can manage licenses on their behalf.

All Smart Licensed products upon configuration and activation with a single token will self-register, removing the need for registering product after product with Product Activation Keys (PAKs). Instead of using PAKs or license files, Smart Software Licensing establishes a pool of software licenses or entitlements that can be used across the entire customer portfolio in a flexible and automated manner.

Tips to be successful

For Partners:

· Don't wait for your first Smart License order - create your own Holding Smart Account and Customer Smart Account now. This will ensure a smooth ordering experience.
· Work with your End Customers and help them create their Customer Smart Account.

Cisco partner basics　　Partner readiness framework　　Partner programs　　Services　　Sell & market cisco　　Deal optimisation　　**Partner assistance**　　Acronyms

Cisco Incentive Snapshots　　**Tools**　　Get Partner Support

| Partner Self Service (PSS) | Program Management and Application (PM&A) | Customer Satisfaction (CSAT) | **Smart Account & Smart Licensing** | Partner Program Enrolment Tool (PPE) | Cisco Commerce Workspace (CCW) | Total Program View (TPV) | Cisco Proposal Library | Global EasyPay (GEP) |

Learn more

Register for **Smart Account & Smart Licensing training**
How to Request Holding Smart Account
How to Request Customer Smart Account

Related URLs and Tools

Cisco Software Central
Smart Software Manager
Orderable Smart Licensing PIDs
Smart Licensing Product Roadmap
EMEAR Software Community

Contact Details for Support or Queries

Support Options

| Cisco partner basics | Partner readiness framework | Partner programs | Services | Sell & market cisco | Deal optimisation | Partner assistance | Acronyms |

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Partner Program Enrolment Tool (PPE)

Overview

Partner Program Enrollment (PPE) is an integrated and consolidated system that allows you to enroll, submit, and track multiple Cisco Programs all in a single platform. Partner Program can be accessed via the following link www.cisco.com/go/ppe.

Description

PPE helps to enable immediate approval for selected Cisco programs based on certification specialization and authorization status. In addition, PPE provides partners with the ability to track enrolment approval status across multiple channel programs. With its integration into the Program Management and Application (PM&A) and Cisco Commerce Workspace, PPE allows partners to experience convenient navigation from certification and specialization through deal and order management.

The PM&A Administrator from the Partner Company has to carry out enrolment in to the above programs in the Partner Program Enrolment Tool.

Anyone with a valid CCO ID can view company enrolments but only a PM&A Administrator can enrol a company in to a Program.

Some other features of Partner Program Enrolment Tool include:

- One stop shop to view all active & eligible Channel Programs
- Real time tracking of all application status
- Simple 5 step enrollment process
- Seamless integration with rest of the Program tools
- Accelerates some Program enrollment by automatic eligibility validation

How to Enroll in a Program

Select a Program
From the Eligible Programs tab, click on the "Select" button of the program you wish to enroll in. Depending on the program selection, and the requirements of that program, partners may be prompted to select a geography in a pop up window.

Select a Track
If the partner's selected program includes a track or tracks, the partner will be prompted to select the track they wish to participate in.

1. Eligible Tracks Tab—Displays all the tracks a partner is eligible for, given their current certification and specialization level.

2. Potential Tracks Tab—Displays all other tracks available that the partner does not meet the eligibility criteria.

3. Click on the "Check Eligibility" link to see a pop-up window comparison of the track requirements and the partner's credentials.

Cisco partner basics   Partner readiness framework   Partner programs   Services   Sell & market cisco   Deal optimisation   **Partner assistance**   Acronyms

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Enter Details

PPE simplifies data entry by pre-populating company information based on the user's CCO ID, while allowing the partner to enter different contact information for the organization. Details are verified during the review process.

