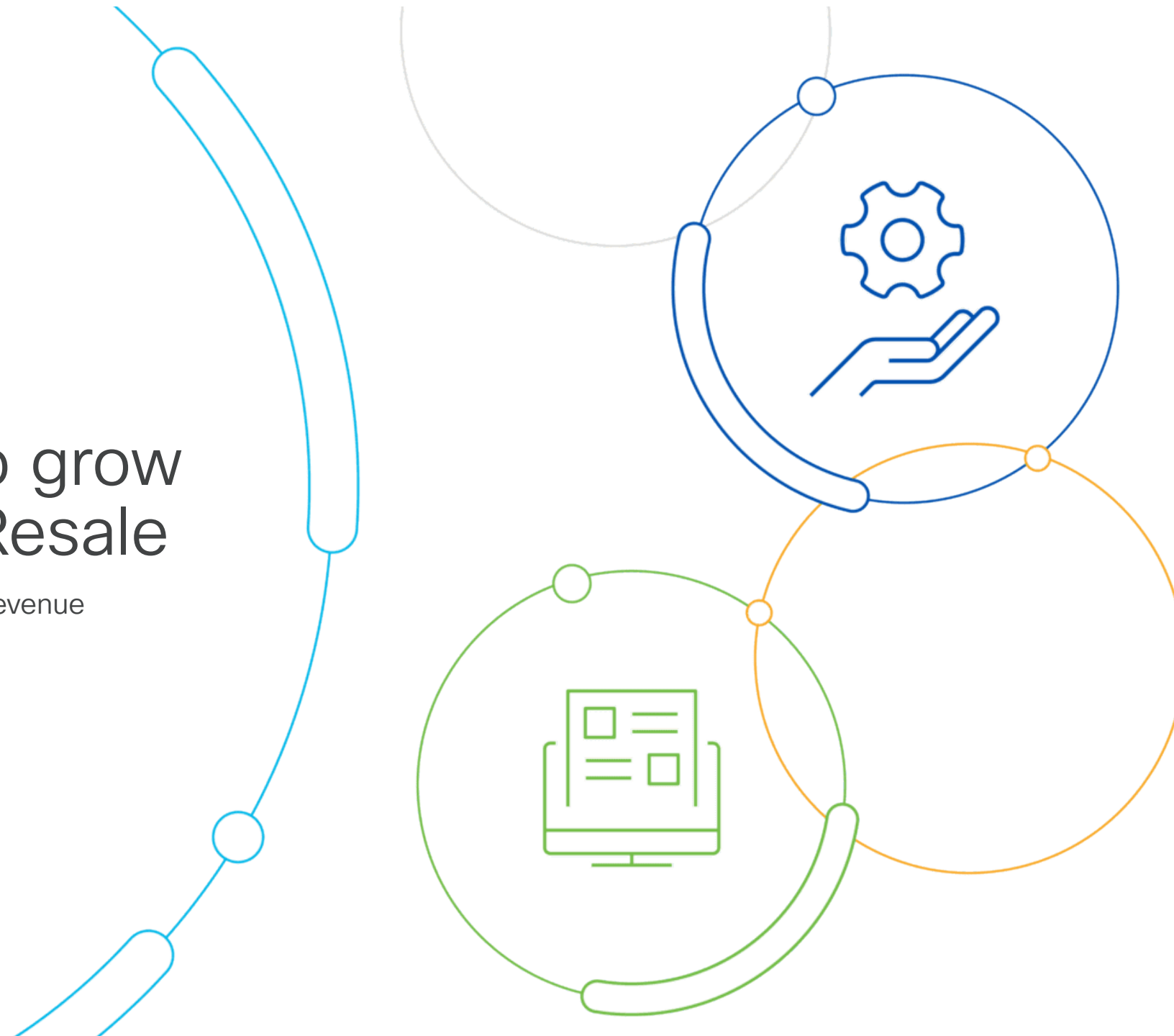# Partners who grow use Not for Resale

A proven path to new future revenue

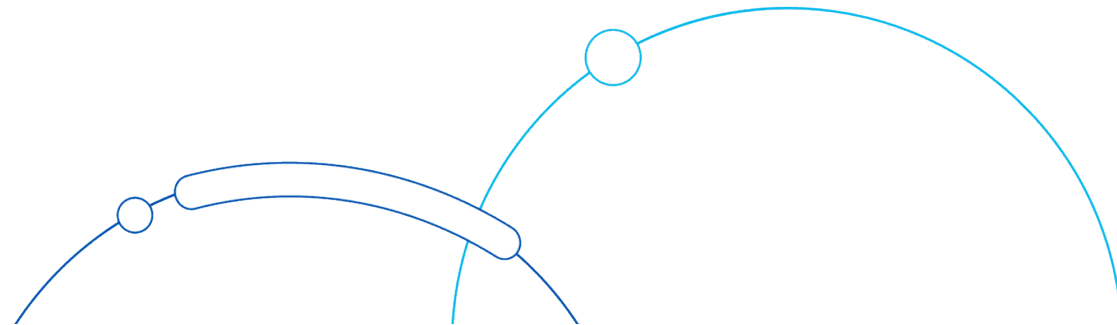# The Cisco Partner Program is even better with Not for Resale (NFR)

We've built the Program framework and launched the roles. The next chapter of the Cisco Partner Program will focus on simplifying your ability to maximize the benefits of your Cisco partnership.

Our current priorities :

- Expand benefits and incentives across the roles
- Align rewards structure to levels
- Simplify the process of matching role and level to eligibility
- Maximize your profitability throughout the customer lifecycle

Your future experience:

We have aligned the benefits and incentives of the Cisco Partner Program to the behaviors that enable you to be profitable, differentiate your practice, and grow.

Integrator	Grow your business and profit
Provider	Build and differentiate your practice
Developer	
Advisor	Market and generate demand

# Why use NFR for demo labs and office use?

Partners who use NFR strategically give their engineers and technical sales teams an edge to inspire customers with business outcomes, close more deals, and deliver with confidence.

The result

When we look at the data, quarter after quarter, partners who purchase and use NFR hardware and software are growing faster than those that don't.

While partners often consider using NFR for demo and lab use, it can also ensure you are running best-in-class networking, security, and collaboration solutions so you can protect your practice and maximize uptime.

NFR is aligned to the roles of the Cisco Partner Program and ready to help you build, differentiate, and grow your Cisco practice.

Demo labs

Solution expertise and higher close rates

Office use
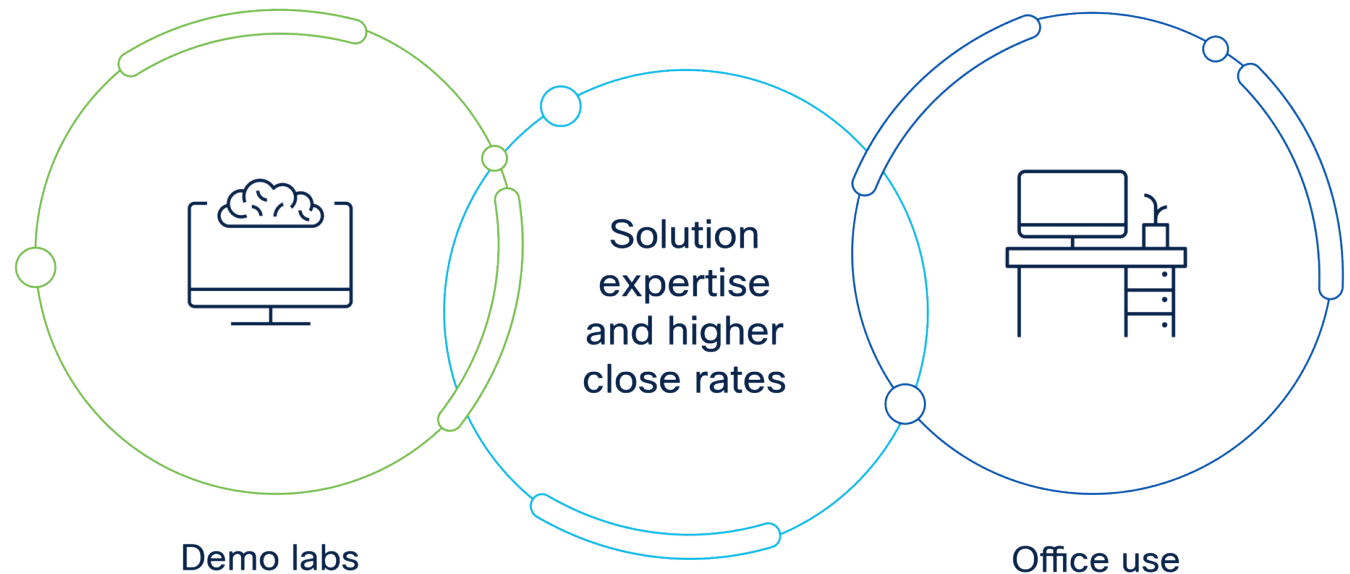
Not for Resale

Partner Program alignment

Revised and more equitable caps for all partner roles and levels

Access to NFR for all partner roles

Enhanced Select and Enhanced Premier higher purchasing limits

XL Gold Track for $100M+, higher limits and no growth requirement

Agile and Relevant

Leases with refresh options on demo gear

Access to engineering support for eligible NFR deals

Incremental NFR discounts with NFR trade-ins

Simplification

Increased discounts on software and some hardware

Note: The current global supply chain challenges may impact NFR hardware delivery timelines as your customer orders will be prioritized. Software purchases are not impacted.

