

Welcome to this session and thank you for attending.

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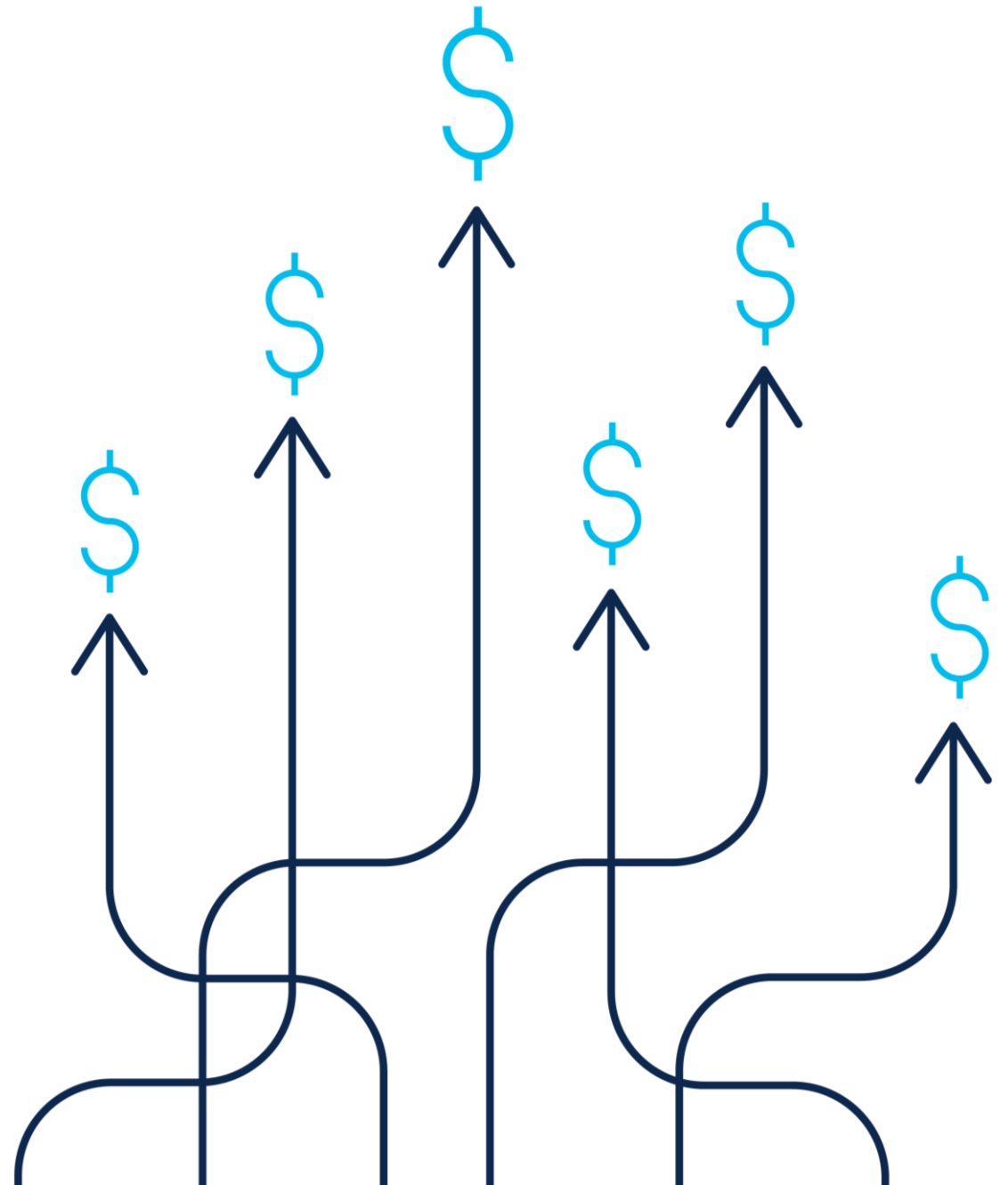
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VIP 42

Overview Presentation



Executive Summary



At-a-Glance

Cisco® VIP rewards partners that have a comprehensive business practice focused on major architectures and solutions. Participating partners receive a semiannual payment when they meet incentive requirements.

One-Time enrollment	Incentive period	Payout details
<ul style="list-style-type: none">If you're enrolled in the Channel Program Incentive Agreement (CPIA) you'll be auto-enrolled to VIP 42 as long as you are eligible for participation.If you are a new partner, you will need to accept the terms and conditions of the Channel Program Incentive Agreement (CPIA) using the PPE tool. Once your enrollment is approved, then Cisco will automatically enroll you into VIP if you meet eligibility criteria for specific subtracks.Reminder: The overall VIP minimum bookings calculation begins on the VIP enrollment date.	<ul style="list-style-type: none">July 30, 2023 to January 27, 2024.Architecture track: Enterprise Networks, Security, Data Center, Collaboration, Mass-Scale Infrastructure, Meraki, and IoT.Annuity track: Enterprise Networks Annuity, Security Annuity, Data Center Annuity, Collaboration Annuity, Mass-Scale Infrastructure Annuity, Meraki Annuity, and IoT Annuity.Solutions track: Full-Stack Observability (FSO), Security Solutions, Hybrid Work from Office, Hybrid Cloud Computing, Hybrid Cloud Networking, and Hybrid Cloud Software.	<p>Payout requirements:</p> <ul style="list-style-type: none">Minimum bookings (subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement).Specializations and/or Cisco Partner Program levels. <p>Payments are based on:</p> <ul style="list-style-type: none">Net shipments of eligible SKUs in the Architecture track.Cumulative Monthly Contract Value (MCV) and Total Contract Value (TCV) on subscription start date within the incentive period for all eligible SKUs on Cisco's Annuity platform in Cisco Commerce Workspace (CCW) in the Annuity track.Net shipments of eligible product SKUs, and Total Contract Value (TCV) on subscription start date within the incentive period for all eligible SKUs on Cisco's Annuity platform in Cisco Commerce Workspace (CCW) in the Solutions track. <p>Exclusions:</p> <ul style="list-style-type: none">Migrations (such as GPL, GRA subscriptions, or OpenDNS renewals moving to Annuity).Internal business use, Not for Resale (NFR), and other specific promotions.

Minimum bookings

Minimum bookings payout requirements

The partner must meet and maintain the overall VIP minimum bookings for its country or country group.

Americas	Minimum bookings requirement
USA	1,800,000
Canada	1,000,000
Mexico	750,000
Argentina, Chile, Peru, Uruguay, Bolivia, Paraguay	750,000
CANSAC	750,000
Brazil	750,000

One target applies to all subtracks combined: Architecture, Annuity and Solutions



Maximizing VIP Incentive

Cisco® VIP is a comprehensive back-end incentive designed to increase margins when you resell Cisco strategic offers across hardware and software. VIP requires and rewards your investment in specific [Specializations](#) and/or [Cisco Partner Program levels](#), reflecting a depth and breadth of your knowledge across Cisco Architectures, Solutions, and Business skills. In order to qualify for payout, you must meet certain eligibility and incentive requirements. Please review the Requirements Summary section of the VIP Selling Guide and the [VIP Appendix: Incentive Rules](#) document for more information. VIP aligns with [Lifecycle Incentives](#), which rewards Lifecycle activities like Usage (Activation) and Adoption of strategic software offers. Earn VIP rebates on eligible subscriptions in Expansions or Renewals, resulting from activities rewarded in Lifecycle Incentives.

Business Tracks

There are three business tracks in VIP: the [Architecture Track](#), [Annuity Track](#), and the [Solutions Track](#).

Architecture Track



Enterprise
Networks



Security



Data Center



Collaboration



Mass-Scale
Infrastructure



Meraki



IoT

Annuity Track



Enterprise
Networks Annuity



Security Annuity



Data Center
Annuity



Collaboration
Annuity



Mass-Scale
Infrastructure Annuity



Meraki Annuity



IoT Annuity

Solutions Track



Full Stack
Observability (FSO)



Security
Solutions



Hybrid Work
from Office



Hybrid Cloud
Computing



Hybrid Cloud
Networking



Hybrid Cloud
Software

What You Need To Know

Precedence rules

Precedence rules govern the allocation of VIP bookings immediately upon ordering regardless of partner payout eligibility.

1. Mass-Scale Infrastructure subtrack will take precedence over Enterprise Networks subtrack in bookings for which the SKUs are eligible in both subtracks.
2. Mass-Scale Infrastructure subtrack will take precedence over the Data Center subtrack in bookings for which the SKUs are eligible in both subtracks.
3. Data Center subtrack will take precedence over the Enterprise Networks subtrack in bookings for which the SKUs are eligible in both subtracks.
4. Solutions Track will take precedence over the Architecture Track in bookings for which the SKUs are eligible in both Tracks.
5. Solutions Track will take precedence over the Annuity Track in TCV of the new subscriptions and replacement of existing ones for which the SKUs are eligible in both Tracks. In addition, Solutions Track will take precedence over the Annuity Track in TCV of expansions and renewals of existing subscriptions with new SKUs additions into the subscriptions for which the new SKUs are eligible in both Tracks. TCV of expansions and renewals of existing SKUs in the subscriptions will continue to be allocated to Annuity Track.
6. Full Stack Observability subtrack will take precedence over the Hybrid Cloud Computing subtrack in bookings for which the SKUs are eligible in both subtracks.
7. Full Stack Observability subtrack will take precedence over the Hybrid Cloud Software subtrack in bookings for which the SKUs are eligible in both subtracks.
8. Hybrid Cloud Computing subtrack will take precedence over the Hybrid Cloud Software subtrack in bookings for which the SKUs are eligible in both subtracks.

(Page 7 of the [VIP 42 Incentive Rules](#))

What You Need To Know

Incentives

- | | |
|---|---|
| <ul style="list-style-type: none"> • More opportunities to earn are presented with the recent addition of the Solutions Track. • Benefit from VIP 42 Accelerators: <ul style="list-style-type: none"> • +6% to +1% on select hardware and software in Security Solutions • +6% on SD-WAN software in Meraki and Meraki Annuity • +3% to +1% on select hardware and software in Hybrid Work from Office • +5% to +3% on Contact Center and Webex Suite in Collaboration Annuity • +2% on UCS M7, and select Nexus and MDS hardware in Data Center • +2% on UCS M7 hardware in Hybrid Cloud Computing • +2% on select Nexus and MDS hardware in Hybrid Cloud Networking • +2% to +1% on select hardware and software Enterprise Networks and Enterprise Networks Annuity | <ul style="list-style-type: none"> • Support the circular economy and leverage an alternative sourcing solution by selling select Cisco Refresh SKUs (see next slide). • Continue to manage your current active subscriptions to earn rewards in Base payout evolution pilot in the Collaboration Annuity subtrack. See details in Collaboration Annuity part of this presentation. |
|---|---|

Bonuses

- Master Specialized/Cisco Powered™ bonus is now provided in the Meraki and Meraki Annuity subtracks.
- Gold Integrator/Gold Provider bonus is provided on net shipments and net growth in Total Contract Value (TCV) of the eligible hardware and software SKUs in the Solutions Track.

Other

- Secure Access Service Edge (SASE) Solutions subtrack has been renamed Security Solutions, and now includes both SASE and Extended Detection and Response (XDR) Solution Specializations.
- Cisco Powered Services Full Stack Observability (FSO) specialization now provides access to the FSO Solutions subtrack.
- Marketplace offers transacted through CCW are now eligible for VIP rebates.
- Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement.
- VIP reporting is available at [Partner Experience Platform \(PXP\)](#). Review the [PXP training](#).

Eligible SKUs: www.cisco.com/go/vipskus

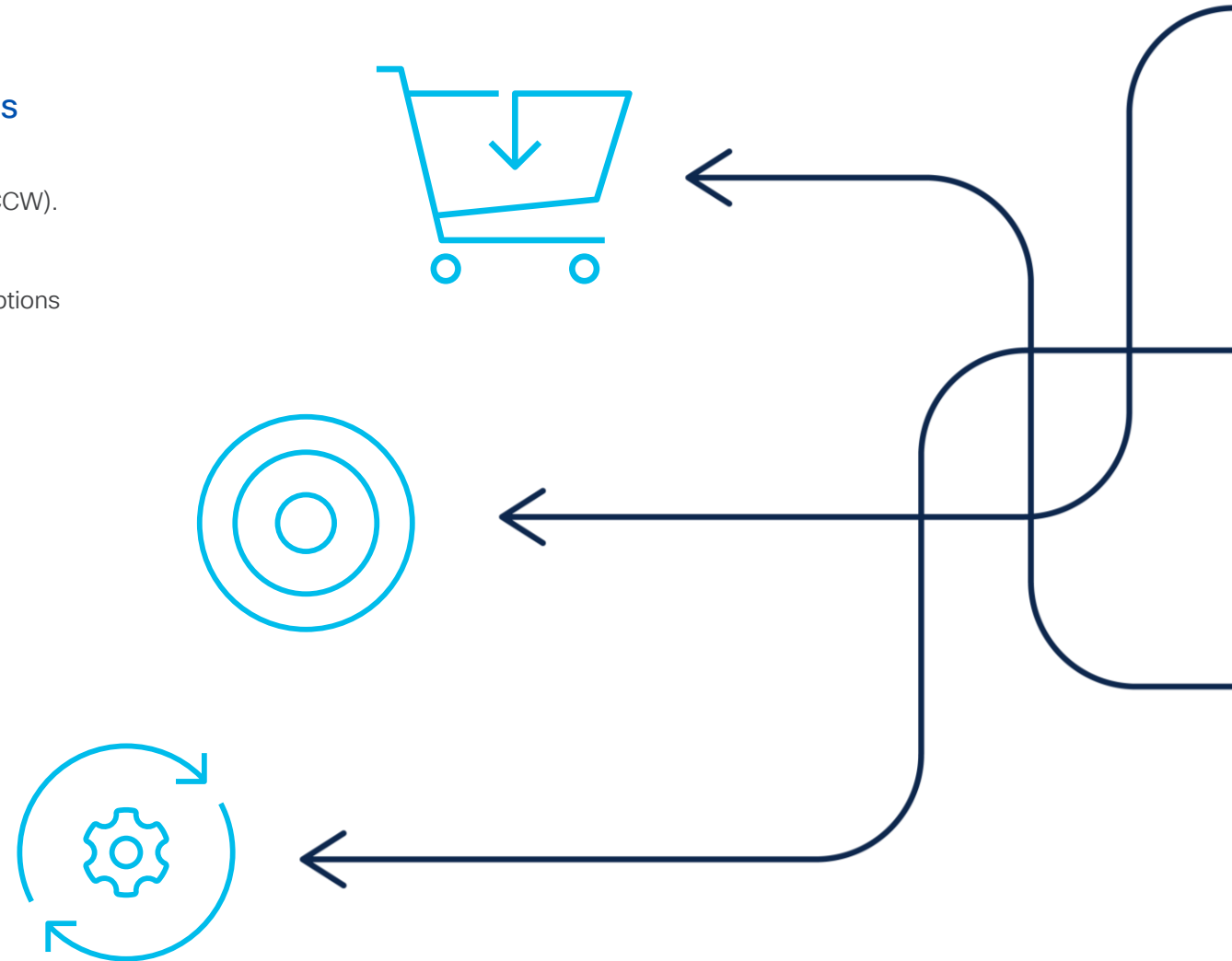
What You Need To Know

VIP supports Cisco's Circular Economy commitments and provides an incentive to alternative sourcing through Cisco Refresh.

Cisco Partners can directly quote and order Cisco Refresh in Cisco Commerce Workspace (CCW).

- Thousands of products, across all Cisco technologies, are in stock and ready to ship.
- Certified Cisco remanufactured equipment is eligible for the same warranty and support options as new products.
- Reduce dependence on raw materials and divert waste from landfills.

Additional details at [Cisco.com/go/refresh](https://cisco.com/go/refresh).



* Subject to Cisco Refresh country availability.

SKU Payouts and Bonuses

Enterprise Networks | Security | Data Center | Collaboration | Mass-Scale Infrastructure | Meraki | IoT

SKU incentive
1% to 8%

+

Gold Integrator/
Gold Provider bonus
0% to 1%

+

Master Specialized/
Cisco Powered™ bonus
0% to 1%

Enterprise Networks Annuity | Security Annuity | Data Center Annuity | Collaboration Annuity | Mass-Scale Infrastructure Annuity | Meraki Annuity | IoT Annuity

Base payout
0-4%

+

Land and Expand bonus
0% to 13%

+

Renewal bonus
0% to 5%

+

Master Specialized/
Cisco Powered™ bonus
0% to 1%

Full Stack Observability (FSO) | Security Solutions | Hybrid Work from Office | Hybrid Cloud Computing | Hybrid Cloud Networking | Hybrid Cloud Software

SKU incentive
1% to 6%

+

Land incentive
2% to 15%

+

Expand incentive
2% to 15%

+

Renew incentive
0% to 6%

+

Gold Integrator/
Gold Provider bonus
0% to 1%

Cisco
Powered™
Bonus



Enterprise Networks (1%)

Cisco SD-WAN,
Secure Access



Meraki (1%)

Meraki Security, Meraki
Intelligent Workspace,
Meraki SD-WAN, Meraki
Access



Security (1%)

Cloud Managed Security,
Secure Access Service
Edge (SASE), Managed
Firewall



Data Center (1%)

Hybrid Cloud,
Sovereign Cloud



Collaboration (1%)

Cloud Calling,
Webex Contact Center

Architecture, Annuity and Solutions Tracks



Annuity key concepts



- **Total Contract Value (TCV)** – The entire monetary value of an annuity over the term of the subscription. 3 year @ \$360,000...the TCV is \$360,000
 - **Monthly Contract Value (MCV)** – The Total Contract Value divided by the number of months in the subscription. \$360,000 divided by 36 months = \$10,000/month
-
- **Base Rebate** – This rebate is calculated on the cumulative Monthly Contract Value, across all active subscriptions, that is captured during the current VIP period
 - **Land and Expand Bonus** – Based on subscriptions that are either new or that have been added to or expanded
 - **Renewal** – An existing annuity subscription whose term is near expiration that becomes extended for a new, contractual period of time
 - **Net Retention Rate** – Compares the total MCV at the end of VIP period versus beginning, on the same base of subscriptions (includes renewals, downsells, upsells)

Base Payout Annuity Example

Subscriptions	TCV	Subscription type	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Cumulative MCV
Sub 1	-	Existing	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$30,000
Sub 2	-	Expired	\$8,000	\$8,000	Subscription not renewed				\$16,000
Sub 3	\$120,000	Renewed (in M4)	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Sub 4	\$21,000	Expanded	\$7,500	\$7,500	\$7,500	\$7,500	\$11,000	\$11,000	\$52,000
Sub 5	\$120,000	New	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Sub 6	\$360,000	New	-			\$15,000	\$15,000	\$15,000	\$45,000
			\$40,500	\$40,500	\$32,500	\$47,500	\$51,000	\$51,000	\$263,000

Base payout

Cumulative MCV x Base rebate %
\$263,000 x 2% = \$5,260

MCV calculation example: Total Contract Value: \$120,000 | Term: 12 months | MCV: \$10,000

Land and Expand + Master Annuity Example

Subscriptions	TCV	Subscription type	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Cumulative MCV
Sub 1	-	Existing	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$30,000
Sub 2	-	Expired	\$8,000	\$8,000	Subscription not renewed				\$16,000
Sub 3	\$120,000	Renewed (in M4)	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Sub 4	\$21,000	Expanded	\$7,500	\$7,500	\$7,500	\$7,500	\$11,000	\$11,000	\$52,000
Sub 5	\$120,000	New	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Sub 6	\$360,000	New	-			\$15,000	\$15,000	\$15,000	\$45,000
			\$40,500	\$40,500	\$32,500	\$47,500	\$51,000	\$51,000	\$263,000

Bonuses

Land and Expand

TCV of new and expanded subscriptions x bonus rebate %
\$501,000 x 13% = **\$65,130**
\$501,000 = \$360,000 (Sub 6) + \$120,000 (Sub 5) + \$21,000 (Expanded Sub 4)

+

Master Specialized

TCV of new and expanded subscriptions x bonus rebate %
\$501,000 x 1% = **\$5,010**
Provided partner maintains Master Data Center and Hybrid Cloud Specialization throughout the entire VIP period

Total Land & Expand + Master Annuity rebate = \$70,140

Renewal Annuity Example

Subscriptions	TCV	Subscription type	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Cumulative MCV
Sub 1	-	Existing	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$30,000
Sub 2	-	Expired	\$8,000	\$8,000	Subscription not renewed				\$16,000
Sub 3	\$120,000	Renewed (in M4)	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Sub 4	\$21,000	Expanded	\$7,500	\$7,500	\$7,500	\$7,500	\$11,000	\$11,000	\$52,000
Sub 5	\$120,000	New	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Sub 6	\$360,000	New	-			\$15,000	\$15,000	\$15,000	\$45,000
			\$40,500	\$40,500	\$32,500	\$47,500	\$51,000	\$51,000	\$263,000

Bonuses

Renewal

TCV of renewed subscriptions x
bonus rebate %
\$120,000 (Sub 3) x 4% = **\$4,800**
Provided cumulative MCV at the end of
VIP 41 was less than or equal to
\$263,000

Total Renewal Annuity rebate = \$4,800

Annuity Consolidated Example

Subscriptions	TCV	Subscription type	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Cumulative MCV
Sub 1	-	Existing	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$30,000
Sub 2	-	Expired	\$8,000	\$8,000	Subscription not renewed				\$16,000
Sub 3	\$120,000	Renewed (in M4)	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Sub 4	\$21,000	Expanded	\$7,500	\$7,500	\$7,500	\$7,500	\$11,000	\$11,000	\$52,000
Sub 5	\$120,000	New	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Sub 6	\$360,000	New	-			\$15,000	\$15,000	\$15,000	\$45,000
			\$40,500	\$40,500	\$32,500	\$47,500	\$51,000	\$51,000	\$263,000

Bonuses			
Base payout	Land and Expand	Renewal	Master Specialized
Cumulative MCV x Base rebate % \$263,000 x 2% = \$5,260 MCV calculation example: Total Contract Value: \$120,000 Term: 12 months MCV: \$10,000	TCV of new and expanded subscriptions x bonus rebate % \$501,000 x 13% = \$65,130 \$501,000 = \$360,000 (Sub 6) + \$120,000 (Sub 5) + \$21,000 (Expanded Sub 4)	TCV of renewed subscriptions x bonus rebate % \$120,000 (Sub 3) x 4% = \$4,800 Provided cumulative MCV at the end of VIP 40 was less than or equal to \$263,000	TCV of new and expanded subscriptions x bonus rebate % \$501,000 x 1% = \$5,010 Provided partner maintains Master Data Center and Hybrid Cloud Specialization throughout the entire VIP period

Total Annuity rebate = \$80,200

Partner Experience Platform (PXP)

Cisco PXP

Partner Experience Platform

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PXP

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Practice Maturity

Incentives and Funds

Lifecycle Selling

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Reporting

Payment Status

Payment Run				Run 1	Run 2	Run 3	Run 4	Run 5	Run 6	Total Payment
Program ↓	Country/Coun...	C...	P...							
Value Incentive P...	USA	USD	Q...							
Value Incentive P...	USA	USD	Q...							
Value Incentive P...	USA	USD	Q...							