Submit information as required by the program:

1. Who Is Involved—Automatically populated with Partner and Partner Account Manager (PAM) contact information

2. Additional Information—Provide additional documentation, if the program requires

3. Terms and Conditions—Displays the T&C's for that program with a "click to accept"

4. Banking Information—Capture necessary banking details, if the program requires

5. Review & Approve—For non-auto approved programs, enables Cisco approval.

NOTE: Upon manual enrollment, the enrolling partner will receive an email reminding them to use Partner Self Service (PSS) to verify contacts for payment notification and acceptance.

Related URLs and Tools

Partner Program Enrolment Tool PPE:
www.cisco.com/go/ppe

Login with your valid CCO Id and view your company's enrolments

Please remember!

Only the CSAPP administrator from your company can carry out enrolments in to various programs and promotions.

Contact Details for Support or Queries

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit **http://www.cisco.com/cisco/psn/web/workspace**.

Cisco Commerce Workspace (CCW)

Overview

Commerce Workspace is an integrated quoting and ordering platform that allows partners to access Cisco pricing concessions and programs. It offers a user-friendly interface that facilitates collaboration, improves partner flexibility in making changes to configurations, and provides broad access to Cisco partner offerings.

Cisco Commerce Workspace provides one integrated, streamlined, and simplified commerce experience that allows Partners to register deals, configure and price products, software and related service, build the quote and submit orders from a single Workspace. All Partners have access to the deal registration and quoting area of the workspace. Partners with a direct ordering relationship will also enjoy the benefits of CCW ordering.

Additionally Partners can also use CCW to build their configurations with Estimates portal accessible under Estimates & Configurations tab in CCW. With Estimates, you will be able to use CCW as your repository for standard configuration and as a starting point for your new configurations. Estimates provides intelligent validations, automatically attaches services and provides real time guidance to valid selections thereby reducing the numbers of error messages. Enriched interaction provides efficient tool navigation embedded in the Quote creation process within CCW.

Our continuous development of CCW consistently aims to reduce the number of tools that need to be used, decreasing the overall deal cycle time and providing a consistent purchasing experience.

New Features

CCW 2017 Release overview

· Provide partial provisioning information for SaaS orders
· Improved the experience when estimating, quoting, and ordering services as a subscriptions
· Cisco ONE BOM Upgrade tool enhancement (Partners/Distributors & Service Providers)
· B2B Partners are being further integrated into the transaction of XaaS via new APIs
· Address records being created, now align with the exact information you enter

· Simplified View Status for SaaS-Only Orders
· Email Domain Validation for New Smart Accounts

Description

Quote

In Cisco Commerce Workspace, Partners can register deals and benefit from EMEAR programs and promotions currently available. Partners can register deals for the following programs:
· ALS
· Hunting
· NFR
· SLS
· PSPP 2.0

Partners can also create Trade-Ins in Cisco Commerce Workspace in relation to enrolment, Partners need to enrol in to the following programs:
· CTMP – Trade-in
· SLS

Program Enrolment

In relation to enrolment, Partners need to enrol in to the following programs in the PPE tool – Partner Program Enrolment Tool:
· CTMP – Trade-In
· SLS
· VIP
· PSPP 2.0
· NFR

Note: the CSAPP Administrator from the Partner Company has to carry out the enrolment in to the above programs in the Partner Program Enrolment Tool. This tool can be accessed in the Cisco Commerce Workspace Homepage by clicking on "My Enrolments". Anyone with a valid CCO ID can view company enrolments but only a CSAPP Administrator can enrol a company in to a Program.

Related URLs and Tools

Cisco Commerce Workspace
Login with your valid CCO ID and use the workspace

Operations Exchange Community link to all Training material, Quick Reference Guides, Q&A, E-learning's: **https://forums.cisco.com/OperationsExchange/s/**

To update current or new software subscriptions, use the direct link to the **Product Upgrade Tool (PUT)** on the CCW Homepage.

