

Q3 FY21 (Feb-April) Promotions Cheat Sheet



US VERSION

Take advantage of the many promotions available to increase your profitability.

Here's how to use this document.

1. Access featured partner promotions by Cross or Single Architecture, CX/ Software, Cisco Capital or the Migration Incentive from this page. Click on the hyperlinks in each blue box to get there.

2. To access more promotions click [Additional Promotions tab](#).



Questions

For more information, go to the [Cisco Promotions site](#).

CROSS ARCHITECTURE

Account Breakaway
Migration Incentive Program
Fast Track
Ignite The Mid Market
Simple IT Promotion



COLLABORATION

Collaboration Flex Plan Promotions
Better Together – Headsets with Phones or Flex



ENTERPRISE NETWORKING

Meraki Remote Workforce



CUSTOMER EXPERIENCE AND SOFTWARE

Buy Cisco DNA EA GET Cisco DNA Appliance
Customer Experience Success Track Promotion
Business Critical Services 3.0 Promotion
Solution Support Promotion
Next Calendar Day Hardware Support Service Intro Pricing



SECURITY

Security Deal Registration
Competitive Takeout
Security Scale Play Offer
Cisco Secure Firewall Small Business Edition

Secure Remote Worker
Threat Grid Umbrella Bundle



CISCO CAPITAL OFFERS

Easy Pay
Open Pay
SMB Financing
Security Enterprise Agreement (EA)



DATA CENTER

SmartPlay
HyperFlex Authorization Program



MIGRATION INCENTIVE PROGRAM

Cisco MIP Reward
Competitive MIP Reward



BUSINESS RESILIENCY OFFERS

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Guided Deal
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Capital Offers

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Additional
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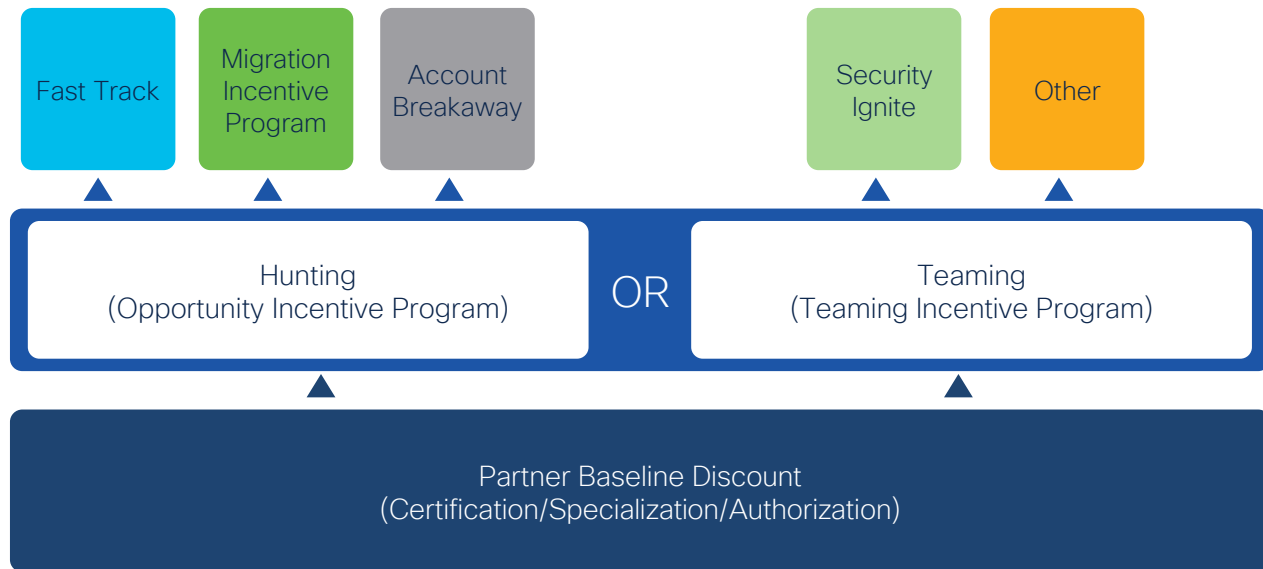
Guided Deal Registration

Take advantage of multiple Cisco promotions and incentives within one deal ID without having to enroll and track each one. Through the dynamic questionnaire built into Cisco Commerce Workspace (CCW) it will automatically align and stack all the eligible promotional offers to provide a competitive discount.

The following graphic gives an example of stacking combinations of promotions and incentives for Guided Deal Registration.