Clawbacks and Tipovers

Payment Report

Payment Eligibility - Value Incentive Program 41

More details

VIP Annuity Trends

Track	Sub Track	Base Payment Eligibility	Bonus	
			G	M
VIP ARCHITECTURE	COLLABORATION	✓	G	M
	DATA CENTER	✓	G	M
	ENTERPRISE NETWORKS	✓	G	M
	IOT	✗	-	-
	MASS-SCALE INFRASTRUCTURE	✓	-	M
	MERAKI	✓	G	-
	SECURITY	✓	G	M

Track	Sub Track	Base Payment Eligibility	L/E	M	R
VIP ANNUITY	COLLABORATION ANNUITY	✓	L/E	M	R
	DATA CENTER ANNUITY	✓	L/E	M	R
	ENTERPRISE NETWORKS ANNUITY	✓	L/E	M	R
	IOT ANNUITY	✗	L/E	-	R
	MASS-SCALE INFRASTRUCTURE ANNUITY	✓	L/E	M	R
	MERAKI ANNUITY	✓	L/E	-	R
	SECURITY ANNUITY	✓	L/E	M	R

Track	Sub Track	Base Payment Eligibility	Bonus	
			G	Spec/ CMSP/ ATP
VIP SOLUTIONS	FULL STACK OBSERVABILITY - FSO	✓	G	✓
	HYBRID CLOUD COMPUTING	✓	G	✓
	HYBRID CLOUD NETWORKING	✓	G	✓
	HYBRID CLOUD SOFTWARE	✓	G	✓
	HYBRID WORK FROM OFFICE	✓	G	✓
	SECURE ACCESS SERVICE EDGE - SASE	✓	G	✓

Partner Experience Platform (PXP)

PXP

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More Details

Payment Eligibility - Value Incentive Program 41

Program Name	Currency	Overall VIP Minimum Bookings	Total Allocated Bookings
Value Incentive Program 41	USD	\$1,800,000.00	

			Bonus				
Track	Sub Track	Base Payment Eligibility	G	M	Spec/ CMSP/ ATP	Currency	Total Allocated Bookings
VIP ARCHITECTURE	COLLABORATION	✓	G	M	✓	USD	
	DATA CENTER	✓	G	M	✓	USD	
	ENTERPRISE NETWORKS	✓	G	M	✓	USD	

			Bonus					
Track	Sub Track	Base Payment Eligibility	L/E	M	R	Spec/ CMSP/ ATP	Currency	Total Allocated Bookings
VIP ANNUITY	COLLABORATION ANNUITY	✓	L/E	M	R	✓	USD	
	DATA CENTER ANNUITY	✓	L/E	M	R	✓	USD	
	ENTERPRISE NETWORKS ANNUITY	✓	L/E	M	R	✓	USD	

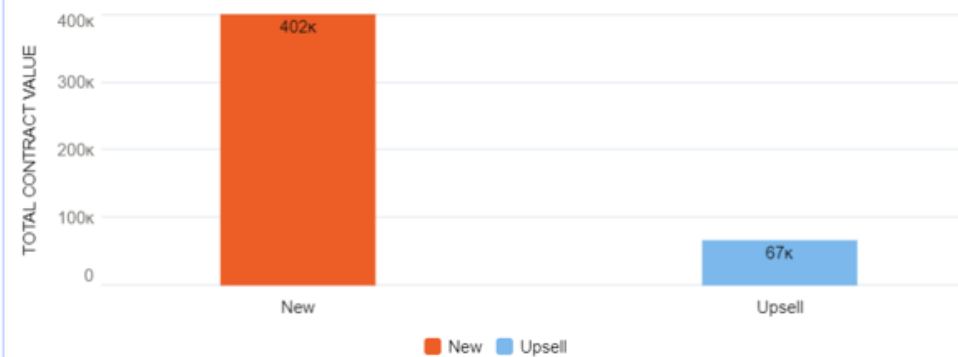
			Bonus				
Track	Sub Track	Base Payment Eligibility	G	Spec/ CMSP/ ATP	Currency	Total Allocated Bookings	
VIP SOLUTIONS	FULL STACK OBSERVABILITY - FSO	✓	G	✓	USD		
	HYBRID CLOUD COMPUTING	✓	G	✓	USD		
	HYBRID CLOUD NETWORKING	✓	G	✓	USD		

Partner Experience Platform (PXP)

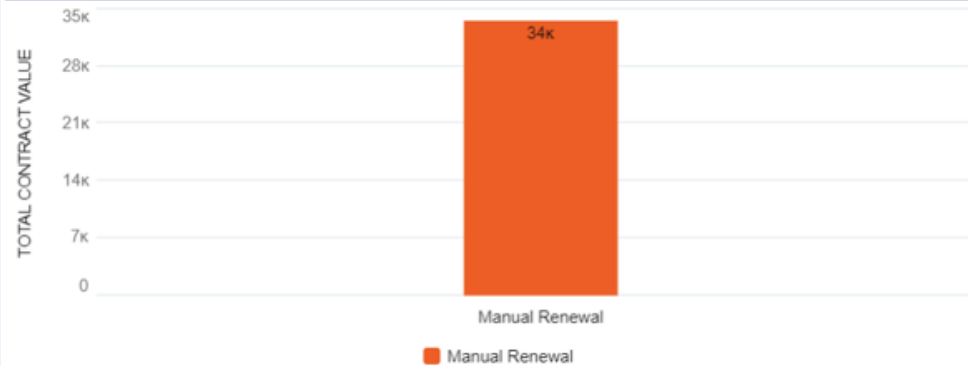
Base Rebate Cumulative Monthly Contract Value Trend



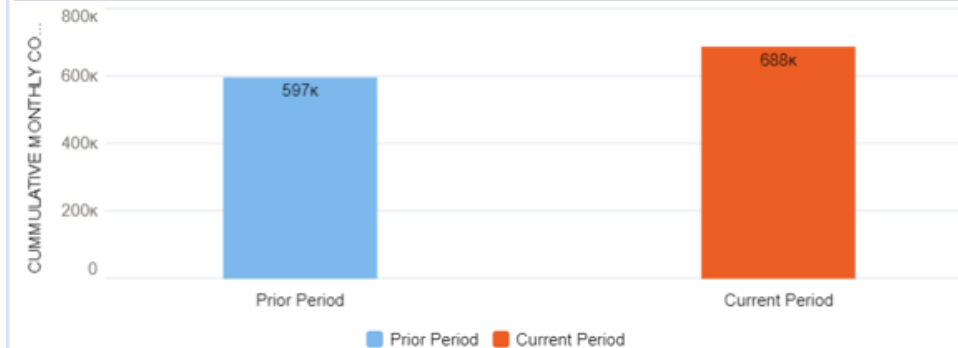
Land & Expand Total Contract Value Trend



Renewal Total Contract Value Trend

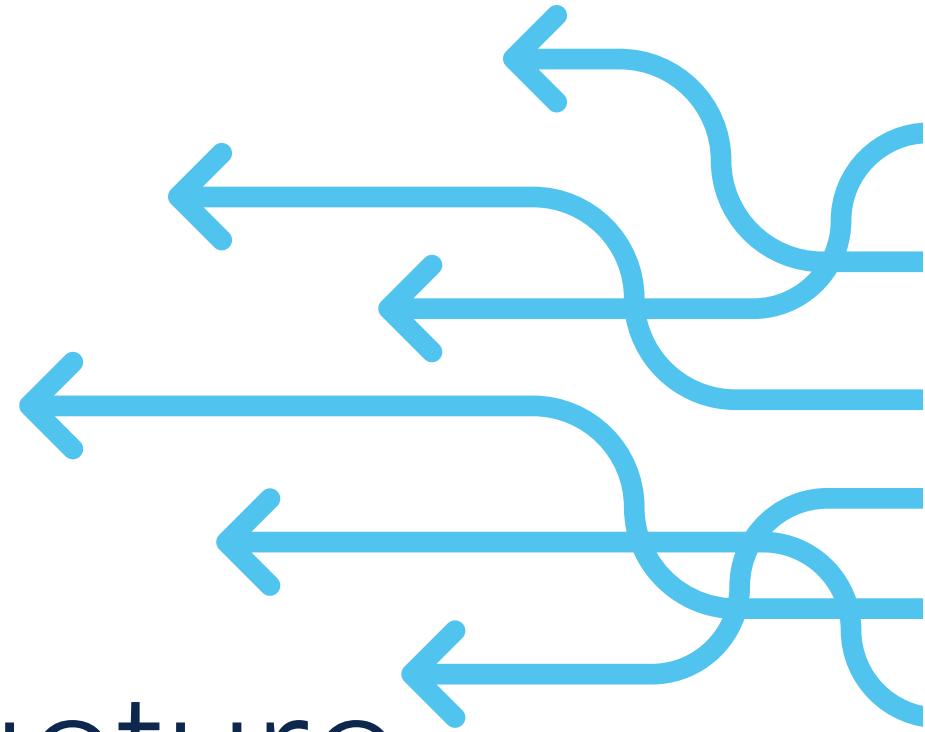


Renewal Performance Requirements Trend



For additional information, go to [PXP Training](#)

Mass-Scale Infrastructure Architecture



Mass-Scale Infrastructure Architecture

When low latency, security, and high availability for applications, data, video, cloud, and IoT traffic is expected.



For success

Drive Optics Attach: 100G (single-lambda) and 400G optics (across all applicable architectures, precedence rules apply).

Recharge the WAN: Upgrade MPLS WAN networks using segment routing and other network intelligence with the ASR 9000, NCS 5700, NCS 2000/1000/1010 and NCS 540 for service provider, enterprise and public sector customers.

Bridge data centers: Scale capacity between data centers with Data Center Interconnect (DCI) optical and routing solution using NCS 1000/NCS 2000, ASR 9000/NCS 5700.

Access 5G and Metro: Target next-gen wireless opportunities using x-haul with NCS 540, and metro access solutions for enterprise/public sector opportunities to backhaul traffic to backbone networks with NCS 540 and ASR 9000.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Advanced Service Provider Architecture Specialization.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



1% Master Specialized bonus

Have Master Specialization upon enrollment and maintain it for the entire incentive period to receive an additional 1% rebate on the 2% rebate category SKUs.

For a list of eligible SKUs, visit:
www.cisco.com/go/vipskus

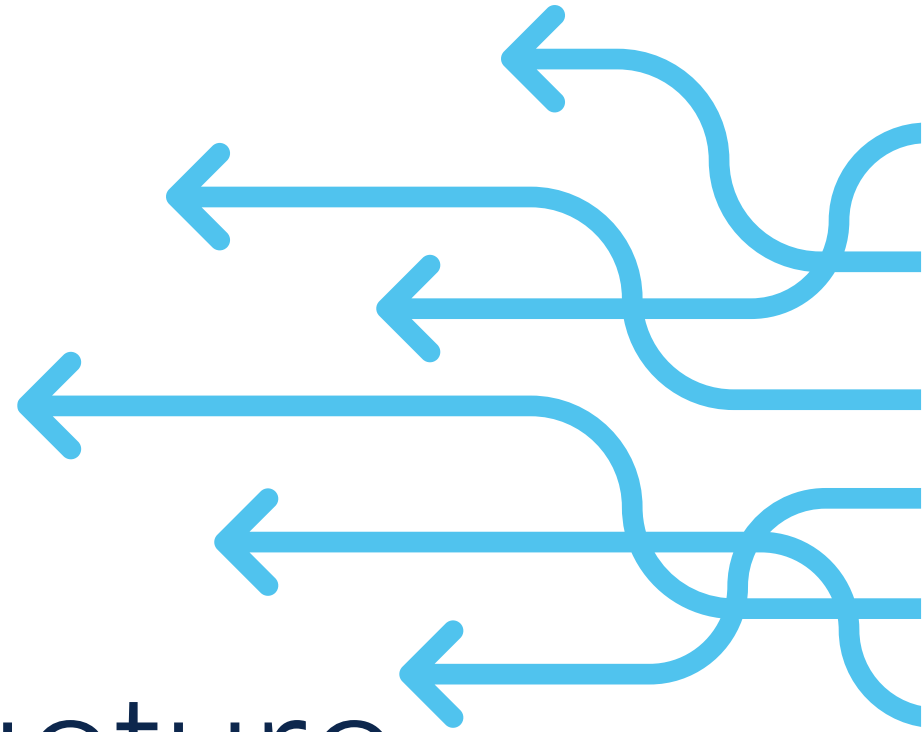
Review the Selling Guide at www.cisco.com/go/vip for more information.

Earning potential Architecture

			Bonus	
Mass-Scale Infrastructure offers	Base payout VIP 41	Base payout VIP 42	Master Specialized	Earning potential (up to %)
Routing				
NCS 540	2%	2%	1%	3%
8804-SYS	1%			
Selected 8K HW and RTU Licenses	1%	1%	-	1%
Selected ASR9000 HW / ASR 9000 Flexible Consumption Model (FCM) HW and RTU licenses				
Selected NCS 5500 HW / NCS 55FC Flexible Consumption Model (FCM) HW and RTU licenses				
8808-SYS	1%	-		-
Optical/Optics				
NCS 1000/2000	1%	1%	-	1%
NCS 1010				
15454W				
Pluggable Optics: QSFP-100, QDD-400G, Q100, Q400*	2%	2%	1%	3%
Software				
Automation (EPN-Manager)	1%	1%	-	1%

* Precedence rules apply: Mass-Scale Infrastructure subtrack will take precedence over Enterprise Networks or Data Center subtracks in bookings for which the SKUs are eligible in both subtracks. Data Center subtrack will take precedence over the Enterprise Networks subtrack in bookings for which the SKUs are eligible in both subtracks.
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

Mass-Scale Infrastructure Annuity



Mass-Scale Infrastructure Annuity

Flexible Consumption Model (FCM)



For success

Lead with: Flexible Consumption Model platforms using Software Innovation Access (SIA) subscriptions, such as ASR 9000, NCS 5500 and NCS 500.

Leverage: Smart Licensing, including with registration and reporting to help identify potential growth opportunities to expand and renew.

Look: For capacity upsell opportunities to expand subscriptions by adding additional network bandwidth.

Find: Opportunities to convert networks based on traditional/non-subscription models to flexible consumption models.

Monitor: Subscriptions to proactively renew subscriptions and focus on auto-renewal options.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Advanced Service Provider Architecture Specialization.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



Review the Selling Guide at www.cisco.com/go/vip for more information.

Mass-Scale Infrastructure Annuity

Bonuses			
2% Base payout	1% Land and Expand	5% Renewal	1% Master Specialized
<ul style="list-style-type: none"> 2% paid on cumulative MCV – delivered in VIP period. Over the subscription lifecycle (in multiple VIP periods). Includes land (purchase), expand, and renew subscriptions. Simple, predictable, recurring incentive. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV for new and expanded subscriptions in VIP 42. For eligible offers and payout rates, refer to: www.cisco.com/go/vipskus. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV of renewed subscriptions. Partner must maintain or grow cumulative MCV, period over period, to be eligible. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV for new and expanded subscriptions in VIP 42. Have Master Specialization upon enrollment and maintain it for the entire incentive period to qualify.
General requirements			
Contractually able to sell eligible offers.	The subscription start date must be within the incentive period.	Internal business use, NFR, and other specific promotions excluded.	Migrations (such as GPL subscriptions moving to Annuity) excluded.

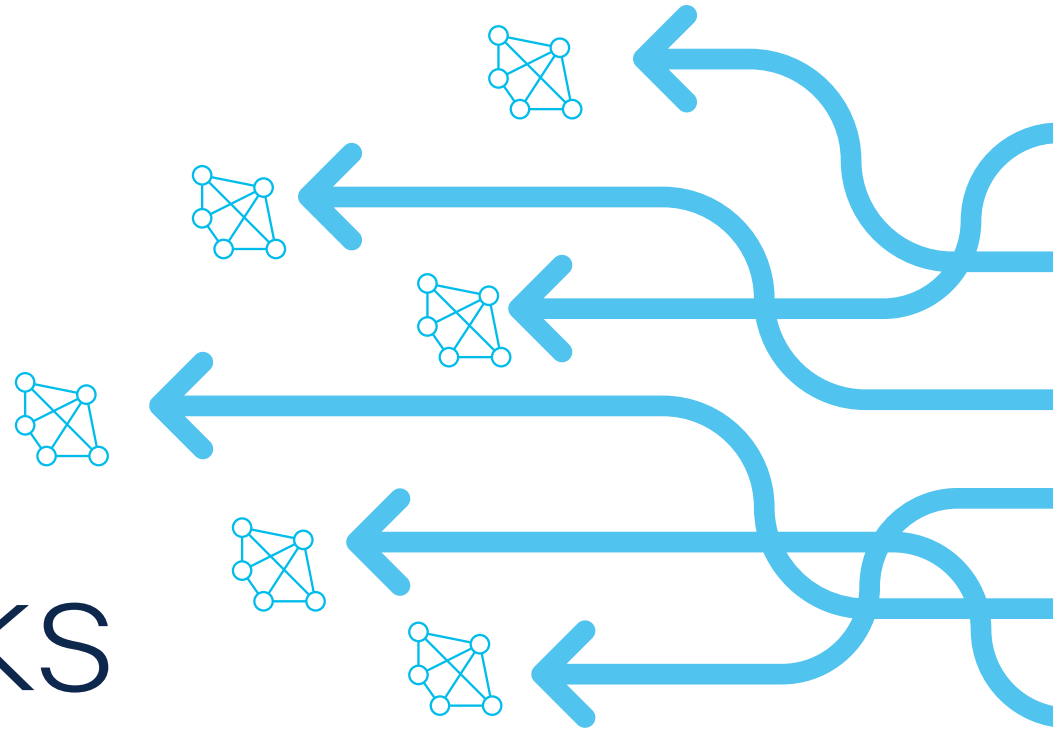
Earning potential Annuity

			Bonuses			Earning potential (up to %)
Mass-Scale Infrastructure Annuity offers			Land and Expand	Renewal	Master Specialized	
ASR 9000 Flexible Consumption Model (FCM) SIA	2%	2%	1%	5%	1%	7%
NCS 5500 Flexible Consumption Model (FCM) SIA						
NCS 540 Flexible Consumption Model (FCM) SIA						
NCS 560 Flexible Consumption Model (FCM) SIA						
ASR 9000 Traditional License Conversion to FCM						
NCS 5500 Traditional License Conversion to FCM						
Cisco 8000 Series software and licenses						

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.