Ready? Start using NFR today

Resellers who have signed the Channel Program Incentive Agreement (CPIA) will be automatically enrolled in the Standard Level of NFR, and if eligibility for the NFR Collaboration SaaS Track is met, will be enrolled in both NFR Standard and NFR Collaboration SaaS Track - level 1.

Need to sign the CPIA? Refer to the **CPIA User Guide**.

Non-Resellers and Distributors can enroll for NFR through Partner Program Enrollment. Refer to the "Eligible Programs" tab in Partner Program Enrollment, scroll program list and find Not for Resale - Ecosystem and NFR Collaboration SaaS Non-Reseller and click to enroll.

Please complete these steps prior to creating your first deal in Cisco Commerce.

1. Select and contact an Authorized Distributor
   NOTE: Please do not approach a Cisco reseller, Cisco resellers cannot fulfill NFR orders
2. Complete the Distributor's application form
3. Complete the business details as requested
4. Clearly identify as an authorized non-reselling Cisco Partner (+ role e.g. Developer or Advisor) on the application
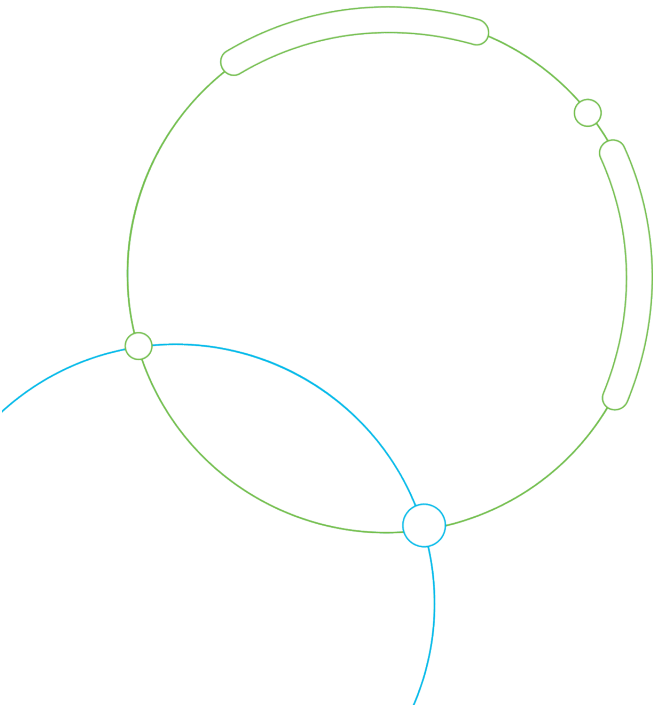5. Do not state that you are an END-CUSTOMER

Need help? Send your question to AskNFR@external.cisco.com
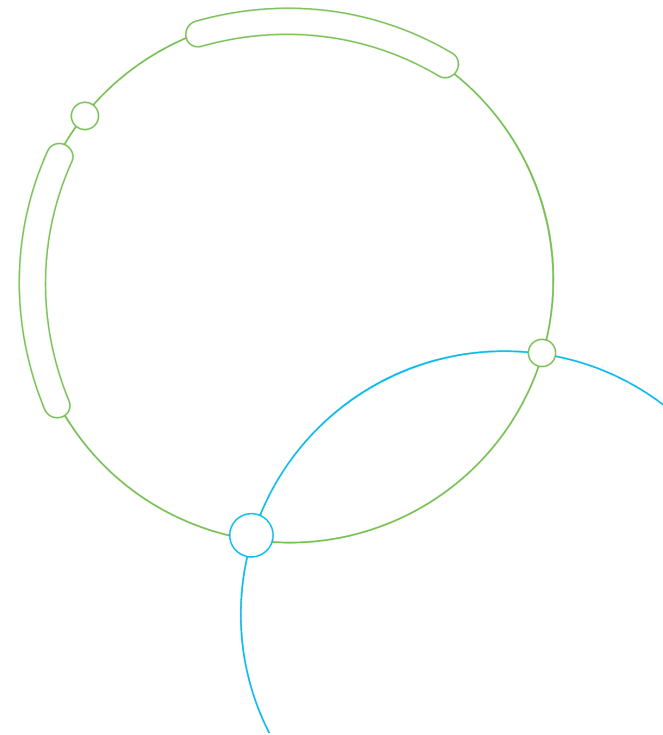
Interested in business growth?

Karin Surber
Sr. Global Business Development Manager,
Global Partner Strategy and Planning

If you've been a Cisco Partner for any length of time, you've probably heard about the Cisco Not For Resale Incentive (NFR). But for those of you who haven't heard, NFR is designed to offer highly discounted products to our Partners for their office use or for building out demo labs. Over the last year, we've been taking a closer look at NFR and the impact it's had on our Partners.

Quarter after quarter we can clearly see one key differentiator: Partners who purchase and use NFR hardware and software are growing faster than those that don't.

This makes perfect sense. When partners have demo capabilities and use Cisco products and services internally, they develop better solution expertise and are more effective sellers. They have firsthand knowledge of the features and functionality but also can personally speak to the business impact. As a result, these partners close more deals and grow more quickly. Cisco is committed to ensuring that our Partners have access to steeply discounted products so they can conduct effective customer demos and run their offices. Currently, every product on the Cisco Global Price List (with the exception of a limited set of restricted SKUs) is available for NFR purchase. The available discounts vary but average 80%–85% off published list prices for hardware and many software SKUs are discounted at 100%. Our goal is to further standardize NFR discounts to make it easier for our Partners to anticipate NFR costs. In the meantime, NFR is ready and available for use by our Partners.

So which Partners can purchase NFR?

The answer is simple: All Select level and above Partners have access to NFR. Our hope is that every Partner chooses to invest in the Cisco solutions they need to outfit their offices to ensure optimized operations, a differentiated employee experience, and network security. And setting up state of the art demo labs is one clear path to greater credibility with customers.

## How much NFR hardware and software can Partners purchase?

The good news is that annual NFR purchasing limits are very generous and aligned to the investments partners make in their Cisco practice. So, the higher your role level the higher your annual NFR purchasing limits. The lowest annual purchasing limit of $300K is for Select Partners but the purchasing limits go up from there, reaching $3M annually for Gold Partners, and $7M+ for our largest Partners who generate over $100M per year in Cisco bookings.

Are there any restrictions on what Partners can do with purchased NFR products?

Yes, NFR products are intended for office use and demo purposes only. Setting up a demo lab or installing Cisco hardware and software for employee use or general office networking purposes are excellent ways to leverage NFR. Recently we've also expanded the rules to allow the purchase of NFR products to be used in employee home offices for conducting company business. But purchasing NFR for the intention of building out a production environment designed for revenue generating purposes is prohibited. Spot audits may be employed by Cisco to ensure proper use of NFR purchases.

To request Not for Resale discounts, simply visit [Cisco Commerce](#) and follow the guided prompts.

