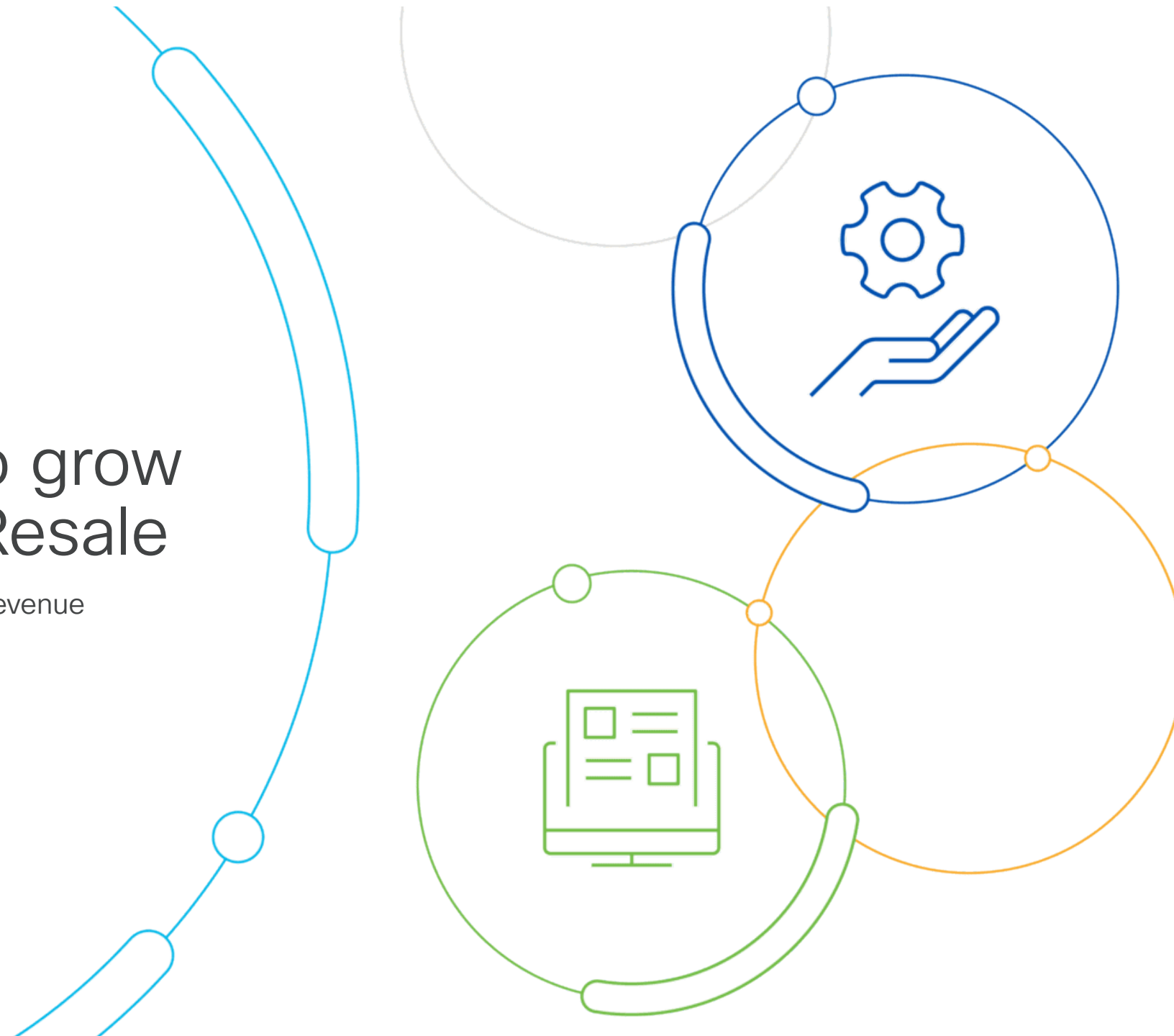


# Partners who grow use Not for Resale

A proven path to new future revenue



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

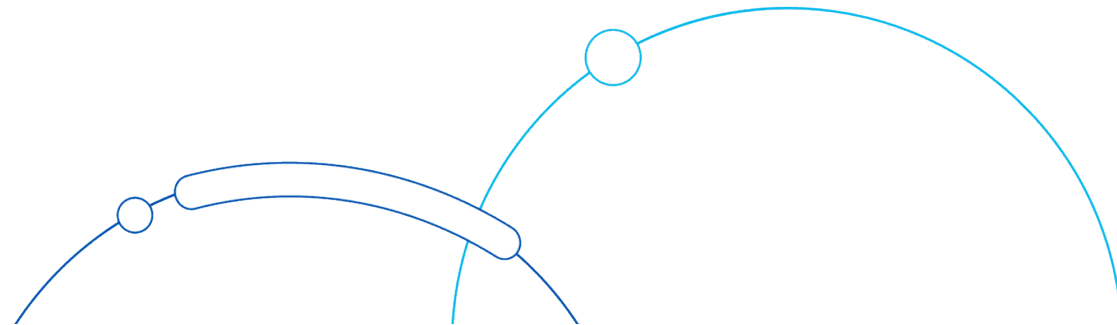
We've built the Program framework and launched the roles. The next chapter of the Cisco Partner Program will focus on simplifying your ability to maximize the benefits of your Cisco partnership.

## 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.



# Why use NFR for demo labs and office use?

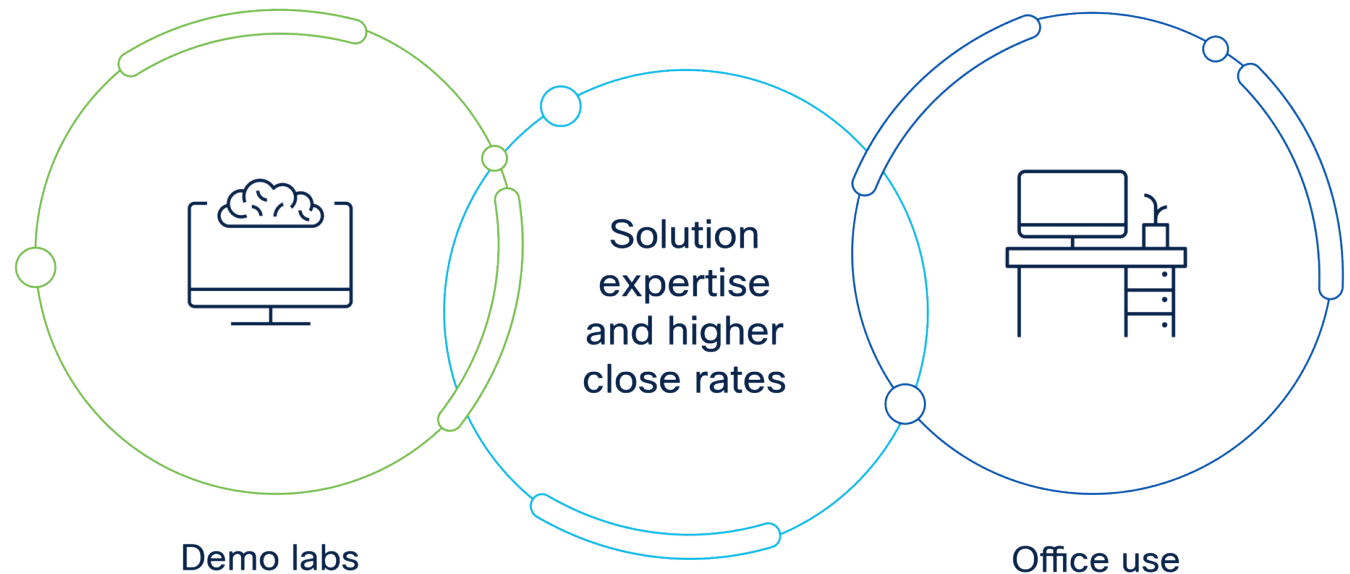
Partners who use NFR strategically give their engineers and technical sales teams an edge to inspire customers with business outcomes, close more deals, and deliver with confidence.