Enterprise Networks Architecture



Enterprise Networks Architecture

Intent-based networking. Built on Cisco Enterprise Network Solutions.



For success

Sell: Cisco DNA Advantage for Catalyst® 9000 switching family solutions to obtain the highest payouts on both hardware and software.

Lead with: Current-generation platforms. For switching sell the Catalyst 9000 switching family and promote Cisco Catalyst 9000 switching modular, UPoE+, X-Series or Multigigabit solutions, with Advantage software and Cisco 100G Optics together. For wireless, sell the high-end Catalyst Converged Wireless and Wi-Fi 6E APs. For routing, sell the Cisco Catalyst 8000 Edge Platforms Family with focus on the Catalyst 8300 and 8500 to capture an additional 2% to 1% Accelerator.

Position: Complementary solutions for greater pull-through. For example, sell new Catalyst converged Wi-Fi 6E APs along with Catalyst multigigabit switches and Meraki dashboard monitoring.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.



Requirements

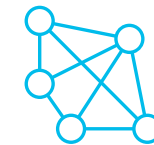
Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Advanced Enterprise Networks Architecture Specialization and/or
- Gold Provider or Premier Provider role and/or
- Global Gold Integrator role.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



1% Gold Integrator/Gold Provider bonus

Maintain Gold Integrator/Gold Provider role to receive an additional 1% rebate on SKUs in the 4% rebate category.

1% Master Specialized/Cisco Powered™ bonus

Gain Master/Cisco Powered™ Specialization before January 27, 2024 to receive an additional 1% rebate on the 4% rebate category SKUs.
Note: beginning VIP 43, Master Networking/Cisco Powered™ Specialization will be required at enrollment to qualify for the Master/CP bonus.

VIP 42 Accelerators

Benefit from incremental 2% to 1% rebates on Cisco Catalyst 8000 Edge Platforms Family, Catalyst 8500 and 8300, Cisco Converged Wireless APs: 9166; 9164; 9136, Cisco Catalyst Switching UPoE+; and X-Series.

For a list of eligible SKUs, visit:
www.cisco.com/go/vipskus

Review the Selling Guide at www.cisco.com/go/vip for more information.

Earning potential Architecture

Earning potential Architecture			Bonuses		
Enterprise Networks offers – Switching	Base payout VIP 41	Base payout VIP 42	Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	Earning potential (up to %)
Cisco Catalyst 9000 and 9000X switching when sold with Cisco DNA Advantage					
Cisco Catalyst 9400, 9600 Series Modular Switches	4%	4%	1%	1%	6%
Cisco Catalyst 9300 Series with Cisco Multigigabit Technology		4% +1%*			7%
Cisco Catalyst 9300X, 9400X, 9500X, 9600X Series					
Cisco Catalyst 9300 Series UPoE+	4% +2%				
Cisco Catalyst 9500 Series	2% +1%	2%	-	-	2%
Cisco Catalyst 9300 Series		1%			1%
Cisco Catalyst 9200 Series		-			-
Cisco Catalyst 9000 and 9000X switching when sold with Cisco DNA Essentials					
Cisco Catalyst 9400, 9500, 9600 Series	2%	2%	-	-	2%
Cisco Catalyst 9300 Series		-			-
Cisco Catalyst 9000 and 9000X switching Network Modules					
25 Gig and higher Network Modules	2% +1%	2%	-	-	2%
10 Gig and lower Network Modules	2%				
Cisco Optics – Selected 100G and 400G (Single Lambda)					

* Eligible SKU in this product category will receive an additional accelerator, during VIP 42 only. For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipuskus.

Earning potential Architecture

Earning potential/Architecture			Bonuses		
Enterprise Networks offers – Routing	Base payout VIP 41	Base payout VIP 42	Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	Earning potential (up to %)
Cisco Catalyst 8000 Series Routing Solutions					
Cisco Catalyst 8300 Series	4% +2%	4% +2%*	1%	1%	8%
Cisco Catalyst 8500 Series		4% +1%*			7%
Cisco Catalyst 8200 Series	4%	4%			6%
Small office and branch routing					
1100 Series ISRs, ASR 1000 Series	2%	1%	-	-	1%
4200 Series ISRs	1%	-			-
Midsize, large branch office, and high-performance edge routing					
4300, 4400 Series ISRs	1%	-	-	-	-
Gateways, Network Interface Modules, UCS E-Series, Appliances					
Cisco Catalyst Cellular Gateways, ENCS 5400, Cisco UCS® E-Series Servers M3	2%	2%	-	-	2%
Cisco Catalyst 8000 Series compatible select Network Interface Modules: 4G LTE, Voice, WAN					
ISR only select Network Interface Modules: 4G LTE, Voice, WAN	1%	-			

* Eligible SKU in this product category will receive an additional accelerator, during VIP 42 only.

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

Earning potential Architecture

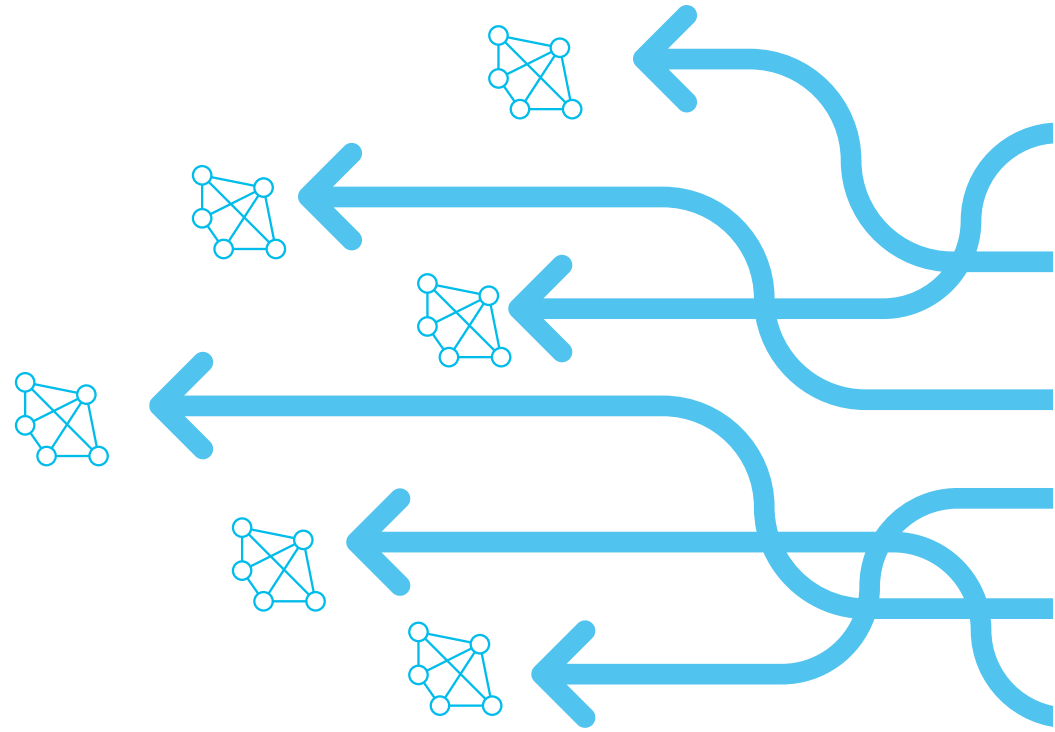
Enterprise Networks offers – Access			Bonuses		Earning potential (up to %)
Base payout VIP 41	Base payout VIP 42	Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™		
Cisco Catalyst Wireless					
Cisco Catalyst 9136 Series Access Points	4% +1%	4%	1%	1%	6%
Cisco Catalyst 9130 Series Access Points	2%	2%	-	-	2%
Cisco Catalyst Converged Wireless 9166, 9164, 9162	4% +1%	4% +1%*	1%	1%	7%
Cisco Catalyst 9800 Series Wireless Controllers	2%	2%	-	-	2%
Cisco Catalyst 9120 Series Access Points					
Cisco Catalyst 9800L Series Wireless Controllers					
Cisco Catalyst 9105, 9115 Series Access Points					
Cisco Catalyst Wireless outdoor access points					
Cisco Catalyst 9124 Series Outdoor Access Points	4%	4%	1%	1%	6%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 42 only.
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

Earning potential Architecture

			Bonuses		
Enterprise Networks offers – Cisco DNA Center and software	Base payout VIP 41	Base payout VIP 42	Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	Earning potential (up to %)
Cisco DNA Center					
Cisco DNA Center Appliance	4%	4%	1%	1%	6%
Software licensing – Cisco DNA software					
Cisco DNA Advantage software, Cisco DNA Advantage software upgrade/add-on	4% + 1%	4%	1%	1%	6%
Cisco DNA Essentials software	2%	-	-	-	-

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.



Enterprise Networks Annuity

Enterprise Networks Annuity

Harness new annuity growth opportunities with Cisco Enterprise Agreements, Cisco Catalyst SD-WAN, and Cisco Spaces.



For success

Lead with: Cisco Enterprise Agreement Suites for Cisco DNA software, offering a more valuable and flexible way to consume Cisco software for the infrastructure with multiple suites of best-in-class products and services.

Choose: Cisco Catalyst Software-Defined WAN (SD-WAN), simplifying your IT infrastructure by providing integrated multi-cloud capabilities, robust security features, and predictive intelligence. Gain these benefits with the new software licenses from our enterprise routing portfolio.

Capture: Cisco ThousandEyes Internet and Cloud Intelligence combining active and passive monitoring techniques plus real-time internet outage detection for deep insights.

Position: Cisco Spaces ACT, digitizing physical spaces to help customers learn more about people (visitors, employees) and things (assets, sensors) within their properties and can easily be rolled out across existing wi-fi infrastructure for fast time to value.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.



Requirements

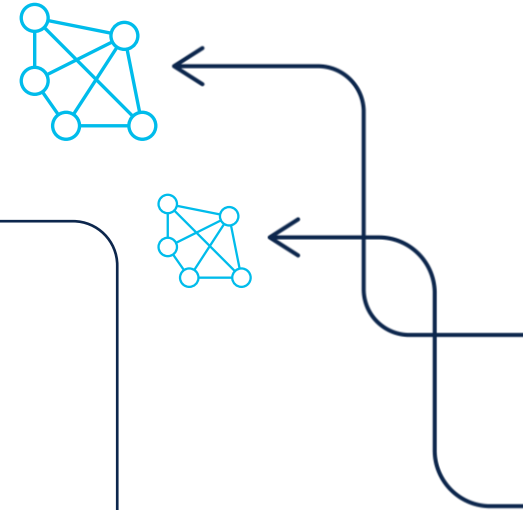
Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Advanced Enterprise Networks Architecture Specialization and/or
- Networking Specialization or Small Business Specialization and/or
- Gold Provider or Premier Provider role and/or
- Global Gold Integrator role.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



Review the Selling Guide at www.cisco.com/go/vip for more information.

Enterprise Networks Annuity

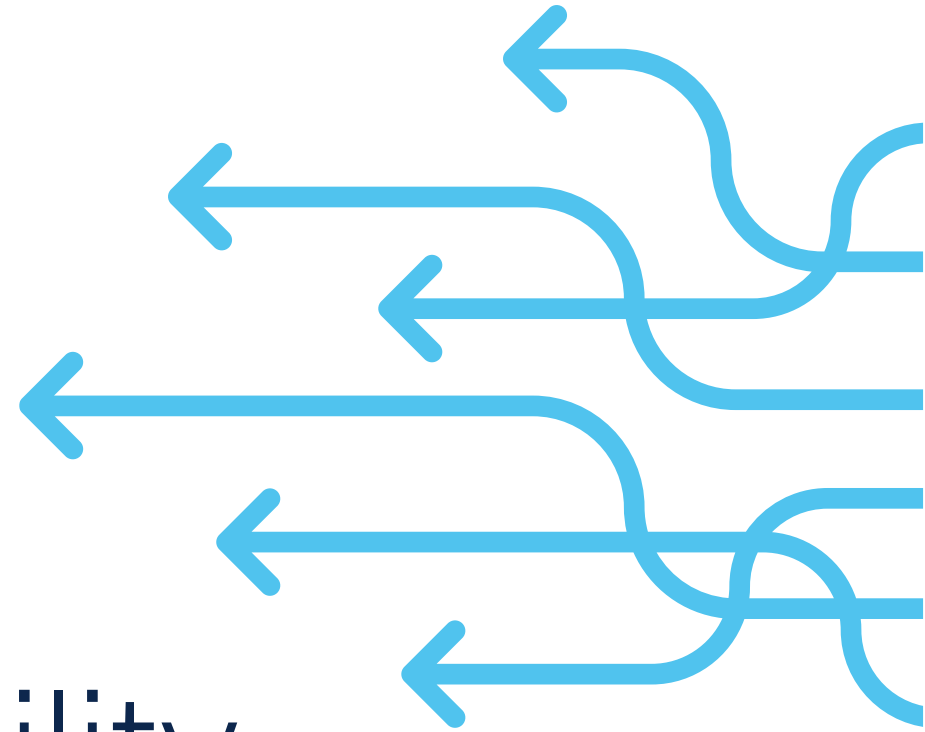
Bonuses			
2% Base payout	0% - 3% Land and Expand	0% - 2% Renewal	0% - 1% Master Specialized/ Cisco Powered™
<ul style="list-style-type: none"> 2% paid on cumulative MCV – delivered in VIP period. Over the subscription lifecycle (in multiple VIP periods). Includes land (purchase), expand, and renew subscriptions. Simple, predictable, recurring incentive. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV for new and expanded subscriptions in VIP 42. VIP 42 Accelerators add 2% to 1% rebate to specific EN Software SKUs, including Cisco SD-WAN Advantage & Essentials subscriptions, and Cisco Spaces ACT. For eligible offers and payout rates, refer to: www.cisco.com/go/vipskus. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV of renewed subscriptions. Partner must maintain or grow cumulative MCV, period over period, to be eligible. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV for new and expanded subscriptions in VIP 42. Gain Master/Cisco Powered™ Specialization before January 27, 2024 to qualify. Note: beginning VIP 43, Master Networking/Cisco Powered™ Specialization will be required at enrollment to qualify for the Master/CP bonus.
General requirements			
Contractually able to sell eligible offers.	The subscription start date must be within the incentive period.	Internal business use, NFR, and other specific promotions excluded.	Migrations (such as GPL subscriptions moving to Annuity) excluded.

Earning potential Annuity

Enterprise Networks Annuity offers	Base payout VIP 41	Base payout VIP 42	Bonuses			Earning potential (up to %)
			Land and Expand	Renewal	Master Specialized/ Cisco Powered™	
Cisco Enterprise Agreement Suites (Advantage): Cisco DNA Software, Cisco Spaces	2%	2%	3%	2%	1%	6%
Cisco Enterprise Agreement Suites (Essentials): Cisco DNA Software, Cisco Spaces			-		-	4%
Cisco Spaces: ACT			3% +1%		1%	7%
Cisco ThousandEyes Internet and Cloud Intelligence			1%	1%		4%
SD-WAN subscription: Cisco DNA Advantage software			3% +2%*	2%		8%
SD-WAN subscription: Cisco DNA Essentials software			- +2%*	-	-	4%

* SD-WAN Accelerator provides an additional rebate on select SKUs during VIP 42.
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

Full-Stack Observability Solution



Full-Stack Observability

Deliver exceptional digital experiences. Optimize for cost and performance. Maximize digital business revenue.



For success

Deliver: Cisco ThousandEyes Internet and Cloud Intelligence combining active and passive monitoring techniques plus real-time internet outage detection for deep insights.

Add: AppDynamics app monitoring and business performance analytics.

Position: Cisco Enterprise Agreements 3.0 (EAs).

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Full-Stack Observability Specialization and/or
- Cisco Powered Service Full Stack Observability Specialization.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



Review the Selling Guide at www.cisco.com/go/vip for more information.

Full-Stack Observability

			Bonus	
Land Incentive	Expand Incentive	Renew Incentive	Gold Integrator /Gold Provider	
<ul style="list-style-type: none">Offers 3% rebate on new subscriptions.Paid one time on TCV.	<ul style="list-style-type: none">Offers 3% rebate on expansions of existing FSO subtrack subscriptions.Paid one time on TCV.	<ul style="list-style-type: none">Offers 3% rebate on renewals of existing FSO subtrack subscriptions.Paid one time on TCV.	<ul style="list-style-type: none">Maintain Gold Integrator/Gold Provider role to receive an additional 1% rebate on new subscriptions or the expansion of existing FSO subtrack ones.Paid one time on TCV.	
General requirements				
Contractually able to sell eligible offers.	The booking date/subscription start date must be within the incentive period.	Internal business use, NFR, and other specific promotions excluded.	Migrations (such as GPL subscriptions moving to Annuity) excluded.	For eligible offers and payout rates, refer to: www.cisco.com/go/vipuskus .

[Full-Stack Observability](#)

[Security Solutions](#)

[Hybrid Work from Office](#)

[Hybrid Cloud Computing](#)

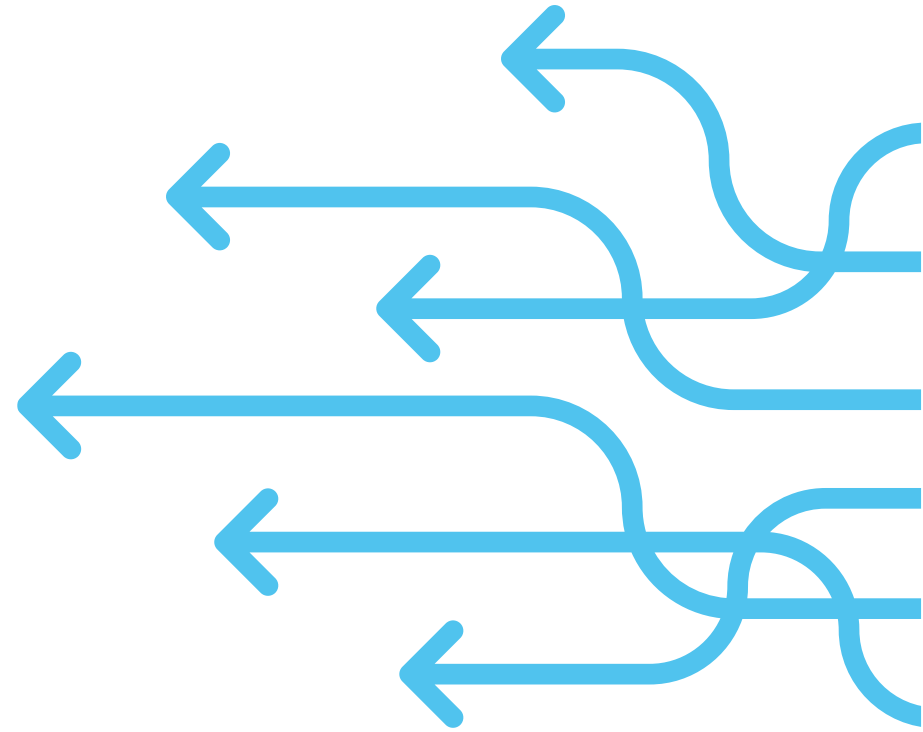
[Hybrid Cloud Networking](#)

[Hybrid Cloud Software](#)

Earning potential

			Bonus	
Full-Stack Observability offers	VIP 41 SKU Incentive L E R *	VIP 42 SKU Incentive L E R *	Gold Integrator /Gold Provider	Earning potential (up to %)
ThousandEyes	3% 3% 3%	3% 3% 3%	1%	4%
AppDynamics	6% 6% 4%			

* L = Land | E = Expand | R = Renewal
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.



Meraki Architecture

Meraki Architecture

Cisco Meraki Cloud Networking



For success

Lead with: The value of the Meraki Platform and the dashboard management so customers will realize the full potential of Meraki's cloud managed platform.

While renewal rates are high at 97%, customers who consistently engage with the dashboard are most likely to renew.

Use: See-Try-Buy-led sales motion, yielding the highest return and number of new customers.

On average, Meraki customers spend 3x their initial purchase value within the following 2 years.

Sell: Meraki Wi-Fi 6 access points with Meraki mGig switches to future proof your customers' networks for demanding users.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Advanced Enterprise Networks Architecture Specialization and/or
- Gold Provider or Premier Provider role and/or
- Global Gold Integrator role.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



1% Gold Integrator/Gold Provider bonus

Maintain Gold Integrator/Gold Provider role to receive an additional 1% rebate on SKUs in the 4% rebate category.

