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The bridge to possible

Make the Next Step
Cisco Designed 2.0 Portfolio and Offers

For APJC Partners

Cisco Designed 2.0 APJC Partner Promotion Guide

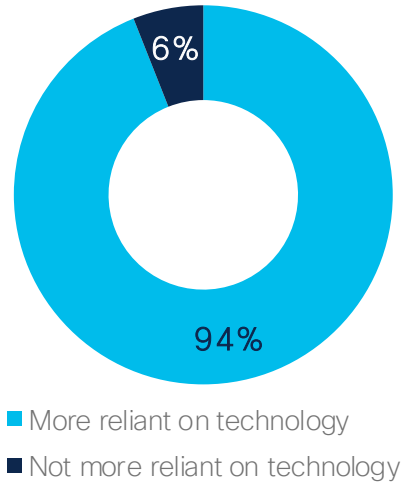
Make the Next Step. Cisco Designed.

September 2020 – January 2021

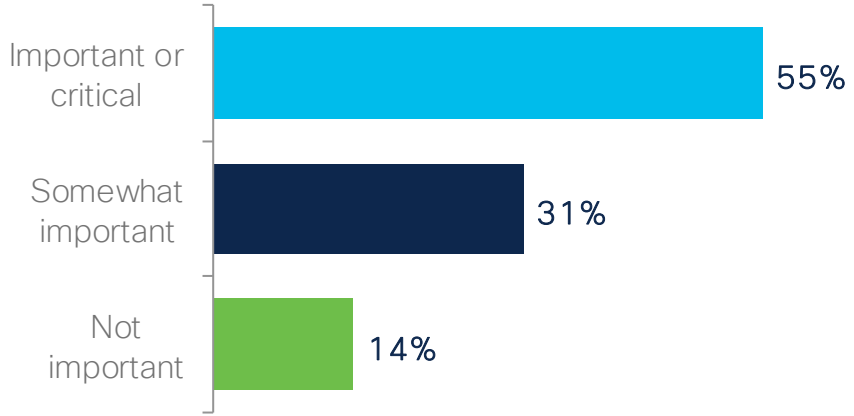
SMBs are relying on technology to digitalize their businesses and become resilient

9 out of 10 SMBs in Asia Pacific are more reliant on technology to sustain their business during COVID-19. Also, over **80%** believe that digitalizing their businesses will help them become more resilient and adaptable to market change or future crises.

Has COVD-19 made your company more reliant on technology?



How important is business digitalization (having digital products, offerings, digital payments, ecommerce, etc.) in building resilience and being able to quickly adapt to disruptive events like COVID-19?



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Source: IDC-Cisco 2020 Asia Pacific SMB Digital Maturity Study

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Pandemic accelerated key technology trends

"What used to take a decade now took 8 weeks[1]"

Ecommerce grew to 27% of retail in US in March/April from 6%->16% in past 10 years

Videoconferencing platforms saw growth of up to 30X

Cloud Services grew 30-50% during pandemic months

Cybersecurity top of mind – cyberattacks spiking 600% with work from home

Source: Scott Galloway; MacAfee Report; Cisco; Zoom; Press Search; Cisco Analysis

1. Scott Galloway, Marketing Professor NYU Stern

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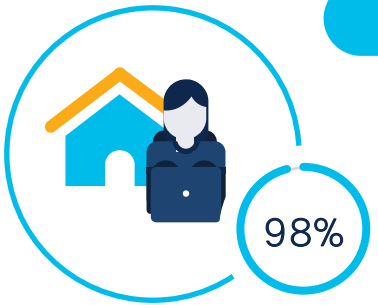
Cisco Designed enables work flexibility without compromise

Yesterday many SMBs were relying on free-ware
Today businesses owners must look beyond temporary solutions