[Further Details:](#)



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Account Breakaway

DATA CENTER

Up to
74% off

Eligible products

- All UCS and HyperFlex products
- All Nexus products
- Optic receive OIP/TIP program discount
- 3rd party OEM software (VMWare, Microsoft, etc) excluded

Highlights

- New logo UCS/Nexus customer to Cisco
- Reactivate Dormant customer : 1) USC: have not purchased in 12 months, 2) Nexus: have not purchase in 24 months
- Deal questionnaire will guide partner to identify eligible Data Center technology. Customer can be eligible as new logo to multiple technologies.
- 6-Month deal registration
- UCS/HyperFlex NAB qualified for an incremental 5% VIP rebate

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July 31, 2021

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ENTERPRISE NETWORKING

Up to
60% off

Eligible products

- Switching
- Routing
- Wireless

Highlights

- Reward partners for finding, developing, and selling target technologies into new and existing accounts
- Increase partner profitability with an attractive 6-month differentiated discount
- Give the highest promotional discounts on the latest Cisco products
- Accelerate your customer's journey to help them achieve faster innovation, reduce cost and complexity, and lower risk

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July 31, 2021

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SECURITY

Up to
72% off

Eligible products

- Network Security (Firewall/IPS)
- Email Security
- AMP For Endpoints
- Identity Services Engine or TrustSec
- Web Security
- Stealthwatch
- Umbrella, Cloudlock, & Stealthwatch Cloud

Highlights

- Net-new opportunity with no install base of the requesting technology
- Customers that have not purchased in 2 years
- 6-month deal registration
- Plus 2% VIP Kicker on eligible products

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INTERNET OF THINGS (IoT)

5% discount
on New or Dormant
accounts

Eligible products

- Connected Grid & Industrial
- Ethernet Switches
- Connected Grid, Industrial &
- Embedded Routers
- Industrial Access Points
- Industrial Security Appliance (ISA)
- Software

Highlights

- Net-new opportunity with no install base of IoT solutions without IoT switching, routing and wireless in the last 12 months
- Applies to reactivated IoT customers that haven't purchased in 2 years
- 6-month deal registration

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Guided Deal Registration	Cross Architecture	Enterprise Networking	Security	Data Center	Collaboration	Customer Experience & Software	Capital Offers	Migration Incentive Program	Additional Promotions
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FAST TRACK

Take advantage of
increased upfront discounts
on **high volume**
Cisco products through Distribution

Eligible products

- Switching, Routing, Wireless, Meraki
- Security
- Webex Board, IP Phones & Headsets
- SmartPlay Rack Paks (Servers)
- Nexus & MDS Switches
- Exceptions apply: (see [Eligible Product Lists](#))

Highlights

- Over 200 discounted products
- Only available through distribution
- Pricing is front-end loaded
- Cisco Refresh (-RF) is now part of Fast Track - take advantage of increased discounts on select certified remanufactured equipment. More info can be found [here](#)

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July 31, 2021

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IGNITE THE MID-MARKET

Up to
80% off

Eligible products

- Security:** Firewall, Firepower, Umbrella, AMP, Email, CDO
- Data Center:** HyperFlex, UCS Rack Servers
- Collaboration:** Endpoints, Video Devices, BE 6000 Server, Cisco Collaboration Flex Plan - Named User, Meetings
- Enterprise Networks:** Switching: C9200, C9200L
Wireless: C9115, C9117, C9120, C9800-L Routing: ISR1100
- IoT:** Routing, Switching & Wireless

Highlights

- No cross-selling required
- Only available for commercial/mid-market accounts (on avg <1000 users)
- Stackable with Security Dynamic Bundle promotion

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July 31, 2021

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SIMPLE IT PROMOTION

Build customized solutions and receive tiered discounts on Meraki opportunity
Up to 4% w 1 Solution
Up to 5% w 2 Solutions

Eligible products

- Base Deal:** Meraki (Switching, Wireless, Network Security)
- Group 1:** Umbrella AMP for Endpoints, Stealthwatch
- Group 2:** Phones & Endpoints
- Group 3:** Webex Teams
- Group 4:** Hyperflex

Highlights

- Incremental discount only applies to group, not Meraki
- Incremental discount can stack on top of OIP/TIP
- Eligible product list

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SERVICE PROVIDER

WAN Recharge
Up To 90% off
on hardware
Up To 85%
off on CX-TS

Eligible Products

- ASR 9000, NCS 5500, ASR 920, NCS 520 NCS 540, NCS 560
- CX TS Related Technical Support
- NCS1000, NCS2000, NCS4000
- CX TS Related Technical Support

Highlights

- Product & CX TS discounts that are made to win deals
- A support team: getitdone@cisco.com

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MERAKI REMOTE
WORKFORCE

55% off

Eligible products

- Entire family of security products (MX, ML, Z)

Highlights

- Empower partners to provide solutions to customers who are increasingly concerned about the need to work remotely but securely
- To take advantage of this special pricing - simply create a deal in CCW and manually select "Meraki Remote Workforce" under the incentives page, add eligible SKUs to the BoM, and the promotion will be auto-approved.