1% Master Specialized/Cisco Powered™ bonus

Gain Master/Cisco Powered™ Specialization before January 27, 2024 to receive an additional 1% rebate on the 4% rebate category SKUs.
Note: beginning VIP 43, Master Networking/Cisco Powered™ Specialization will be required at enrollment to qualify for the Master/CP bonus.

VIP 42 Accelerators

Benefit from 6% incremental rebate on top tier MX SDW+ Security licenses.

For a list of eligible SKUs, visit:
www.cisco.com/go/vipskus

Review the Selling Guide at www.cisco.com/go/vip for more information.

Earning potential Architecture

			Bonuses		
Meraki offers	Base payout VIP 41	Base payout VIP 42	Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	Earning potential (up to %)
MS Switching					
Layer 2, Basic/Full Layer 3: MS250, MS410 (Hardware)	2%	2%	-	-	2%
Layer 2, Basic/Full Layer 3: mGig models: MS355 (Hardware)	4%	4%	1%	1%	6%
Full Layer 3: MS425, MS450 (Hardware)	2%	2%	-	-	2%
Full Layer 3: MS390 (Hardware)	4%	4%	1%	1%	6%
MS ENT Licenses: 3-year, 5-year for Layer 2, Basic/Full Layer 3 (Software)	2%	2%	-	-	2%
MS390 ADV Licenses: 3-year, 5-year (Software)	4% +6%	4%	1%	1%	6%
MT Sensors & MV Smart Cameras					
MV12, MV22, MV32, MV72 Cameras and all MT Sensors (Hardware)	4% +6%	6%	-	-	6%
MT and MV Licenses: 3-year, 5-year (Software)					

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

Earning potential Architecture

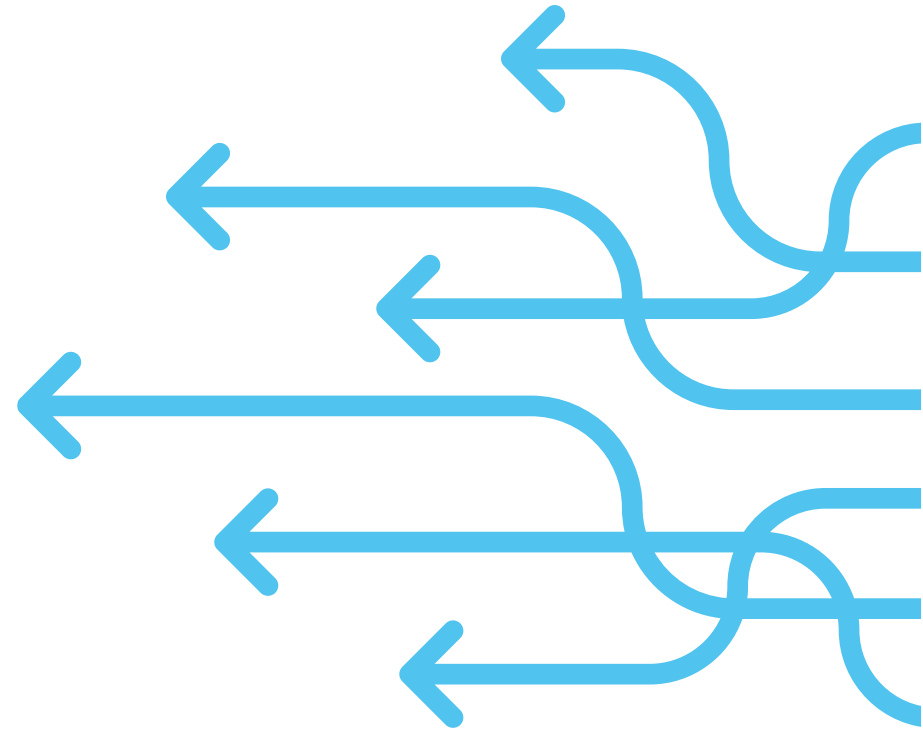
			Bonuses		
Meraki offers	Base payout VIP 41	Base payout VIP 42	Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	Earning potential (up to %)
MR Wireless					
Cloud-Managed, Indoor 802.11ax Access Points (MR44) (Hardware)	2%	2%	-	-	2%
Cloud-Managed, Indoor 802.11ax Access Points (MR46, MR46E) (Hardware)					
Cloud-Managed, Indoor 802.11ax Access Points (MR56) (Hardware)					
Cloud-Managed, Indoor 802.11ax Access Points (MR57) (Hardware)	4% +1%	4%	1%	1%	6%
Cloud-Managed, Outdoor 802.11ax Access Points (MR76) (Hardware)	2%	2%	-	-	2%
Cloud-Managed, Outdoor 802.11ax Access Points (MR86) (Hardware)	4%	4%	1%	1%	6%
Convertible Access Points (CW9162I, CW9164I, CW9166I) (Hardware)	4% +1%				
MR Enterprise Licenses: Enterprise 3-year, 5-year (Software)	2%				
MR Advanced Licenses: Advanced 3-year, 5-year (Software)	4% +6%				

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

Earning potential Architecture

			Bonuses		
Meraki offers	Base payout VIP 41	Base payout VIP 42	Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	Earning potential (up to %)
MX Security					
Small Branch Cloud Managed Security Appliances (MX67, 68) (Hardware)	2%	2%	-	-	2%
Medium Branch Cloud Managed Security Appliances (MX85, MX95, MX105) (Hardware)					
Large Branch or HQ Cloud Managed Security Appliances (MX250, MX450) (Hardware)					
MX SEC Security Licenses: Advanced Security 3-year, 5-year (Software)	4%				
MX SDW+ Security Licenses: SDW+ 3-year, 5-year (Software)	4% +6%	4% +6%*	1%	1%	12%
MX SEC Security Licenses: Enterprise Security 3-year, 5-year (Software)	2%	-	-	-	-
Other Software					
Systems Manager Licenses: 3-year, 5-year (Software)	4%	4%	1%	1%	6%
MG21 Cellular Gateway HW and Licenses: 3-year and 5-year (Hardware and Software)					
MG41, MG51 Cellular Gateway HW and Licenses: 3-year and 5-year (Hardware and Software)					
Insight Licenses: LIC-MI-S, LIC-MI-M, LIC-MI-L, LIC-MI-XL 3-year and 5-year (Software)					

* SD-WAN license SKUs will receive an additional accelerator, during VIP 42 only.
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.



Meraki Annuity

Meraki Annuity

Focus on driving recurring revenue by selling Meraki Annuity offers.



For success

Lead with: The Meraki Platform, the Meraki Dashboard, and the ability to solve IT and non-IT problems with the platform and our ecosystem solutions.

Sell: Enterprise Agreements 3.0 (EAs) to new customers to earn a VIP rebate. EAs for Meraki Network Infrastructure, Systems Manager, and MV Cameras are VIP eligible.

Position: The Meraki Marketplace helping open new opportunities to engage with customers and to leverage our ecosystem partners. It offers business and network management solutions through Meraki APIs enabling customers to solve more complex problems with the Meraki Platform.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.



Requirements

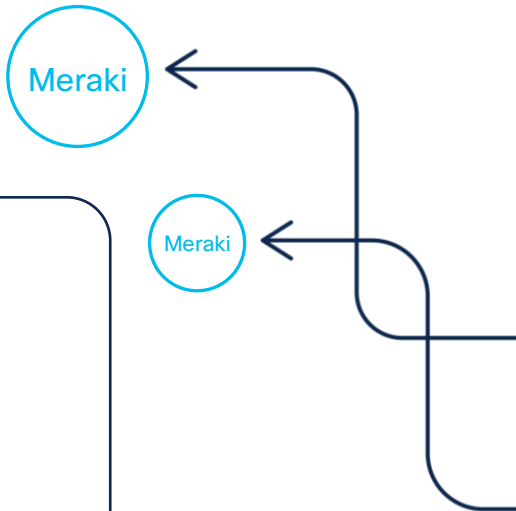
Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Advanced Enterprise Networks Architecture Specialization and/or
- Networking Specialization or Small Business Specialization and/or
- Gold Provider or Premier Provider role and/or
- Global Gold Integrator role.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



Review the Selling Guide at www.cisco.com/go/vip for more information.

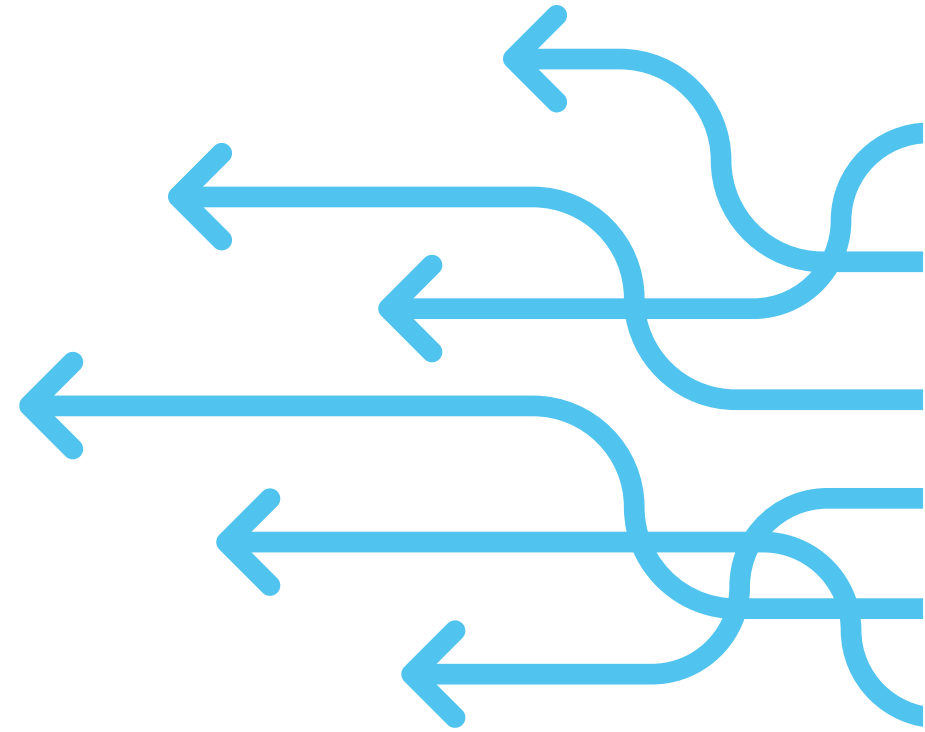
Meraki Annuity

Bonuses			
2% Base payout	1% - 4% Land and Expand	0% - 2% Renewal	1% Master Specialized/ Cisco Powered™
<ul style="list-style-type: none"> 2% paid on cumulative MCV – delivered in VIP period. Over the subscription lifecycle (in multiple VIP periods). Includes land (purchase), expand, and renew subscriptions. Simple, predictable, recurring incentive. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV for new and expanded subscriptions in VIP 42. For eligible offers and payout rates, refer to: www.cisco.com/go/vipskus. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV of renewed subscriptions. Partner must maintain or grow cumulative MCV, period over period, to be eligible. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV for new and expanded subscriptions in VIP 42. Gain Master/Cisco Powered™ Specialization before January 27, 2024 to qualify. Note: beginning VIP 43, Master Networking/Cisco Powered™ Specialization will be required at enrollment to qualify for the Master/CP bonus.
General requirements			
Contractually able to sell eligible offers.	The subscription start date must be within the incentive period.	Internal business use, NFR, and other specific promotions excluded.	Migrations (such as GPL subscriptions moving to Annuity) excluded.

Earning potential Annuity

Meraki Annuity offers	Base payout VIP 41	Base payout VIP 42	Bonuses			Earning potential (up to %)
			Land and Expand	Renewal	Master Specialized/ Cisco Powered™	
Enterprise Agreement (EA3.0) Software Licenses (ADV)	2%	2%	3%	2%	-	5%
Enterprise Agreement (EA3.0) Software Licenses (SDW+)			4% +6%*		1%	13%
Enterprise Agreement (EA3.0) Software Licenses: Meraki Network Infrastructure, Meraki Systems Manager, and Meraki MV Camera Systems			1%	-	-	3%
Enterprise Agreement (EA3.0) Software Licenses (ENT)						

* SD-WAN license SKUs will receive an additional accelerator, during VIP 42 only.
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.



Security Architecture

Security Architecture

Don't just sell products. Sell security business value and profit from an ongoing security relationship with your customers.



For success

Lead with: [Cisco Secure](#) portfolio to deliver a simple and integrated platform approach as customers look to adopt SASE (Secure Access Service Edge), Zero Trust, hybrid work and XDR capabilities.

Win with: [Cisco Secure Firewall](#) by landing new customers and tapping into huge Firewall installed base refresh opportunities. Learn more about [latest 3100 Series Firewalls](#) that are designed for Hybrid work and significantly boost performance.

Leverage: A services-led approach driving significant cross-architectural activity and expanding the deal size. Leading with or attaching your own services or adding [Cisco Talos Incidence Response Services](#) can increase your revenue and profitability.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers and Partner promotions, including ['Partner-led' One Year on Us](#). Benefit from much larger deals and greater profitability for you.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Advanced Security Architecture Specialization and/or
- Gold Provider or Premier Provider role and/or
- Global Gold Integrator role.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



1% Gold Integrator/Gold Provider bonus

Maintain Gold Integrator/Gold Provider role to receive an additional 1% rebate on SKUs in the 5% rebate category (Firewall, including virtual and containerized firewall).

1% Master Specialized/Cisco Powered™ bonus

Have Master/Cisco Powered™ Specialization upon enrollment and maintain it for the entire incentive period to receive an additional 1% rebate.

Review the Selling Guide at www.cisco.com/go/vip for more information.

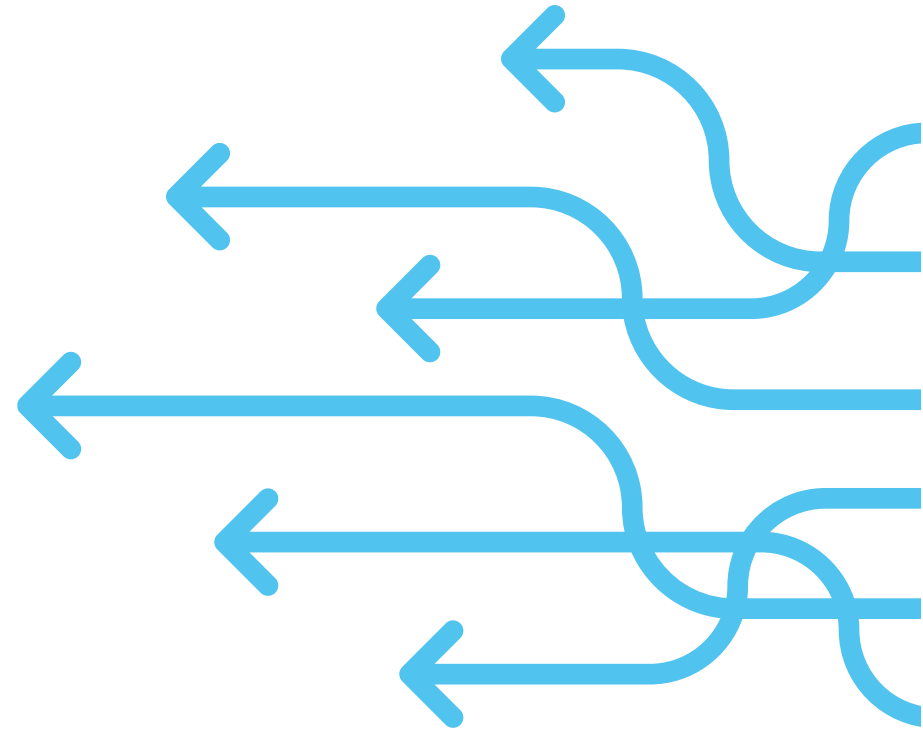
For a list of eligible SKUs, visit:
www.cisco.com/go/vipskus

Earning potential Architecture

Security offers	Base payout VIP 41	Base payout VIP 42	Bonuses		Earning potential (up to %)
			Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	
Cisco Secure Firewall: Hardware, Virtual Firewall	5%	5%	1%		7%
Cisco Secure Firewall: Software licenses	4%				
All other hardware/appliances: <ul style="list-style-type: none"> Identity Security Engine (ISE) Cisco Secure Network Analytics (Stealthwatch) Cisco Secure Malware Analytics (Threat Grid) Cisco Secure Email Gateway (Email Security Appliance-ESA) Cisco Secure Web Appliance (Web Security Appliance-WSA) Cisco Secure Email and Web Manager (Security Mgmt Appliance-SMA) Cisco Advanced Malware Protection (AMP) for Networks Cisco Secure Workload Security (Tetration) 	5%	4%	-	1%	5%
All other software (Term & Content/non-Annuity)	4%				

* Cisco Cloud Web Security (CWS) products are not eligible in VIP 42.

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.



Security Annuity

Security Annuity

Focus on driving recurring revenue by selling Cisco Security Annuity offers.



For success

Lead with: [Cisco Zero Trust](#) & [Cisco Secure Access](#) to secure access across applications and environment, from any user, device, and location while leveraging [Cisco Extended Detection and Response \(XDR\)](#) to mitigate, detect, and respond to risks across the environment.

Sell: [Cisco Secure Firewall Threat Defense Virtual](#) (FTDv) to simplify security management with unified policy and deployment flexibility.

Position: Cisco Security Choice Enterprise Agreements or EA 3.0 for simplicity in licensing, better pricing, and the latest Cisco security innovations.

Drive: Duo Enterprise Agreements for VIP rebates when sold to new customers. A-la-carte subscriptions and migrations from legacy Duo subscriptions are not eligible.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers and Partner promotions, including ['Partner-led' One Year on Us](#). Benefit from much larger deals and greater profitability for you.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Advanced Security Architecture Specialization and/or
- Security Specialization or Small Business Specialization and/or
- Gold Provider or Premier Provider role and/or
- Global Gold Integrator role.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



Review the Selling Guide at www.cisco.com/go/vip for more information.

Security Annuity

Bonuses			
2% Base payout	2% - 7% Land and Expand	0% - 7% Renewal	1% Master Specialized/ Cisco Powered™
<ul style="list-style-type: none"> 2% paid on cumulative MCV – delivered in VIP period. Over the subscription lifecycle (in multiple VIP periods). Includes land (purchase), expand, and renew subscriptions. Simple, predictable, recurring incentive. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV for new and expanded subscriptions in VIP 42. For eligible offers and payout rates, refer to: www.cisco.com/go/vipskus. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV of renewed subscriptions. Partner must maintain or grow cumulative MCV, period over period, to be eligible. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV for new and expanded subscriptions in VIP 42. Have Master/Cisco Powered™ Specialization upon enrollment and maintain it for the entire incentive period to qualify.
General requirements			
Contractually able to sell eligible offers.	The subscription start date must be within the incentive period.	Internal business use, NFR, and other specific promotions excluded.	Migrations (such as OpenDNS, Duo renewals moving to Annuity) excluded.

Earning potential Annuity

			Bonuses						
Security Annuity offers	Base payout VIP 41	Base payout VIP 42	Land and Expand	Renewal	Master Specialized/ Cisco Powered™	Earning potential (up to %)			
Security Suites (Coming in Q1 FY24!)	–	2%	7%	7%	1%	10%			
Cisco Secure Firewall: Enterprise Choice Enterprise Agreements (EA) & EA 3.0	2%		4%	4%		7%			
Virtual & Containerized Firewall: Secure Firewall Threat Defense (FTDv), Cisco Secure Firewall Cloud Native (SFCN)			2%	2%			5%		
Security Enterprise Agreements excluding Firewall: Security Choice EA & EA 3.0				–					
Duo Enterprise Agreements (EAs) (a-la-carte subscriptions and migrations from legacy Duo subscriptions are not VIP eligible)				2%					
Cisco XDR (Extended Detection & Response)									
Cisco Secure Access (Secure Service Edge)									
Cisco Umbrella DNS									
Cisco Umbrella Secure Internet Gateway (SIG)									

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

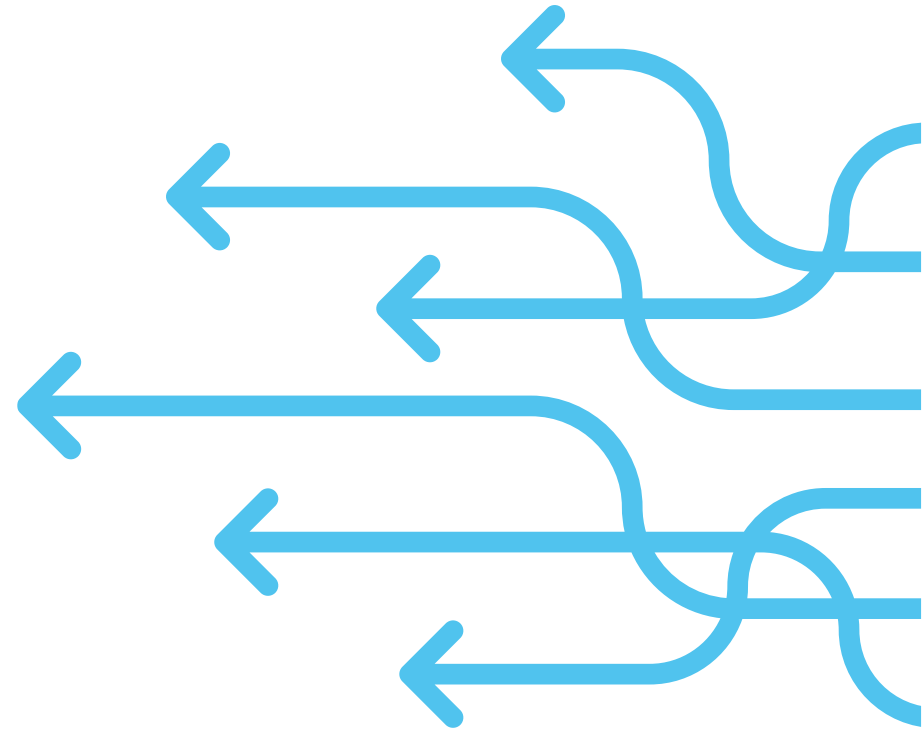


Earning potential Annuity

			Bonuses			Earning potential (up to %)
Security Annuity offers	Base payout VIP 41	Base payout VIP 42	Land and Expand	Renewal	Master Specialized/ Cisco Powered™	
Cisco Secure Workload (Tetration): On prem & SaaS	2%	2%	2%	2%	1%	5%
Cisco Secure Network & Cloud Analytics (Stealthwatch & Stealthwatch Cloud)						
Cisco Secure Malware Analytics (Threat Grid)						
Cisco Identity Security Engine (ISE) 3.x						
Cisco Secure Endpoint (AMP for Endpoints)						
Kenna Security						
Cisco Secure Email						

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.