Today



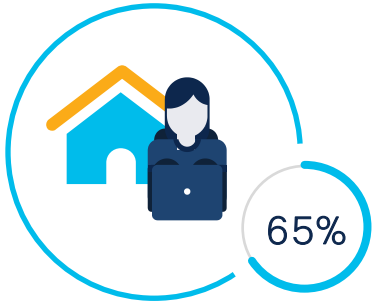
Work from home

On-the-go

Traditional office locations

Tomorrow

Traditional office locations



Work from home

On-the-go

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The bridge to possible

Connect

Cisco Business Portfolio
Meraki/Meraki Go*
Catalyst 1K
Aironet

Compute

Hyperflex Edge
UCS
Intersight

Collaborate

Webex
Hand/Headsets
Video Endpoints

Secure

Duo
Umbrella
AnyConnect
ASA/Firepower
AMP

Products and Services Designed and Curated for Small Businesses

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*only available in Japan at time of publishing

APJC Cisco Designed 2.0 New offers are here

Make the Next Step

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MSP/ISP partners

- Meraki Digital ASIA Full Stack promotion NEW
- Cisco Webex, Cisco Secure offer NEW

System Integrators/ Traditional Cisco core partners

- Upgrade to Cisco wifi 6 9105AX NEW
- Hyperflex Edge with Intersight

Cisco Business/ e-commerce partners

- Upgrade to Business Class wireless CBW offer NEW
- Transition to Business Class switching CBS (coming soon on FT)

Cloud native/ SaaS partners

- Cisco Webex, Cisco Secure offer NEW
- Meraki Digital ASIA Full Stack promotion NEW

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Introduce Meraki Full Stack promotion: Post COVID-19 companies need more agile and cloud-based solutions

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NEW

APJC 1HFY21
Cisco Meraki
Full stack
Digital Asia promotion
Sep 8th 2020- January 2021

- **CCW Promotion Name:** Meraki Digital Asia
- **Eligibility:** All Partners
- **Products:**
  - Cisco Meraki MX64, MX67, MX68 and all MX license type (ENT, SEC)
  - Cisco Meraki MS120 (8 port, 24 port and 48 port) and SFP and all MS120 license type
  - Cisco Meraki 20, 30H, 33, 36(wifi6) and all license type, antenna, PoE power injectors
  - Cisco Meraki Z3 and all Z3 license type
- **Approvers:** Auto Approved in CCW
- **Stacking:** OIP/TIP/MIP only

Cisco Meraki MR36

Wi Fi 6 CERTIFIED

Cisco Meraki MS 120

Cisco Meraki MX 64/67/68

Know about product brochure (MR, MS, MX)

Know about what offer we have (ASEAN, HK/TW, China, India, Korea)

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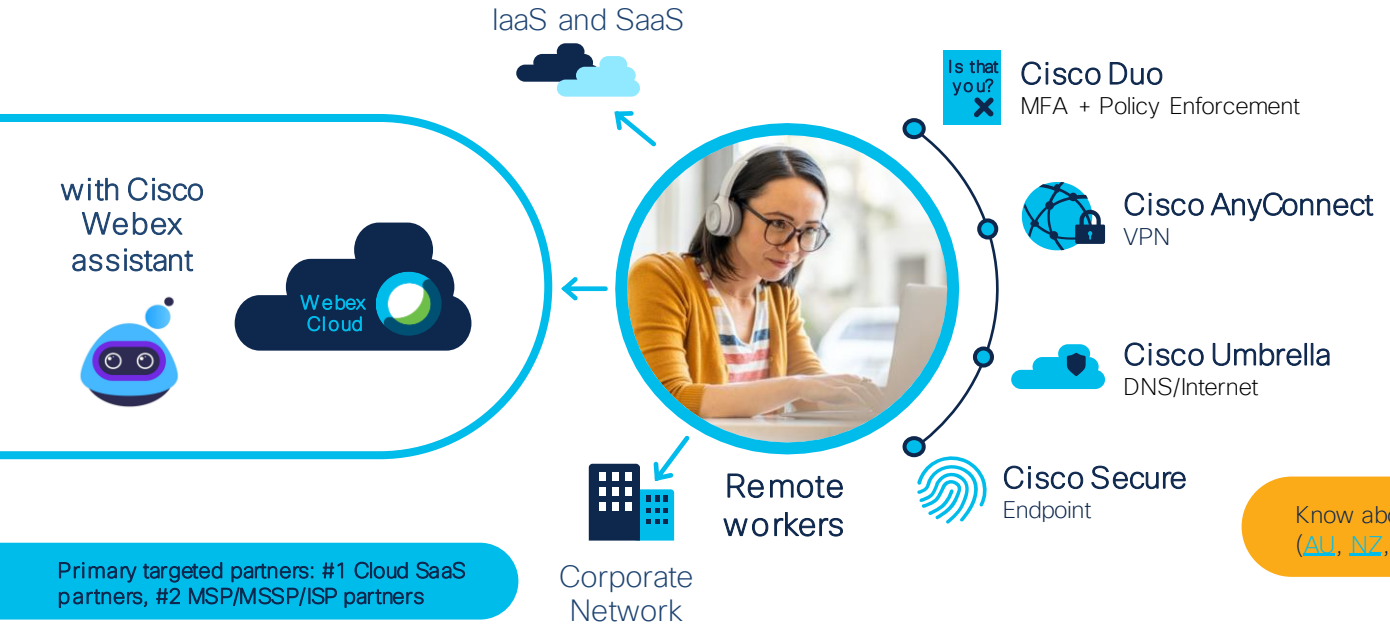
The change from single Cloud to Multi-Cloud, Cisco Webex, Cisco Secure