Discounts will be applied to each selected product based on incentive rules. Once your annual purchasing limit is met, the system will no longer allow additional NFR purchases for your company until the following fiscal year.
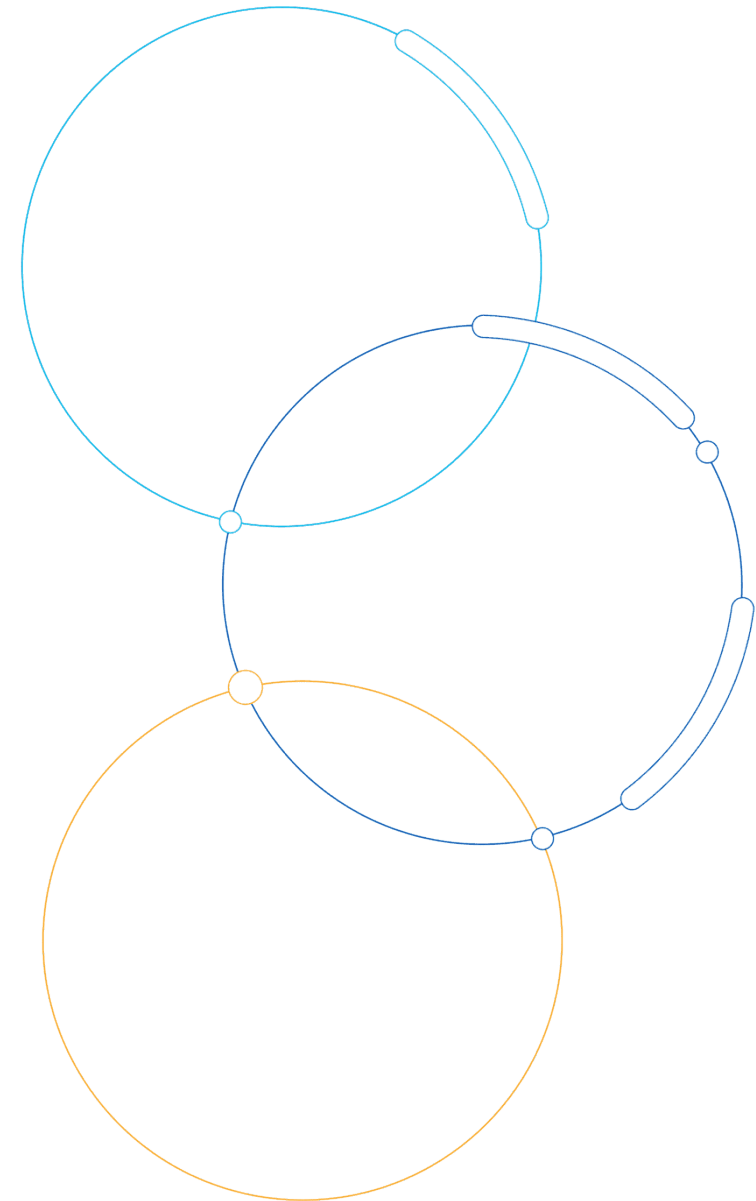
NFR incentive details

- Hardware, software, and services discounts
- Annual purchase limits

Before we get to discounts and limits, let's review how hardware, software, and services purchased using NFR discounts can be used.

Partners may purchase products and services under the NFR incentive for internal office use for non-revenue generating activities, demo lab equipment, and training purposes.

Services are eligible for discounts on the products purchased by the partner for their internal use. All products and services must be purchased by, shipped to, and remain on the partner's premise.

Evaluate

Desired business outcomes

Cisco technology in your back office

New processes and services capabilities through test environments

Demo

Partner Sales Engineers can learn how to effectively stand up and break down labs to ease the provisioning process

Demonstrate your competitive advantage to customers
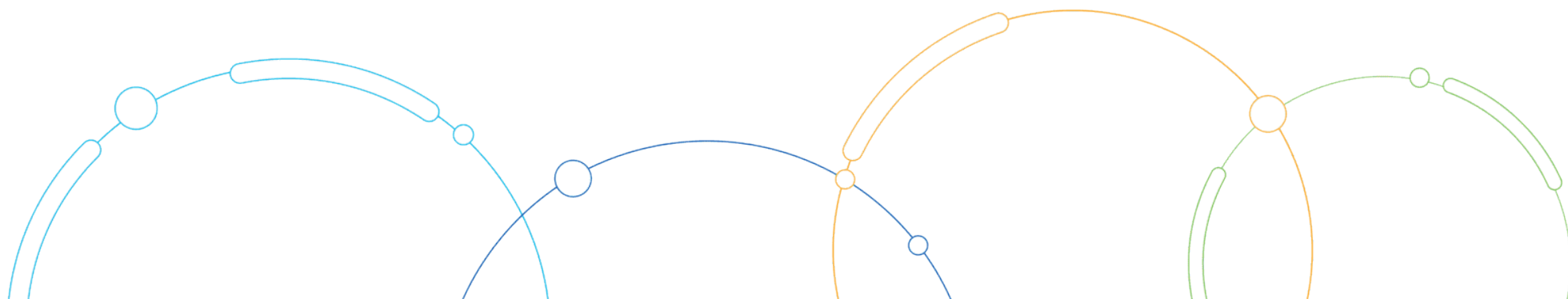
Fast facts for standard NFR

Standard NFR

All SKUs
(except Collab SaaS Track PIDS)

All Distributors, Select & above partners
qualify (plus other authorized)

Purchasing limits assigned
based on partner role/level

Discount Levels
Hardware up to 70% to 80%
Software up to 90% to 100%

Eligible partners have access to discounts for hardware, software, and services that are available on the Cisco Global Price List (GPL).

- Everything on the Cisco GPL is eligible for NFR discount except Solutions Plus products and Incentive Restricted SKUs unless specifically listed on the NFR demo/lab hardware and software PID list.
- Some hardware and software PIDs are offered at a higher discount than the base category discount. You can find the comprehensive list here. You must select LAB as your intended use for these discounts to apply.

NFR discounts may be delivered directly by Cisco or by a Cisco Authorized Distributor.

Standard NFR and Collaboration SaaS track purchasing limits are separate and specific to each incentive.

Now is a great time for partners to pivot to our expanding software portfolio and double down on building new recurring revenue streams. With up to 90-100% discounts on NFR software, build a demo lab and deploy for internal use today.
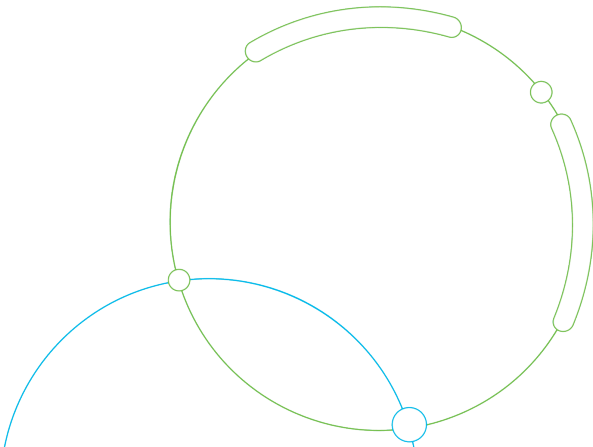
NFR discounts for hardware, software, and services

Base Discount Categories (All Regions*)
All NFR discounts leverage Cisco Partner Program level-based discounts

All products (core)	UCS & Hyper Converged (Compute)	Market	Net-Network Services Orchestrator (NSO)	Small Business Technology Group*	Technical Services
Up to 80%	Up to 70%	Up to 20%	-	Up to 70%	Up to 80%

* 2-Tier partners must negotiate final pricing with their selected distributor.

** Available through distribution only.

The following discounts apply to products on the NFR PID list

Demo/lab software	Americas	EMEA	APJC
Core	80-100%	80% to 100%	80-100% Korea & India 80-90%
Compute	70-100%	70% to 100%	70-100% Korea & India 70-90%
Market	35-100%	35% to 100%	35-100% Korea & India 35-90%

Expanded NFR purchase limits

All roles (Integrators, Providers, Developers and Advisors) have access to enhanced NFR purchase limits. Continued eligibility is available for distributors and specific authorized partners.

	Integrator and Provider	Developer and Advisor	Continued eligibility
XL Gold	Limit: 1% of bookings or $7M Minimum List Eligibility: $100M in net bookings		Distributor • Limit: $3M List
Gold	Limit: $3M List	Limit: $1M List	
Enhanced Premier	Limit: $1M List Eligibility: $1M in net bookings and Y/Y growth		Partners with the following credentials: • IOT Machine Builders • STI, Vertical STI, Specialty STI
Premier	Limit: $500K List	Limit: $500K List	• Learning Partners • DevNet Specialized
Enhanced Select	Limit: $600K List Eligibility: $1M in net bookings and Y/Y growth		• Limit: $500K List
Select	Limit: $300K List	Limit: $300K List	

XL Gold and Enhanced Level purchasing limits assigned at the beginning of each Cisco fiscal year based on prior fiscal year net bookings – this excludes NFR bookings. NFR purchasing limits vary by role and level, but limits are not stackable for multiple roles (highest limit applies).