Security Solutions

Security Solutions

Solutions are the future state of Cisco Security. Lead with solutions for end-to-end protection.



For success

Lead with: [Cisco Secure portfolio](#) + [Cisco SD-WAN](#) to provide an end-to-end SASE solution for our customers.

Position: [Cisco Secure Access](#), our latest Cloud-delivered Secure Service Edge (SSE) solution that provides Simplify IT operations via a single console, simplified policy management and aggregated reporting.

Leverage: [XDR](#) for a frictionless experience, open and extensible ecosystem, and automation.

Sell: latest [3100 Series Firewall](#) that are designed for Hybrid work and significantly boost performance.

Offer: Duo Enterprise Agreements to new customers. A-la-carte subscriptions and migrations from legacy Duo subscriptions are not eligible.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Secure Access Service Edge (SASE) Specialization and/or
- Extended Detection and Response (XDR) Specialization.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



Review the Selling Guide at www.cisco.com/go/vip for more information.

Security Solutions

				Bonus
SKU Incentive	Land Incentive	Expand Incentive	Renew Incentive	Gold Integrator /Gold Provider
<ul style="list-style-type: none"> Offers 2% to 6% rebate, depending on the SKU to qualifying partners. 	<ul style="list-style-type: none"> Offers 2% to 9% rebate on new subscriptions. Paid one time on TCV. 	<ul style="list-style-type: none"> Offers 2% to 9% rebate on expansions of existing Security Solutions subtrack subscriptions. Paid one time on TCV. 	<ul style="list-style-type: none"> Offers 0% to 9% rebate on renewals of existing Security Solutions subtrack subscriptions. Paid one time on TCV. 	<ul style="list-style-type: none"> Maintain Gold Integrator or Gold Provider to earn an additional 1% rebate on select hardware and software SKUs (on new subscriptions or the expansion of existing Security Solutions subtrack ones). Paid one time on TCV.
General requirements				
Contractually able to sell eligible offers.	The booking date/subscription start date must be within the incentive period.	Internal business use, NFR, and other specific promotions excluded.	Migrations (such as GPL subscriptions moving to Annuity) excluded.	For eligible offers and payout rates, refer to: www.cisco.com/go/vipskus .

Earning potential

				Bonus	
Security Solutions offers	VIP 41 SKU Incentive L E R	VIP 42 SKU Incentive L E R	Gold Integrator /Gold Provider	Earning potential (up to %)	
Security					
Security Suites (Coming in Q1 FY24!)	-	9% 9% 9%	1%	10%	
Cisco Secure Firewall: Hardware/appliances, Virtual Firewall, Software licenses (Term & Content/non-Annuity)		6%		7%	
Cisco Secure Firewall: Enterprise Choice Enterprise Agreements (EA) & EA 3.0		6% 6% 6%		7%	
Virtual & Containerized Firewall: Secure Firewall Threat Defense (FTDv), Cisco Secure Firewall Cloud Native (SFCN)					
Security Enterprise Agreements excluding Firewall: Security Choice EA & EA 3.0		4% 4% 4%		5%	
Duo Enterprise Agreements (EAs) (a-la-carte subscriptions and migrations from legacy Duo subscriptions are not VIP eligible)	4% 4% -	4% 4% -		5%	
Cisco Umbrella DNS	4% 4% 4%	4% 4% 4%		5%	
Cisco Umbrella Secure Internet Gateway (SIG)	4% 4% 4%				
Cisco XDR (Extended Detection & Response)	-				
Cisco Secure Access (Secure Service Edge)					
Cisco Secure Workload (Tetration): On prem & SaaS					

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

Earning potential

			Bonus	
Security Solutions offers	VIP 41 SKU Incentive L E R	VIP 42 SKU Incentive L E R	Gold Integrator /Gold Provider	Earning potential (up to %)
Security				
Cisco Secure Network & Cloud Analytics (Stealthwatch & Stealthwatch Cloud)	-	4% 4% 4%	1%	5%
Cisco Secure Malware Analytics (Threat Grid)				
Cisco Identity Security Engine (ISE) 3.x				
Cisco Secure Endpoint (AMP for Endpoints)				
Kenna Security				
Cisco Secure Email		5%	-	
All other hardware/appliances: <ul style="list-style-type: none">Identity Security Engine (ISE)Cisco Secure Network Analytics (Stealthwatch)Cisco Secure Malware Analytics (Threat Grid)Cisco Secure Email Gateway (Email Security Appliance-ESA)Cisco Secure Web Appliance (Web Security Appliance-WSA)Cisco Secure Email and Web Manager (Security Mgmt Appliance-SMA)Cisco Advanced Malware Protection (AMP) for NetworksCisco Secure Workload Security (Tetration)				
All other software (Term & Content/non-Annuity)				

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

Earning potential

			Bonus	
Security Solutions offers	VIP 41 SKU Incentive L E R	VIP 42 SKU Incentive L E R	Gold Integrator /Gold Provider	Earning potential (up to %)
Meraki				
MX SDW+ Security Licenses: SDW+ 3-year, 5-year (Software)	4% +6%	5% +6%*	1%	12%
Enterprise Agreement (EA3.0) Software Licenses (SDW+)	6% 6% 4% +6%	6% 6% 4% +6%*		13%
Enterprise Agreement (EA3.0) Software Licenses (ADV)	5% 5% 4%	5% 5% 4%	-	5%
Enterprise Agreement (EA3.0) Software Licenses (ENT)	3% 3% 0%	3% 3% 2%		3%
Enterprise Agreement (EA3.0) Virtual MX & Meraki Insights	2% 2% 2%	2% 2% 2%		2%
Small Branch Cloud Managed Security Appliances (MX67, 68) (Hardware)	2%	2%		2%
Medium Branch Cloud Managed Security Appliances (MX85, MX95, MX105) (Hardware)				
Large Branch or HQ Cloud Managed Security Appliances (MX250, MX450) (Hardware)				
MX SEC Security Licenses: Advanced Security 3-year, 5-year (Software)	4%			

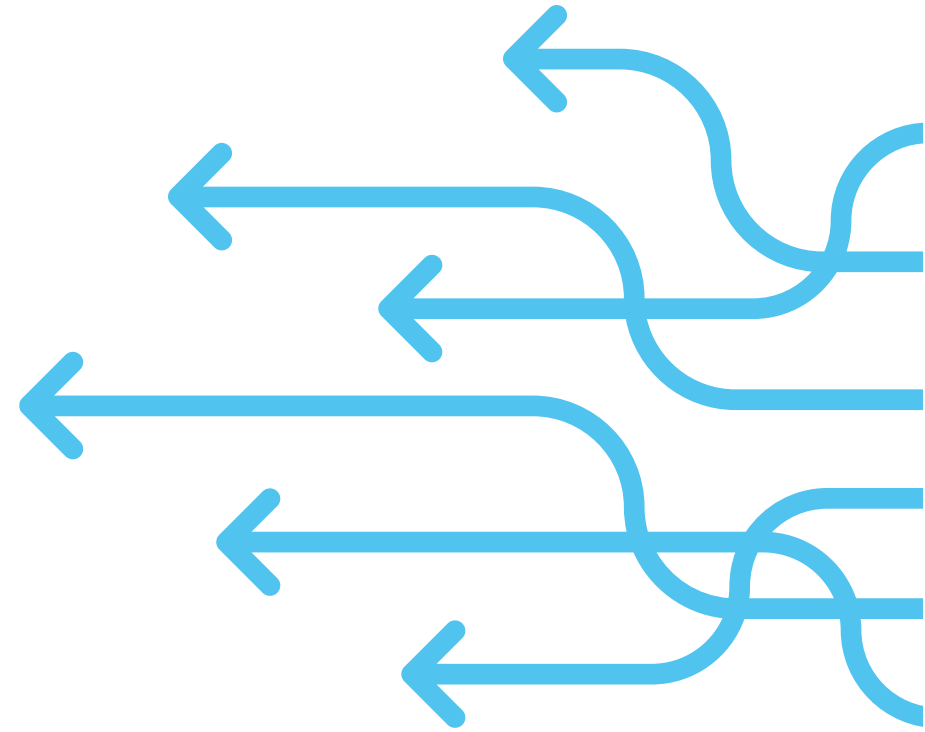
* SD-WAN license SKUs will receive an additional accelerator, during VIP 42 only.
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

Earning potential

			Bonus	
Security Solutions offers	VIP 41 SKU Incentive L E R	VIP 42 SKU Incentive L E R	Gold Integrator /Gold Provider	Earning potential (up to %)
Enterprise Networking				
SD-WAN subscription: Cisco DNA Advantage software	5% 5% 4% +2%	5% 5% 4% +2%*	1%	8%
Cisco Catalyst 8300 Series	5% +2%	5% +2%*		
Cisco Catalyst 8500 Series		5% +1%*		
Cisco Enterprise Agreement Suites: SD-WAN software	5% 5% 4% +1%	5% 5% 4%		6%
Cisco Catalyst 8200 Series	5%	5%		
SD-WAN subscription: Cisco DNA Essentials software	2% 2% - +2%	2% 2% 2% +2%*	-	4%
1100 Series ISRs	2%	1%		1%

* Cisco Catalyst 8300 and 8500 Series SKUs will receive an additional accelerator, during VIP 42 only. SD-WAN EAs, Cisco DNA Advantage and Essential SD-WAN subscriptions will receive an additional accelerator (except for Renewals), during VIP 42 only.
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.





Data Center Architecture

Data Center Architecture

Earn more rebates when you win with Cisco's award-winning hardware line up from data center to the cloud.



For success

Lead with: Cisco's latest UCS M7 based platforms with next generation of performance and density; add feature-rich cloud management with Cisco Intersight™.

Sell: Cisco UCS X-Series, Cisco's groundbreaking platform innovation with cutting edge capabilities that span both blade and rack use cases driving unique differentiation; add feature-rich cloud management with Cisco Intersight™.

Position: Cisco ACI and Cisco Nexus 9000 Series for simplified network operations while providing consistent settings and security across any locations, including public clouds.

Target: MDS storage switches for 64G and NVMe storage upgrades; add MDS Premier software for best SAN manageability.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Advanced Data Center Architecture Specialization and/or
- Gold Provider or Premier Provider role and/or
- Global Gold Integrator role.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



1% Gold Integrator/Gold Provider bonus

Maintain Gold Integrator/Gold Provider role to receive an additional 1% rebate on SKUs in the 4% rebate category.

1% Master Specialized/Cisco Powered™ bonus

Have Master/Cisco Powered™ Specialization upon enrollment and maintain it for the entire incentive period to receive an additional 1% rebate on the 4% rebate category SKUs.

VIP 42 Accelerators

Benefit from increase of base payout on select SKUs.

Review the Selling Guide at www.cisco.com/go/vip for more information.

For a list of eligible SKUs, visit:
www.cisco.com/go/vipskus

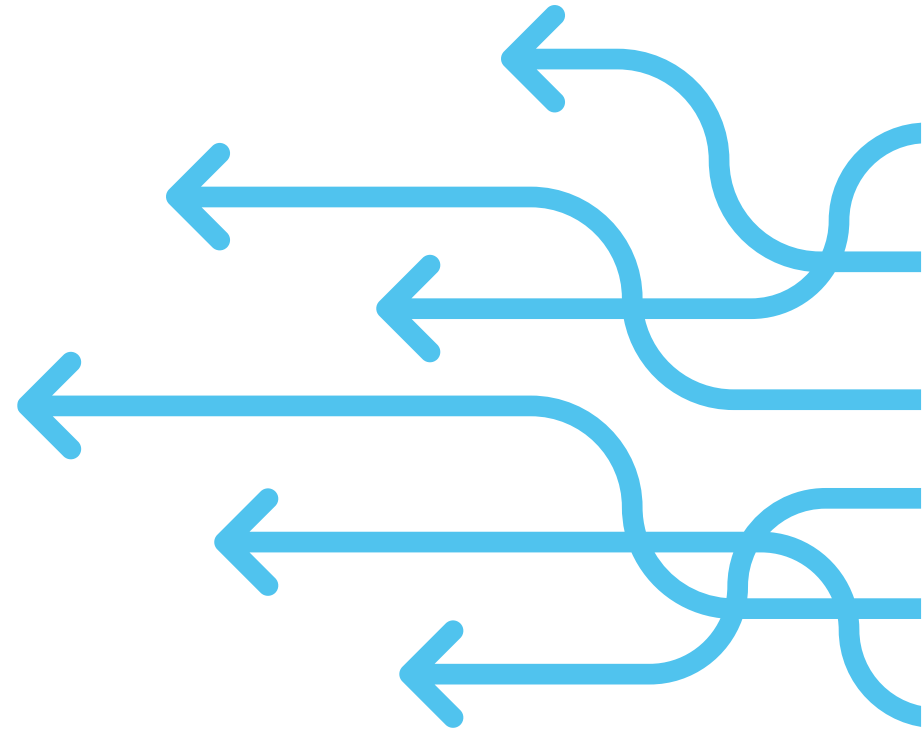
Earning potential Architecture

			Bonuses		
Data Center offers	Base payout VIP 41	Base payout VIP 42	Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	Earning potential (up to %)
Compute and Hyperconverged Infrastructure					
Cisco UCS M7	4% +4%*	4% +2%*	1%	1%	8%
Cisco UCS-X M6	4% +2%*	4%			6%
Cisco UCS M6	3%	2%	-	-	2%
Cisco HX M6	4%				
Networking					
Cisco Nexus 9800, 9500, 9400 Series (modular)	4% +2%*	4% +2%*	1%	1%	8%
Cisco Nexus 9300 Series (fixed)	2%	2%	-	-	2%
Cisco Application Policy Infrastructure Controller (APIC), Nexus Dashboard Platform					
Cisco Nexus 3500 Series					
Cisco Optics – Selected 100G/400G					
Storage Networking					
Cisco MDS (fixed and modular)**	4% +2%	4% +2%*	1%	1%	8%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 42 only.

** Bookings with MDS eligible SKU on Cisco GPL only.

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipiskus.



Data Center Annuity

Data Center Annuity

Focus on capturing software control points through subscription software sales and earn recurring rebates plus additional bonuses.



For success

Lead with:

- ACI simplified networking, expanded to remote locations/colocations (virtual ACI), and public clouds (cloud ACI) with Nexus Dashboard.
- Intersight (SaaS) management and new Cloud Native, Hybrid Cloud applications.

For new customers: Position Cisco ACI/ACI Cloud architecture, Nexus Dashboard and Intersight™ for a complete data center infrastructure and automation software for hybrid cloud.

For existing customers: Add Day 2 Operations (Nexus Dashboard/Nexus Insight) to Cisco Nexus 9000 Series switches. Add feature-rich, cloud-delivered Cisco Intersight™, paired with UCS X-Series and HyperFlex installed systems.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Advanced Data Center Architecture Specialization and/or
- Data Center Specialization or Small Business Specialization and/or
- Gold Provider or Premier Provider role and/or
- Global Gold Integrator role.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



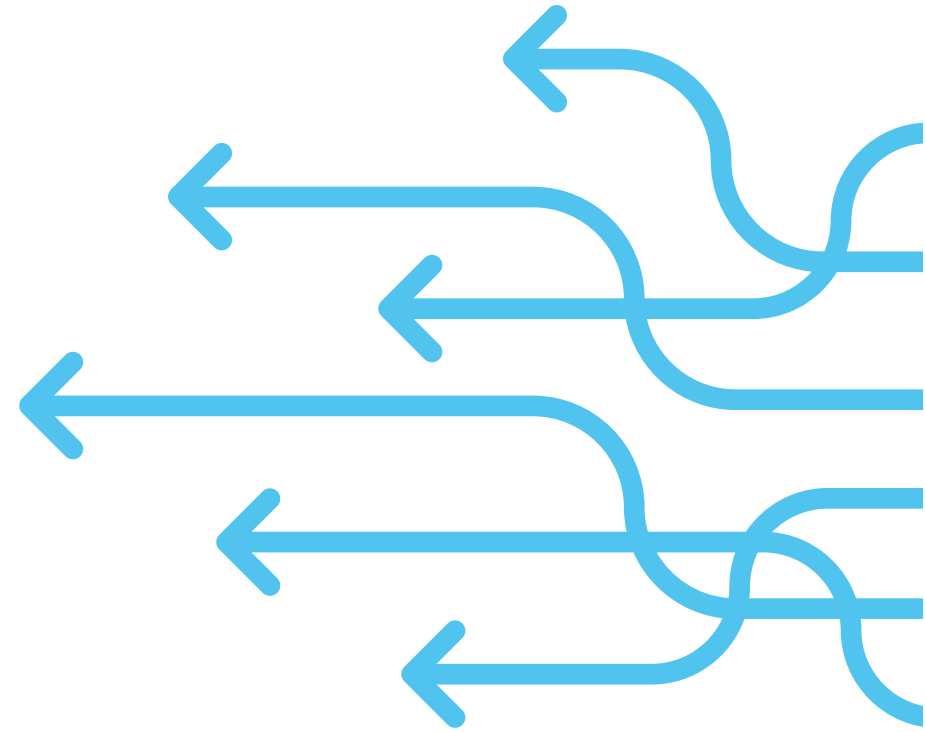
Data Center Annuity

Bonuses			
2% Base payout	0% - 13% Land and Expand	0% - 4% Renewal	1% Master Specialized/ Cisco Powered™
<ul style="list-style-type: none"> 2% paid on cumulative MCV – delivered in VIP period. Over the subscription lifecycle (in multiple VIP periods). Includes land (purchase), expand, and renew subscriptions. Simple, predictable, recurring incentive. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV for new and expanded subscriptions in VIP 42. For eligible offers and payout rates, refer to: www.cisco.com/go/vipskus. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV of renewed subscriptions. Partner must maintain or grow cumulative MCV, period over period, to be eligible. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV for new and expanded subscriptions in VIP 42. Have Master/Cisco Powered™ Specialization upon enrollment and maintain it for the entire incentive period to qualify.
General requirements			
Contractually able to sell eligible offers.	The subscription start date must be within the incentive period.	Internal business use, NFR, and other specific promotions excluded.	Migrations (such as GPL subscriptions moving to Annuity) excluded.

Earning potential Annuity

			Bonuses			
Data Center Annuity offers	Base payout VIP 41	Base payout VIP 42	Land and Expand	Renewal	Master Specialized/ Cisco Powered™	Earning potential (up to %)
Systems management and automation						
Intersight Advantage, Intersight Workload Optimizer (IWO)	2%	2%	4%	4%	1%	7%
Intersight Essential			-	-	-	2%
HXDP (Subscription Base Platform)			4%	2%	1%	7%
Network automation and insights						
DCN Premier, Day 2 Operations - also in Enterprise Agreements, MDS Premier	2%	2%	13%	4%	1%	16%
DCN Advantage			4%			7%
DCN Essential			-	-	-	2%
Application performance						
AppDynamics	2%	2%	-	-	-	2%

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.