The bridge to possible

Give your business the flexibility to thrive



Primary targeted partners: #1 Cloud SaaS partners, #2 MSP/MSSP/ISP partners

Cisco **Webex meetings** offers

- Great promotion price for SMB
- **Single sign-on**
- **MS exchange and Active Directory sync**
- **Recording** transcriptions

Cisco Secure **Cloud security** offers

- Great promotion price for SMB
- **Single sign-on to Webex**
- Granular web application controls

Know about what offer we have (AU, NZ, ASEAN, HK/TW, China, India, Japan, Korea)

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From immediate best effort response, to proactively upgrading the remote work experience

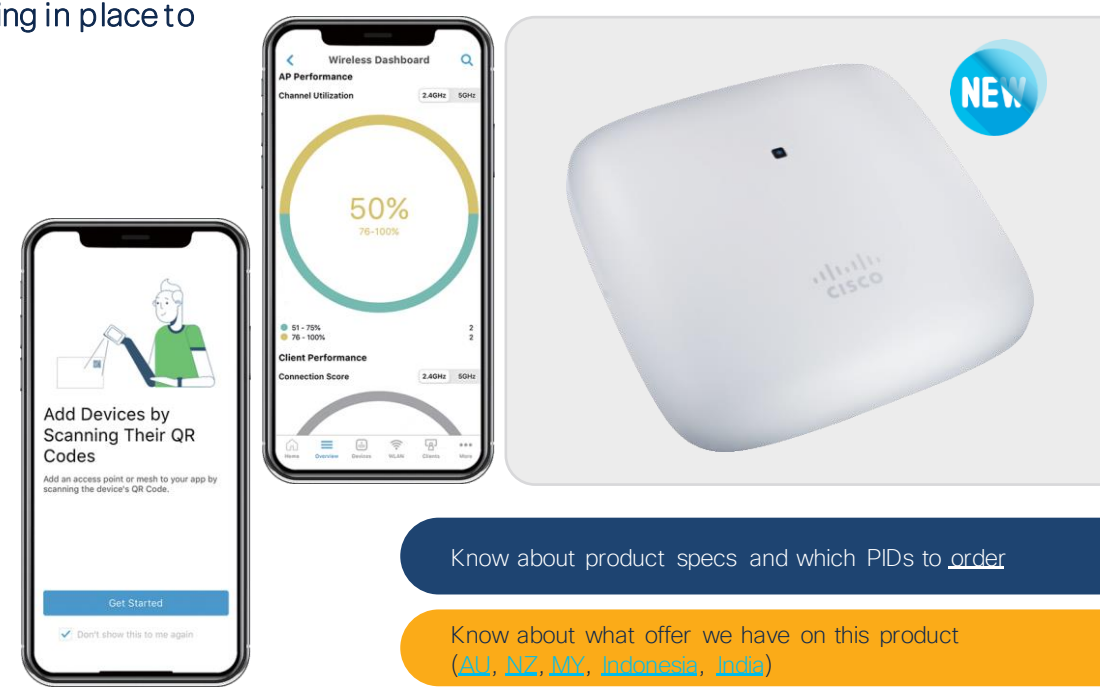
The bridge to possible

Working from home is beyond just to get something in place to make it workable

Upgrade for business class wireless

The Cisco Business **Wireless Access Points 140AC and 240AC and Mesh Extenders** offers a simple-to-deploy solution