Renewals

Service renewals

| Create a deal in CCW and get it approved | → | Co to CCW-R and search for contract | → | Put the approved NFR deal into the quote | → | The discount will populate |

Subscription renewals

| We are unable to do subscription renewals through NFR | → | You must create a new deal and the discounts will populate |
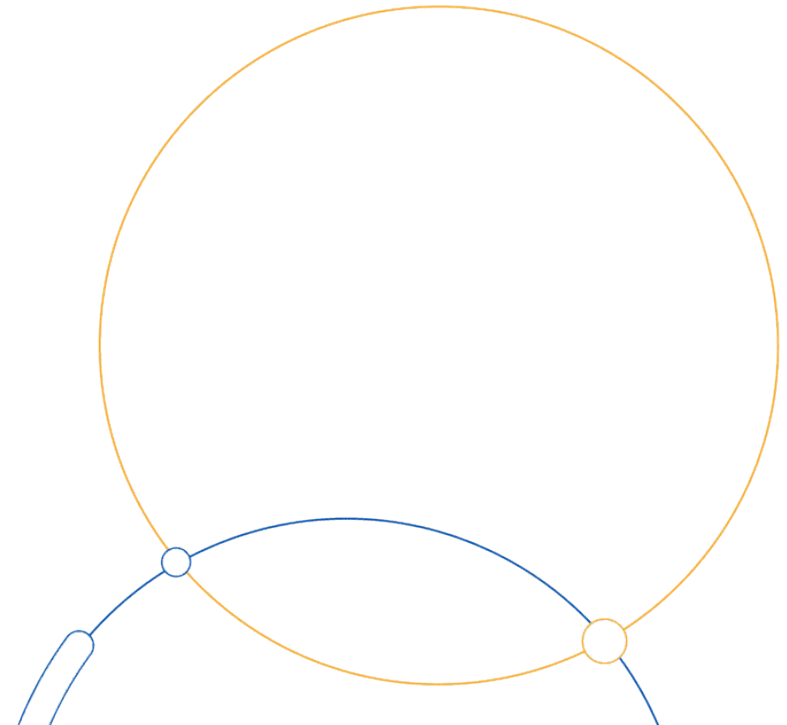
Fast facts for the NFR Collaboration SaaS Track

Collaboration SaaS Track

Only collaboration software PIDs

Integrators and Providers who hold Collaboration SaaS Specialization to participate in the Collab SaaS Track

Developers, Advisors, and Distributors do not require the Collaboration SaaS Specialization

Separate purchasing limit than standard NFR

Purchasing limits are assigned based upon prior total fiscal Collaboration bookings

Integrators and Providers who hold Collaboration SaaS Specialization, as well as Developers, Advisors, and Distributors are eligible for a Collaboration SaaS purchasing limit for Collaboration software PIDs. All purchasing limits are assigned at the beginning of each Cisco fiscal year based on prior fiscal year annual Cisco Collaboration bookings.

- Simplifies the partner experience when deploying Collaboration Cloud and on-premise subscriptions for internal usage.
- Contains both Cisco Collaboration Flex 2.0 and 3.0 subscription solutions.

For a comprehensive list of all Collaboration SaaS PIDs click here.

Standard NFR and Collaboration SaaS track purchasing limits are separate and specific to each incentive.

Now is a great time for partners to pivot to our expanding software portfolio and double down on building new recurring revenue streams. With up to 90-100% discounts on NFR software, build a demo lab and deploy for internal use today.

Collaboration SaaS track, NFR levels and purchasing limits

	Collaboration Specialized Partners and Distributors
Level 4 $10M annual net Cisco Collaboration bookings	Limit $2M
Level 3 $4M annual net Cisco Collaboration bookings	Limit $750K
Level 2 $1M annual net Cisco Collaboration bookings	Limit $300K
Level 1 No prior year bookings requirement	Limit $125K

Reminder: Collaboration SaaS NFR can only be used to purchase <u>Collaboration SaaS PIDs</u>. Developers, Advisors, and Distributors do not need to hold the Collaboration Specialization. The net Cisco collaboration bookings requirement excludes NFR bookings.
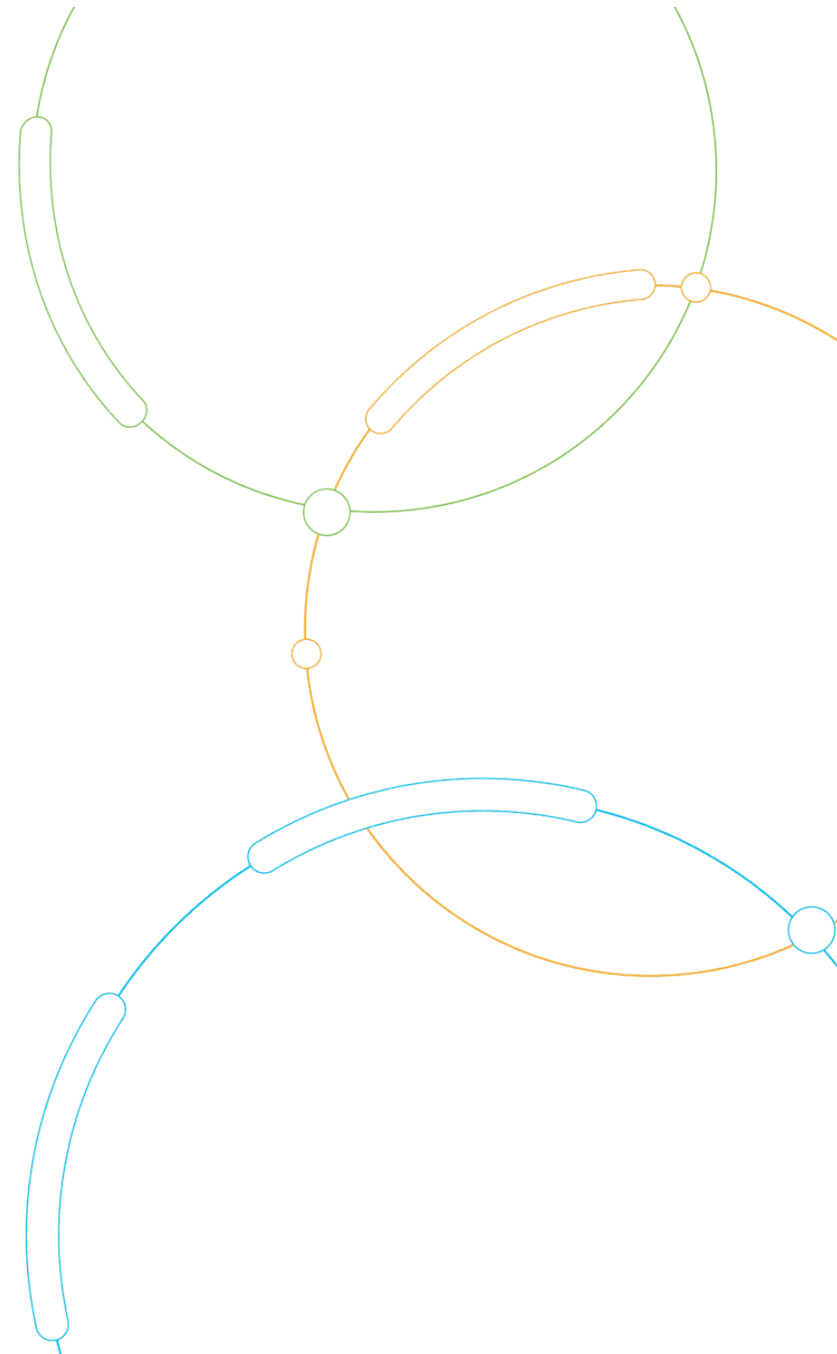
Helping partners stay agile and relevant

- Pre-sales engineering support
- Lease and refresh
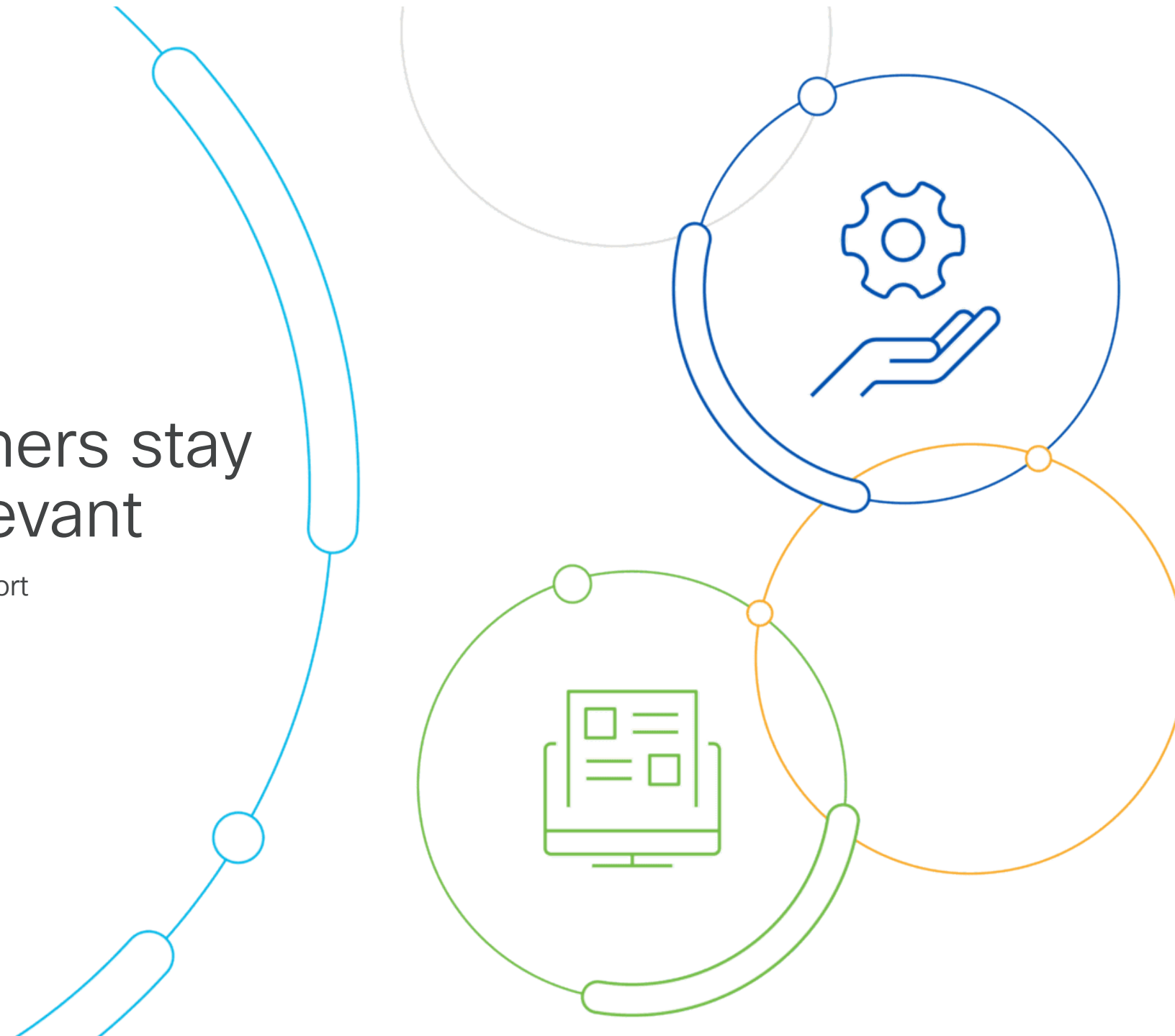
Pre-Sales engineering support for NFR deals