Some other features of Cisco Commerce Workspace include:

Integrated quoting environment for you to register opportunities and apply promotional pricing to configurations uploaded from Cisco.com tools or Excel	· Reduces administrative tasks, redundancy, and costs associated with entering deals
Deal-sharing capability	· Improves Partner Program adoption · Enables reporting on promotions and programs · Provides a single place to access Cisco programs
Use of standard Cisco deal ID for direct ordering	· Increases collaboration between you and the Cisco sales staff · Provides a single source for all registered deals
Automatic Deviation Authorization Request Tool (DART) notification to distribution on indirect 2-Tier approved orders	· Improves closed-loop reporting (revenue, close rates, program usage) · Reduces order validation turnaround time · Provides greater pipeline visibility
Apply promotional discounts to configurations for direct orders	· Integrates workflow between Cisco tools
Global application available in 16 languages	· Improves your partner experience · Accelerates the order validation process · Increases visibility promotion pricing

Contact Details for Support or Queries

In case of any issues, Partners should create a service desk case first. Without the case number, subsequent support teams will not be able to provide partners with assistance.

Partners can open cases in Customer Service Central (CSC), available through My Cisco Workspace. Visit **http://www.cisco.com/cisco/psn/web/workspace**.

Learn more

Please check out the Operations Exchange Community website for updates on releases and self-paced training material.

CCW Enhancements: Click here for the June 2017 Release Overview

In the Program Training tab you will also find additional training materials on Quoting and Ordering for both Products and Services.

Keep yourself updated.

Stay informed with the latest news on CCW and other tools and programs. You can subscribe for the consolidated EMEAR Tools and Programs Partner newsletter which you will be receiving twice a month, one will be a more detailed update and the other will be in short bites format.

In this newsletter you can get the latest news about release updates, training and operational or business impacting changes on Cisco programs and tools and the downtime alerts.

Cisco partner basics | Partner readiness framework | Partner programs | Services | Sell & market cisco | Deal optimisation | **Partner assistance** | Acronyms

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Total Program View (TPV)

Total Program View (TPV) General Availability

TPV Offers Consolidated Dashboards and Reports for Partner Programs

TPV consolidates data from multiple sources for a single view of Partner programs. Partners will have access to the Payments, Metrics, Value Incentive Program, Cloud and Managed Service Program, and Cisco Services Partner Program dashboards in addition to increased functionality and a new Portfolio dashboard. TPV link: **www.cisco.com/go/tpv**.

TPV is the primary source for Partners and Cisco to obtain status of ongoing program performance in terms of bookings, metrics and payments. TPV replaced the Scorecard in Performance Metrics Central (PMC), and several reports in Partner Program Intelligence (PPI).

Expected TPV benefits include:
- A single view of partner programs including; enrollments, bookings, metrics and payments
- Ability to reconcile payments
- Full metrics integration

Support materials will be available within the TPV tool, from the **Help & Training** link and will include quick reference materials and options to register for live training.

In case of any assistance needed related to TPV please open a case with your support team thru Customer Service Central: **https://www.cisco.com/cisco/psn/web/workspace**

Related URLs and Tools

TPV link: **www.cisco.com/go/tpv**

Cisco Proposal Library

Overview

The **Cisco Proposal Library** is a unique sales tool of professionally developed sales collateral spanning all 6 Cisco Architectures that enables users to save time whilst allowing them to compete more effectively with the competition. Our proposals are available in Word so you can tailor them specifically for the end customer to be as impactful as possible.

New Features

New search & filtering capabilities are now available on the **Cisco Proposal Library** to more easily find the content that you are looking for

Description

Easily download and customize proposals from the **Cisco Proposal Library** using MS Word for over 100 Cisco solutions and products in multiple languages. Save time, *Deliver* accurate proposals and *Win* more deals with the proposal library for free, whilst increasing the time you spend face-to-face with your customers. Statistics shows that users of the Cisco Proposal Library increase bookings by 20% against non-users.