Hybrid Cloud Computing

Hybrid Cloud Computing

Interoperable. Flexible. Cloud-managed. Proactive. Implement cloud your way with Cisco Hybrid Cloud Solutions.



For success

Lead with: Cisco's newest UCS M7 based platforms with next generation of performance and density; add feature-rich cloud management with Cisco Intersight.

Sell: Cisco UCS X-Series, Cisco's groundbreaking platform innovation with cutting edge capabilities that span both blade and rack use cases driving unique differentiation; add feature-rich cloud management with Cisco Intersight.

Position: software subscriptions for continuous innovation and software updates.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.

Benefit from: VIP 42 Accelerators offering up to an additional 2% rebate.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Hybrid Cloud Computing Specialization

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



Review the Selling Guide at www.cisco.com/go/vip for more information.

Hybrid Cloud Computing

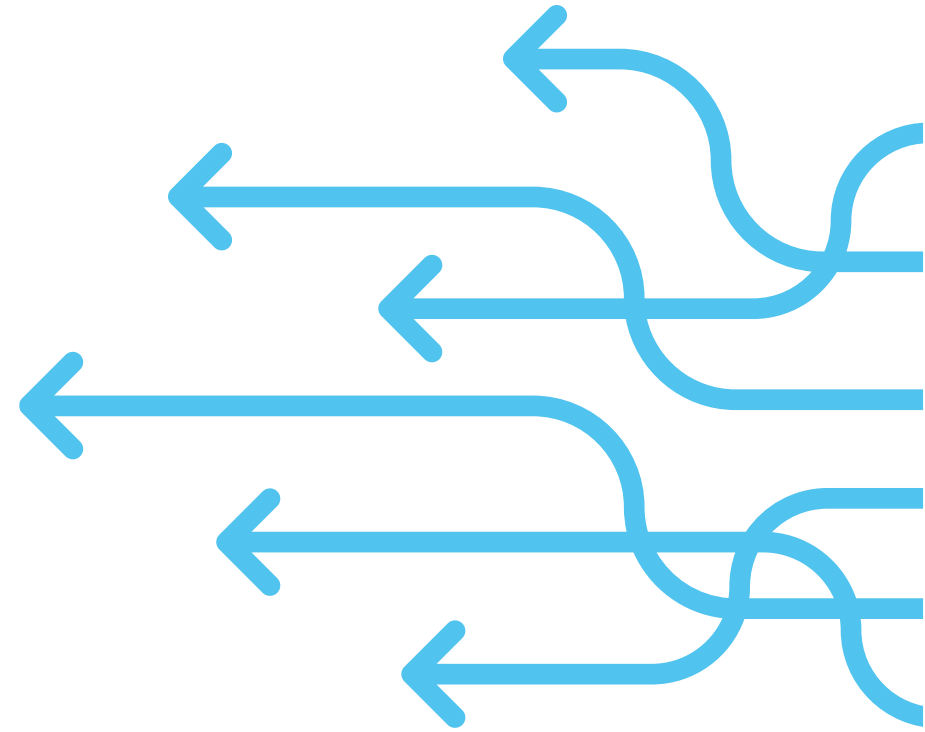
				Bonus
SKU Incentive	Land Incentive	Expand Incentive	Renew Incentive	Gold Integrator /Gold Provider
<ul style="list-style-type: none"> Offers 2% to 5% rebate, depending on the SKU to qualifying partners. 	<ul style="list-style-type: none"> Offers 2% to 6% rebate on new subscriptions. Paid one time on TCV. 	<ul style="list-style-type: none"> Offers 2% to 6% rebate on expansions of existing Hybrid Cloud Computing subtrack subscriptions. Paid one time on TCV. 	<ul style="list-style-type: none"> Offers 0% to 6% rebate on renewals of existing Hybrid Cloud Computing subtrack subscriptions. Paid one time on TCV. 	<ul style="list-style-type: none"> Maintain Gold Integrator/Gold Provider role to earn an additional 1% rebate on select hardware and software SKUs (on new subscriptions or the expansion of existing Hybrid Cloud Computing subtrack ones). Paid one time on TCV.
General requirements				
Contractually able to sell eligible offers.	The booking date/subscription start date must be within the incentive period.	Internal business use, NFR, and other specific promotions excluded.	Migrations (such as GPL subscriptions moving to Annuity) excluded.	For eligible offers and payout rates, refer to: www.cisco.com/go/vipskus .

Earning Potential

			Bonus	
Hybrid Cloud Computing offers	VIP 41 SKU Incentive L E R	VIP 42 SKU Incentive L E R	Gold Integrator /Gold Provider	Earning potential (up to %)
Compute and Hyperconverged Infrastructure				
Cisco UCS M7	5% +4%	5% +2%*	1%	8%
Cisco UCS-X M6	5% +2%	5%		6%
Cisco UCS M6	4%	2%	-	2%
Cisco HX M6	5%			
Systems management and automation				
Intersight Advantage, Intersight Workload Optimizer (IWO)	6% 6% 6% +4%	6% 6% 6%	1%	7%
Intersight Essentials	2% 2% -	2% 2% 2%	-	2%
HXDP (Subscription Base Platform)	6% 6% 4%	6% 6% 4%	1%	7%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 42 only.
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

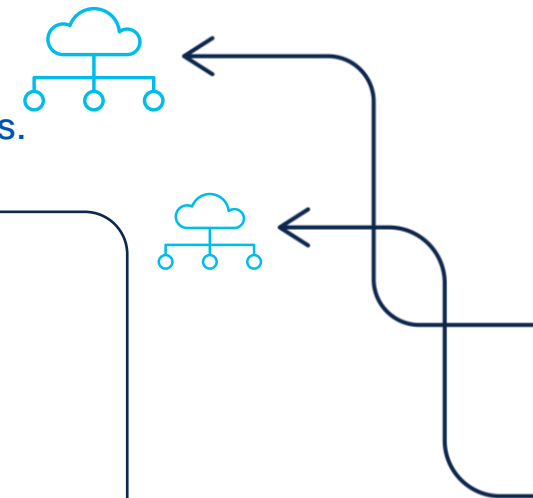




Hybrid Cloud Networking

Hybrid Cloud Networking

Interoperable. Flexible. Cloud-managed. Proactive. Implement cloud your way with Cisco Hybrid Cloud Solutions.



For success

Lead with: Cisco Nexus 9800 Series for 400G data center networking performance with Nexus Dashboard.

Sell: Cisco ACI and Cisco Nexus 9000 Series for simplified network operations while providing consistent settings and security across any locations, including public clouds.

For new customers: Position Cisco ACI/ACI Cloud architecture, Nexus Dashboard.

For existing customers: Add Day 2 Operations (Nexus Dashboard/Nexus Insight) to Cisco Nexus 9000 Series switches.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.

Benefit from: VIP 42 Accelerators offering an additional 2% rebate.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Hybrid Cloud Networking Specialization

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.

Review the Selling Guide at www.cisco.com/go/vip for more information.

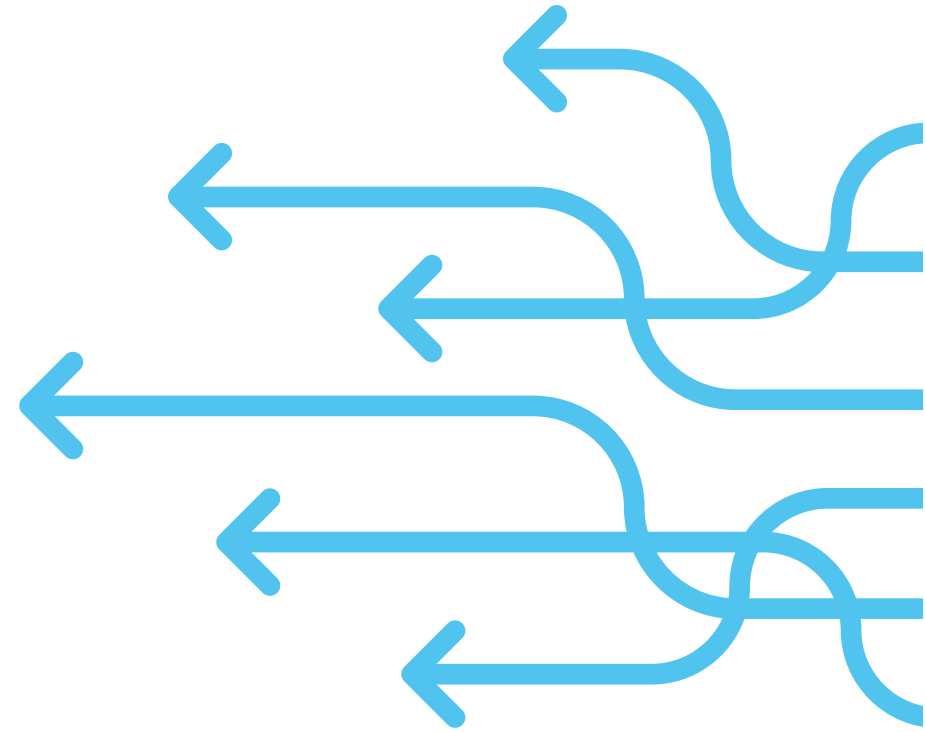
Hybrid Cloud Networking

				Bonus
SKU Incentive	Land Incentive	Expand Incentive	Renew Incentive	Gold Integrator /Gold Provider
<ul style="list-style-type: none"> Offers 2% to 5% rebate, depending on the SKU to qualifying partners. 	<ul style="list-style-type: none"> Offers 6% to 15% rebate on new subscriptions. Paid one time on TCV. 	<ul style="list-style-type: none"> Offers 6% to 15% rebate on expansions of existing Hybrid Cloud Networking subtrack subscriptions. Paid one time on TCV. 	<ul style="list-style-type: none"> Offers 6% rebate on renewals of existing Hybrid Cloud Networking subtrack subscriptions. Paid one time on TCV. 	<ul style="list-style-type: none"> Maintain Gold Integrator/Gold Provider role to earn an additional 1% rebate on select hardware and software SKUs (on new subscriptions or the expansion of existing Hybrid Cloud Networking subtrack ones). Paid one time on TCV.
General requirements				
Contractually able to sell eligible offers.	The booking date/subscription start date must be within the incentive period.	Internal business use, NFR, and other specific promotions excluded.	Migrations (such as GPL subscriptions moving to Annuity) excluded.	For eligible offers and payout rates, refer to: www.cisco.com/go/vipskus .

Earning potential

				Bonus	
Hybrid Cloud Networking offers	VIP 41 SKU Incentive L E R	VIP 42 SKU Incentive L E R	Gold Integrator /Gold Provider	Earning potential (up to %)	
Cloud Networking					
Cisco Nexus 9800, 9500, 9400 Series (modular)	5% +2%*	5% +2%*	1%	8%	
Cisco Nexus 9300 Series (fixed)	2%	2%	-	2%	
Cisco Application Policy Infrastructure Controller (APIC), Nexus Dashboard Platform					
Cisco Nexus 3500					
Cisco Optics - Selected 100G/400G					
Storage Networking					
Cisco MDS (fixed and modular)**	5% +2%	5% +2%*	1%	8%	
Network Automation and insights					
DCN Premier, Day 2 Operations - also in Enterprise Agreements, MDS Premier	15% 15% 6%	15% 15% 6%	1%	16%	
DCN Advantage	6% 6% 6%	6% 6% 6%		7%	

* Eligible SKU in this product category will receive an additional accelerator, during VIP 42 only.
** Bookings with MDS eligible SKU on Cisco GPL only.
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.



Hybrid Cloud Software

Hybrid Cloud Software

Interoperable. Flexible. Cloud-managed. Proactive. Implement cloud your way with Cisco Hybrid Cloud Solutions.



For success

Lead with: Intersight that is mandatory with Cisco's newest UCS M7 based platforms, providing all UCS system management with additional cloud management functions for true cloud-capable and cloud-managed data center.

Sell: Intersight with Cisco UCS X-Series, Cisco's groundbreaking platform innovation with cutting edge capabilities that span both blade and rack use cases driving unique differentiation and meeting customer's most demanding business application and business requirements.

Position: Software subscriptions for continuous innovation and software updates.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Hybrid Cloud Software Specialization

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.

Review the Selling Guide at www.cisco.com/go/vip for more information.



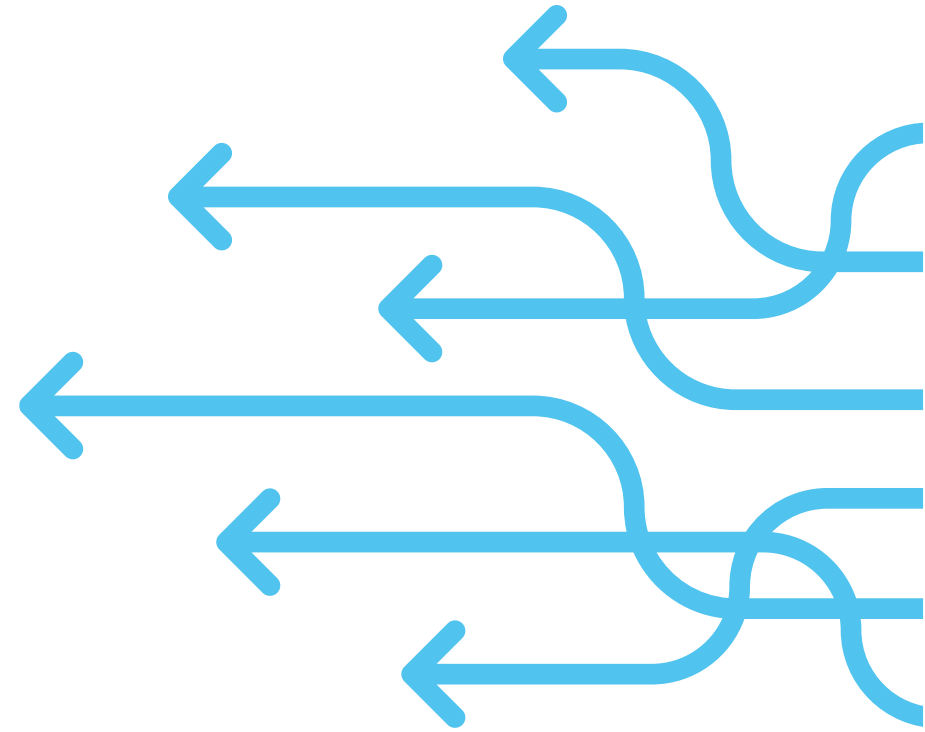
Hybrid Cloud Software

			Bonus	
Land Incentive	Expand Incentive	Renew Incentive	Gold Integrator /Gold Provider	
<ul style="list-style-type: none">Offers 2% to 6% rebate on new subscriptions.Paid one time on TCV.	<ul style="list-style-type: none">Offers 2% to 6% rebate on expansions of existing Hybrid Cloud Software subtrack subscriptions.Paid one time on TCV.	<ul style="list-style-type: none">Offers 0% to 6% rebate on renewals of existing Hybrid Cloud Software subtrack subscriptions.Paid one time on TCV.	<ul style="list-style-type: none">Maintain Gold Integrator/Gold Provider role to receive an additional 1% rebate on select software SKUs (on new subscriptions or the expansion of existing Hybrid Cloud Software subtrack ones).Paid one time on TCV.	
General requirements				
Contractually able to sell eligible offers.	The booking date/subscription start date must be within the incentive period.	Internal business use, NFR, and other specific promotions excluded.	Migrations (such as GPL subscriptions moving to Annuity) excluded.	For eligible offers and payout rates, refer to: www.cisco.com/go/vipskus .

Earning potential

			Bonus	
Hybrid Cloud Software offers	VIP 41 SKU Incentive L E R	VIP 42 SKU Incentive L E R	Gold Integrator /Gold Provider	Earning potential (up to %)
Systems Management and Automation				
Intersight Advantage, Intersight Workload Optimizer (IWO)	6% 6% 6% +4%	6% 6% 6%	1%	7%
Intersight Essential	2% 2% -	2% 2% 2%	-	2%

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.



Collaboration Architecture

Collaboration Architecture

An exciting opportunity: to reimagine our workspaces, whether that's working from home, the office, or anywhere in between.



For success

Attach: Hardware (phones, video and headsets) to Webex Suite and all Collaboration SaaS offers.

Refresh: Hardware (phones, video and headsets) and move customers to the cloud with the Webex Suite and Webex Calling.

Position: The Webex Control Hub as the single management solution delivering real time analytics and actionable data.

Capture: The future of work. Organizations who embrace inclusive hybrid work environments will pull ahead.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.



Requirements

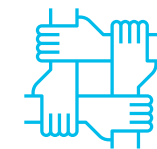
Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Advanced Collaboration Architecture Specialization and/or
- Gold Provider or Premier Provider role and/or
- Global Gold Integrator role.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



1% Gold Integrator/Gold Provider bonus

Maintain Gold Integrator/Gold Provider role to receive an additional 1% rebate on SKUs in the 4% rebate category (Cisco Desk Mini, Desk, and Desk Pro).

1% Master Specialized/Cisco Powered™ bonus

Have Master/Cisco Powered™ Specialization upon enrollment and maintain it for the entire incentive period to receive an additional 1% rebate.

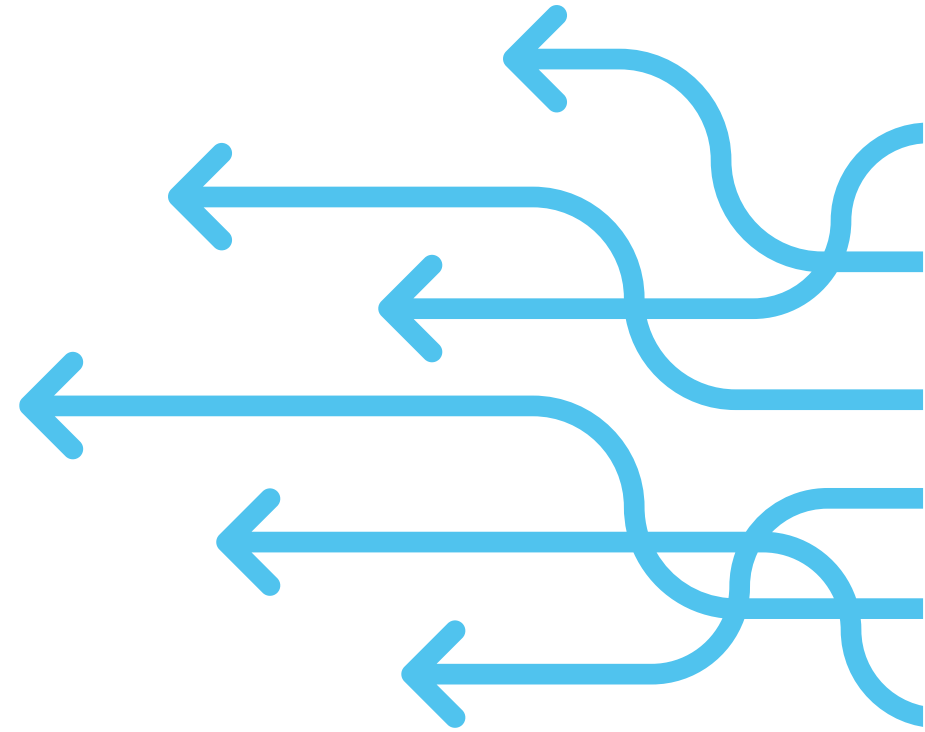
For a list of eligible SKUs, visit:
www.cisco.com/go/vipskus

Review the Selling Guide at www.cisco.com/go/vip for more information.

Earning potential Architecture

			Bonuses		
Collaboration offers	Base payout VIP 41	Base payout VIP 42	Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	Earning potential (up to %)
Endpoints/Hardware					
88xx Series IP phones (excluding 8811)	3%	3%	-	1%	4%
78xx Series IP phones (excluding 7861, 7841)					
Room 55 Single and Dual, Room 70					
Board Pro 55, 75					
Room Panorama					
Room Bar, Room Bar Pro					
Room Kit Mini, Room Kit, Room Kit Plus, Room Kit EQ, Room Kit Pro, Cisco Codec					
Select Headsets					
Desk Camera					
Cisco Desk Mini, Desk, Desk Pro	4%	4%	1%		6%

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.



Collaboration Annuity

Collaboration Annuity

An exciting opportunity: to reimagine work with endless opportunities.



For success

Lead with: The Webex Suite for all Collaboration needs for all new and existing customers with up to 11% rebate.

Focus: on Webex Contact Center with an up to 10% rebate.

Transition: Customers to the cloud with Webex Calling and Webex Contact Center.

Position: Hybrid experiences, attach Cisco Collaboration hardware (phones, video and headsets) to all Collaboration SaaS offers.