## 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.



# 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.

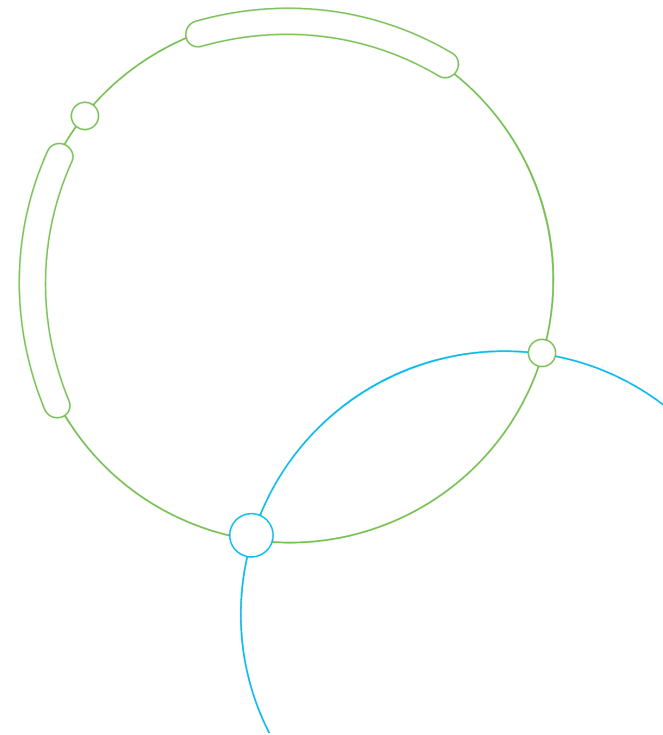
Need to sign the CPIA? Refer to the [CPIA User Guide](#).

**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

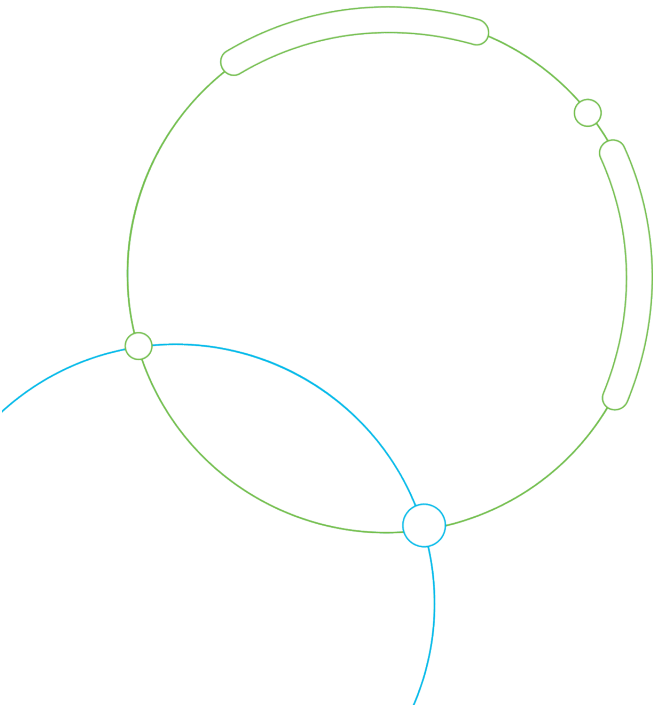
Need help? Send your question to [AskNFR@external.cisco.com](mailto:AskNFR@external.cisco.com)



# 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?

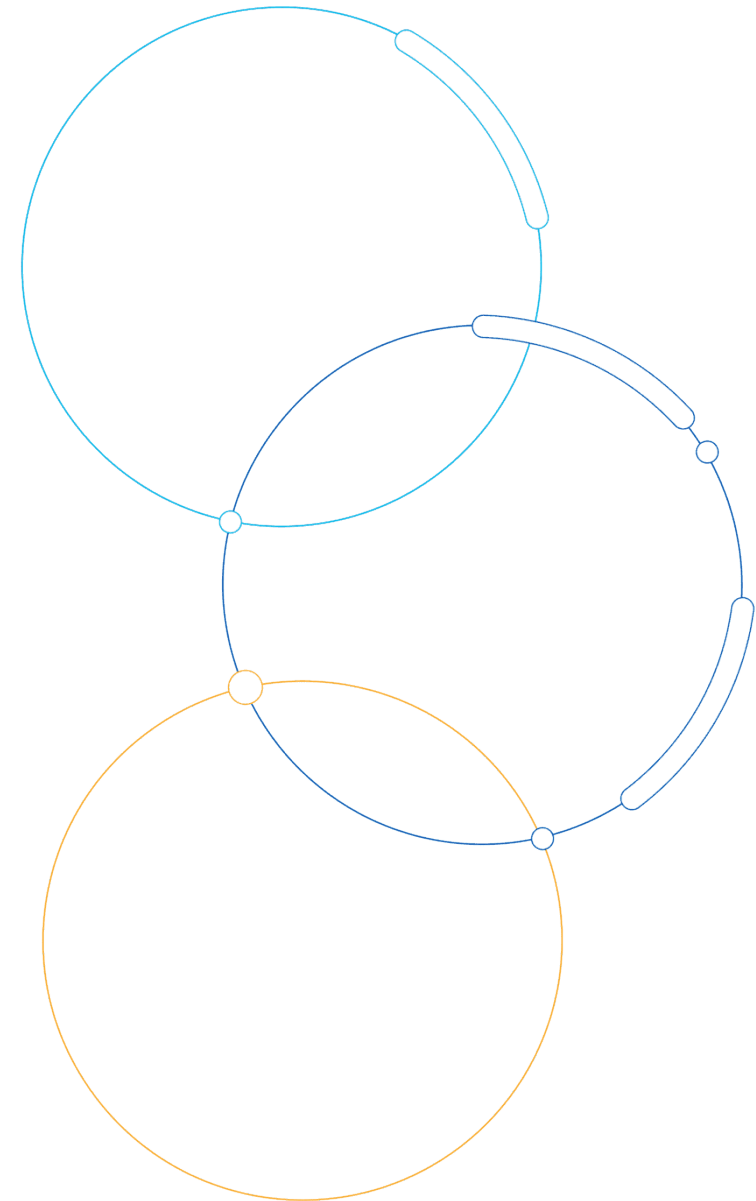
The good news is that annual NFR purchasing limits are very generous and aligned to the investments partners make in their Cisco practice. So, the higher your role level the higher your annual NFR purchasing limits. The lowest annual purchasing limit of \$300K is for Select Partners but the purchasing 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

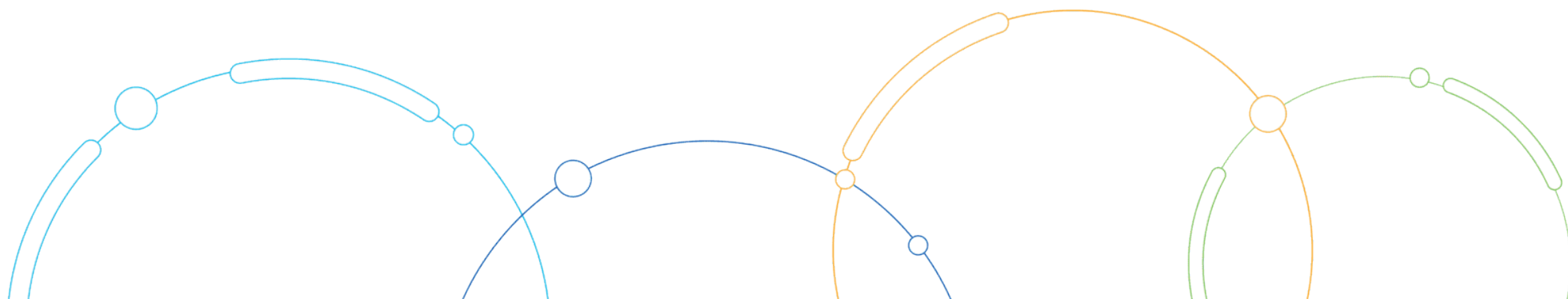
Cisco technology in your back office

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%

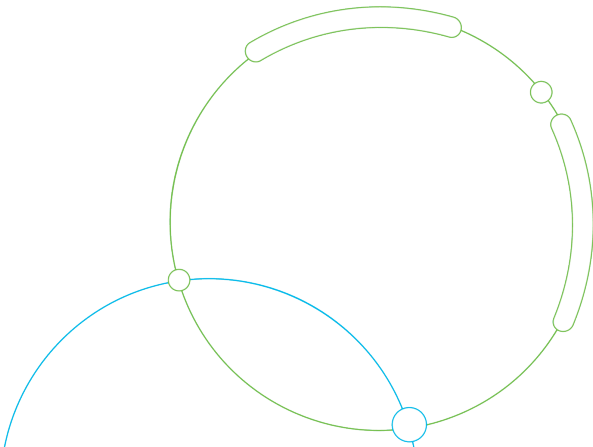
Eligible partners have access to discounts for hardware, software, and services that are available on the Cisco Global Price List (GPL).