Cisco's high quality proposals are designed to:

- **Support Customer Meetings:** Follow up a customer meeting with a tailored proposal re-enforcing the sales messages shared during the meeting and provide a reason to call back
- **Deliver a Quote:** Instead of sending a BOM, send a proposal with pricing to make the investment much more compelling, reducing approval delays within your customer
- **Enable Business Cases:** Provide material to support a customer's business case, plus help your customer 'Champion' to sell the benefits of your solution internally

- **Drive Proactive Sales:** Provide persuasive sales information to justify additional investment for your solution
- **Avoid / Influence an RFx:** Get a 'Proactive Proposal' in front of the customer to showcase Cisco's value and convince them that you are the right partner and avoid them issuing an RFP

Tips to be Successful

1. Launch **Cisco Proposal Library** to see what is available today and download the latest proposals in MS Word format

2. Next time you are asked for a proposal, go to **Proposal Library**, download a proposal template and prepare full set of documents for your customer differentiating Cisco from the competition

Learn more

Watch 2 minute **How to Leverage the Partner Proposal Library**

Related URLs and Tools

The Cisco Proposal Library can be accessed at:
https://proposals.cisco.com/

Further Partner information related to sales and proposal collateral can be found at:
https://communities.cisco.com/docs/DOC-34186

Contact Details for Support or Queries

We want to make doing business with Cisco easy and profitable. If you have any questions regarding the Proposal Library, please, email us at **gp-partner-admin@external.cisco.com**

Global EasyPay (GEP)

What is Global EasyPay?

Global EasyPay is a simple and consistent payment and reporting process for partners who participate in Cisco partner incentive payment programs.
With Global EasyPay, partners receive payments more quickly and are able to view details regarding scheduled and completed payments.

Program Benefits:
- Email reminders, and payment and status notices for easier tracking
- Standard, predictable payment cycles across programs
- Payment reports for multiple programs available in a single tool
- Claim form available in multiple languages and payments available in your local currency

How to Use Global EasyPay?

To claim or view Cisco incentive payments managed through the Global EasyPay process you must use the **Partner Benefits Statement tool**

To access to the Partner Benefits Statement

- You must use your existing Cisco.com ID and password. If you do not have one **Register for User ID**, You will receive an automated reply with your ID.
- You must be associated with your company site in **Partner Self Service (PSS)**.
- You must be established in Partner Self Service in one of the three contact roles. Contact Roles

Your company's administrator assigns roles through Partner Self Service:

- Rebate Coordinator(s): 1 or 2
- Copy Contact(s): 1, 2, or 3

Must be a minimum of 1 Rebate Coordinator per program and country combination. If no rebate coordinator exists, Cisco will not be able to send claim notices and your rebate will expire.

These contact roles need to be kept current to avoid payment delays.

Staff in all roles can view payment reports and receive email payment notifications but only a rebate coordinator can claim incentive payments. For more information, review the **How to Manage Program Contacts** presentation

Payment details are available from the Benefit Statement. Click on the links on the grid or use the search tool function.

For more information, you may view and export the details of each individual transaction.

Click **"frequently asked Questions"** from the left navigation to locate information about:
- Who to contact for various issues
- How the funds may be used
- How the funds will be paid

Additional Resources
Training Materials containing detailed instructions and reference information can be found at **Global EasyPay** web site

If you have a question, send an email to the support desk at:
globaleasypay@cisco-programs.com

Cisco partner basics   Partner readiness framework   Partner programs   Services   Sell & market cisco   Deal optimisation   **Partner assistance**   Acronyms

Cisco Incentive Snapshots   Tools   **Get Partner Support**

CPS – Customer & Partner Services   Cisco Technical Assistance Center (TAC)   Cisco Worldwide Contacts

CPS – Customer & Partner Services

Overview

The Customer and Partner Services (CPS) organization is focused on end-to-end business processes which support Cisco business transactions with our Customers, Partners and Sales. Our charter is to deliver globally consistent stakeholder intimacy at scale, in a digitized world. We will ensure continued focus on efficiency, effectiveness and cost optimization with a balanced approach for continuous improvement to ensure ease of doing business with Cisco and its key stakeholders.

Key offerings

- High quality, consistent global operations support

- Global customer care support such as orders, quotes, returns, deals support, service contracts, profile/login, tools access, training, reporting and partner programs help.