- **802.11ac Wave 2** standard, offering a data rate of **up to 1,733 Mbps** on the 5-GHz radio
- Comes with an **intuitive mobile application**
- **Cisco Business Dashboard**



Offer: Try it, Like it and Keep it*

Have CBW140AC to show up to your door for free when you purchase any one switch out of 6 Cisco Small Business top selling switches.

Try it, like and just keep it. Multi pack of 3 or 5 are available at the promotion price for additional purchase

Know about product specs and which PIDs to order

Know about what offer we have on this product (AU, NZ, MY, Indonesia, India)

* Offer limits to AU, NZ, MY and Indonesia at the time of launch for 6 weeks only

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Change from a temporary set up to a permanent workplace upgrade

The bridge to possible

Cisco Wi-Fi 6 supports the new normal

NEW

Cisco® Catalyst® 9105AX
Cost efficient Wi-Fi 6 technology

Wi-Fi 6

The Cisco Catalyst 9105AX wifi 6 **Wireless Access Points series** offers faster speeds, optimized capacity and value for price

- Compact and powerful, offers a data rate of **up to 1.49 Gbps**
- Most versatile AP for teleworks, office/branch relocation, dorm-room, etc
- **IOT ready,** embedded IOT radios enables BLE 5.0 and Zigbee
- Investment protection

Offer: 1st Year on US, Cisco DNA wireless license free

Have one year free on Cisco DNA essentials, advantage or premier when buying a 3/5/7- year license on 9105AX series.

Know about Cisco Wi-Fi 6 Aironet product brochure

Know about what offer we have
(ANZ, ASEAN, HK/TW, China, India, Japan, Korea)

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Flexible Multi-Cloud-Optimized Application Experience

The bridge to possible

Bridge the clouds you have, the environment you want, and the results you need

Cisco HyperFlex Solutions for Hybrid Cloud

Reduce costs and complexity
HyperFlex Edge
Intersight

Ensure app experience
Intersight Workload Optimiser (IWO)
AppDynamics

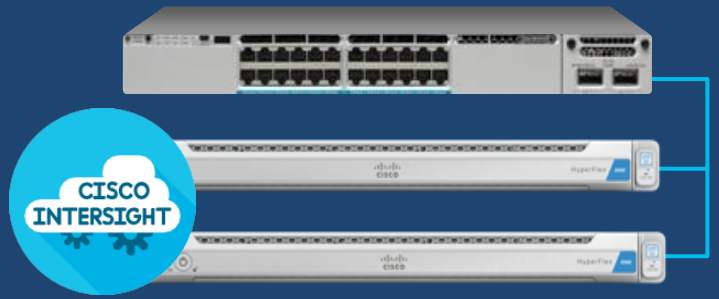
Secure everything
Umbrella
Duo

Expand your network to any cloud
Nexus Insights

NEW

FY21 Cisco HyperFlex Edge
APJC SmartPlay Bundles

Add Intersight to Automate and Optimize
DC-MGT-SAAS
More details



- **CCW Promotion Name:** SmartPlay
- **Eligibility:** All Partners
- **Products:**

HXAF220 Edge 1 - HXAF-SP-EDGE-M5CE1
HXAF220 Edge 2 - HXAF-SP-EDGE-M5CE2
HXAF220 Edge 3 - HXAF-SP-EDGE-M5CE3
HX220 Edge 4 - HX-SP-EDGE-M5C
Add Intersight - DC-MGT-SAAS

- **Approvers:** Auto Approved in CCW
- **Stacking:** Acct Breakaway, OIP, TIP/MIP