- 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		<div>Distributor</div> <ul style="list-style-type: none"><li>Limit: \$3M List</li></ul> <div>Partners with the following credentials:</div> <ul style="list-style-type: none"><li>IOT Machine Builders</li><li>STI, Vertical STI, Specialty STI</li><li>Learning Partners</li><li>DevNet Specialized</li><li>Limit: \$500K List</li></ul>
Gold	Limit: \$3M List	Limit: \$1M List	
Enhanced Premier	Limit: \$1M List Eligibility: \$1M in net bookings and Y/Y growth		
Premier	Limit: \$500K List	Limit: \$500K List	
Enhanced Select	Limit: \$600K List Eligibility: \$1M in net bookings and Y/Y growth		
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



Go to CCW-R and  
search for contract



Put the approved NFR  
deal into the quote



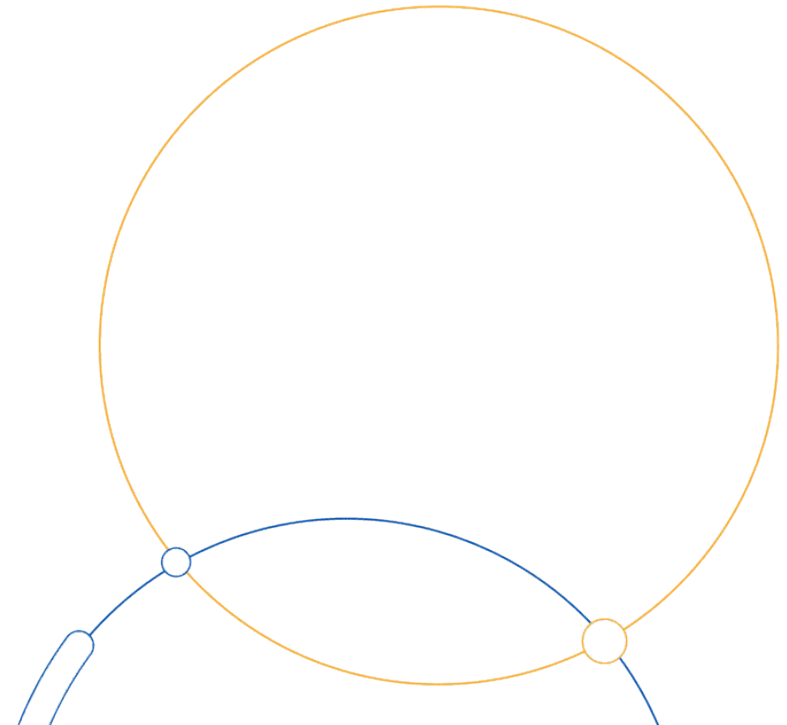
The discount  
will populate

## 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](#).

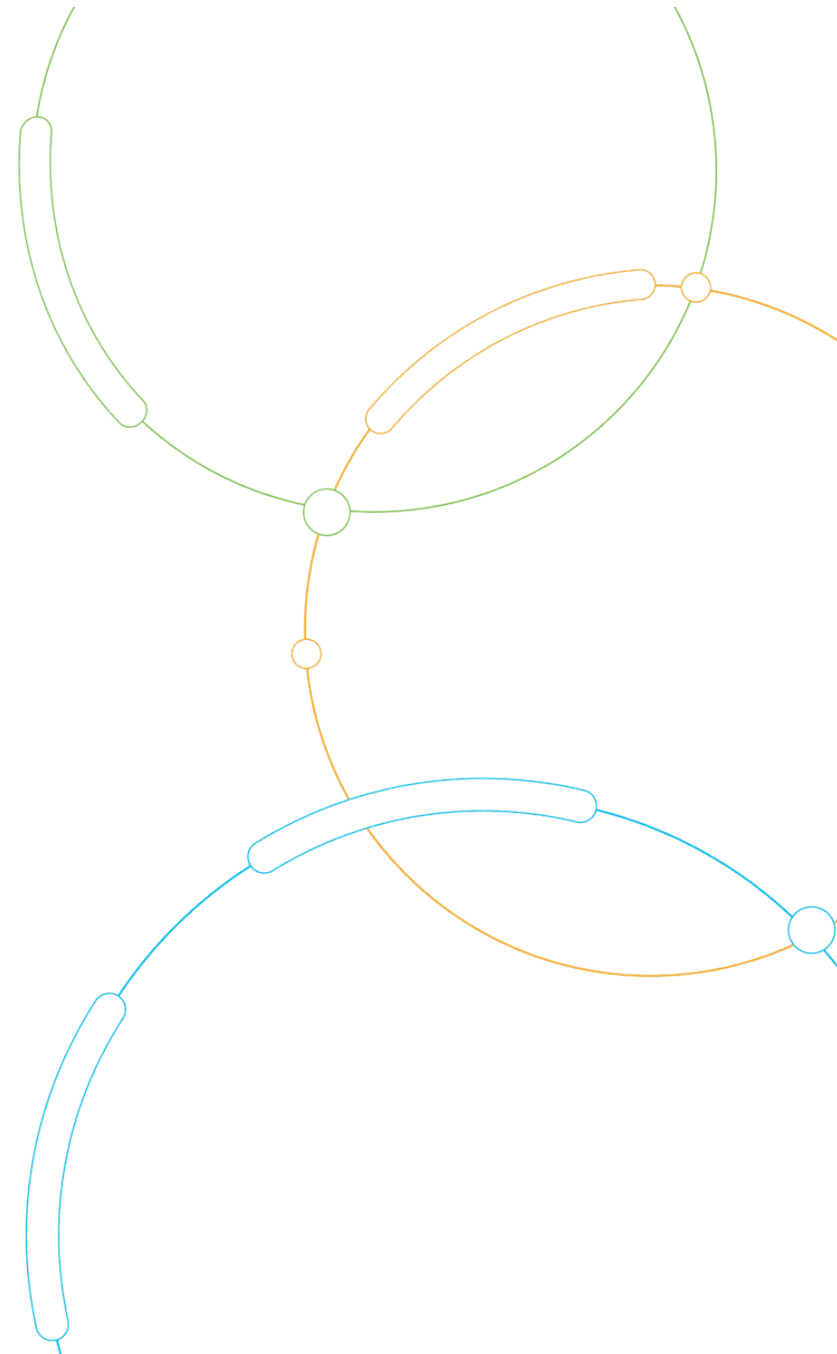
Standard NFR and Collaboration SaaS track purchasing limits are separate and specific to each incentive.

