

US OIP (NEW)

Provides protection and promotional discount incentives to partners who actively hunt for new opportunities in all end customer market segments, in the absence of Cisco field participation.

Deal Requirements:

- \$10K minimum list price deal size

Benefits:

- Up to 48% Discount off the Global Price List
- Additional 5% on service

Eligibility Timeframe:

6 months from approval date, with one renewal

Who can participate?

Select Partners and above

Program URL

<http://www.cisco.com/go/oip>

Partners can now stack trade-in CMP discounts with OIP!

Small Business Performance Accelerator (SBPA)

Supports partners in their development of a Small Business practice. The SBPA provides rebate payments to qualifying partners based on their purchases of certain Cisco Small Business products.

Who can participate?

Participants must be a Cisco Registered partner and must enroll in the program through the online enrollment tool.

To enroll, please visit: www.cisco.com/go/sbpa

Program URL

<http://www.cisco.com/go/sbpa>

Partner Development Funds & PDF - Unified Communications

Rewards partners for sales of Cisco SMB products via the Partner Development Funds and PDF-UC, an incentive program with a quarterly payment. Cisco encourages partners to use the Partner Development Funds for marketing and demand generation activities, training, and demo equipment.

Who can participate?

Cisco Select Certified and Specialized Partners

Expiration Date: Ongoing

Program URL

<http://www.cisco.com/go/pdf>

Cisco Navigate to Accelerate

Global expansion of the Core Accelerator Program providing Gold, Silver, and Premier partners with a 15% rebate on qualified switching and a 5% rebate on qualified routing products based on net OIP/SIP booked value.

Global increase to Partner Development Funds, allowing Select Certified partners to earn a 5% rebate (8% on UC Products).

Effective May 1, 2009, Cisco has extended the **Limited Lifetime Warranty** across the Catalyst 3560-E, 3750-E, 4500, and 4500-E Series switches, expanding partner business opportunities

Hungry for Networking IV

Provides Small Business Partners an additional 7% off on select Cisco Small Business products.

Product Eligibility:

SGE2010	WAP2000
NSS3000	SGE2000
WRVS4400N	SGE2000P
SFE2010P	SFE2000P
RVS4000	BLKR-SVB-50U-3Y
SLM2024	SLM2048
SFE2000	SFE2010
WVC210	

Discount: Up to 41% off list price on eligible products

Who can participate? All Cisco Partners

Expiration Date: Ongoing

Partner Rewards Program

Enables Partners to earn points for selling qualified Cisco products and redeem them for a broad array of rewards. Everything from electronics, sports gear, and home and garden gadgets to dream vacations and sports packages. Or exchange points for dollars that we'll add to a prepaid debit card—the choice is yours.

Who can participate?

Registered Partners and above

Expiration Date: Ongoing

Program URL

<http://www.cisco.com/go/partner-rewards>

Partner Rewards Customer Service Team

Phone: 1.800.939.5960

Email: partnerrewards@external.cisco.com

SMB Fast Track Discount

Provides Cisco partners with pricing advantage on industry-leading networking products for SMB applications from switching, routing, wireless, security, and unified communications technologies.

Qualifying Products include:

Switching – select 2940, 2960, CE500, and CE520
Routing – select 800, 1800, and 2800 series
Security – select ASA5505 and ASA5510
Wireless – WLAN Controller 526/2106/4400
Access Point 521/1100/1200/1300
UC – UC500, Unified IP Phones 7900, Monitor Director, and Monitor Manager

Discount: 39% & 44% off list on eligible products

Who can participate?

Registered Partners and above

Expiration Date: 07/25/09

Program URL

http://www.cisco.com/web/partners/sell/promotions/partners_promotions_solution_FlatDiscountProgram.html

Certified/Specialized Partner NFR

Rewards resellers that have Cisco Certifications and Specializations with generous discounts on products used for their labs, demos, and sales office infrastructure.

Product Eligibility:

All products (except Smartnet)

Discount:

- 70% discount is applicable to all products used for reseller demo/infrastructure with the following limits:
- Premier \$200K per year at list price.
- Select Certified, Specialized (No certification), Cisco Technology Developer Partners, AVVID or NAC Partner Program, SP Eco, STI and ATP Program, \$150K per year at List Price

Who can participate?

Premier Partners and above, Cisco Technology Developer Partners, AVVID Development Partners, Network Admission Control (NAC) Partners, Service Provider Solutions Ecosystem Partners, STI and ATP Partners

Expiration Date: Ongoing

UC Advantage 7.0 NFR Program

Offers limited time promotion for currently specialized Advanced UC and Master UC Specialized partners to purchase Cisco Unified Communications 7.0 and all of our newest applications at the NFR discount without impact to the partner's standard NFR cap.

Product Eligibility: Must agree to purchase the following, if they do not have it in their current system:

- Unified Communications Manager 7.0 OR upgrade software to 7.0 OR Business Edition 6.0
- Unity Unified Messaging OR Unity Connection
- Cisco Presence software and server
- Cisco Unified Mobile Communicator and Mobility Advantage
- Server Software
- Cisco Meeting Place Express
- Cisco Unified Contact Center Express server
- Partner may purchase UP TO 200 user licenses (includes phones and software)

Discount: 70% discount off list price on eligible products

Who can participate?

Advanced and Master UC Specialized Partners only

Expiration Date: Ongoing

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.

Product Eligibility:

All Cisco Smartnet

Discount:

- 70% discount is applicable to all Cisco services purchased for product purchased under the NFR program. A corresponding NFR product deviation approval must be provided

Who can participate?

Registered Partners and above

Expiration Date: Ongoing

TDM Escape - USA

The TDM Escape! promotional offer provides significant incremental discounts to reward partners for selling Cisco Unified Communications solutions in competitive accounts.

Product Eligibility:

All products (except Smartnet)

Discount:

- Up to a 58% discount

Who can participate?

Advanced Unified Communications Specialized, Express UC Specialized, and Master UC Specialized partners only

Expiration Date: 07/25/2009

Registered Partner NFR

Rewards Cisco registered partners with generous discounts on products used for their labs, demos, and sales office infrastructure.

Product Eligibility:

All products (except Smartnet)

Discount:

- 50% discount off list price with a \$75K per year limit
- Additional 5% on service

Who can participate?

All Registered Partners

Expiration Date: Ongoing