In surveys, 86% of Cisco Partners responded that they would benefit from engineering (Global Virtual Engineering) support on NFR deals.

NFR purchases greater than $100K list are eligible for pre-sales engineering support within the Partner Help Pro Support Model to help configure their office set-up or demo lab.

Getting Global Virtual Engineering support is simple, here's the process:

In order to qualify for PH PRO pre-sales engineering support on NFR deals, partners must meet the following criteria:

- Opportunity must be registered in Cisco Commerce and approved as an NFR deal
- Opportunity must be greater than $100K list
- Opportunity must be for either Small or Midsize End-Customer Segment

For eligible deals, you can access PH PRO Presales engineering support through the following:

- Log into the Partner Help/GVE Client Experience portal (insert link here)
- Select 'Engage' for the 'PH Pro' service option
- Provide the info requested on the subsequent webpages, including the Deal ID number (make sure we list any other information that will be required here).
- If the 'PH Pro' option is not available when you login into the Partner Help / GVE Client Experience Portal, then your company does not have any opportunities that meet the above criteria and are therefore not eligible for assistance.

NFR leasing with refresh upon renewal option

Keeping your Cisco technology investments updated with the latest model hardware and software is now easier than ever.

NFR lease and product refresh

- NFR hardware and software can be leased for 24 or 36 months
- NFR discounts honored and applied to lease
- Renewing lease includes the latest updates of software/hardware

(Credit check required)

Interested in exploring an NFR leasing option?

Prior to booking your NFR order, check availability in your area and notify Cisco Capital of your interest in leasing at **csc-comm-sales-inside@cisco.com**.

Creating deals for NFR hardware, software, and services
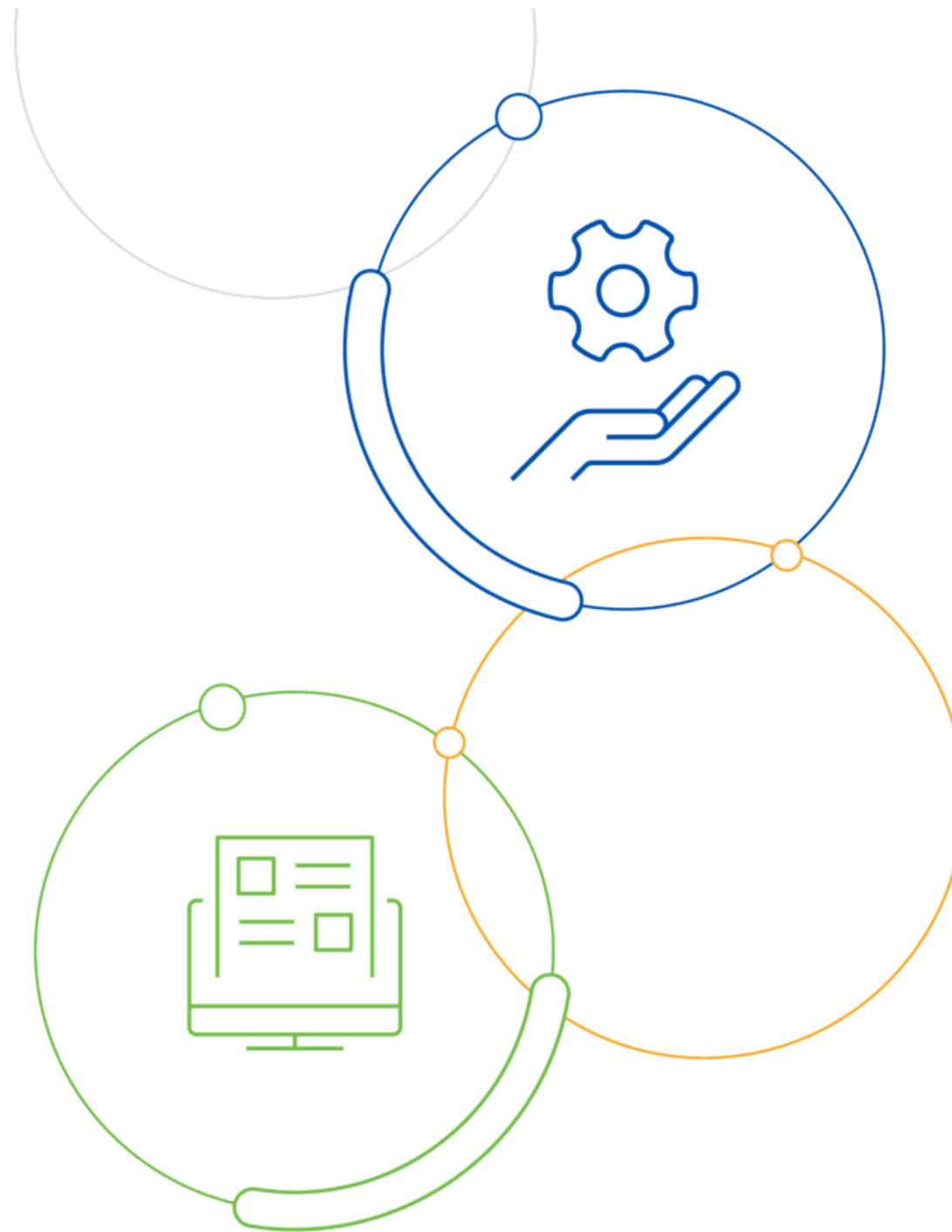
Creating a deal
Getting started

Create a deal

During this process, you will need to create the framework for your deal including your business profile.

Unless you have a Systems Integrator Agreement with Cisco, you will need to order hardware, software, and services through a Cisco Authorized Distributor.

[Distributor Locator](#)