- Self-serve capabilities

- Proactive business planning and operational end-to-end deal readiness

- Manage, administer partner programs and rebates

Related URLs and Tools

Cisco Commerce Workspace: **https://apps.cisco.com/Commerce/home**

Customer Service Central: **http://www.cisco.com/cisco/psn/web/workspace**

Contact Details for Support or Queries

Customer Service contacts:

Customer Service Central: **http://www.cisco.com/cisco/psn/web/workspace**

Telephone: Call 1 (800) 553 – NETS or use the Contact Cisco tool to identify your local number.

Contact Cisco

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CPS – Customer & Partner Services   **Cisco Technical Assistance Center (TAC)**   Cisco Worldwide Contacts

Cisco Technical Assistance Center (TAC)

Overview

The Cisco Technical Support Website (**www.cisco.com/techsupport**) provides to all customers, partners, resellers, and distributors, who hold valid Cisco service contracts, access to online documents and tools for troubleshooting and resolving technical issues with Cisco products and technologies.

The Cisco Technical Support Website is available 24 hours per day, 365 days per year.

Description

How to access Cisco technical support?

Log a case at:
https://mycase.cloudapps.cisco.com/start

If you have a network down situation or a critical failure, then please call into TAC immediately, using the best local telephone numbers, obtained from the link below. The agent will assist in creating a service request over the telephone:
http://www.cisco.com/c/en/us/support/web/tsd-cisco-worldwide-contacts.html

Highlights:

- user ID & Psw required in order to access most of the online tools
- To obtain user ID & Psw partner needs to go to: **http://tools.cisco.com/RPF/register/register.do**
- Forgotten your contract? Go to: **http://www.cisco.com/c/en/us/services/ordering/cscc.html** and fill in valid Service contract #
- With a service contract partner has access to Cisco's comprehensive suite of support services

Related URLs and Tools

TAC Overview:
http://www.cisco.com/web/services/ts/access/index.html

How to Use Cisco Technical Support:
http://www.cisco.com/c/en/us/support/index.html

Contact Details for Support or Queries

If you feel that progress on your service request or the quality of service is not satisfactory, Cisco encourages you to escalate your request to the appropriate level of Cisco management. You can do this by asking for the TAC Duty Manager. The TAC Duty Manager will take ownership of the problem and provide you with updates.The Cisco TAC Duty Manager can be contacted using the telephone numbers at:
http://www.cisco.com/c/en/us/support/web/tsd-cisco-worldwide-contacts.html

How to provide new person with order submit rights and access to ordering tools:

New person without CCO user ID:
- ○ Create CCO user ID: **http://www.cisco.com/**
  Go to Register and fill in: "Your information" and "Login name" sections. In "Register for additional access" click "Purchase direct from Cisco".
  In next step the system will ask for BID (bill to address of the customer) and one of the existing SO# (sales order number). Complete the registration.
- ○ Associate with your company:
  http://tools.cisco.com/WWChannels/GETLOG/welcome.do
- ○ Manage access privileges
- ○ Revise company's information
  https://getlog.cloudapps.cisco.com/WWChannels/GETLOG/pdf/userGuide_CA.pdf

Cisco partner basics   Partner readiness framework   Partner programs   Services   Sell & market cisco   Deal optimisation   **Partner assistance**   Acronyms

Cisco Incentive Snapshots   Tools   **Get Partner Support**

CPS – Customer & Partner Services   Cisco Technical Assistance Center (TAC)   Cisco Worldwide Contacts

Cisco Worldwide Contacts

Please find some useful guidance and Regional phone numbers:

· **Product & Services:** Get Advice on Cisco Products and Services
· **Orders & Billing:** Customer Support for Orders and Billing
· **Support:** Get Help with Cisco Products and Software
· **Training & Events:** Training, Certifications and Networking Academy Resources
· **Partner Central:** Get Help from Cisco Partners, or Become One
· **Office Locations:** Office Location Information

http://www.cisco.com/web/siteassets/contacts/international.html

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Partner Guide EMEAR Glossary