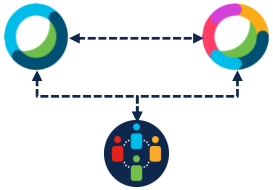
Invest in All Cloud, Meraki Full Stack, Webex and Security

Upon slowly return to workplace, how to manage distributed access, distributed security, people training and process? If you go for all Cloud-based solutions, Cisco has below technological capabilities and promotions to offer

Know about what offer we have
(AU, NZ, ASEAN, HK/TW, China, India, Japan, Korea)

Cisco Webex, Cisco Secure Offer

Webex Meetings | Webex Teams



Video Endpoints
With Cloud Registration

Webex Room USB

Webex Desk Pro
(coming soon)

Cloud Mailbox Defense
(coming soon)

Cisco DUO

NEW

APJC FY21Q1
Cisco Meraki
Full stack
Digital Asia promotion

- **CCW Promotion Name:** Meraki Digital Asia
- **Eligibility:** All Partners
- **Products:**
  - Cisco Meraki MX64, MX67, MX68 and all MX license type (ENT, SEC)
  - Cisco Meraki MS120 (8 port, 24 port and 48 port) and SFP and all MS120 license type
  - Cisco Meraki 20, 30H, 33, 36(wifi6) and all license type, antenna, PoE power injectors
  - Cisco Meraki Z3 and all Z3 license type
- **Approvers:** Auto Approved in CCW
- **Stacking:** OIP/TIP/MIP only

Not enough, what's more under APJC Cisco Designed 2.0

The bridge to possible

Price and Promo-led

Collaboration Headsets series
Cisco 500 and 700 series-Q4&Q1FY21

FY21Q1 Offer ready Via FT

Cisco Secure
DUO Multi-Factor Authentication

NEW

ANZ ASEAN JP India

LAN Access Switches
Cisco Business Switching Series-Q1FY21

No License Stock & Sell SG250/350 equivalent

Disti and Partner-led

Collaboration Video Endpoints
Cisco Webex Room USB-Q4&Q1FY21

NEW

Webex Lic independent Stock and Sell

Cisco Secure
Cloud Mailbox Defense -Q1FY21

Single SKU User based pricing down to 25 user

LAN Access Switches
Cisco Catalyst 1000 Series-Q4&Q1FY21

No License Stock & Sell C2960L/X equivalent

Cisco led Partner enabled

Collaboration Video Endpoints
Cisco Webex Desk Pro-Q1FY21

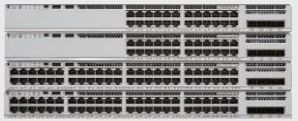
NEW

Webex Lic dependent, in FT soon

Cisco Secure
Meraki MX Cloud managed security

Under Digital ASIA Promotion

LAN Access Switches
Cisco Catalyst 9200/L Series



Cisco DNA Lic must Cisco DNA-E under 1Y free at purchase 3Y license

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Launching Cisco Business Wireless, Try it, Like it and Keep it

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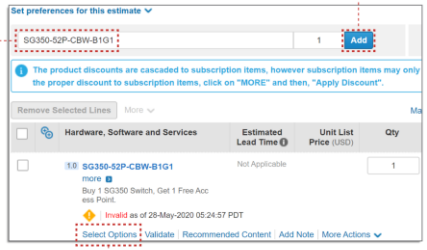
Step 0: Order any of one below switches in CCW

Promo SKU	Switch Series
SG350-28P-CBW-B1G1	SG350 Series
SG350-28MP-CBW-BG1	SG350 Series
SG350-52P-CBW-B1G1	SG350 Series
SG250-50P-CBW-B1G1	SG250 Series
SG250-26P-CBW-B1G1	SG250 Series
SG220-28MP-CBW-BG1	SG220 Series