Capture: The customer Lifecycle and earn additional incentives by Migrating to the Cloud, Activating the Webex App and Adopting the Webex platform.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Collaboration SaaS Specialization and/or
- Gold Provider or Premier Provider role.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



Review the Selling Guide at www.cisco.com/go/vip for more information.

Collaboration Annuity

Bonuses			
0% - 4% Base payout	2% - 5% Land and Expand	0% - 1% Renewal	1% Master Specialized/ Cisco Powered™
<ul style="list-style-type: none"> Provides 0-4% rebate on cumulative MCV to qualifying partners. Payout depends on the SKU, and potentially on Net MCV retention rate at the end of the incentive period. See next slide for details. Recurring incentive over the subscription lifecycle (in multiple VIP periods). Includes land (purchase), expand, and renew subscriptions. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV for new and expanded subscriptions in VIP 42. VIP 42 Accelerator adds 3% incremental rebate on Webex Suite and 5% on Webex Contact Center. For eligible offers and payout rates, refer to: www.cisco.com/go/vipskus. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV of renewed subscriptions. Partner must maintain or grow cumulative MCV, period over period, to be eligible. Payout depends on the SKU. See next slide for details. 	<ul style="list-style-type: none"> One-time bonus, paid on TCV for new and expanded subscriptions in VIP 42. Have Master/Cisco Powered™ Specialization upon enrollment and maintain it for the entire incentive period to qualify.
General requirements			
Contractually able to sell eligible offers.	The subscription start date must be within the incentive period.	Internal business use, NFR, and other specific promotions excluded.	Migrations (such as GPL or GRA subscriptions moving to Annuity) excluded.

Collaboration Annuity

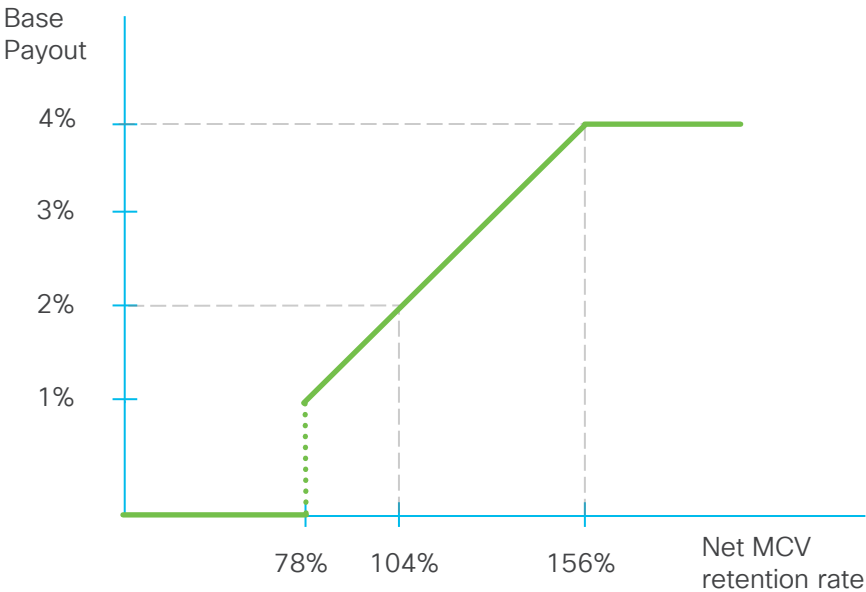
Base payout evolution pilot

Overview:

- Puts a greater emphasis on managing active subscriptions.
- Transitioned Base payout from fixed rebate to variable 0% to 4%, directly reflecting partner performance.
- Replaced transaction-based Renewal bonus.
- For Meeting offers in Collaboration Annuity subtrack only (Non-Meeting offers continue to operate as in the past).

Incentive details:

- Base payout rebate % depends on Net MCV retention rate.
- Net MCV retention rate - compares total MCV at the end of VIP period versus beginning, on the same base of subscriptions (includes renewals, downsells, upsells, doesn't include net new subscriptions).
- Targeted 104% retention rate secures 2% base payout.
- Partner performance will be reported manually via emails during the duration of the pilot or upon opening a [Customer Service Hub](#) case.



Example:

90% | 104% | 156% Retention

=

1.46% | 2% | 4% Rebate

Base Payout

=

Rebate %

×

Cumulative MCV

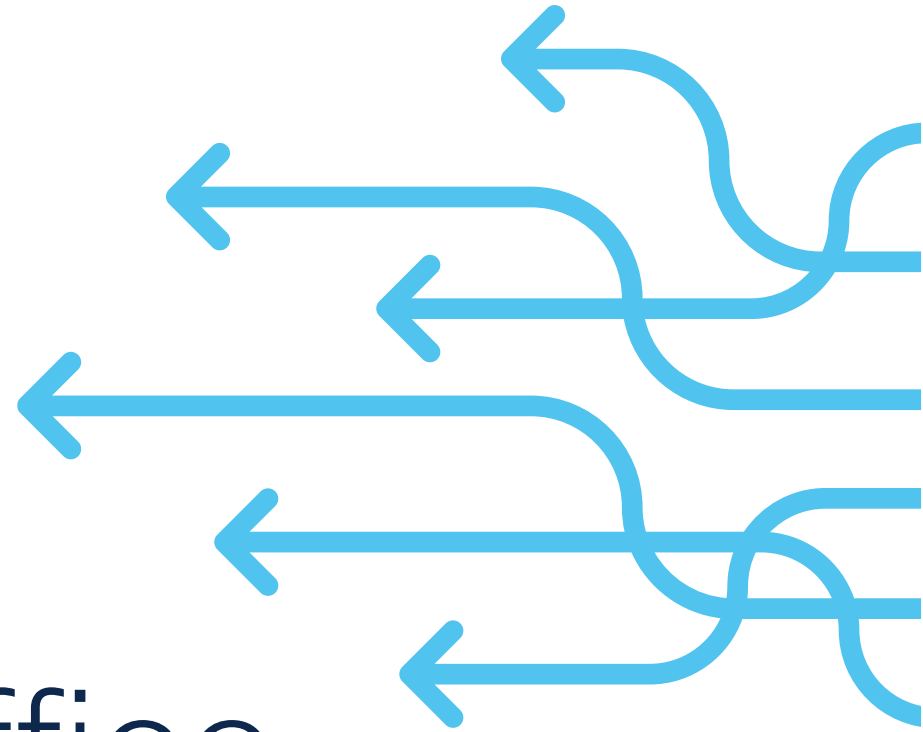
Earning potential Annuity

			Bonuses			
Collaboration Annuity offers	Base payout VIP 41	Base payout VIP 42	Land and Expand	Renewal	Master Specialized/ Cisco Powered™	Earning potential (up to %)
Cisco Webex Meeting Offers						
Collaboration Enterprise Agreement: Cisco Collaboration Flex Suites (Webex Meeting only)	0% - 4%	0% - 4%	2%	-	1%	7%
Cisco Webex Flex Plan Meeting Subscriptions (Active User or Named User)						
Cisco Webex Non-Meeting Offers						
Cisco Hardware-as-a-Service (HaaS)	2%	2%	2%	1%	1%	5%
Cisco Webex Flex Plan Subscriptions (Flex Plan Calling and Flex Plan Contact Center)						
UCM Cloud and UCM-G Cloud						
Cisco Webex Calling			2% +5%*			10%
Cisco Webex Contact Center						
Cisco Webex Suite						

* Cisco Webex Suite SKUs will receive an additional accelerator, during VIP 42 only.
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.



Hybrid Work from Office Solution



Hybrid Work from Office

Making hybrid work, work for all.



For success

Position: Hybrid experiences, attach Cisco video endpoints to the Hybrid Work from Office Bundle.

Capture: The customer Lifecycle and earn additional incentives by Migrating to the Cloud, Activating the Webex App and Adopting the Webex platform.

Refresh: Hardware and move customers to the cloud with the Webex Suite.

Review more details about Hybrid Work [here](#).

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.

Benefit from: VIP 42 Accelerators offering up to an additional 3% rebate.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- Hybrid Work from Office Specialization

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



Review the Selling Guide at www.cisco.com/go/vip for more information.

Hybrid Work from Office

				Bonus
SKU Incentive	Land Incentive	Expand Incentive	Renew Incentive	Gold Integrator /Gold Provider
<ul style="list-style-type: none"> Offers 1% to 5% rebate, depending on the SKU to qualifying partners. 	<ul style="list-style-type: none"> Offers 5% to 8% rebate on new subscriptions. Paid one time on TCV. 	<ul style="list-style-type: none"> Offers 5% to 8% rebate on expansions of existing Hybrid Work from Office subtrack subscriptions. Paid one time on TCV. 	<ul style="list-style-type: none"> Offers 3% to 4% rebate on renewals of existing Hybrid Work from Office subtrack subscriptions. Paid one time on TCV. 	<ul style="list-style-type: none"> Maintain Gold Integrator/Gold Provider role to earn an additional 1% rebate on select hardware and software SKUs (on new subscriptions or the expansion of existing Hybrid Work from Office subtrack ones). Paid one time on TCV.
General requirements				
Contractually able to sell eligible offers.	The booking date/subscription start date must be within the incentive period.	Internal business use, NFR, and other specific promotions excluded.	Migrations (such as GPL subscriptions moving to Annuity) excluded.	For eligible offers and payout rates, refer to: www.cisco.com/go/vipskus .

Earning potential

			Bonus	
Hybrid Work from Office offers	VIP 41 SKU Incentive L E R	VIP 42 SKU Incentive L E R	Gold Integrator /Gold Provider	Earning potential (up to %)
Cisco Catalyst 9000 switching when sold with Cisco DNA Advantage				
Cisco Catalyst 9300 Series	2% +1%	1%	-	1%
Cisco Catalyst 9300 Series with Cisco Multigigabit Technology	5%	5%	1%	6%
Cisco Catalyst 9300 Series UPoE+	5% +2%	5% +1%*		7%
Cisco Catalyst 9000 Line Cards				
Cisco Catalyst 9400 Line Cards with UPoE, UPoE+ and/or Cisco Multigigabit Technology	5%	5%	1%	6%
Software licensing – Cisco DNA software				
Cisco DNA Advantage software, Cisco DNA Advantage software upgrade/add-on	5% +1%	5%	1%	6%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 42 only.
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

Earning potential

			Bonus	
Hybrid Work from Office offers	VIP 41 SKU Incentive L E R	VIP 42 SKU Incentive L E R	Gold Integrator /Gold Provider	Earning potential (up to %)
Meraki MS Switching				
Full Layer 3: MS390 (Hardware)	4%	5%	1%	6%
Meraki MR Wireless				
Cloud-Managed, Indoor 802.11ax Access Points (MR57) (Hardware)	4% +1%	5%	1%	6%
Cloud-Managed, Indoor 802.11ax Access Points (MR56) (Hardware)	2%	2%	-	2%
Cloud-Managed, Indoor 802.11ax Access Points (MR46E) (Hardware)				
Cisco Catalyst Wireless				
Cisco Catalyst Converged Wireless 9166, 9164	5% +1%	5% +1%*	1%	7%
Convertible Access Points (CW9162I, CW9164I, CW9166I) (Hardware)	4% +1%			
Cisco 9136 Series Access Points	5% +1%	5%		6%
Cisco Catalyst 9120, 9130AX Series Access Points	2%	2%	-	2%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 42 only.
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipiskus.

Earning potential

			Bonus	
Hybrid Work from Office offers	VIP 41 SKU Incentive L E R	VIP 42 SKU Incentive L E R	Gold Integrator /Gold Provider	Earning potential (up to %)
Licenses (Access Points)				
Hybrid Worker HW Bundle	2%	2%	-	2%
Meraki Licenses				
Meraki MT License	4% +6%	6%	-	6%
Cisco Spaces				
DNA Spaces ACT	5% 5% 4% +1%	5% 5% 4% +1%*	1%	7%
DNA Center				
Cisco DNA Center Appliance	5%	5%	1%	6%

* Eligible SKUs in this product category will receive an additional accelerator, during VIP 42 only.
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

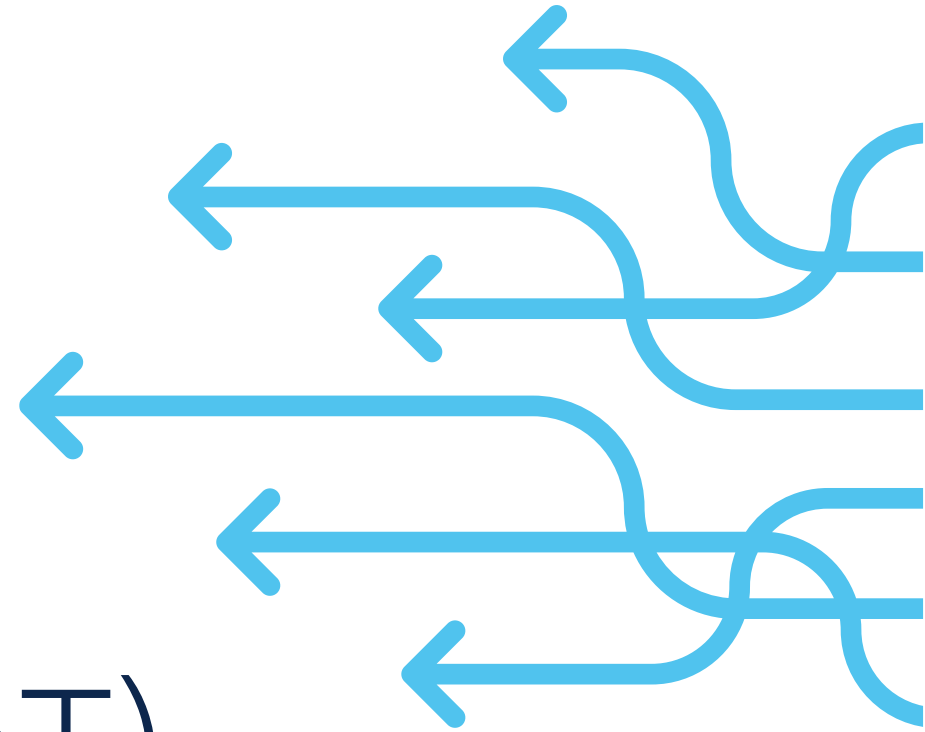
Earning potential

			Bonus	
Hybrid Work from Office offers	VIP 41 SKU Incentive L E R	VIP 42 SKU Incentive L E R	Gold Integrator /Gold Provider	Earning potential (up to %)
Collaboration Endpoints/Hardware				
Cisco Desk Mini, Desk, Desk Pro	5%	5%	1%	6%
Board Pro 55, 75	4%	4%	-	4%
Room Bar				
Room Kit				
Room Panorama				
Webex Suite				
Cisco Webex Suite	8% 8% 4% +5%	8% 8% 3% +3%*	-	11%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 42 only.
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.



Internet of Things (IoT) Architecture



Internet of Things (IoT) Architecture

Leverage IoT to start driving results in your industry and get rewarded with VIP.



For success

Position: New additions to the VIP portfolio

- Cisco Catalyst IE9300 Rugged Series
- Cisco Catalyst IW9167 Series
- Cisco Catalyst IW9165 Series

Optimize: IoT deployments with the modularity and expansion capabilities of the IR1800 Integrated Services Router. Offer security and simplified management with [SD-WAN](#).

Accelerate: Digital transformation and bring intent-based networking to industrial use cases with Cisco's Catalyst IE3x00.

Differentiate: With Cisco Cyber Vision in network and data center deals for bigger deal size, better pull-through, and increased profitability.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.



Requirements

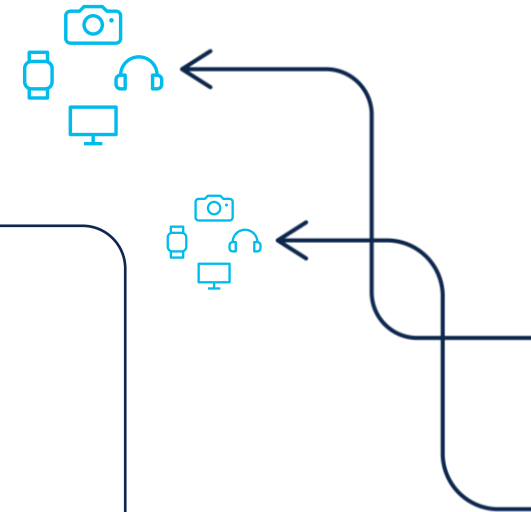
Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- IoT Advantage Specialization and/or
- IoT Specialization.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



Review the Selling Guide at www.cisco.com/go/vip for more information.

Earning potential Architecture

IoT offers	Base payout VIP 41	Base payout VIP 42	Earning potential (up to %)
Cisco Catalyst IE 9300 Rugged Series Switches			
When sold with Network Essentials	4%	4%	4%
When sold with Network Advantage	6%	6%	6%
Cisco DNA Essentials license for IE9300			
Cisco DNA Advantage license for IE9300	8%	8%	8%
Cisco Catalyst IE3200, IE3300, IE3400 Rugged Series Switches			
When sold with Network Essentials	2%	2%	2%
When sold with Network Advantage	6%	6%	6%
Cisco DNA Essentials license for IE3x00	4%	4%	4%
Cisco DNA Advantage license for IE3x00	8%	8%	8%

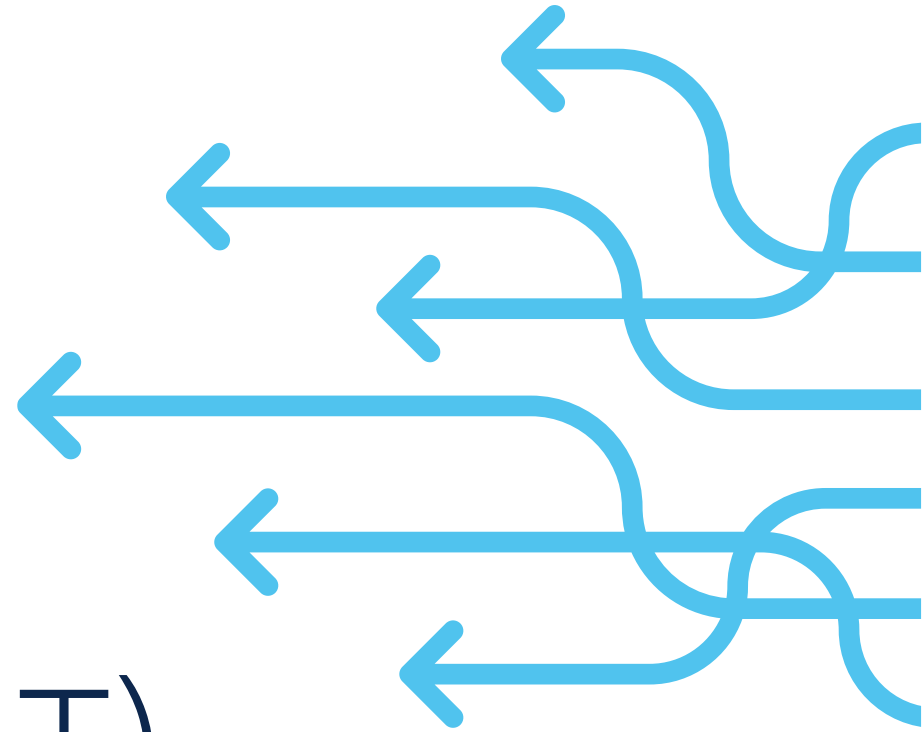
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

Earning potential Architecture

IoT offers	Base payout VIP 41	Base payout VIP 42	Earning potential (up to %)
Cisco 1101 Rugged Series Router			
Cisco 1101 Rugged Series Routers	4%	2%	2%
Network Essentials License for Cisco IR1100	6%	4%	4%
Network Advantage License for Cisco IR1101	8%	6%	6%
Cisco IR1800 Rugged Series Routers			
Catalyst IR1800 Rugged Series Routers	4%	4%	4%
Network Essentials License for Cisco IR1800	6%	6%	6%
Network Advantage License for Cisco IR1800	8%	8%	8%
Cisco Ultra Reliable Wireless Backhaul (Newly added IW9167 & IW9165)			
CURWB Hardware	4%	2%	2%
CURWB Software Upgrade, Throughput, Fluidity and Mobility features	6%	4%	4%
CURWB Monitor Lifetime Software License	8%		

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

Internet of Things (IoT) Annuity



IoT Annuity

Harness new annuity growth opportunities with Cisco Enterprise Agreements, CyberVision, Operations Dashboard, and SD-WAN for Routers.



For success

Sell: Cisco Enterprise Agreement Suites for Cisco software offering a more valuable and flexible way to consume Cisco software for the infrastructure with multiple suites of best-in-class products and services.

Position: Cisco CyberVision software with proven OT security technology for bigger deal size, better pull-through, and increased profitability. Gain these benefits with the new software licenses from our IoT Software Platform portfolio.