List of main channel acronyms:

Acronym	Full Name
1-Tier	Direct Contractor Partner
2-Tier	Reseller buying through Distributors
ABR	Annual Business Review
AG	Avant Garde Program
AIP	Assessment Incentive Program
AM	Account Manager
APP	Authorized Partner Program
AR	Attach Rate
ATP	Authorized Technology Provider
CA	Customer Advocacy
CBFB	Cisco Co Brand Foundation Bridge Program
CBS	Cisco Brander Services
CC	Cisco Capital
CCO	Cisco Connection On-line
CCP	Cloud compensation Program
CCP	Cisco Configurator Professional for router configuration and deployment
CCW	Cisco Commerce Workspace
CERT	Gold/Premier/Select Certification
CMSP	Cloud & Managed Services Program
CPI	Customised Partner Intelligence
CPI	Customized Partner Intelligence (Newsletter)
CPP	Channel Partner Program
CPP	Cloud Partner Program
CPS	Cloud Professional services
CPV	Cisco Partner View
CS	Customer Service
CSApp	Certification and Specialization Application tool
CSAM	Channel Service Account Manager
CSat	Customer Satisfaction
CSCC	Cisco Service Contract Center
CSCO	Individual's unique Cisco Certification/ Specialization
CSEP	Cisco Services Expert Program
CSSP	Cisco Shared Support Program
CUWL	Cisco Unified Communications Licensing

Acronym	Full Name
CPE	Customer & Partner Experience
DAM	Distribution Account Manager
DAR	Direct Attach rate
DART	Discount Authorization Request Tool
DDP	Differential Discount Policy
DMR	Direct Marketing Reseller
DSA	Deal Support Automation
EFT	Electronic Funds Transfer
ELA	Enterprise Licensing Agreement
ELLW	Extended version of LLW
EOL	End of Life
EULA	Cisco's End User License Agreement
GEP	Global Easy Pay
GPN	Global Partner Network
IAR	Indirect attach rate
IBLM	Installed Based Lifecycle Management
ICPA	Indirect Channel Partner Agreement
IME	Intercompany Media Engine
LLW	Limited Lifetime Warranty
MCEC	My Cisco Event Calendar
MDM	My Deal Manager
NFR	Not For Resale program
NAB	New Account Breakaway
OIP	Opportunity Incentive Program
PAK	Product Activation Key
PAL	Partner Access on Line
PAM	Partner Account Manager
PE	Partner Enablement
PET	Partner Enablement Tools
PL	Partner Locator
PMA	Program Management and Application
PMC	Partner Marketing Central
PMC	Partner Metric Central
POS	Point-of-Sale
PPB	Partner Practice Builder

Acronym	Full Name
PPE	Partner Program Enrolment
PPI	Partner Program Intelligence
PPP	Partner Program Platform
PPV	Partner Program View Tool
PREG	Partner Registration
PRS	Partner Relationship Survey
PSPP	Public Sector Partner Pricing
PSS	Partner Self Service
PSS	Product Sales Specialist
PPS	Partner Program Support
PSS	Partner Support Service
RMA	Return Material Authorization
RR	Renewal Rate
SAMT	Service Access Management Tool from Services
SE	Systems Engineer
SEULA	Supplemental End User License Agreement
SIP	Solutions Incentive Program
SKU	Stock Keeping Units
SME	Session Manager Edition
SO	Sales Order (number)
SR	Service request
STRP	Software transfer and relicensing Policy
STRP	Special Trade'in Returns Process
SNAP	Sales New-Hire Acceleration Program
TAC	Technical Assistance Centre
TIP	Teaming Incentive Program
TMP	Technology Migration Program
TPM	Third Party Maintainer (training for supporting SMARTnet Onsite Services)
TPV	Total program View
UC	Unified Communications
UCL	User Connect Licensing
UCS	Unified Computing System
VIP	Value Incentive Program
WhIP	Whitespace Incentive Program