FREE AP

CBW140AC

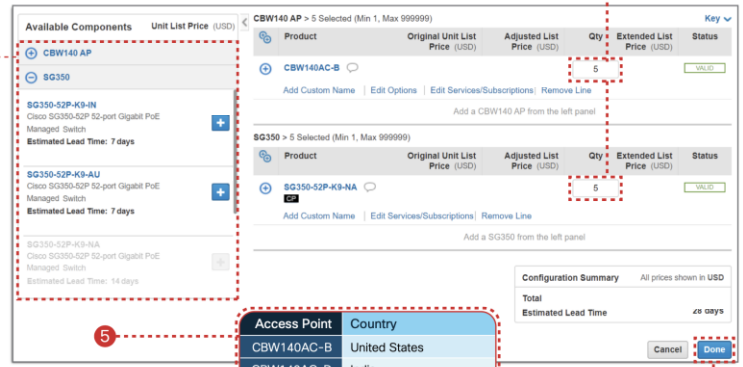
1 Enter complete Promo SKU to your estimate/quote and click 'Add' 2



3 Click 'Select Options' to configure the Promo SKU

4 Select the Switch based on the country/region the customer is in

The quantity should be the same for both the Switch and AP 6



5

Access Point	Country
CBW140AC-B	United States
CBW140AC-D	India
CBW140AC-E	EU & CE Countries
CBW140AC-G	Pakistan
CBW140AC-Z	Australia, New Zealand

Then select the appropriate Access Point

Select DONE to complete 7

Set-up in minutes with our mobile app.

Download on the App Store

GET IT ON Google play

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Introducing Cisco Business Wireless a-la-carte and 3/5 pack bundles

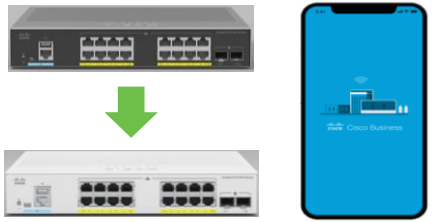
Country	CBW PID
Australia	CBW140AC-Z
	CBW142ACM-Z-AU
	3-CBW140AC-Z
	5-CBW140AC-Z

Country	CBW PID
New Zealand	CBW140AC-Z
	CBW142ACM-Z-AU
	3-CBW140AC-Z
	5-CBW140AC-Z

[The Cisco Business CBW Officenet and Garagenet Sagas]

Documentation

Product



Packaging

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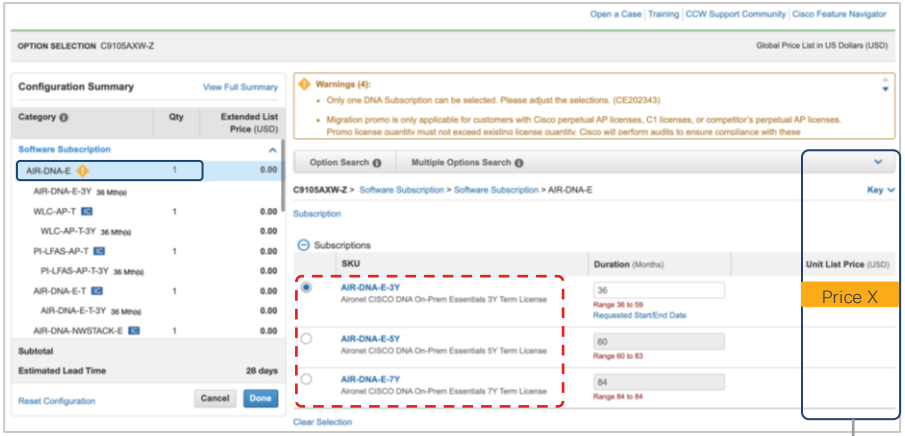
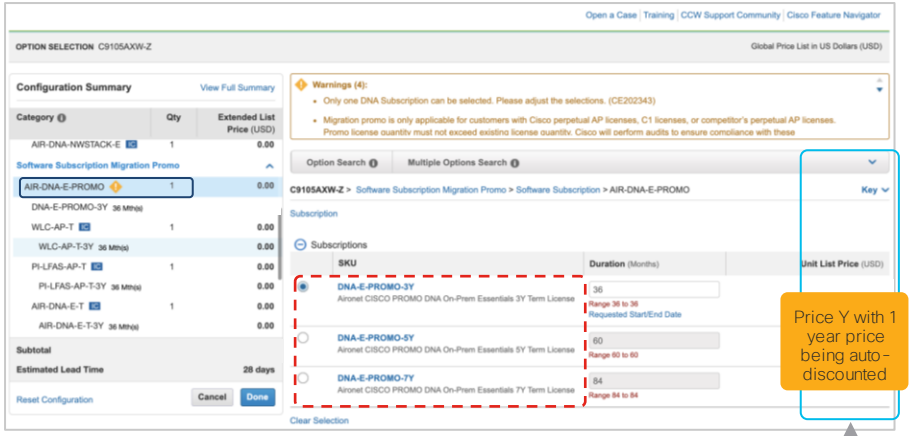
Launching Catalyst 9105AX, 1st Year on US, Cisco DNA wireless license free