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

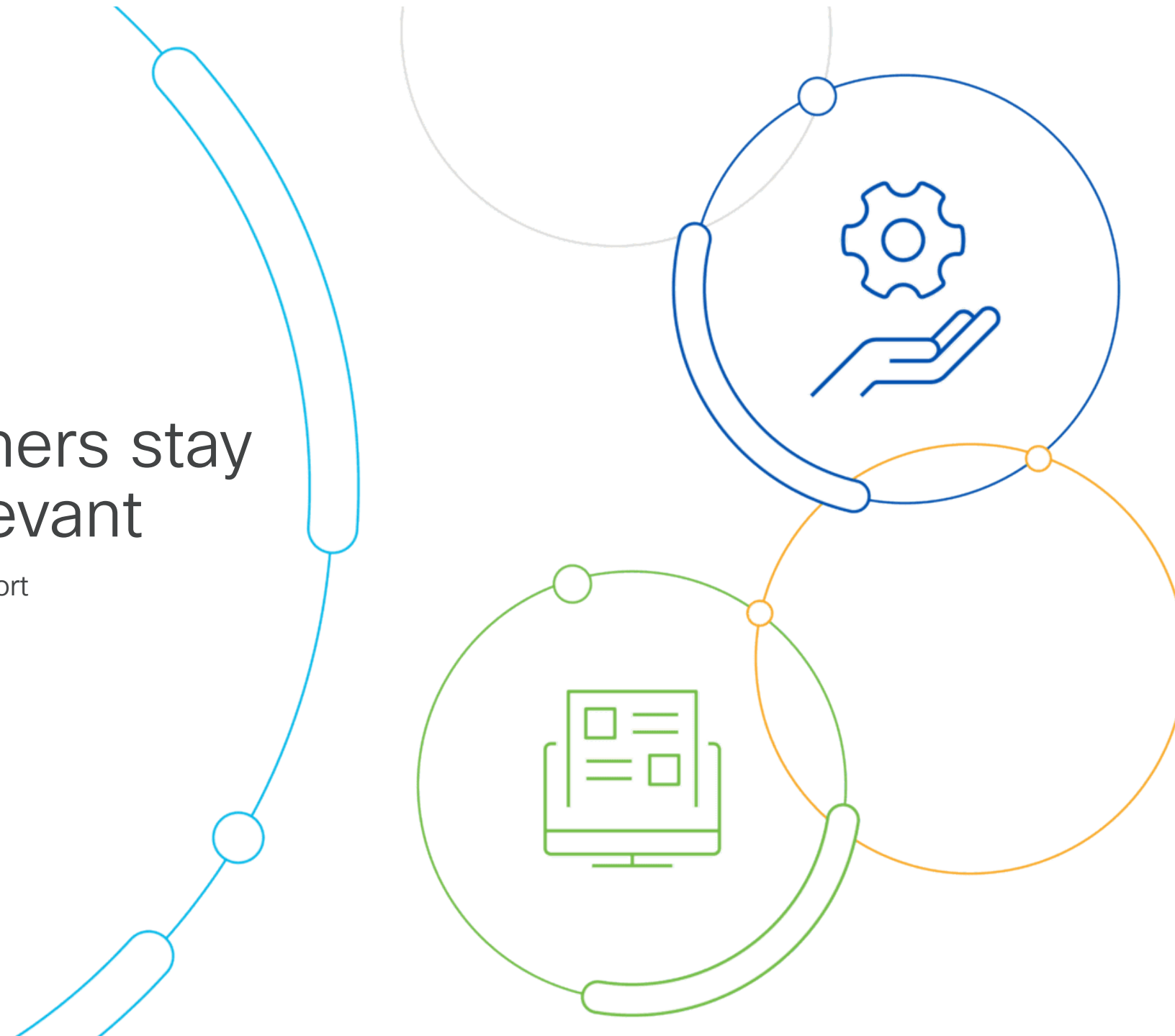
	Collaboration Specialized Partners and Distributors
<b>Level 4</b> \$10M annual net Cisco Collaboration bookings	Limit \$2M
<b>Level 3</b> \$4M annual net Cisco Collaboration bookings	Limit \$750K
<b>Level 2</b> \$1M annual net Cisco Collaboration bookings	Limit \$300K
<b>Level 1</b> No prior year bookings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

**Reminder:** Collaboration SaaS NFR can only be used to purchase Collaboration SaaS PIDs. 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**

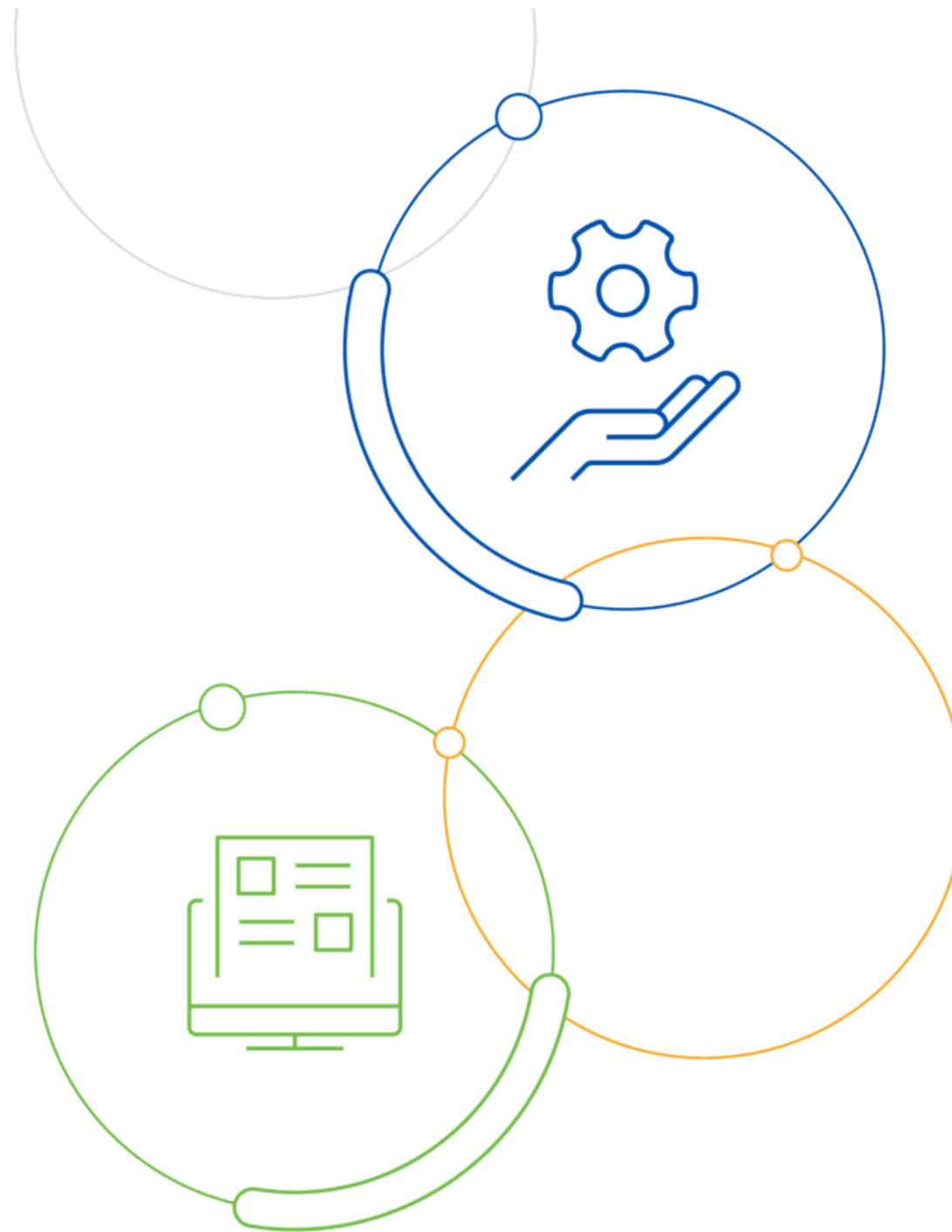
- NFR hardware and software can be leased for 24 or 36 months
- NFR discounts honored and applied to lease
- Renewing lease includes the latest updates of software/hardware

(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](mailto:csc-comm-sales-inside@cisco.com)**.

