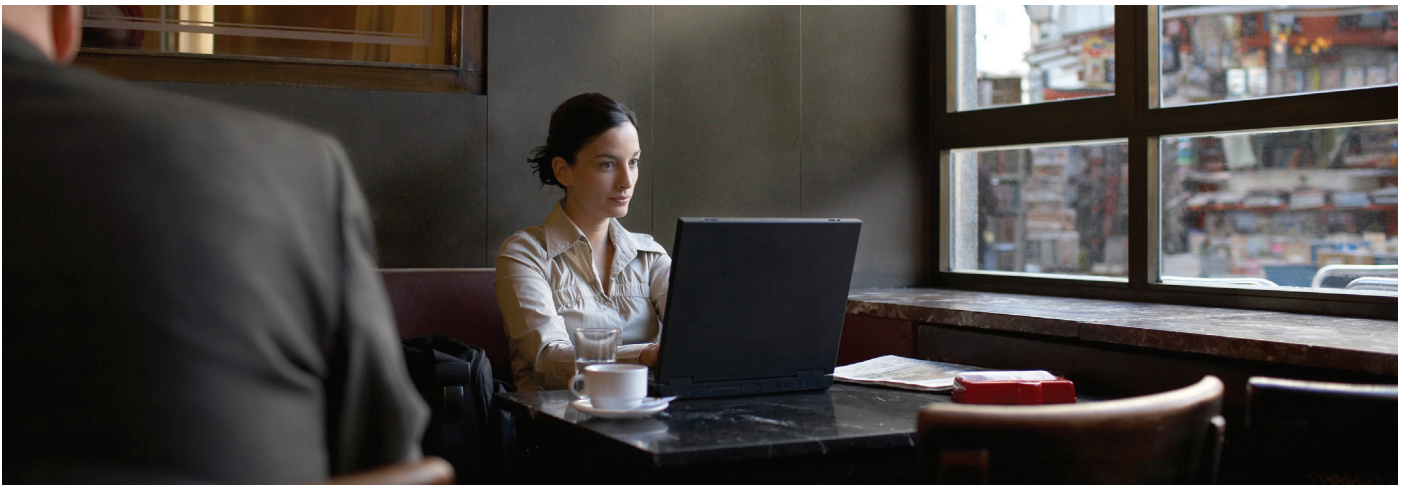


# Reseller Incentives Snapshot

June Edition  
European Markets



Program Name	Program Description	End Date	Combined With
<b>DCV Q4 Velocity Promotions</b>	<p>The DC/V Q4 Velocity Program has been designed to help turbocharge your data center and virtualization sales and help you close out FY10 ahead. With new offers spanning the entire portfolio, there is something in the mix to help meet nearly every customer need.</p> <p>The UCS Smart Plays provide great introductory-priced bundles that will have customers quickly up and running with product-ready systems leveraging Cisco's latest technology. Nexus 5000, 7000 and MDS Storage Networking bundles have been developed to help accelerate the adoption of Unified Fabric. Take advantage of these great promotions to help your customers achieve their data center goals.</p>	Until 31 July 2011	Dependent upon Product Promotion, please consult with Distribution Partner and/or Cisco Account Manager
<b>\$2k Cisco-Funded Network Assessment Program</b>	<p>Rewards qualified Cisco Certified Gold, Silver and Premier Partners for conducting Cisco-approved customer network assessments in Cisco-nominated and approved accounts. All assessments must be co-sponsored and nominated in the Cisco SIRE system by the local Cisco account team (Account Manager and Cisco Channel Account Manager). All nominations and partner applications are managed via the Cisco SIRE system (web application at <a href="http://www.cisco-sire.com">www.cisco-sire.com</a>).</p> <p><a href="http://www.cisco.com/go/ignite">www.cisco.com/go/ignite</a></p>	Until 31 July 2011	AIP, TMP
<b>CSSP MY Service Promotion</b>	<p>This promotion provides 20% net discount on 3 year new business and renewal contracts on all PBR (Partner Branded Resale) Services.</p> <p><a href="http://www.cisco.com/web/services/resources/renewals/index.html#~2,-">http://www.cisco.com/web/services/resources/renewals/index.html#~2,-</a></p>	01 June 2011 - 29 Oct 2011	Not combinable with any other offer

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Program Name	Program Description	End Date	Combined With
<b>EUP2-XXX - FAST TRACK 2 ACCELERATOR</b>	<p>The Fast Track 2 Accelerator Promotion is designed to provide additional upfront discount on selected SKUs. This promotion provides an additional 10% discount on selected Storage and UC Small Business products. It also eliminates the need for repeated special pricing requests, hence, improving productivity and profitability for Partners selling to small and medium businesses.</p> <p><a href="http://www.cisco.com/web/partners/sell/smb/programs_and_promotions/index.html">http://www.cisco.com/web/partners/sell/smb/programs_and_promotions/index.html</a></p>	Until 02 July 2011	PDF, TMP, TAP
<b>WebEx Everywhere</b>	<p>This NFR purchase offer allows the partner to take advantage of a significant discount (over 90% off the list price) on Cisco WebEx Meeting Center and Cisco WebEx Connect Instant Messaging (IM) and make online collaboration part of its everyday business strategy.</p> <p><a href="http://www.cisco.com/web/partners/sell/promotions/webex_uc_promo.html">http://www.cisco.com/web/partners/sell/promotions/webex_uc_promo.html</a></p>	Until 31 July 2011	Not combinable with any other offer
<b>Power UP 2 Promotion (EUP2-421)</b>	<p>Power Up with great price points on selected C-Series and Nexus 2K/5K through Disti Channel</p> <ul style="list-style-type: none"> <li>• Additional discounts limited to eligible products purchased via distribution</li> <li>• Create compelling price points for end customers requiring 1st gen Nexus 2K/5K or who have standardized on the previous Intel platform</li> <li>• These additional discounts do not appear in standard Cisco pricing tools</li> </ul>	Until 31 July 2011	Re-usable, Non-stackable - with any other promotions, programs, certification allowances, or discounts - with the exception of VIP and CIRs
