

WE KNOW

COLLABORATION

Increase Your Revenue With Cisco's Current Offerings

April 2009

CURRENT Reseller Promotions

SMB Flat/Velocity Discount — Gives you 39–44% discounts on switching, routing, wireless, security and unified communications technologies for SMBs. [CLICK HERE](#)

Partner Rewards Program — Earn points for selling qualified Cisco products and redeem them for rewards or exchange them for cash. [CLICK HERE](#)

NFR Certified/Specialized NFR Program — Rewards resellers that have Cisco Certifications and Specializations with generous discounts on products used for their labs, demos and sales office infrastructure. [CLICK HERE](#)

Services NFR Program — Rewards resellers that have purchased products used for their labs, demos and sales office infrastructure with a generous discount on the corresponding services [CLICK HERE](#)

Advanced Technology (AT) OIP — Earn up to 50% in product discounts and 5% in service discounts when you actively identify, develop and win new business opportunities in targeted AT market segments. [CLICK HERE](#)

NFR Registered Partner NFR Program — Rewards Cisco Registered Partners with an approximate 50% discount on Cisco products (hardware and software) used for their labs, demos and sales office infrastructure. [CLICK HERE](#)

Small Business Performance Accelerator (SBPA) — Incentive program designed to support partners in their development of an investment in a Small Business practice. SBPA provides rebate payments to qualifying partners based on their purchases of certain Cisco Small Business products. [CLICK HERE](#)

Value Incentive Program — Earn rewards for having a focused, robust business practice and accelerating your business success. For partners premier or higher who are focused on Advanced Technologies. [CLICK HERE](#)

Hungry for Networking — Provides small business partners (less than 100 employees) up to 7% discount on select Linksys by Cisco small business products. [CLICK HERE](#)

WHAT'S NEW With Cisco Services

Cisco Services Accelerate Program — Accelerate your learning with a robust online training curriculum and get rewarded for time invested in training. Learn and Earn. [CLICK HERE](#)

Services Incentive Program | Pay for Performance — Receive cash rebates for meeting attach and renewal rate thresholds. [CLICK HERE](#)

Live Demo on New Online Quoting Process for SMARTnet Services — Learn Cisco's new online quoting process through a WebEx session. [CLICK HERE](#)

**For more information
about the Accelerate
Program, go to**

cisco.com/go/accelerate



To learn more visit the Cisco store at ingrammicro.com/cisco

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COMMUNICATIONS TO THE RESCUE

Roy McLean, Cisco Manager of System Engineering, U.S. Channels Distribution, has contributed his time to community outreach programs in the small town of North Boston, N.Y., which recently raised money to replace its old fire station. His advice was sought about installing a communications system. Roy and his team helped design a network pro bono, installing a Cisco ISR router, Cisco Unified Communication Manager and Cisco Unity Express. In what turned out to be just in the nick of time, the new fire station opened in late February of 2009.

On the night of March 17, an elderly couple called the fire station to ask about their CO2 detector that was going off intermittently. There was no one on duty at the volunteer fire station and since the couple didn't think their alarm required 911-level assistance, they just left a message for the fire chief. Unity Express answered the call and the outbound notification feature immediately forwarded the message to the fire chief's cell and home. He called the couple and quickly headed over to their house with a CO2 detector. When the chief walked in, not only did his CO2 alarm sound, but also an alarm for potentially fatal-level hydrogen cyanide.

The couple was safely transported to the hospital and the fire chief called Roy the next morning to share the harrowing tale. They both realized that prior to the addition of Cisco technology, there had only been an analog phone connected to an answering machine — which might not have been checked for hours. This is a story that very likely would have ended in tragedy.

Training, Webinars and Tools

Unleash the Power of UC Applications — CUWL Workspace Licensing — Learn how you can scale and enhance your UC business with unique distribution-automated services at an end-user loyalty workshop with an Ingram Micro/Cisco UC specialist. [CLICK HERE](#)

Partner E-Learning Connection — Receive fast access to training solutions in a variety of formats. [CLICK HERE](#)

SMARTnet Webinar — Attend a free 30-minute webinar, where you will learn to identify SMARTnet renewals and uncovered assets; renew SMARTnet using the EZ Quote tool; and generate a new SMARTnet with modified service levels. [CLICK HERE](#)

Gold Is in the Air Partner Collateral Kit — Win more wireless sales and increase profitability with product cheat sheets, talking points, training presentations and more. [CLICK HERE](#)

April 8 | Cisco Security Solutions — Receive an overview of Cisco Security solutions, including firewalls, intrusion prevention, VPN, access control and distributed threat mitigation. Embedded Cisco technologies in routers and switches will be discussed, as well as how to leverage them in sales opportunities. [CLICK HERE](#)

April 22 | Cisco Video Surveillance Solutions — Cisco IP and Analog Network Modules provide a multi-vendor solution for management of network-based as well as CCTV systems. The Linksys by Cisco surveillance solution system provides opportunities for IP-based surveillance and storage. [CLICK HERE](#)

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