Creating deals for  
NFR hardware,  
software, and services



# Creating a deal

## Getting started

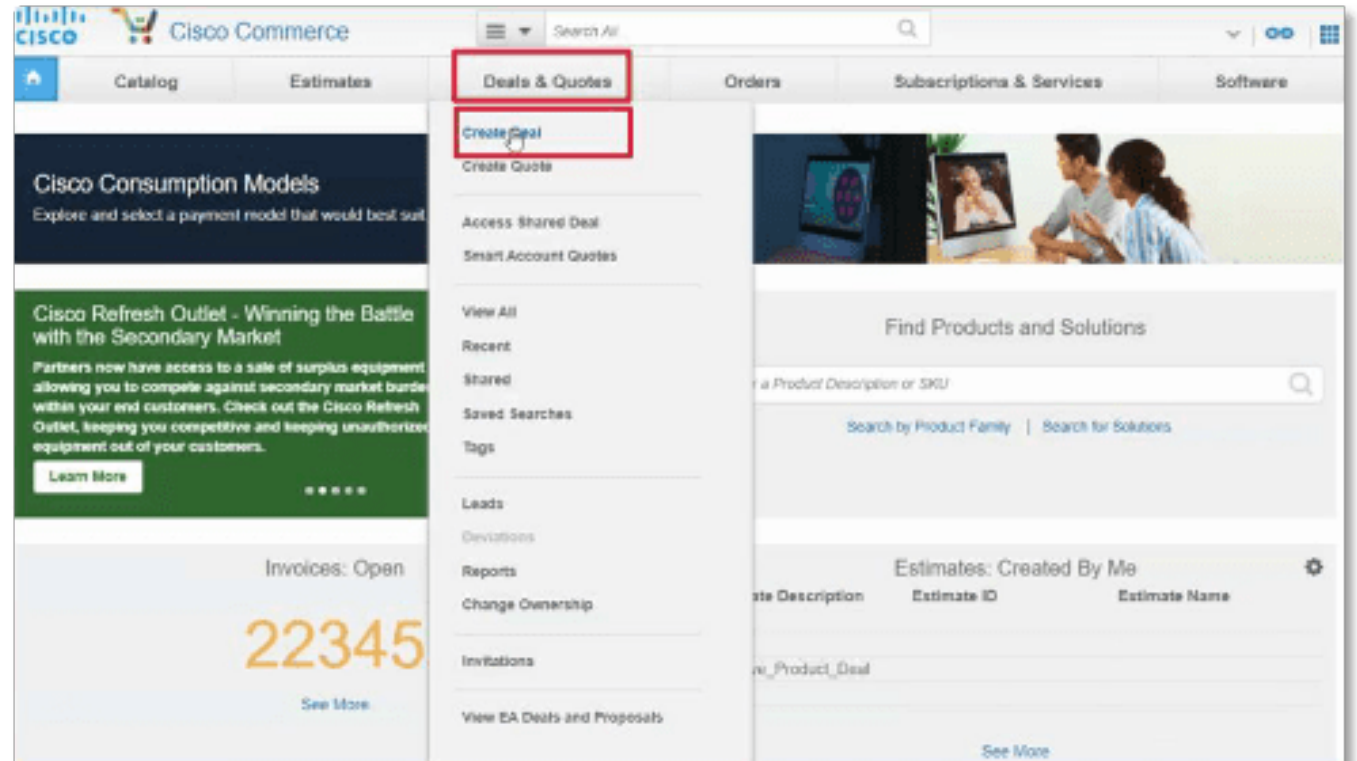
### Create a deal

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

The screenshot shows the 'Create a Deal' form in the Cisco Commerce Deals & Quotes interface. The form is titled 'Create a Deal' and includes a search bar and navigation tabs for Catalog, Estimates, Deals & Quotes, Orders, Subscriptions & Services, and Software. A warning message at the top states: 'If your deal involves an End Customer buying in multiple countries, or being fulfilled by multiple Partner types (Self, Subsidiary, Agent or Dist as Agent) in a country/region, check the applicable box below and refer to this Global Deal Training Guide. If you are not creating a Global Deal, simply click the "Create Deal" button to continue. (Note: Not applicable for Outsourcing deals).' Below this, a section asks 'Please click if you want to create : Sw-Referral Deal'. The form is divided into several sections: 'Deal Name' (callout 1), 'Cisco Channel Account Manager (CAM)' (callout 2), 'End Customer' (callout 3), and 'End Customer Address' and 'End Customer Contact' (callout 4). The 'End Customer' field is pre-populated with 'SAMPLE CUSTOMER' and 'Partner \* Sample Partner, Inc.'. The 'End Customer Address' field is pre-populated with 'SAMPLE CUSTOMER', '1234 SAMPLE BLVD', 'SAMPLE CITY, CA 12345', and 'UNITED STATES'. The 'End Customer Contact' field is pre-populated with 'test test', 'test@sample.com', '1235551234', and 'www.sample.com'. A 'Create Deal' button is located at the bottom right of the form.

1. Deal Name \*

2. Cisco Channel Account Manager (CAM) \*

3. End Customer \* SAMPLE CUSTOMER

4. 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.

DealQuoteReviewApprovalsOrder

Who's InvolvedAbout the Deal

Partner Address \*

MHD Communications

1234 SAMPLE BLVD  
SAMPLE CITY, CA 12345  
UNITED STATES

### 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

The screenshot shows the 'About the Deal' section of a software interface. It features a navigation bar with tabs: Deal, Quote, Review, Approvals, and Order. Below the navigation bar are two sub-tabs: 'Who's Involved' and 'About the Deal'. The 'About the Deal' sub-tab is active. The main content area contains several fields and a toggle switch, each highlighted with a red box and a green circle containing a number:

- 1** Price List \* ⓘ: A dropdown menu showing 'Global Price List US Availability'.
- 2** Intended Use \* ⓘ ⓘ: A dropdown menu showing 'Internal Business Use'.
- 3** Expected Closing Date \*: A date input field with a calendar icon.
- 4** I have a Bill of Material: A toggle switch that is currently turned on. Below it, text reads: 'This will help you to explore best incentives for you'.

Below these fields is a section titled 'Competitors' with a table header 'Competitor Name'.

**Definitions for Intended Use**  
Intended Use describes how the items (SKUs) associated to this Deal will be used and who will use them.  
Your selection here will determine the available promotions and applicable taxes.

Term	Definition
Internal Business Use	If SKUs on the Quote will be installed in your facility for demonstration or infrastructure purposes. Example of eligible promotions: NFR
Lab	If SKUs on the Quote will be used in a laboratory. Example of eligible promotions: Network Academy and NFR

# 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

The screenshot displays the 'Quote' tab of a CRM interface. The top navigation bar includes 'Deal', 'Quote', 'Review', and 'Approvals'. A green circle with the number '2' is positioned near the 'Save and Continue >' button in the top right corner, which is also highlighted with a red box. Below this, the 'Buy Method' is set to 'Cisco'. The 'Billing Address' section, marked with a green circle '1', shows 'SAMPLE CUSTOMER' at '1234 SAMPLE BLVD, SAMPLE CITY, CA 12345, UNITED STATES', with a 'Billing ID' of '406980576'. The 'Ship To' field, also marked with a green circle '1', is set to 'UNITED STATES' and includes a note: 'This address will be default for new items'. Below this, the 'Install Site' and 'Service To Location' sections are highlighted with red boxes. Both sections feature a search bar with the placeholder 'Search by Company Name or Address to Add' and a 'Search' button. The 'Install Site' section has a 'Default Install Country/Region' of 'UNITED STATES', and the 'Service To Location' section has a 'Default Service Country/Region' of 'UNITED STATES'. A red box highlights the 'Save and Continue >' button, with a note '\*Required Field' below it.



# 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.

ExportPrintEmailShareDeleteMore

QUOTE NAME NFR Test 2

Global Price List in US Dollars (USD)

DEAL ID 10000000	QUOTE NUMBER 1000000000	QUOTE STATUS NOT SUBMITTED Incentive(s) Status	SMART ACCOUNT ASSIGNMENT Assign Smart Account	EXPIRY DATE N/A
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Deal

Quote

Review

Approvals

Order

Deal History

Who's Involved

About the Deal

Save

Proceed to Items

The intended use selected is incorrect based on the Partner and End Customer details provided. Please re-validate your selection. Click [here](#) for Intended Use summary. Click [Customer Service Hub](#) to open a case to have Partner or Customer details updated (Search Customer Registry > Customer Registry Data Management > Open a case) or engage your PAM for further assistance.

Price List \*

Global Price List in US Dollars

Intended Use \*

Lab

Expected Closing Date \*

11-Jun-2023

Deal Description

Probability of Closing

25% - Low

I have a Bill of Material ☐

This will help you to explore best incentives for you

Competitors

+ Add New

Competitor Name	Technology Name
No Records	

Save

Proceed to Items

# 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.

The screenshot shows the 'Quote' tab of a CRM interface. At the top, there are tabs for Deal, Quote, Review, Approvals, Order, and Deal History. Below these are sub-tabs: Items, Discounts and Credits, Justification, Install/Service Location, and Billing. A section titled 'Set item preferences for this quote' contains a search box (callout 1) and an 'Import Estimate' button (callout 2). Below the search box is a 'Buy Method' dropdown set to 'Select', and buttons for 'Remove Selected Lines', 'Validate', and 'More'. A table header shows 'Hardware, Software and Services' with columns for 'Estimated Lead Time' and 'Unit'. The table body is empty, displaying 'No records'. Below this is another table header with columns for 'Hardware, Software and Services', 'Unit List Price (USD)', 'Qty', and 'Extended List Price (USD)'. Below the table header is a red-bordered box (callout 3) containing a 'View' dropdown set to '50', 'Items Per Page', 'Results 10 of 10', 'Previous' and 'Next' navigation links, and a 'Financial Summary' section. The 'Financial Summary' section shows 'All prices shown in USD' and a 'Total List Price' of 462,427.98. At the bottom right, there is a 'Save and Continue >' button (callout 4).