1. Log into [Cisco Commerce Workspace](#) (valid CCO ID and Password are required)

2. Select Deals & Quotes tab

3. Click on Create Deal
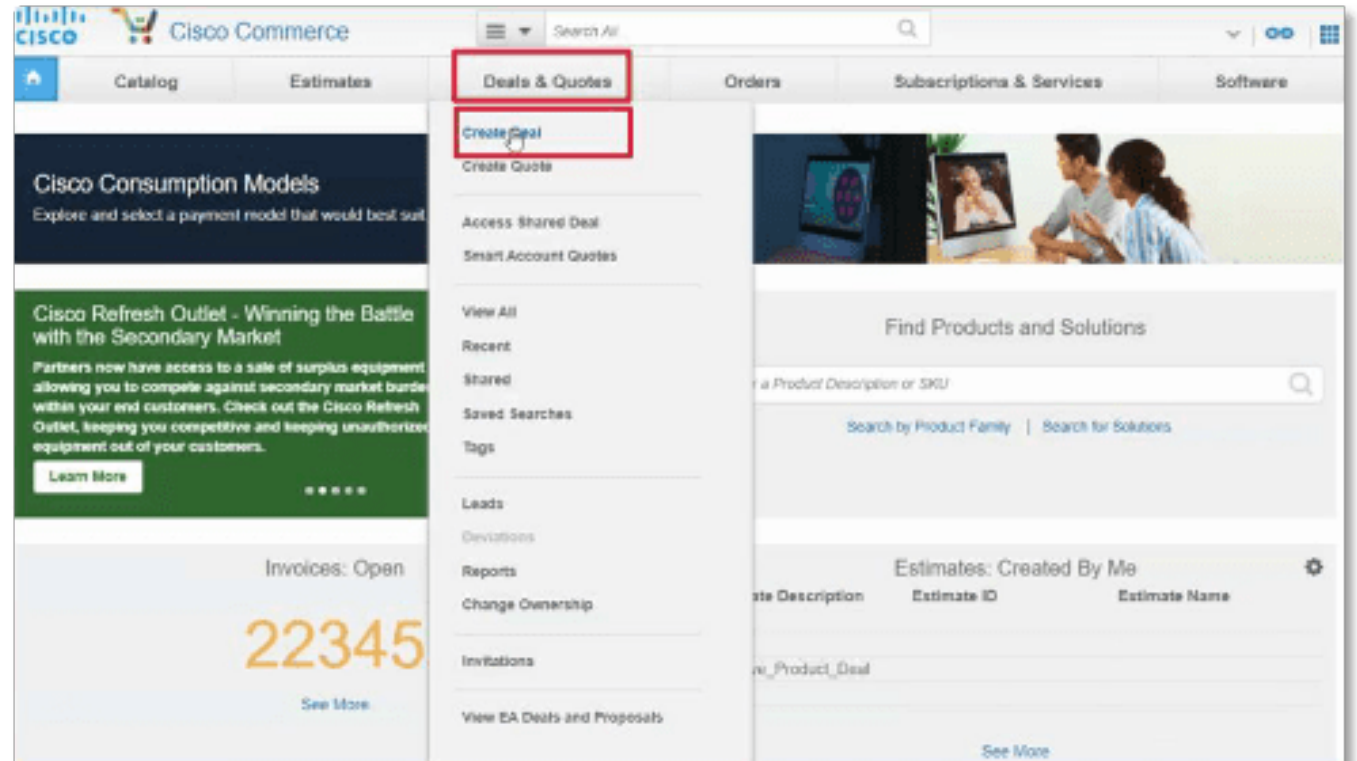
Creating a deal
Getting started

Complete mandatory information

1. Provide a Deal Name (free form text box)

2. Select your Cisco Channel Account Manager

3. For NFR deals, as you are the end customer, input exactly the same information into the End Customer field as can be found pre-populated in the Partner field

4. Click on Create Deal

Creating a deal
Deal screen

Validate NFR CAP

You have the ability to validate your remaining NFR CAP in real time within the deal. The consumption limit details can be accessed via the Partner Profile or Messaging under Explore Incentives page.

Partner Profile   ✕

Cisco.com ID
jsmith

Purchasing Relationship
DIRECT

Certifications
Gold Integrator

Job Title
Purchasing/Procurement

Company
Sample Partner, Inc.

Sample Partner, Inc.
1234 SAMPLE BLVD
SAMPLE CITY, CA 12345
UNITED STATES

John Smith
📞 1800000000
✉ jsmith@sample.com

⊕ **Authorizations Specializations**

⊕ **Cisco Deal Administrators**

⊕ **Cisco Channel Account Managers**

⊖ **Consumption Limit**

Category	Maximum Limit (USD)	Remaining Limit (USD)	Deal Extended List Price (USD)	Status
Collaboration	2,000,000	2,000,000	185,476.4	✅
Standard	7,000,000	6,604,085.729	185,476.4	✅

Note: Limits are subject to change in currency conversion rates, orders received and program rules. At the beginning of each financial year, there may be a delay in display of these values while we reset and update these limits.

Creating a deal
Deal screen

About the deal

1. Select the relevant Price List

2. Select Intended Use
   For Infrastructure, choose Internal Business Use. For Demo or Lab, choose Lab.

   Important: *For Demo/Lab use, be sure to choose LAB to get the higher discount.*

3. Input the Expected Closing Date

4. Indicate whether you have a Bill of Material to associate with this deal

5. Press the Save button

Creating a deal
Quote screen

Complete address information

1. Provide Ship To, Install Site and Service To Location addresses

2. Click on Save and Continue

Creating a deal
Quote screen

System validation

The system will validate that you are listed as both the Partner and End Customer on the deal if the intended use selected is "Internal Business Use or Lab".

- If yes, you can proceed with deal creation.
- If no, you will be provided with an error message that will direct you to update your intended use or the Partner/End Customer details within the deal.

Creating a deal
Quote screen

Select items for this deal

1. Use the search box to add items to the deal or...

2. Click on the Import Estimate button to associate an estimate with this deal–this will bring up a list of recently used estimates. You can also search by Estimate ID and Estimate Name.

3. When you have successfully associated an Estimate with this deal, you will see the details summarized.

4. Click on Save and Continue to go to the Discounts and Credits tab.

Creating a deal
Quote screen

Adding NFR incentives

1. The initial information on the Discounts and Credits tab will only include standard discounts. To see what incentives could be applied to this deal, click on the Explore Incentives button.

Creating a deal
Quote screen

Adding NFR incentives

This screen will appear if you make updates to your quote during deal creation.

When you do, you will be required to return to edit incentives so that the system can refresh based on the updated quote.

This helps to ensure you have an opportunity to see all applicable incentives based on the latest version of the quote.

Creating a deal
Quote screen

Adding NFR incentives

1. If you selected Internal Business Use, the Not for Resale incentive will populate the NFR Internal Infrastructure incentive, while Lab will populate the NFR Demo Lab incentive.

2. Alternatively, if available, select the standalone incentive, "Collab SaaS – NFR"

   Important: *NFR Standard and NFR Collaboration SaaS incentives cannot be applied to the same deal. If you select both incentives, the deal will be returned.*

3. Click Apply Incentives

Creating a deal
Quote screen

Adding NFR incentives

This is the explore incentives tab.

Messaging will appear with a "click here" link for you to view your consumption limit details if needed prior to making an incentive selection.

Creating a deal
Quote screen

Consumption limits

Limit is available for consumption in the current financial year.

✅

Limit exceeded due to Extended List Price (USD) of the current Deal.

⚠️

Limit exceeded due to past NFR bookings done in the current financial year.

❌

Consumption Limit   ✕

Category	Maximum Limit (USD)	Remaining Limit (USD)	Deal Extended List Price (USD)	Status
Collaboration	2,000,000	2,000,000	185,476.4	✅
Standard	7,000,000	6,604,085.729	185,476.4	✅

Note: Limits are subject to change in currency conversion rates, orders received and program rules. At the beginning of each financial year, there may be a delay in display of these values while we reset and update these limits.

Consumption Limit

Category	Maximum Limit (USD)	Remaining Limit (USD)	Dea... (US...
Collaboration	2,000,000	2,000,000	18,547,640	⚠️
Standard	7,000,000	6,604,085.729	18,547,640	⚠️

Limit exceeded due to Extended List Price (USD) of the current Deal. You may adjust the bill of material so that the Extended List Price of the deal is less than or equal to the Remaining Limit.

Note: Limits are subject to change in currency conversion rates, orders received and program rules. At the beginning of each financial year, there may be a delay in display of these values while we reset and update these limits.

See Full Detail

Base Discount 7,790,010.00   Push Promo 0.00   Credits 0.00

Consumption Limit   ✕

Category	Maximum Limit (USD)	Remaining Limit (USD)	Deal Extended List Price (USD)	Status
Collaboration	300,000	300,000	88,743	✅
Standard	3,000,000	-15,844.32	88,743	❌

Note: Limits are subject to change in currency conversion rates, orders received and program rules. At the beginning of each financial year, there may be a delay in display of these values while we reset and update these limits.

Base Discount 37,272.00   Push Promo 0.00   Credits 0.00

Creating a deal
Quote screen

Consumption limits

This NFR incentive is available because the deal being created falls within the Partner CAP Remaining.

You could also "Click here" to view your consumption details if needed.

Creating a deal
Quote screen

Consumption limits

This NFR incentive is unavailable because the deal you are creating will put you over your CAP.

Once you adjust your quote, the incentive will be visible for you to select and proceed with deal creation.

If you select "Click here" you can see your consumption details to better understand what adjustment is needed.

Creating a deal
Quote screen

Consumption limits

This NFR incentive is unavailable because you have exceeded your CAP.

If you select "Click here" you can see your consumption details to better understand what adjustment is needed.

Registering a deal
Quote screen

Discounts and credits

1. Under the Discounts and Credits tab, the new NFR discount is displayed with your certification base discount.
2. Click Justification Questions.

   Note: *You can earn additional discount if you return your old equipment by stacking NFR Standard with Migration Incentives (Note: The Collab SaaS–NFR offer does not stack with Migration Incentives). For more information, visit the* [Migration Incentives](#) *web page.*

Registering a deal
Quote screen

Complete justification

1. Complete details of the use and location of the equipment being ordered.

2. Click Save

3. Click Proceed to Review

Registering a deal
Review screen

Review and submit

1. Review the Deal.

2. Click Submit Quote for Approval.

3. A notice that your quote has been submitted successfully, and a Deal ID, will be displayed.

   Note: *Your deal will be reviewed by Cisco internal operations and your Partner Account Manager.*

   You will be sent an email notification once the deal is approved, however you can check on your deal's progress at any time.