<b>EUP2-336 Flat Price Promotion (Fast Track)</b>	<ul style="list-style-type: none"> <li>• The Flat Price Discount Promotion is designed to eliminate the need for repeated special pricing requests, hence, improving productivity and profitability for Partners selling to small and medium businesses</li> <li>• The promotion includes various products from our product portfolios</li> </ul> <p><a href="http://www.cisco.com/web/partners/sell/promotions/fast_track.html#-4">http://www.cisco.com/web/partners/sell/promotions/fast_track.html#-4</a></p>	Until 31 July 2011	PDF, TMP, TAP
<b>EUP2-381 Challenge and Reward</b>	<ul style="list-style-type: none"> <li>• The Challenge &amp; Reward UC program rewards partners for building a SMB UC solutions practice and grants upfront benefits whilst training to become either Express UC specialized or Authorized Business Edition</li> <li>• The program is open to partners for registration until the expiration date</li> <li>• Partners will maintain their discount levels for 10 months in which period they will need to obtain the envisioned accreditation</li> </ul>	Until 31 January 2012	OIP, CTMP
<b>EUP2-382 Challenge and Reward Plus</b>	<ul style="list-style-type: none"> <li>• The Challenge &amp; Reward UC Plus edition program rewards partner for maintaining one SMB UC accreditation.</li> <li>• The program is open to partners for registration until the expiration date</li> <li>• Partners will receive an enhanced discount level while they maintain their Express UC Specialization or CABERP</li> </ul>	Until 31 January 2012	OIP, CTMP
<b>EUP2-383 NFR for Smart Care</b>	<ul style="list-style-type: none"> <li>• This Not For Resale (NFR) program provides a cost effective way for Smart Care Registered resellers to become familiar with, present the service platform and demo Smart Care tool to their customers</li> <li>• Just as with the NFR for products SMS3 quote will receive high discounts</li> </ul>	Until 31 July 2011	Not combinable with any other offer

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Program Name	Program Description	End Date	Combined With
<b>EUP(2)-391</b> UCS Partner Pricing	<ul style="list-style-type: none"> <li>Partners will receive an enhanced discount level while they maintain their Express UC Specialization or CABERP</li> </ul>	Until 31 July 2011	OIP, SIP, TIP, VIP
<b>NFR</b> (Not For Resale Program)	<ul style="list-style-type: none"> <li>NFR Program rewards Cisco Distribution Partners, Direct Partners and resellers in the Europe, that are registered or have Cisco Certifications, Specializations</li> <li>Generous discounts on software and hardware used for their labs, demos and sales office infrastructure (sales office infrastructure for SMB Partners)</li> <li>This promotion is open to all registered partners</li> </ul> <p><a href="http://www.cisco.com/web/partners/pr11/incentive/euro/nfr.html">http://www.cisco.com/web/partners/pr11/incentive/euro/nfr.html</a></p>	Until 31 July 2011	Not combinable with any other offer
<b>ASP</b> Advanced Specialization Program	<p>The Advanced Specialization Discount Program is available for the following specializations and their related AT products:</p> <ul style="list-style-type: none"> <li>Advanced Security Specialization</li> <li>Advanced Unified Communications Specialization</li> <li>Advanced Wireless LAN Specialization</li> <li>The Advanced Specialization Discount Program rewards Premier &amp; Silver Certified partners for their knowledge and expertise in selling, designing, installing, and supporting comprehensive, integrated advanced network solutions</li> </ul> <p><a href="http://www.cisco.com/web/partners/program/specializations/policies.html#discount">http://www.cisco.com/web/partners/program/specializations/policies.html#discount</a></p>	Ongoing	OIP, MDM, SIP, VIP, TMP, TAP,