Deal Quote Review Approvals Order Deal History

Items Discounts and Credits Justification Install/Service Location Billing

Set item preferences for this quote ▾

Search by SKU, Description and Product Family

Import Estimate

Buy Method Select Remove Selected Lines Validate More ▾

Hardware, Software and Services Estimated Lead Time Unit

No records

Hardware, Software and Services Unit List Price (USD) Qty Extended List Price (USD)

View 50 Items Per Page Results 10 of 10 Previous 1 Next

Financial Summary All prices shown in USD

Total List Price 462,427.98

Save and Continue >

# 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.

The screenshot shows the 'Quote' tab in a CRM system. The top navigation bar includes 'Deal', 'Quote', 'Review', 'Approvals', 'Order', and 'Deal History'. Below this, a secondary navigation bar has 'Items', 'Discounts and Credits', 'Justification', 'Install/Service Location', and 'Billing'. The 'Discounts and Credits' tab is active. A green circle with the number '1' is placed over the 'Explore Incentives' button, which is highlighted with a red box. The main content area is titled 'Financial and Promotional Summary' and includes a 'View By' dropdown set to 'Rollup Price' and a 'Filter By' dropdown set to 'All Items'. A table lists items with columns for 'Unit List Price (USD)', 'Qty', 'Extended List Price (USD)', 'Total Discounts %', 'Amount (USD)', 'Credits (USD)', and 'Extended Net Price (USD)'. The first item is 'CPAK-100G-SR4=' with a unit list price of 8,134.00 and a total discount of 40.17%. The second item is 'GLC-TE=' with a unit list price of 471.00 and a total discount of 42.00%. The table also shows 'Estimate ID' for each item and a 'Core Category' for each item.

Item	Unit List Price (USD)	Qty	Extended List Price (USD)	Total Discounts %	Amount (USD)	Credits (USD)	Extended Net Price (USD)
1.0 CPAK-100G-SR4= CPAK optical transceiver module, 100GBASE-SR4, 100m OM4	8,134.00	1	8,134.00	40.17	3,267.32	0.00	4,866.68
Estimate ID: FC356985265W1							
Core Category - SI - Internal - USD				42.00%	3,087.00		
Add Subtotal							
2.0 GLC-TE= 1000BASE-T SFP transceiver module for Category 5 copper wire	471.00	1	471.00	42.00	197.82	0.00	273.18
Estimate ID: FC2256936265W2							
Core Category - SI - Internal - USD				42.00%	197.82		
Add Subtotal							

## Adding NFR incentives

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

QUOTE NAME Demo

Global Price List US Availability (USD)

DEAL ID 10000000	QUOTE NUMBER 1000000000	QUOTE STATUS NOT SUBMITTED Incentive(s) Status	SMART ACCOUNT ASSIGNMENT Assign Smart Account	EXPIRY DATE N/A
---------------------	----------------------------	--	--	--------------------

Deal

Quote

Review

Approvals

Order

Deal History

Items

Discounts and Credits

Justification

Install/Service Location

Billing

Edit Incentives

Justification Questions

One or more incentives have changed due to the changed made to the bill of material. Please click [here](#) for more details.

Your BOM has changed and new incentives may be available. Please click [Edit Incentives](#) to ensure you get your optimal discounts.

Your quote has been priced successfully.

Financial and Promotional Summary

Actions

View By

Rollup Price

Filter By

All Items

Hide \$0 List Price Items

		Hardware, Software, Services and Subscriptions	Unit List Price (USD)	Qty	Extended List Price (USD)	Total Discounts		Credits (USD)	Extended Net Price (USD)
						%	Amount (USD)		
	1.0	MS425-16-HW Meraki MS425-16 L3 Cld-Mngd 16x 10G SFP+ Switch	18,547.64	10	185,476.40	42.00	77,900.10	0.00	107,576.30
Core Category - SI - Internal - USD						42.00%	77,900.10		
Standard Quoting BR-Deal-210731-11265						0.00%	0.00		

Add Subtotal

# 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

The screenshot shows the 'Explore Incentives' interface. At the top, there are three summary boxes: 'Total List Price' at 456,627.98, 'Total Discounted Amount' at 112,713.55, and 'Extended Net Price' at 343,914.43. Below these is a progress bar and a breakdown of discounts: Base Discount 112,687.95, Push Promo 0.00, and Credits 0.00. A 'See Full Detail' link is on the right. The main area is divided into two columns. The left column, labeled 'Not for Resale' with a checkmark icon, contains a list of incentives with a toggle switch. The right column, labeled 'Smart Incentives Stack', contains a list of incentives. A red box highlights the 'Not for Resale' section on the left, and another red box highlights the 'Apply Incentives' button at the bottom right. A green circle with the number '1' is next to the 'Not for Resale' section, and a green circle with the number '3' is next to the 'Apply Incentives' button.

Category	Amount
Total List Price	456,627.98
Total Discounted Amount	112,713.55
Extended Net Price	343,914.43

Base Discount 112,687.95 | Push Promo 0.00 | Credits 0.00

**Not for Resale**  
Please select the scenarios that apply

- NFR - Internal Infrastructure ☒

**Smart Incentives Stack**  
This is a tentative list of incentives. Please click on preview for your optimal discount.

- Not for Resale
  - NFR Internal Infrastructure

Back | Preview | **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.

[← Explore Incentives](#)

Total List Price  
**185,476.40**

Total Discounted Amount  
**77,900.10**

Extended Net Price  
**107,576.30**

● Base Discount 77,900.10 ● Push Promo 0.00 ● Credits 0.00

[See Full Detail](#) ▼

Click [here](#) to view the annual cap limits of Consumption Categories of certain rewards such as Not For Resale, etc

**Not for Resale New**  
Please select the NEW scenarios that apply ⓘ  
NFR - Internal Infrastructure ☐

**Takeback and Conversion Incentives**  
Please select the scenarios that apply

**Smart Incentives Stack**  
This is a tentative list of incentives. Please click on preview for your optimal discount.  

Auto Applied Rewards

- Standard Quoting

Disqualified Incentives

# 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)	Deal Extended List Price (USD)	Status
Collaboration	2,000,000	2,000,000	18,547,640	!
Standard	7,000,000	6,604,085.729	18,547,640	!

**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.

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.

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.

# 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.

Explore Incentives

Total List Price  
**185,476.40**

Total Discounted Amount  
**77,900.10**

Extended Net Price  
**107,576.30**

Base Discount 77,900.10 Push Promo 0.00 Credits 0.00 [See Full Detail](#)

[Click here](#) to view the annual cap limits of Consumption Categories of certain rewards such as Not For Resale, etc

**Not for Resale New**  
Please select the NEW scenarios that apply ⓘ  
NFR - Internal Infrastructure ☐

**Smart Incentives Stack**  
Applied Incentives  
Auto Applied Rewards  
• Standard Quoting

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	✓
<b>Note:</b> 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

## 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.

[Explore Incentives](#)

Total List Price  
**18,547,640.00**

Total Discounted Amount  
**7,790,010.00**

Extended Net Price  
**10,757,630.00**

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

[See Full Detail](#)

The annual cap limit of consumption category of certain rewards has exceeded. Click [here](#) to view the detailed consumption limits of rewards such as Not for Resale, etc.

**Takeback and Conversion Incentives**

Please select the scenarios that apply

This is a Takeback Opportunity ☐

**Smart Incentives Stack**

This is a tentative list of incentives. Please click on preview for your optimal discount.

Auto Applied Rewards

- Standard Quoting

**Consumption Limit**

Category	Maximum Limit (USD)	Remaining Limit (USD)	Deal (USD)
Collaboration	2,000,000	2,000,000	10,547,640
Standard	7,000,000	6,604,080.729	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.

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

[See Full Detail](#)

# 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.

Explore Incentives

Total List Price  
18,547,640.00

Total Discounted Amount  
7,790,010.00

Extended Net Price  
10,757,630.00

Base Discount 7,790,010.00

Push Promo 0.00

Credits 0.00

The annual cap limit of consumption category of certain rewards has exceeded. Click [here](#) to view the detailed consumption limits of rewards such as Not for Resale, etc.

Takeback and Conversion Incentives

Please select the scenarios that apply

This is a Takeback Opportunity

Smart Incentives Stack

This is a tentative list of incentives. Please click on preview for your optimal discount.

Auto Applied Rewards

- Standard Quoting

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.