Available through
May 1, 2021
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SECURITY DEAL REGISTRATION

Up to 65%

Eligible products

- Network Security (Firewall/IPS)
- Email Security
- AMP For Endpoints
- Identity Services Engine or TrustSec
- Web Security
- Stealthwatch
- Umbrella, Cloudlock, & Stealthwatch Cloud
- Duo

Highlights

- All certified partner eligible with approved OIP/TIP registrations
- Discount applies only to eligible Security products.
- Increase profitability by 5% with stacking Account Breakaway & Migration promotions on eligible products

Available through
July 31, 2021

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COMPETITIVE TAKEOUT

Up to 72%

Eligible products

- Email Security
- Email Security Plus bundles
- AMP for Endpoints
- Email Security hardware appliances
- Receive free basic email policy migration
- Network Security (Firewall/IPS)

Highlights

- Additional 30% off M195 & C195 appliances & 10% off other models
- Email migration policy detail [here](#)

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July 31, 2021

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SECURITY SCALE PLAY OFFER

Up to 65%

Eligible products

- Meraki MX
- Firepower 1000 Series
- AnyConnect
- Umbrella
- Duo,
- AMP For Endpoint

Highlights

- Earn incremental discounts instantly for standalone, or bundled product purchases

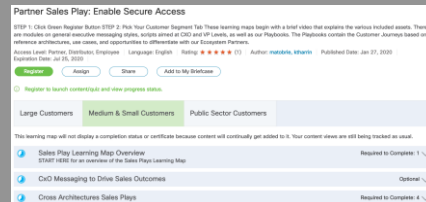
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May 1, 2021

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Partner Cross Architectural Sales Plays

Driving multi-domain, cross-architectural sales plays that deliver true and complete outcomes for our customers and enabling you to do so with us.



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CISCO SECURE
FIREWALL SMALL
BUSINESS EDITION

Up to 65%

Eligible products

- FPR1010-NGFW-K9
- FPR1010T-SBE
- FPR1010T-SBE-3Y
- FPR1010-NGFW-K9
- FPR1010T-SBE-L
- FPR1010T-SBE-L-3Y

Highlights

- Turnkey, complete, meets small business needs
- Easy to order; a single software PID and one hardware PID
- New professional services opportunities
 - CDO set up
 - SAL set up
- Land-and-expand, with integrated security offerings
 - Duo
 - Umbrella
- Non-competitive, partner-led managed security services

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SECURE REMOTE
WORKER

Earn up to
60% discount
on Security Products
when Purchasing with Flex 3.0

Eligible products

- Webex Flex 3.0
- AMP
- AnyConnect
- DUO
- Umbrella
- Cloud Mailbox Defense (CMD)

Highlights

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July 31, 2021

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THREAT GRID
UMBRELLA BUNDLE

Up to 52%

Eligible products

- UMB-TG-SUB Threat Grid/Umbrella Bundle

Highlights

- 10% Discount when conditions are met, order must contain at least one PID from each product

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SMARTPLAY

New Generation Bundles –
Cascade Lake M5

Program details:

- New Intel Cascade Lake based Cisco pre-validated UCS and HyperFlex bundle
- Sweet spot bundle configuration with most competitive pricing

Highlights

- Flexibility in build your solution with flexible Smartplay bundle modules to meet customer's need
- Smartplay Order Entry Training VOD

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July 31, 2021

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HYPERFLEX
AUTHORIZATION
PROGRAM

77% Discount
For HX authorized partners

Eligible products

- HyperFlex Systems

Highlights

- Any interested Partner with a valid ICPA who meets the program requirements can apply.

