

Cisco Small Business Performance Accelerator: United States

Program Rules

The Cisco® Small Business Performance Accelerator (SBPA) is a comprehensive channel partner incentive program designed to support partners in their development of a small business practice. The SBPA provides payments to qualifying partners based on their purchases of eligible Cisco Small Business products.

Participation Criteria

Participants must be Cisco Registered Partners and must enroll in the program through the online [Partner Program Enrollment tool](#) (PPE tool). To be eligible, a partner must adhere to Cisco's Minimum Advertised Price (MAP) policy (where applicable). Partners that receive annual market development funding (MDF) under Cisco's Small Business Products Retailer Program or another Cisco market development funding program are not eligible. Partners from Canada are not eligible to participate in this program at this time.

Quarterly Incentive

At the end of each Cisco fiscal quarter, qualifying partners will receive a back-end incentive on their quarterly point-of-sale (POS) amounts for Cisco Small Business products, based on their net bookings of qualified products as reported to Cisco by the Cisco Authorized Distributor. (Net bookings = SBPA period bookings less SBPA period debookings. Bookings are credited as net to Cisco.) When purchasing through a Cisco Authorized Distributor, partners must allow sufficient time for orders to reach Cisco. Partners who qualify for payment will receive an email at the end of each quarter with a link to the online EZPay tool, where they will provide or validate banking information to receive the payment. Incentives are calculated based on the following:

Minimum bookings: US \$5,000 net bookings to Cisco per fiscal quarter based on submitted POS in qualifying Cisco Small Business products.

- \$5,000 to \$9,999 = 3% incentive
- \$10,000 to \$24,999 = 5% incentive
- \$25,000+ = 7% incentive

The maximum incentive payout for any qualifying partner during a Cisco fiscal quarter is US \$10,000.

Qualified Product List

To view the list of products eligible for the Small Business Performance Accelerator, please go to www.cisco.com/go/sbpa. Products will be added to or deleted from the qualified product list only at the beginning of a Cisco fiscal quarter.

Enrollment

To complete the enrollment process, partners must visit the online [PPE tool](#) and accept the terms and conditions of the program. Enrollment is not complete until the partner receives the enrollment approval confirmation email from Cisco. Enrollment must be completed by May 23, 2009 to participate in the program during Cisco's fourth quarter of fiscal year 2009. Partners who participate in the program during the third quarter will automatically be enrolled for participation during Cisco's fourth quarter. After enrollment, please allow up to 48 hours for processing.

Program Period

The current version of this program runs from April 26, 2009 through July 25, 2009. Reenrollment will be required at the end of each Cisco fiscal year.

Program Support

If you have questions about the program, please send an email to ussbpasupport@cisco.com.

Terms and Conditions

1. The current version of this program is valid from April 26, 2009 to July 25, 2009.
2. No other SKUs or product families are eligible for the program, other than those specifically identified for this program.
3. Incentives will be paid only on the title-transfer resale of eligible products. Products purchased for a partner's internal use, or for the use of an unaffiliated third party where title is retained by the partner, are not eligible for the programs.
4. The products eligible for this program may be procured only from a Cisco Authorized Distributor.
5. Cisco reserves the right to modify or cancel the program at its discretion without prior notice to channel partners.
6. Cisco reserves the right to refuse this offer for deals that do not comply with the intent of this program.
7. Applications are subject to approval and verification of enrollment criteria.
8. The incentive is based on meeting full payout criteria.
9. Cisco reserves the right to add product SKUs to or remove them from the eligible product list at the beginning of each Cisco fiscal quarter.
10. The Small Business Performance Accelerator incentive is available to the partner after net bookings have been validated after the close of each Cisco fiscal quarter.
11. In addition to any of its other remedies, Cisco reserves the right to terminate a partner from participation in this program for the following reasons: (a) submission of false, misleading, or incomplete program information, including claims for sales made under the program; (b) other fraud or abuse of this or other Cisco marketing or sales programs; (c) the distribution of products purchased from any source other than a Cisco Authorized Distributor; and (d) the sale of Cisco products to anyone other than an end user.
12. Partners that are not Cisco Registered Partners will not be able to participate in this program.
13. Only distributor-sourced product sales will be eligible for inclusion in this program. 1-Tier or direct orders are not eligible and will not be included.
14. The offer will not affect the purchase price from Cisco on purchase orders or inventory valuation.
15. Partners are responsible for keeping their own sales information. Cisco will provide access to partner results through the Partner Program Intelligence (PPI) tool (estimated launch Q4FY09). If a partner believes there are any discrepancies between Cisco's published bookings and their own records, they are responsible for identifying such potential discrepancies to Cisco. Any bookings discrepancies must be reported immediately. Deadline for any bookings discrepancy cases is one month from the final bookings date. Partners should refer to the PPI tool for their official bookings status. Information obtained from Cisco personnel other than the Cisco SBPA team (such as Small Business inside channel account managers) will not take precedence over the information on the PPI tool and will not be honored in any dispute.



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Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

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