# 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.

Deal		Quote	Review	Approvals	Order	Deal History
Items	Discounts and Credits	Justification	Install/Service Location	Billing	<a href="#">Edit Incentives &gt;</a> <a href="#">Justification Questions &gt;</a>	
✓ Your quote has been priced successfully.						
Financial and Promotional Summary						
View By		Rollup Price	Filter By	All Items	Hide \$0 List Price Items	
Hardware, Software, Services and Subscriptions	Unit List Price (USD)	Qty	Extended List Price (USD)	Total Discounts %	Amount (USD)	Credits (USD)
1.0 CPAK-100G-SR4=	8,134.00	1	8,134.00	78.19	6,360.20	0.00
CPAK optical transceiver module, 100GBASE-SR4 100m OM4						
Estimate ID: FC356985265W						
NFR Internal Infrastructure BR-NFRI-210731-10125				36.00%	2,646.00	
Core Category - SI - Internal - USD				42.00%	3,087.00	
<a href="#">Add Subtotal</a>						

# 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

Deal Quote Review Approvals Order Deal History

Items Discounts and Credits Justification Install/Service Location Billing

Edit Incentives Save Proceed to Review >

\*Required Field

The following incentives require additional information before submission.

**NFR Internal Infrastructure** Try and Buy No

• Annual allowances are calculated on Cisco Fiscal Year. Please note that the yearly allowances are in LIST price.

Please explain in detail the exact use and location of this equipment.\* 992 Characters left.

Edit Incentives Save 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.

1

2

Deal Quote Review Approvals Order Deal History

Submit Quote for Approval \* Required Field

The Start Date you entered may not be available when ordering. Standard Start Date restrictions will apply.

Who's Involved About The Deal Quote Incentive Trade In Items Install Site Billing

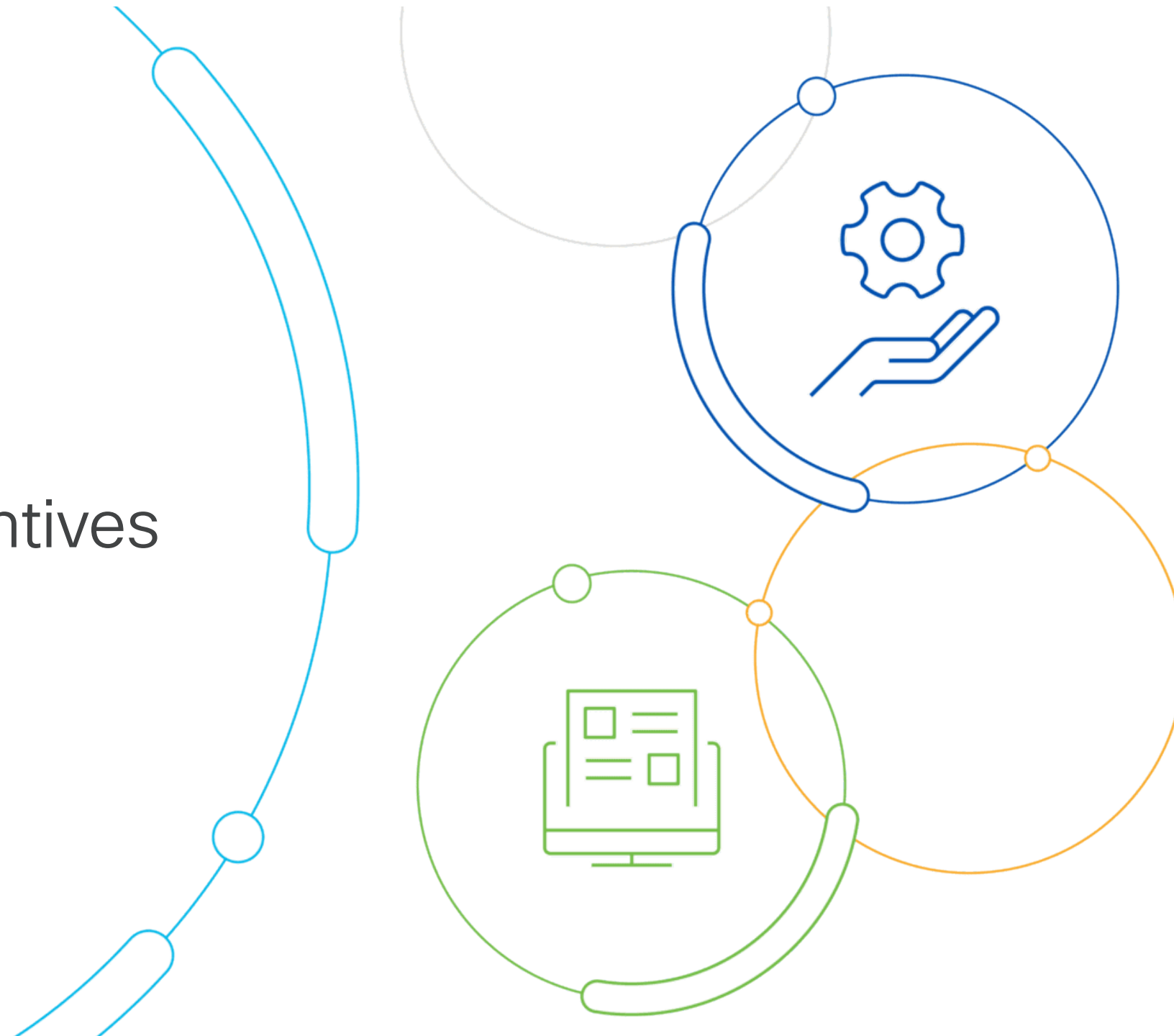
**Financial Summary**

	Total List Price (USD)		Discount	Extended Net Price (USD)
Products	38,066.85	(77.43%)	29,476.23	8,590.62
Services	418,561.13	(80.00%)	334,855.56	83,705.57
Subscriptions	0.00	(0.00%)	0.00	0.00
Special Line Items	--	--	--	--
Discounts & Credits				
Discount		(79.79%)	364,331.79	
Credits			0.00	
Quote Total	456,627.98	(79.79%)	364,331.79	92,296.19

**Deal Summary**

Expected Cisco Hardware and Software List Amount	0.00
Expected Cisco Service List Amount	0.00
Deal Total	0.00
User currency dictated by promotion rules and country/region policy	

# Related incentives



# Related incentives

Incentive	Get rewarded for	Benefits
<a href="#">Perform Plus Activate</a>	Consistency	Earn up to \$8,000 for consistently booking with Cisco.
<a href="#">Perform Plus</a>	Growth	Earn up to 4.5% on incremental growth and an additional 3% portfolio bonus (annual CAPs from \$30K to \$260K).
<a href="#">VIP</a>	Selling specific products	Earn various rebate % per eligible product sold on hardware, software and SaaS.
<a href="#">Deal Registration Seller Rewards CSPP</a>	Protecting your deals	Earn 8% or more in discounts for registering your deals.
	Completing challenges	Earn reward points and tickets for completing designated activities and challenges.
	Focusing on recurring revenue	Earn discounts and rebates for reselling Cisco services
<a href="#">Takeback</a>	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

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## 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.

## 2. 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.

## 3. 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. 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

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## 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

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## **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](mailto: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

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**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.

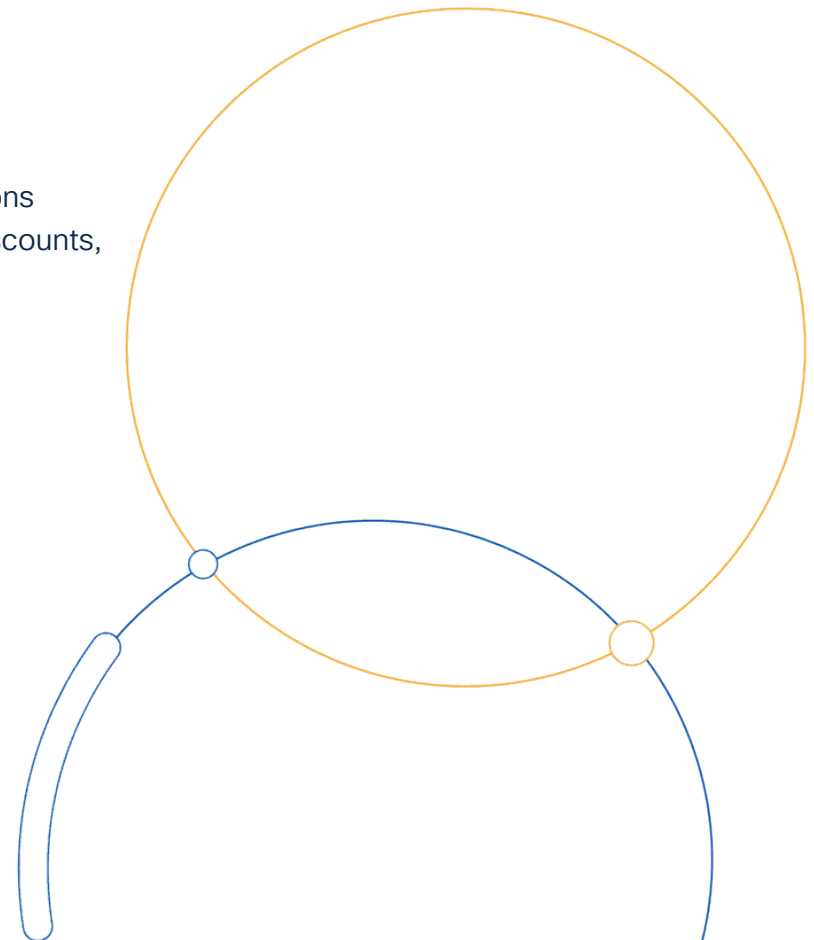
**16. What kind of year-over-year growth do I need to achieve to meet the requirements for the Enhanced (Enhanced Premier and Enhanced Select) and Enhanced XL Tracks?**