Offer: Cisco cloud-based Industrial Operations Dashboard helping operations teams deploy, monitor and gain insights into Cisco industrial routers, gateways and connected equipment at the edge, easily and at scale.

Use: Proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers, and larger deals and more profitability for you.



Requirements

Specializations

Required at time of enrollment, and must be maintained throughout the incentive period:

- IoT Advantage Specialization and/or
- IoT Specialization.

Minimum bookings

Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement – see Selling Guide or VIP Incentive Rules for details.



Review the Selling Guide at www.cisco.com/go/vip for more information.

IoT Annuity

2% Base payout		Bonuses	
<ul style="list-style-type: none">• 2% paid on cumulative MCV – delivered in VIP period.• Over the subscription lifecycle (in multiple VIP periods).• Includes land (purchase), expand, and renew subscriptions.• Simple, predictable, recurring incentive.		0% – 6% Land and Expand	2% Renewal
		<ul style="list-style-type: none">• One-time bonus, paid on TCV for new and expanded subscriptions in VIP 42.• For eligible offers and payout rates, refer to: www.cisco.com/go/vipskus.	<ul style="list-style-type: none">• One-time bonus, paid on TCV of renewed subscriptions.• Partner must maintain or grow cumulative MCV, period over period, to be eligible.
General requirements			
Contractually able to sell eligible offers.	The subscription start date must be within the incentive period.	Internal business use, NFR, and other specific promotions excluded.	Migrations (such as GPL subscriptions moving to Annuity) excluded.

Earning potential Annuity

			Bonuses		
IoT Annuity offers	Base payout VIP 41	Base payout VIP 42	Land and Expand	Renewal	Earning potential (up to %)
Cisco Cyber Vision					
Cyber Vision Sensor for IC3000	2%	2%	-	2%	4%
Cyber Vision Sensor Intrusion Detection License			4%		6%
Cyber Vision Center M5S5 License					
Cyber Vision Essentials License					
Cyber Vision Advantage License					
Industrial Operations Dashboard					
Cisco Industrial Router (IR) devices – Essentials License	2%	2%	4%	2%	6%
Cisco Industrial Router (IR) devices – Advantage License			6%		8%
Cisco Industrial Router (IW) devices – Essentials License			4%		6%
Cisco Industrial Router (IW) devices – Advantage License			6%		8%

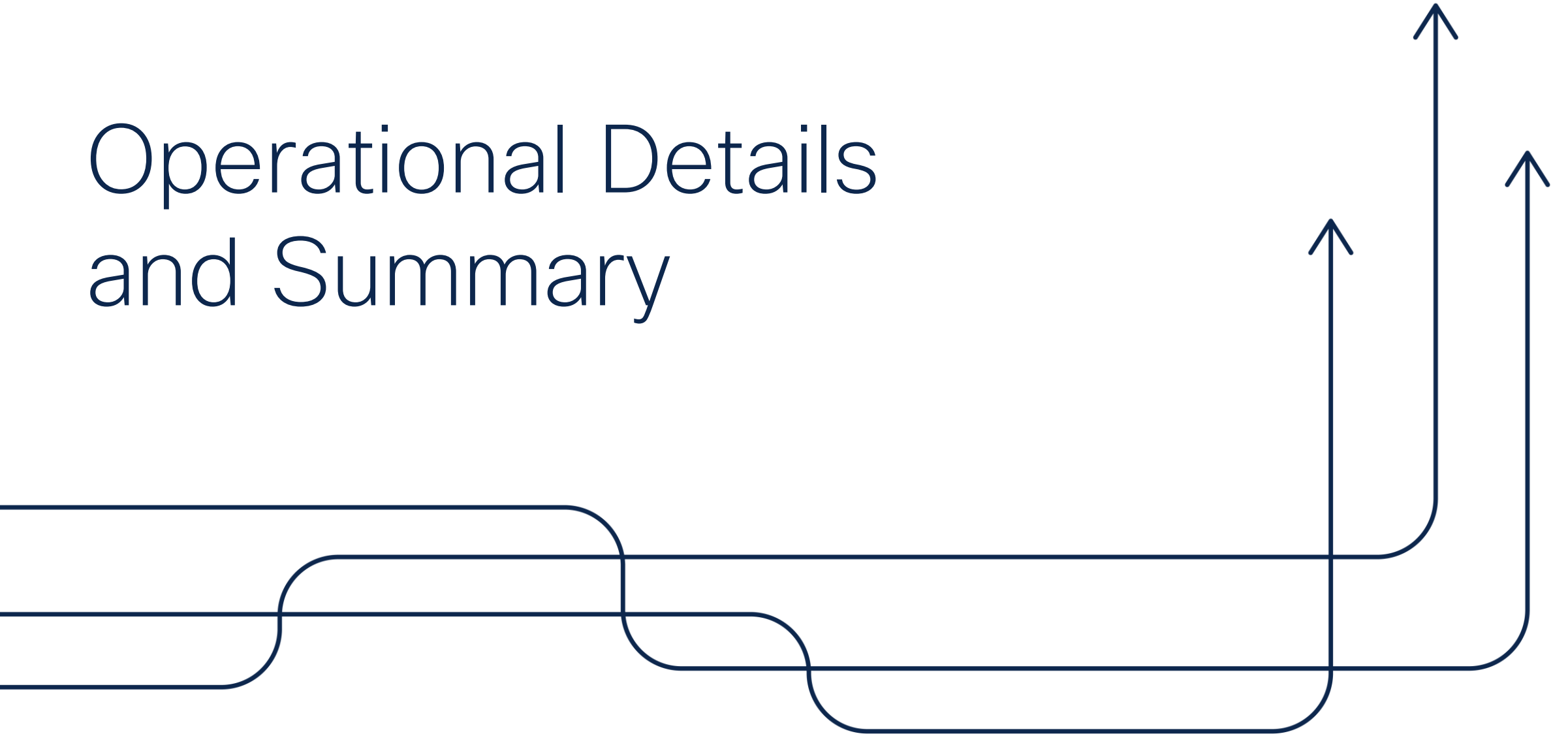
For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

Earning potential Annuity

			Bonuses		
IoT Annuity offers	Base payout VIP 41	Base payout VIP 42	Land and Expand	Renewal	Earning potential (up to %)
Enterprise Agreement PIDs for IoT					
IE 3300, 3400 Series Cisco DNA EA Advantage With Existing HW	2%	2%	6%	2%	8%
IE 3300, 3400 Series Cisco DNA EA Advantage New Purchase					
IE 3400 HD Series Cisco DNA EA Advantage With Existing HW					
IE 3400 HD Series Cisco DNA EA Advantage New Purchase					
IE 3200, 3300, 3400 Series Cisco DNA EA Essentials			4%		6%
IE 3400 Heavy Duty Series Cisco DNA EA Essentials					
IoT SD-WAN Licenses for IR Routers					
SD-WAN OnPrem Essentials	2%	2%	4%	2%	6%
SD-WAN Cloud Essentials					
SD-WAN OnPrem Advantage			6%		8%
SD-WAN Cloud Advantage					

For a complete list of SKUs eligible for VIP 42, go to www.cisco.com/go/vipskus.

Operational Details and Summary



Verify Your VIP Enrollment

Dear Cisco Partner,

Congratulations, we have now auto-enrolled you into the following incentive(s) based on your eligibility under the Channel Program Incentive Agreement.

Partner Name: Partner ABC

INCENTIVE NAME - TRACK NAME - SUBTRACK NAME - ENROLLMENT

- Value Incentive 42 – ARCHITECTURE – ENTERPRISE NETWORKS – 989090
- Value Incentive 42 – ANNUITY – ENTERPRISE NETWORKS ANNUITY – 989092
- Value Incentive 42 – ANNUITY – SECURITY ANNUITY – 989093
- Value Incentive 42 – SOLUTIONS – FSO – 989094

Enrollment Status

To view incentive enrollment status, refer to <http://www.cisco.com/go/pxp> and Value Incentive dashboard. For incentive enrollment details, go to www.cisco.com/go/ppe.

You will never have to enroll into any incentive included under the Channel Program Incentive Agreement as long as you are in good standing with us and the incentive.

Questions?

Open a case with the Customer Service Team.
(<https://customerservice.cloudapps.cisco.com/>)

Sincerely,

Cisco Channel Incentives Team

Client PXP Partner Experience Platform

PXP

Home

Partner Management

Enablement

Business Insights

Incentive Programs

Sales Opportunities

Acceleration

Reporting

Collaboration

CallAI Analytics

Q Search...

Incentive Programs

Program Incentives

Rebate Trends

VIP

CSPP

LifeCycle Incentives

Perform Plus

Program Payments

Incentive Programs - VIP

Modified

Program Calendar

Legend

Date updated: Today at 6:32 AM

Global Partner

Partner

Partner L23

Program Name

Value Incentive Program 38

Currency

USD

Payment Status

Payment Run

Country/Country Group

Currency

Period

Run 1

Run 2

Run 3

Run 4

Total Payment

Value Incentive Program 37

THAILAND

USD

Q3-Q4Y21

210,604.67

80,709.44

-

-

291,314.11

Value Incentive Program 36

THAILAND

USD

Q1-Q2Y21

292,764.96

25,006.26

6,297.26

-

315,168.48

Value Incentive Program 35

THAILAND

USD

Q3-Q4Y20

263,349.6

29,398.16

0

-

292,747.76

Value Incentive Program 34

THAILAND

USD

Q1-Q2Y20

248,284.04

100,123.89

16,364.04

0

364,771.97

Payment Eligibility - Value Incentive Program 38

More details

VIP Annuity Trends

Track

Sub Track

Base Payment Eligibility

G

M

Bonus

Track

Sub Track

Base Payment Eligibility

L/E

M

R

Bonus

VIP ARCHITECTURE

COLLABORATION

X

G

M

VIP ANNUITY

COLLABORATION ANNUITY

✓

L/E

M

R

DATA CENTER

X

G

M

DATA CENTER ANNUITY

✓

L/E

M

R

ENTERPRISE NETWORKS

✓

G

M

ENTERPRISE NETWORKS ANNUITY

✓

L/E

M

R

IOT

X

-

-

SECURITY ANNUITY

✓

L/E

M

R

MASS-SCALE INFRASTRUCTURE

X

-

M

MERAKI

✓

G

-

SECURITY

✓

G

M

Booking Status - Value Incentive Program 38 - VIP ARCHITECTURE

Booking Split by Payment Currency

Category Track View

Monthly Bookings

Track s

Sub Track

Currency

Total Shipped Bookings

Total Allocated Booking

Total Shipped Bookings

% Shipped

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PARTNER PROGRAM ENROLLMENT (PPE)

Welcome, **Tony!**

You are now ready to enroll and manage multiple Cisco Channel Partner Programs through this integrated platform.

Preferred Language: English
[Change Language](#)

Disclaimer: This application accepts input in English only

[My Proxy](#)

Tool Links

Eligible Programs

Potential Programs

Enrollment Dashboard

VIP 42 Key Dates

Incentive period

- July 30, 2023 to January 27, 2024
- If you're enrolled in the Channel Program Incentive Agreement (CPIA) you'll be auto-enrolled to VIP 42 as long as you meet the incentive prerequisites.
- If you are a new partner, you will need to accept the terms and conditions of the Channel Program Incentive Agreement (CPIA) using the PPE tool. Once your enrollment is approved, then Cisco will automatically enroll you into VIP to subtracks you meet the specific eligibility criteria for.

Partners and PAMs should use only Partner Experience Platform and the VIP dashboard to view enrollment status:
<http://www.cisco.com/go/pxp>.

Payout dates

- First payment: May 2024
- Second payment: July 2024
- Claim payment within 90 days to avoid its expiration

PSS Administrators should assign their rebate coordinators for the VIP in Partner Self Service at www.cisco.com/go/pss.

VIP 42 Critical Bookings Dates

Direct Orders	Standard orders placed through distribution	Channels Booking Neutrality (CBN) orders through distribution	Distribution Sales Visibility (DSV) orders through distribution
Must be booked* with Cisco by January 27, 2024 and be shipped before April 27, 2024.	Product must ship and invoice from the distributor by January 25, 2024.	Must be booked* with Cisco by January 27, 2024 and be shipped before April 27, 2024.	Must be DSV booked* with Cisco by January 27, 2024 and must ship and invoice from the distributor by April 27, 2024.
Discrepancy cases must be submitted by <u>March 1, 2024</u> , via the Customer Service Hub and will not be accepted via email.			

* Cisco booked: Order that has been entered into Cisco's ordering system, has passed the initial hold/credit check, and complies with Cisco's internal booking acceptance policy.

VIP 41

Payout Information



VIP 41 Key Dates

Incentive period

- January 29, 2023 to July 29, 2023
- If you're enrolled in the Channel Program Incentive Agreement (CPIA) you'll be auto-enrolled to VIP 41 as long as you meet the incentive prerequisites.
- If you are a new partner, you will need to accept the terms and conditions of the Channel Program Incentive Agreement (CPIA) using the PPE tool. Once your enrollment is approved, then Cisco will automatically enroll you into VIP to subtracks you meet the specific eligibility criteria for.

Partners and PAMs should use only Partner Experience Platform and the VIP dashboard to view enrollment status:
<http://www.cisco.com/go/pxp>.

Payout dates

- First payment: October 2023.
- Second payment: December 2023.
- Claim payment within 90 days to avoid its expiration.

PSS Administrators should assign their rebate coordinators for the VIP in Partner Self Service at www.cisco.com/go/pss.

VIP 41 Critical Bookings Dates

Direct Orders	Standard orders placed through distribution	Channels Booking Neutrality (CBN) orders through distribution	Distribution Sales Visibility (DSV) orders through distribution
Must be booked* with Cisco by July 29, 2023 and be shipped before October 28, 2023.	Product must ship and invoice from the distributor by July 27, 2023.	Must be booked* with Cisco by July 29, 2023 and be shipped before October 28, 2023.	Must be DSV booked* with Cisco by July 29, 2023 and must ship and invoice from the distributor by October 28, 2023.
Discrepancy cases must be submitted by September 1, 2023 via the Customer Service Hub and will not be accepted via email.			

* Cisco booked: Order that has been entered into Cisco's ordering system, has passed the initial hold/credit check, and complies with Cisco's internal booking acceptance policy.

Partner Self Service Payment Contact

To assign your rebate coordinator, go to www.cisco.com/go/pss.

Click [Accountable Program Contacts](#) to assign rebate coordinators and other incentive contacts.

Step-by-step instructions are available [here](#).

Accountable Program Contacts

Partner Admins can assign and manage Program Contacts in this section.

- My Profile
- Access Management
- Company Details
- Location Management
- Contact Management
- Association Requests
- Accountable Program Contacts**
- Reports
- Manage My Reward Programs
- Manage Corporate Email Domain

Accountable Program Contacts

VGTECH UNITED (UK) [\[Change\]](#)

+ Accountable Contact

+ Add Accountable Contact

Clicking on 'Accountable Program Contacts', provides details on the current assigned Accountable Program Contacts., along with the option to assign new Accountable Program Contacts

If you qualify for payment but do not have your VIP rebate coordinator set up in PSS, you risk having your payments expire. For step-by-step instructions, refer to the [Partner Self Service User Guide](#). Where required, remember to submit the invoice for each VIP payment.

VIP 42 Resources

VIP Main Website: www.cisco.com/go/vip

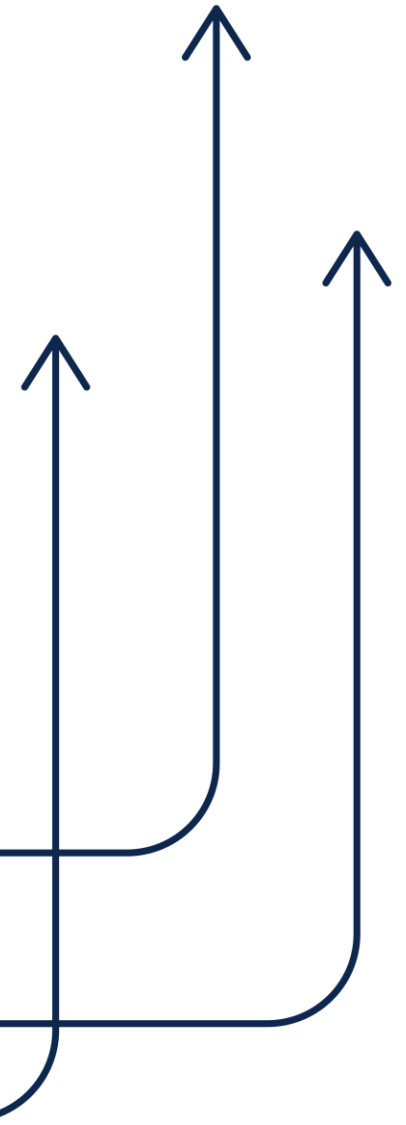
- Program Rules
- Selling Guide
- Operations Guide
- [VIP SKU List](#)

[Partner Program Enrollment \(PPE\)](#)

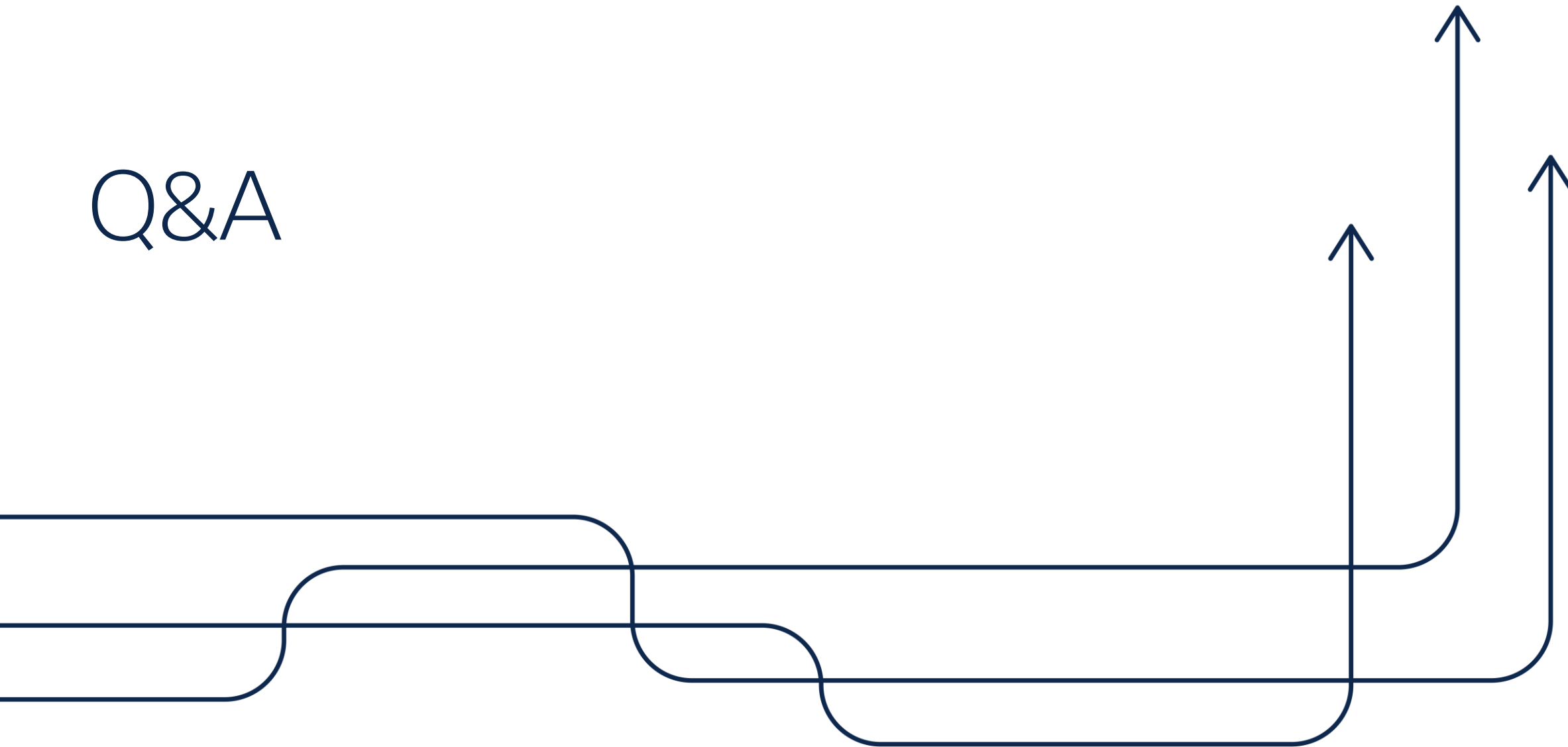
[Partner Experience Platform \(XP\)](#)

[Partner Self Service \(PSS\)](#)

[Customer Support](#)



Q&A





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