Related incentives

Related incentives

Incentive	Get rewarded for	Benefits
[Perform Plus Activate](#)	Consistency	Earn up to $8,000 for consistently booking with Cisco.
[Perform Plus](#)	Growth	Earn up to 4.5% on incremental growth and an additional 3% portfolio bonus (annual CAPs from $30K to $260K).
[VIP](#)	Selling specific products	Earn various rebate % per eligible product sold on hardware, software and SaaS.
[Deal Registration](#)	Protecting your deals	Earn 8% or more in discounts for registering your deals.
[Seller Rewards](#)	Completing challenges	Earn reward points and tickets for completing designated activities and challenges.
[CSPP](#)	Focusing on recurring revenue	Earn discounts and rebates for reselling Cisco services
[Takeback](#)	Customer refresh or migration opportunities	Environmental Sustainability Specialized partners can earn up to a 7% additional discount when you stack base and accelerator discounts.

Frequently asked
questions

FAQ

1. What partners can purchase NFR?

The answer is simple: all Select level and above partners have access to NFR. Our hope is that every partner chooses to invest in the Cisco solutions they need to outfit their offices to ensure optimized operations, a differentiated employee experience, and network security Setting up state of the art demo labs is one clear path to greater credibility with customers.

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Yes, NFR products are intended for office use and demo purposes only. Setting up a demo lab or installing Cisco hardware and software for employee use or general office networking purposes are excellent ways to leverage NFR. Recently we've also expanded the rules to allow the purchase of NFR products to be used in employee home offices for conducting company business. But purchasing NFR for the intention of building out a production environment designed for revenue-generating purposes is prohibited. Spot audits may be employed by Cisco to ensure proper use of NFR purchases. Discounts will be applied to each selected product based on incentive rules. Once your annual purchasing limit is met, the system will no longer allow additional NFR purchases for your company until the following fiscal year.

4. What is the benefit of using Cisco's NFR hardware and software?

When partners use Cisco's hardware and software on a day-to-day basis in their internal offices and demo environment, they have more product intimacy and are more adept at selling Cisco solutions to their customers. This translates into higher deal close rates.

FAQ

5. I understand demo lab use, but what constitutes as "internal office use?"

"Internal Use" means internal office use for non-revenue generating activities. Here is the definition in the Indirect Channel Partner Agreement (ICPA). 'Internal Use is any business use of a product for an end user's or Registered Partner's own internal use; it is to be distinguished from the definition of resale provided below. For clarification purposes, "internal use" does not mean the use of a product or service by a Registered Partner for the purpose of providing managed or cloud services to an end user.

6. Can NFR be combined with any other incentives or promotions?

Partners who have the Environmental Sustainability Specialization and are enrolled in the Takeback Incentive can receive an additional 2% discount on the price of new NFR hardware if you agree to return the used equipment to Cisco through the Takeback Incentive. Cisco offers a free takeback service at no cost to our plan partners or customers.

7. How is this different from the NFR Collaboration SaaS track?

The Collaboration SaaS track is a sub-track under the NFR incentive that provides additional purchasing limits for most collaboration software. The Collaboration

SaaS Specialization is required for Resellers to participate. Non-Resellers and Distributors can participate without the specialization.

8. How do I know what my NFR purchasing limit is? Or how much of my limit I have utilized?

Your purchasing limit is based on your partner level with Cisco. If you qualify for the Enhanced or XL limits, you will be notified at the beginning of the fiscal year. If you have questions about your limit, please reach out to your PAM or Distributor.

9. When does my purchasing limit begin and end?

The annual cap follows Cisco's fiscal year. (FY24: July 28, 2024 to July 26, 2025).

FAQ

10. Do all partners have the same purchasing limit?

No. Partners' purchasing limits are based on role level or authorization. To find out your cap, please contact your Cisco PAM or AM or email AskNFR@external.cisco.com.

11. Can a partner apply for a higher purchasing limit?

Partners are not able to apply for a higher limit. Gold Partners that meet the eligibility requirements for XL Gold will be notified at the beginning of the fiscal year. Select and Premier Partners that meet the eligibility requirements for Enhanced Premier and Enhanced Select will be notified at the beginning of the fiscal year. Please note the net bookings requirements to meet these

higher limits excludes NFR bookings. See Not for Resale Incentive: Terms and Rules for details.

12. Do any product exclusions exist?

Incentive restricted SKUs and Solutions Plus products are not eligible for NFR discount unless specifically listed on the NFR demo/lab hardware and software PID list. This list is not published so please check with your PAM/CAM/AM with any questions. If you attempt to include any of these ineligible products in your NFR request, the system defaults to the base discount. For example, if the IRS SKU is in Core, then it will get a base discount of 42%.

13. Why am I not seeing higher discounts applied to my deal in Cisco Commerce?

Partners who meet the eligibility requirements for NFR must be enrolled in NFR for the NFR incentive to be available within the deal. Please select "LAB" as your intended use for the higher discounts to apply.

14. I'm ordering new NFR hardware and software to replace outdated Cisco products in our office. Can I sell my used Cisco hardware or software?

No, your Cisco partner agreement prohibits partner resale of unauthorized used Cisco hardware and software.

FAQ

15. I am an "Other Authorized Partner." If I do not become a Developer or Advisor in the new Cisco Partner Program will I continue to hold onto my $500k cap under "other partner types"?

IoT Machine Builders, Solution Technology Integrators, Learning Partners and DevNet Specialized Partners will have an annual list price purchasing limit of $500K. All other roles will lose your $500K purchasing limit and your status as a Cisco Partner.

16. What kind of year-over-year growth do I need to achieve to meet the requirements for the Enhanced (Enhanced Premier and Enhanced Select) and Enhanced XL Tracks?

You must have a minimum of $1M in the prior year net Cisco resale bookings and growth over the previous year. There is no growth requirement for the XL Gold Track.

Have additional questions?

Get answers to any additional questions regarding incentive policies, caps, discounts, and more by emailing:
asknfr@external.cisco.com
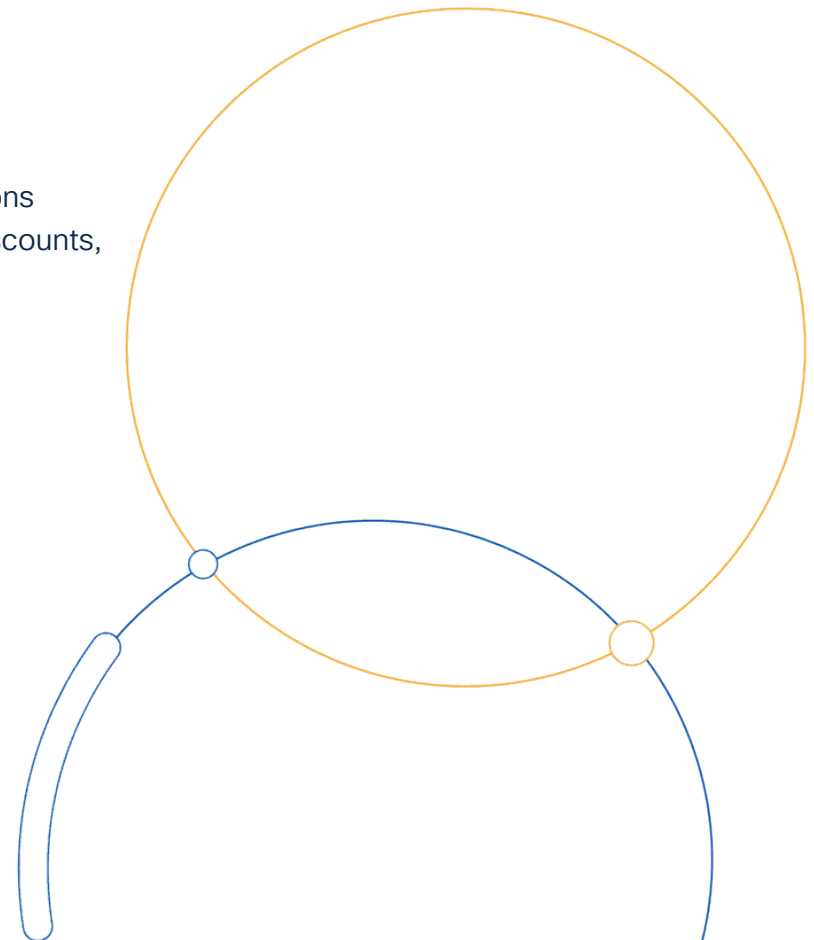
Resources and support