<b>PSPP</b> Public Sector Partner Program	<ul style="list-style-type: none"> <li>Provide eligible partners with special pricing when selling to Cisco's public sector customers</li> <li>Providing an appropriate level of discount for a partner, dependant on certification level, to competitively position Cisco's products and solutions in a highly price sensitive market place</li> <li>For more details on how to enroll please contact your local PAM or <a href="mailto:pspp-support@external.cisco.com">pspp-support@external.cisco.com</a></li> </ul> <p>PSPP Tool Deal and Program Registration: <a href="https://www.ciscopartners.com/PSPPEmea/admin/loginadmin.aspx">https://www.ciscopartners.com/PSPPEmea/admin/loginadmin.aspx</a></p> <p>PSPP Website: <a href="http://www.cisco.com/web/partners/pr11/incentive/euro/pspp.html">http://www.cisco.com/web/partners/pr11/incentive/euro/pspp.html</a></p>	Ongoing	TMP, TAP, VIP, PSPP Partner Identified Reward (like OIP)
<b>OIP</b> (Opportunity Incentive Program)	<ul style="list-style-type: none"> <li>Rewards channel partners who actively identify, develop, and win new customers and non-forecasted commercial opportunities in targeted market segments</li> <li>This program incorporates deal registration to protect the partner's pre-sales investment and enable focus on delivery to win the opportunity</li> <li>For more details on how to enroll please contact your local CAM</li> </ul> <p><a href="http://www.cisco.com/web/partners/incentives_and_promotions/index.html">http://www.cisco.com/web/partners/incentives_and_promotions/index.html</a></p>	Ongoing	Challenge and Reward, CPP, ASP, MSCP, SIP, EUP2-381, EUP2-382, EUP2-391, VIP, PDF, TMP, TAP, MDM

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Program Name	Program Description	End Date	Combined With
<b>OSCP</b> Outsourcing Program	<ul style="list-style-type: none"> <li>The Cisco Outsourcing Channel Program defines the requirements and rewards to manage outsourcing offers made by channel partners</li> <li>There are two main requirements: Partners must qualify as a Cisco Outsourcing Partner based on program eligibility criteria, and the specific transaction must meet a predefined outsourced offer definition.</li> <li>Partners must register their Outsourcing opportunities at the CCW:</li> </ul>	Ongoing	TMP, TAP
<b>AIP</b> Assessment Incentive Program	<ul style="list-style-type: none"> <li>Rewarding Cisco Partners and Resellers for prospecting and winning End-user opportunities through deployment of a Installed Base Lifecycle Management Practice, including the use of a Network Assessment application</li> <li>It is open for Cisco Partners and Resellers that are Premier, Silver or Gold-certified OR are AG Plus or AG Start authorized</li> <li>Cisco Resellers and PARTners need to apply for participation via PPE and participation is subject to approval</li> <li>The Program rewards approved and valid opportunities with an incremental discount on Global list price (GPL)</li> </ul> <p><a href="http://www.cisco.com/web/partners/pr11/incentive/euro/aip.html">http://www.cisco.com/web/partners/pr11/incentive/euro/aip.html</a></p>	Ongoing	TMP, TAP, VIP
<b>SIP</b> Solution Incentive Program	<ul style="list-style-type: none"> <li>SIP Program rewards channel partners who actively develop solutions by integrating Cisco technology and non Cisco business relevant applications, and win new or additional business opportunities in critical markets</li> <li>Cisco certified partners should submit a business case - online at <a href="http://www.cisco.com/go/sip-emea">www.cisco.com/go/sip-emea</a> describing the solutions opportunity they have developed and invested resources in</li> <li>If approved the partner will be granted generous discounts in addition to their certification discount for the Cisco products in the solution</li> </ul>	Ongoing	ASP, VIP, MSCP