You must have a minimum of \$1M in the prior year net Cisco resale bookings and growth

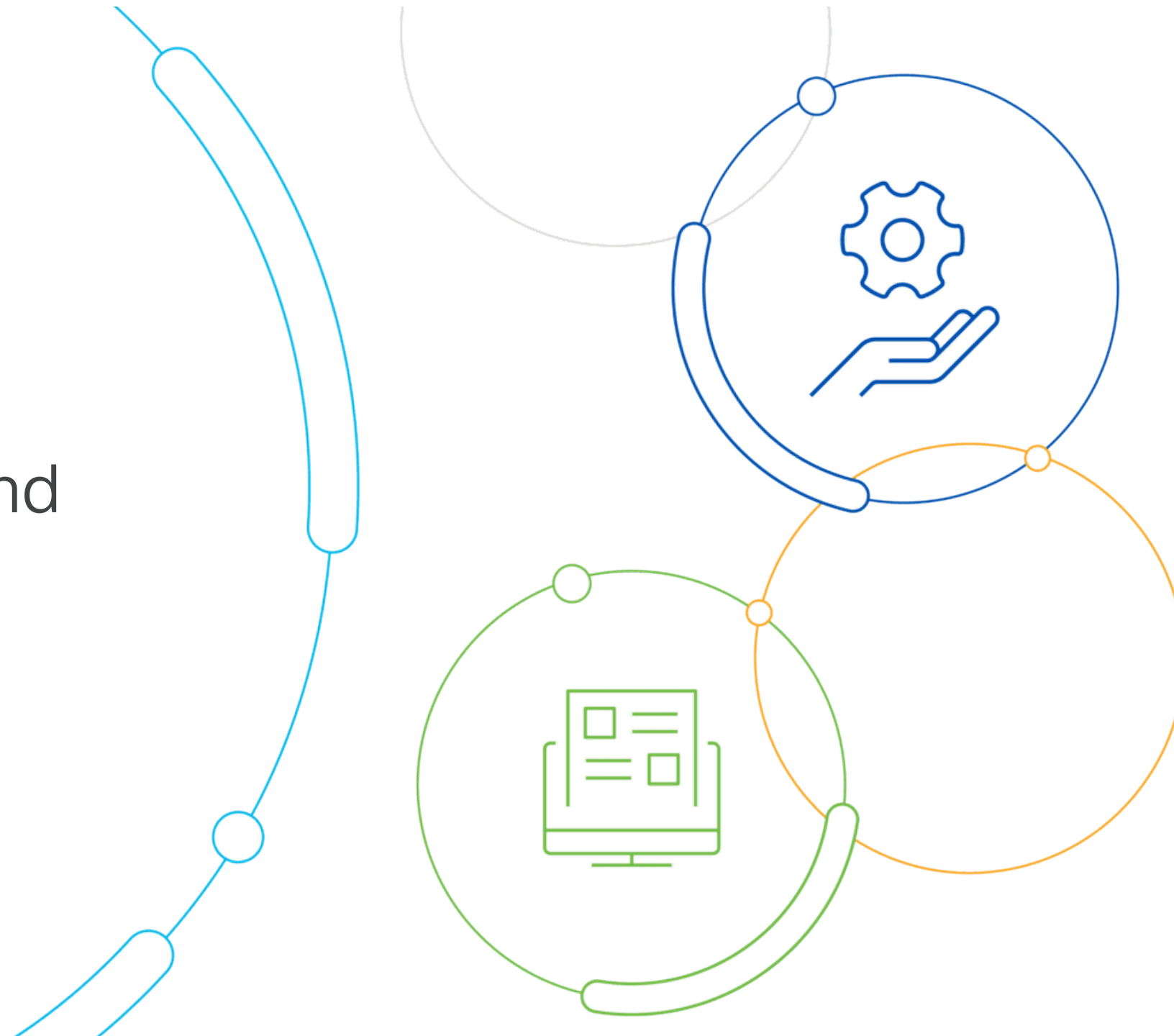
over the previous year. There is no growth requirement for the XL Gold Track.

**Have additional questions?**

Get answers to any additional questions regarding incentive policies, caps, discounts, and more by emailing:  
[asknfr@external.cisco.com](mailto: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](#)

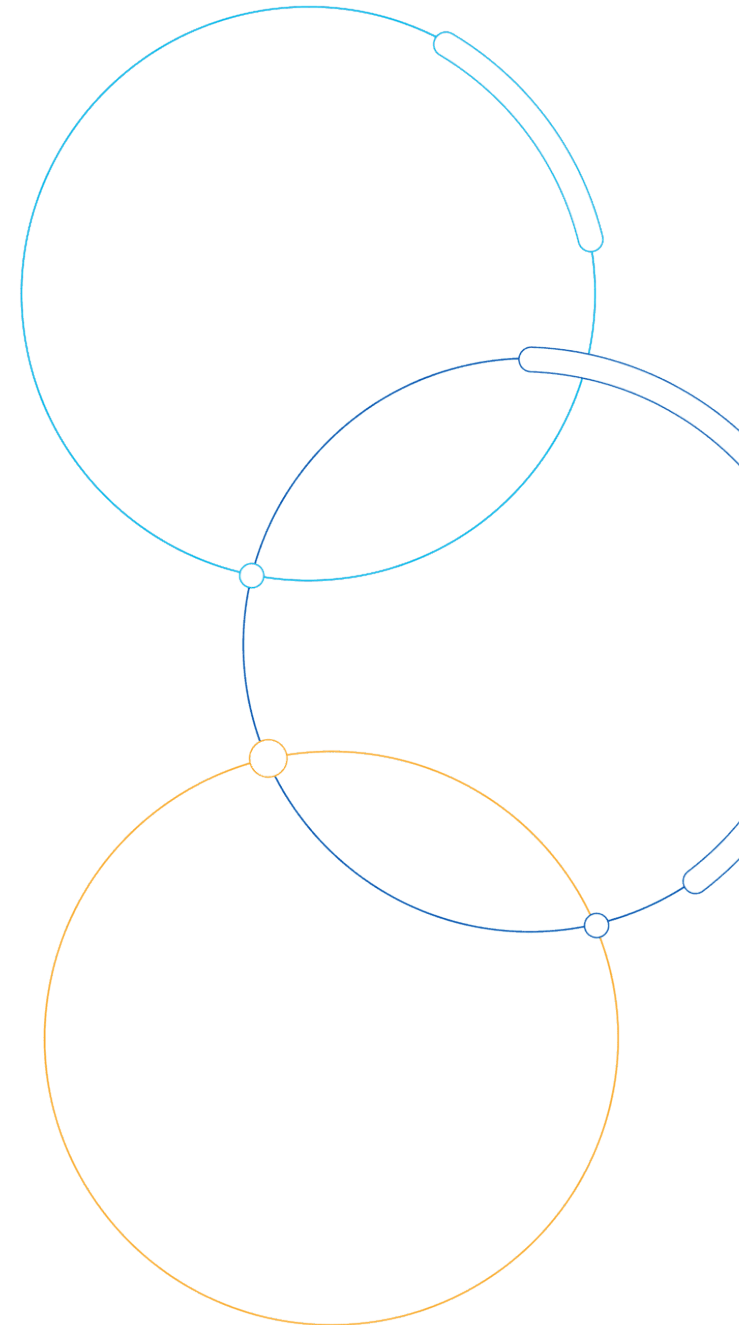
[Track Guide: NFR Collaboration SaaS](#)

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

**Open full table in browser:**  
<https://ebooks.cisco.com/story/nfr-guide/page/7/2>

Thank you for reading

Not for Resale (NFR)