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BETTER TOGETHER
WITH ENDPOINTS OR
FLEX

Up to 72%
on Cisco Headsets

Eligible products

- Cisco 520 series
- 530 series
- 560 series
- 730 series headsets

Highlights

- Add a Cisco Headset to your Cisco desk endpoint or new Cisco Collaboration Flex Plan subscription purchase to get a better-together price on headset portion of order
- Automatic discount
- Discounts of up to 72%* on headsets when purchased at the same time as qualifying desk phones, personal endpoints or Cisco Collaboration Flex Plan new subscriptions

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Collaboration Flex Plan Promotions

CISCO
COLLABORATION
NAMED USER
MEETINGS PROMOTION

Up to 45%

Eligible products

- Flex Plan Named User A la carte meetings (A-FLEX- NUCM-MC)

Highlights

- 8% automated discount

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Collaboration Flex Plan Promotions (continued)

SMALL DEAL ACCELERATOR

37% – up to 58%
(10% on Named User Flex, Increased discount on
Webex Calling)

Qualification:

- Named User Flex Standalone skus
- Less than 250 users

Highlights

- Discounts in Lieu of OIP or TIP
- Discounts automatically applied to qualifying lines
- Maximum user count 250 FLEX
- Cannot be combined with Enterprise Wide Flex Offers
- Increased discount on Webex Calling offers
- No Value Transfer for Webex Calling

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July 31, 2021

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CLOUD CALLING AND CONTACT CENTER REGIONAL PRICING

Up to 42%
(Cisco Webex Calling)

Qualification:

- Webex Calling or Webex Calling SP
- Webex Contact Center

Highlights

- Automatically applied to Webex Calling or Webex Contact Center



Leverage the Power of Your Install Base with Cisco Ready

Build pipeline by optimizing your installed base customer networks

What is Installed Base Lifecycle Management (IBLM)

- Provides visibility into customers Cisco installed base
- Equipment soon to be non-serviceable
- On an active support service contract
- Support is going to end (LDoS)

Resources

- Cisco Ready Partner Portal
- Cisco Ready VODs

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BUY CISCO DNA EA GET CISCO DNA APPLIANCE

Earn 1 DNA-C
appliance per deal
Earn \$7,500 DNA-C
onboarding and implementation entitlement

How to qualify:

- Deal meet minimum TCV (Total Contract Value)
- Standard Appliance (DN2-HW-APL-U) \$100K+ TCV
- Large Appliance (DN2-HW-APL-L-U) \$200K+ TCV
- XL Appliance (DN2-HW-APL-XL-U) \$400L+ TCV

Highlights

- SD-WAN excluded from eligible EA TCV
- Claim free appliance with EA-DNAC-OFFER sku
- All appliances PIDs used for this offer have automatic compliance holds until reviewed

Available through
July 31, 2021

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CUSTOMER EXPERIENCE SUCCESS TRACKS PROMOTION

Earn up to 6%
additional services rebate

Rebate detail:

- 2% rebate for eligible partners with no Customer Experience Specialization
- 4% rebate for Customer Experience Specialized partners
- 6% rebate for Advanced Customer Experience Specialized partners

Highlights

- All qualifying partners that sell the new Cisco CX Success tracks offers can earn the minimum incentive.
- Promotion does not apply to legacy service offers, including Cisco Smart Net Total Care™, Cisco Software Support Service (SWSS), Cisco Solution Support, Cisco Partner Support Service, etc.

Available through
May 1, 2021

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BUSINESS CRITICAL SERVICES 3.0 PROMOTION

Earn additional 3%
rebate for reselling
qualifying BCS 3.0 services

Eligibility

- Eligible Customer Experience Specialized partners can earn additional discounts
- 10% discount for Customer Experience Specialized partners
 - 20% discount for Advanced Customer Experience Specialized partners

Highlights

- Partners can qualify for up to 50% in discounts and 6% in rebates (combined standard and promotional discounts and rebates)

Available through
May 1, 2021

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SOLUTION SUPPORT PROMOTION

Earn a 2% flat rebate
on Solution Support Services
bookings

Product Eligibility

- Cisco Solution Support

Highlights

- There are no other pre-requisites. You do not have to earn a sales performance rebate to be eligible.
- This is in addition to existing Sales performance and Premium Services (PSR) rebates under the Services Partner Program

Available through
May 1, 2021

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NEXT CALENDAR DAY HARDWARE SUPPORT SERVICE INTRODUCTORY

43% more coverage

Eligible Products

- SNTC, SSPT, SP Base, SP SSPT, Meraki Now and PSS

Highlights

- Introductory pricing for a new 7 day week Next Calendar Day Support offer
- Price increases 25% from Next Business Day Support