<b>PDF</b> Partner Development Funds	<p>The Small Business &amp; Commercial Partner Development Funds (PDF) features various tracks designed to benefit different partners based on their level of Cisco training and Certification:</p> <ul style="list-style-type: none"> <li>PDF Cash Back Basic: for Cisco Unique Registered Partners</li> <li>PDF Cash Back Accelerator: for DMRs, SPs, Gold, Silver and Ecommerce Partners</li> <li>PDF Core: for Cisco SMB Specialized Partners and Express Foundation Specialized Partners with Select and Premier Certification</li> <li>PDF Pro: for Cisco SMB Specialized Partners and Express Foundation Specialized Partners with Select and Premier Certification</li> <li>Commercial PDF &amp; Commercial PDF Business Edition: for Express UC Specialised and Cisco Authorized Business Edition Resellers selling commercial UC Products. (replaces the current VIP UC Express track)</li> </ul> <p><a href="http://www.cisco.com/go/pdf">www.cisco.com/go/pdf</a></p>	Ongoing	Majority of Cisco programs

Program Name	Program Description	End Date	Combined With
<b>DCAIP</b> Data Centre Advantage Incentive Program	<ul style="list-style-type: none"> <li>DCAIP rewards partners who resell Cisco MDS 9000 Storage Networking Fabric and Director Switches. when bought via an OSM (IBM, EMC, HDS etc)</li> <li>Partners must be Cisco registered partners at enrolment date to join</li> <li>Only partners who hold the DCSN specialization can potentially receive MDS 95xx Director rewards.</li> <li>Partners must enrol and agree to the terms and conditions of the program within given enrolment windows.</li> </ul> <p><a href="http://www.cisco.com/go/dcadvantage">http://www.cisco.com/go/dcadvantage</a></p>	Until 31 July 2011	Not combinable with any other offer
<b>Collaboration Breakaway</b>	<p>Collaboration Breakaway - NEW - OIP Equivalent Discounts for Borderless Network SKUs Now in Collaboration Breakaway</p> <p>The Cisco Collaboration Breakaway program is a global sales and demand generation program that is designed to help migrate new and existing customers to Cisco Collaboration and contact center from competitive legacy solutions. This program supports Cisco and partner sales teams across various segments and includes: - Attractive product and services discounts, - Sales enablement tools, - Demand generation</p> <p>Building on last month's announcement of the additional CUWL discounts for Public Sector customers we're pleased to announce that Borderless Network SKUs on Collaboration Breakaway deals will now receive a discount equivalent to OIP. Previously Borderless Network SKUs have only had standard discounts applied, but this new addition means that these SKUs will now receive OIP equivalent discounts automatically via the Cisco Commerce Workspace and on a single deal ID.</p> <p><a href="http://www.cisco.com/web/partners/sell/technology/collaboration/collaboration_breakaway.html">http://www.cisco.com/web/partners/sell/technology/collaboration/collaboration_breakaway.html</a></p>	Until 31 July 2011	Not combinable with any other offer
<b>EUP2-369</b> SMB Specialised Service	<ul style="list-style-type: none"> <li>For all Cisco Select partner, they can add Cisco SMARTnet to any Cisco product purchase or existing, uncovered products and get an incremental discount on the SMARTnet cost. This great offer provides enhanced value for all Cisco Select Partners.</li> <li>It is easy to use, by providing a blanket Dart number for claiming</li> <li>Partners must create an SMS3 quote for all SMB products they want to cover</li> </ul> <p><a href="http://www.cisco.com/web/services/resources/renewals/index.html#-2">http://www.cisco.com/web/services/resources/renewals/index.html#-2</a></p>	Until 31 July 2011	Pay for Performance