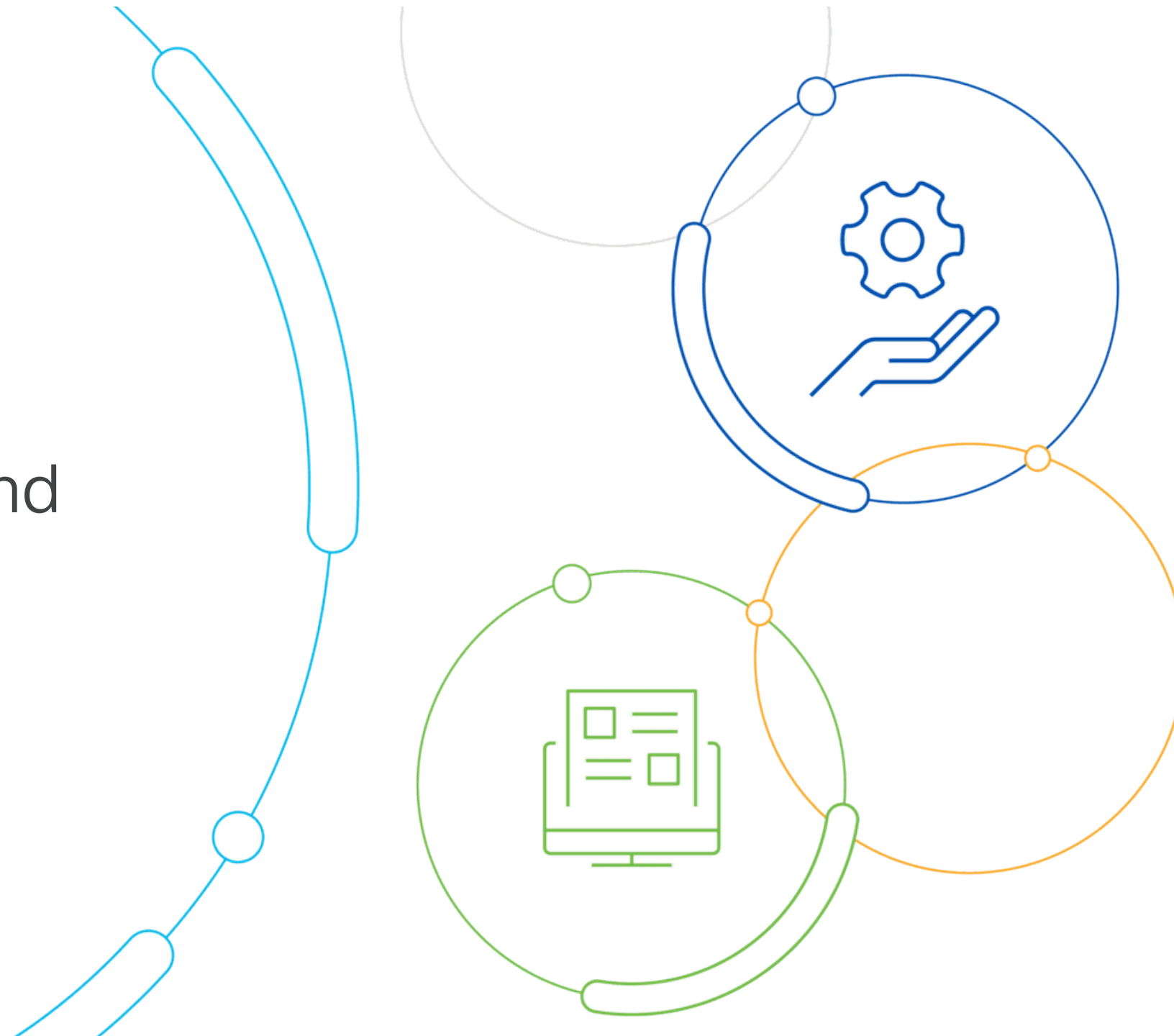# Resources

Standard NFR

[NFR website](#)

[Appendix: Incentive rules](#)

[PID list](#)

Additional resources

[Cisco Partner Program e-book](#)

[CPIA User Guide](#)

[Program notifications](#)

[Partner Program Enrollment (PPE) Tool](#)

[Cisco Commerce](#)

[Customer Service Hub](#)

NFR Collaboration SaaS Track
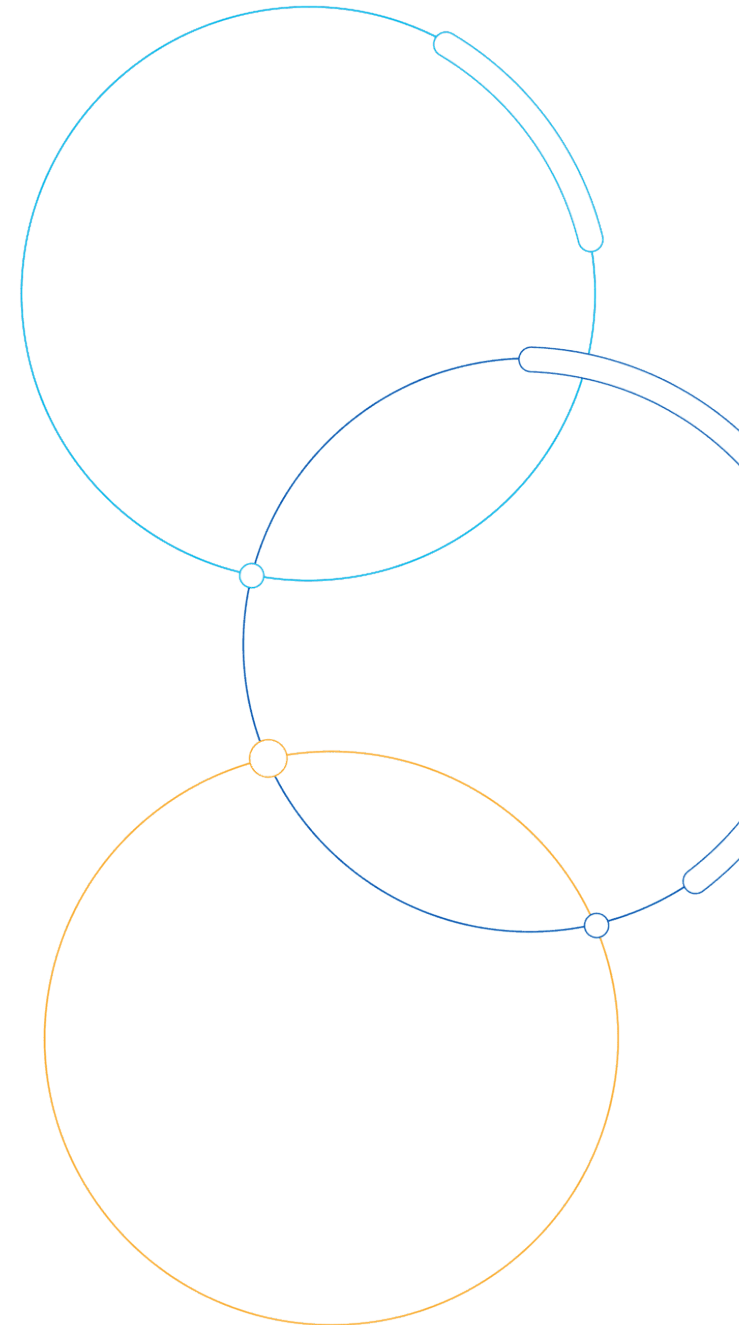
[FAQs: NFR Collaboration SaaS](#)

[Track Guide: NFR Collaboration SaaS](#)

[CUWP to NFR Overview](#)

[Quick Guide: NFR Collaboration SaaS](#)

[PID List: NFR Collaboration SaaS](#)

[Subscribe to program notifications](#) for the latest changes and announcements

Support

Already using NFR and need help? Upon submission of your case, you will receive a response from Cisco within 2 business days with a status. To submit and check the status of your case, refer to the [Customer Service Hub](#).

Support For	Description	Location
[Partner Program Enrollment (PPE) Tool](#)	Access and enrollment guidance for PPE tool	[Customer Service Hub](#) (search Partner Program Enrollment)
[Cisco Commerce Orders](#)	Creating and/or modifying an existing NFR order and subscriptions	[Customer Service Hub](#) (search XaaS Ordering Guidance)
Cisco Commerce Ordering Tool	Technical support guidance for Cisco Commerce ordering tool	[Customer Service Hub](#) (search Cisco Commerce Order Tool Support)
Post-order	Technical issues and feature/functionality questions	[Technical Assistance Center (TAC)](#)
Control Hub	Subscription support in Control Hub	[Cisco Webex Help Center](#)
Subscription Changes	Changes to XaaS subscriptions including Cancellations, True Forward, Change to Term and Configuration, Merger and Acquisition, Product setup issues	[Customer Service Hub](#) (search Subscription Changes)

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https://ebooks.cisco.com/story/nfr-guide/page/7/2

Thank you for reading

Not for Resale (NFR)