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Cisco Easy Pay (0% Financing or Better)	Term 3 Years	Eligible products <ul style="list-style-type: none"> All Cisco hardware, software and services Service Provider limited availability 	Highlights <ul style="list-style-type: none"> Customers get as low as 0% financing over three years Customers pay only 90% of the hardware purchase price and 100% of the software and services (30% of BoM must be hardware) 	Deal Size <ul style="list-style-type: none"> No minimum deal size Deals exceeding \$10 million require special review: Contact your Cisco Capital representative https://salesconnect.cisco.com/#/program/PAGE-14262 	Available through July 31, 2021 LEARN MORE »
5% SMB Financing	Term 3 Years	Eligible products <ul style="list-style-type: none"> Good with all Cisco hardware, software, and bundled services (non-Cisco hardware is not eligible) 	Highlights <ul style="list-style-type: none"> Available for U.S. small and medium-sized business customers only Excludes customer that are designated as Select, Enterprise, Service Provider and Public Sector 	Deal Size <ul style="list-style-type: none"> \$1,000 minimum \$250,000 maximum 	Available through July 31, 2021 LEARN MORE »
Open Pay (Variable Consumption for Compute, Storage, Route and Switch)	Term 3 Years	Eligible products <ul style="list-style-type: none"> MDS, UCS (B-Series and C-Series), and select third-party storage 	Highlights <ul style="list-style-type: none"> Open Pay is a variable consumption model for extra capacity for peak demand periods Customers minimize initial investment, mitigate the need for excessive capacity, and better align future payments to actual usage 	Deal Size <ul style="list-style-type: none"> Minimum \$500K for UCS only (including support services) \$1M for converged infrastructure (including support services) 	Available through July 31, 2021 LEARN MORE »
Security Enterprise Agreement (EA)	Term 3-5 Years	Eligible products <ul style="list-style-type: none"> Security Enterprise Agreement (EA) 	Highlights <ul style="list-style-type: none"> As low as 0% licensing management with just one agreement for your entire organization Preserve cash: Spread costs over time, preserve credit, and avoid a large cash investment 	Deal Size <ul style="list-style-type: none"> No minimum deal size 	Available through July 31, 2021 LEARN MORE »

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[See Competitive MIP Reward »](#)

Cisco MIP Reward

Core Base Category:
+4 points

Compute Base Category:
+2 points

Services Base Category:
+0 points

Reward by Product Family

Enterprise Networks	Up To	Collaboration	Up To	Security	Up To	IoT	Up To
Catalyst® 9k Advantage	8%	UC/TP End Points, BE6K/BE7K Servers	11%	ESA/WSA/SMA	8%	IE3300, IE4000, IE5000	11%
Advantage SW Upgrade	8%			ASA5585 -> FP41xx	8%		
Wave 2 APs/Controllers	8%	IP Phones: 7821, 8811, 8821, 8841, 8845	16%				
DNAC Appliance	8%			Services	Up To		
ISR4K & ISR1001 with C1	8%	IP Phones: 7841, 7861, 8851, 8865, 8861, 7832, 8832	21%	Solution Support	2%		
Latest ASR 1000 X & HX	8%						
ISR1100	8%						

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Competitive MIP Reward

Core Base Category:
+5 points

Compute Base Category:
+3 points

Services Base Category:
+0 points

Reward by Product Family

Enterprise Networks Up To

Catalyst® 9k Advantage	13%
Advantage SW Upgrade	13%
Wave 2 APs/Controllers	13%
DNAC Appliance	13%
ISR4K & ISR1001 with C1	8%
Latest ASR 1000 X & HX	8%
ISR1100	8%

Collaboration Up To

UC/TP End Points, BE6K/BE7K Servers	10%
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Security Up To

ESA/WSA/SMA	8%
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Services Up To

Solution Support	2%
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IoT Up To

Zebra AP » IW3700	3%
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Data Center Up To

Nexus®9500,9300,7700	15%
APIC	15%

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Enterprise Networking

[Cisco DNA Migration Credits](#)

[HP ProCurve Competitive Promo](#)

Security

[Investment Protection Plan \(IPP\)](#)

[Security Scale Play Offer](#)

[Security Deal Registration Programs](#)

Data Center

[ACI Mini Fabric Offer](#)

[Nexus 5596UP Fibre Channel Bundles](#)

[HyperFlex Authorization Promotion](#)

Collaboration

[Collaboration Promotions on SalesConnect](#)

Cross Architecture

[Cisco Refresh Promotion](#)

[Cloud and Managed Services Simplified Pricing](#)

[Partner Growth Rebate](#)

[NetHope Member Promotion](#)

[Networking Academy Promotion](#)

[Public Sector Partner Pricing \(PSPP\)](#)

[Public Sector Services Value Exchange](#)

[Seller Rewards](#)