<b>Borderless Access Promotion</b>	<p>The Borderless Access Promotion helps your customers enable a comprehensive network access strategy. Choose from select Cisco Catalyst Series Switches and Cisco Unified Wireless Network products and services. Take advantage of discount offerings to increase your deal size, upsell opportunities, and profit margin.</p> <p><a href="http://www.cisco.com/web/partners/incentives_and_promotions/us_borderless_access_promo.html">www.cisco.com/web/partners/incentives_and_promotions/us_borderless_access_promo.html</a></p>	Until 31 July 2011	Cisco Capital, TMP

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Program Name	Program Description	End Date	Combined With
<b>EUP2-403</b> UCS Multiyear Service Promotion	<p>Cisco Partners can now benefit from 3 years for the cost of 2 years Computing Warranty plus and Unified Computing Support Service on UCS B-Series and UCS C-Series This offer will include:</p> <ul style="list-style-type: none"> <li>• C-series- Only available to Cisco Registered Partner's when purchased via authorized Distributors.</li> <li>• B-Series- Only available to Cisco ATP Partner's, or via an exception process, when purchased via authorized Distributors.</li> </ul> <p><a href="http://www.cisco.com/web/services/resources/renewals/index.html#~2">http://www.cisco.com/web/services/resources/renewals/index.html#~2</a></p>	Until 31 July 2011	NOT combinable with any other offer
<b>EUP2-373</b> Multiyear Service Promotion	<ul style="list-style-type: none"> <li>• Under this promotion partners ordering three year SmartNet or SmartCare contracts via distribution will be able to purchase three years fixed duration SmartNet/SmartCare coverage for the price of 2 years of Service coverage.</li> <li>• This promotion is available on all single chassis part numbers and is available to all Cisco registered or Certified partners ordering via authorised distribution channels using the SMS3 quoting and ordering tool.</li> </ul> <p><a href="http://www.cisco.com/web/services/resources/renewals/index.html#~2">http://www.cisco.com/web/services/resources/renewals/index.html#~2</a></p>	Until 31 July 2011	Pay for Performance and AIP
<b>EUP2-387</b> Transformative Networking SmartCare 2for1 Service promotion	<p>This promotion will provide two years of Smart Care support at the price of one year on the 1st deal resulting from a Network Assessment (Cisco approved Network Assessment tools only) to enhance both your margins and your customer intimacy. This promotion is only available in combination with an AIP opportunity.</p> <p><a href="http://www.cisco.com/web/services/resources/renewals/index.html#~2">http://www.cisco.com/web/services/resources/renewals/index.html#~2</a></p>	Until 31 July 2011	Pay for Performance and AIP
<b>EasyLease 0% Financing</b>	<p>0% Financing available on all Cisco solutions from £1000/Eur1000 to £200,000/Eur250,000. Terms and conditions apply.</p> <p><a href="http://www.in.cisco.com/europe/capital/commercial/">http://www.in.cisco.com/europe/capital/commercial/</a></p>	Until 31 July 2011	Not combinable with any other offer
<b>Pervasive Video Promotion</b>	<p>Pervasive Video promotion allows ATP Video partners to purchase video systems for their own usage at attractive prices</p> <p>For ordering go to: <a href="http://www.cisco.com/web/go/ccw">www.cisco.com/web/go/ccw</a>. Create a new deal and select the promotion Pervasive Video Program (PP-Perv61552-110729).</p>	Until 31 July 2011	Not combinable with any other offer
<b>Partner Core Bridge Program Incentive; PP-art62063-110730</b>	<p>With this promotion eligible partners will be able to purchase three years Tandberg services contracts for the price of two and a half.</p>	Until 31 July 2011	Not combinable with any other offer