The bridge to possible

Before



1-Year-on-Us



Launching Catalyst 9105AX/W on Fast Track from Nov, 2020. Please check your country's availability before ordering

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[AUS] The change from single Cloud to Multi-Cloud, Cisco Webex, Cisco Secure

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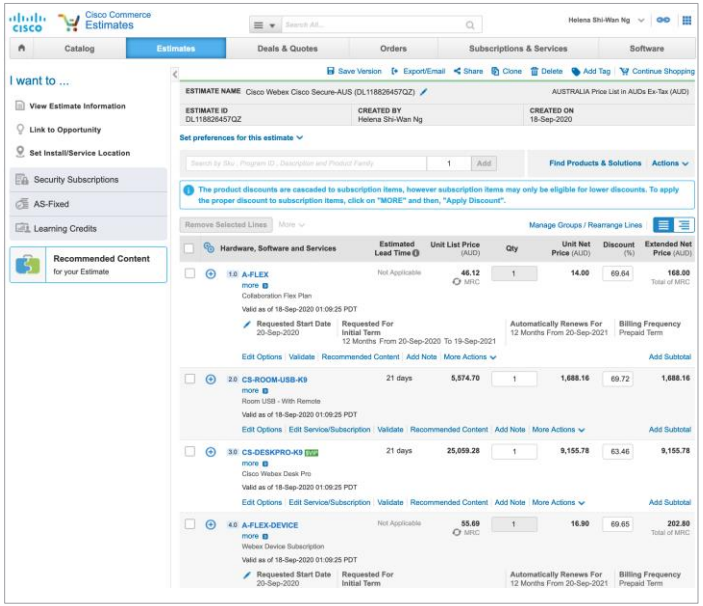
Promo No.	PIDs in this package	Qty
Promo 1	A-FLEX-NUCM-MC	1
Promo 2	**CS-ROOM-USB-K9**	1
	Total	2
Promo 1	**A-FLEX-NUCM-MC**	1
Promo 1	A-FLEX-ADD-DEVREG	1
Promo 2	CS-DESKPRO-K9	1
	Total	3
Promo 3	DUO-MFA	1
Promo 3	UMB-DNS-ESS-K9	1
	Total	2

Promo Code 1	Country	Promo Period
PP-SBWe-200725-07569 PP-SBWe-200725-07570	Australia	Jan 23rd 2021

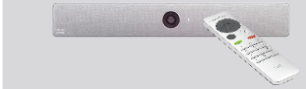
Promo Code 2	Country
PP-Fast-150124-32368	Australia

Promo Code 3	Country	Promo Period
PP-Secu-201031-08096	Australia	July 31th 2021

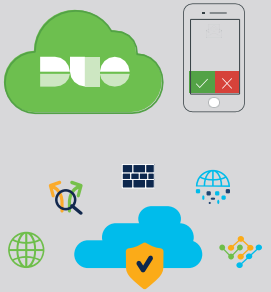
No time to create a new BoM, no problem, just clone our templates in CCW and share it with your disti!



Search by either key in "Cisco Webex Cisco Secure-AUS" or key in "DL118826457QZ"



Webex Room USB



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[NZ] The change from single Cloud to Multi-Cloud, Cisco Webex, Cisco Secure

The bridge to possible

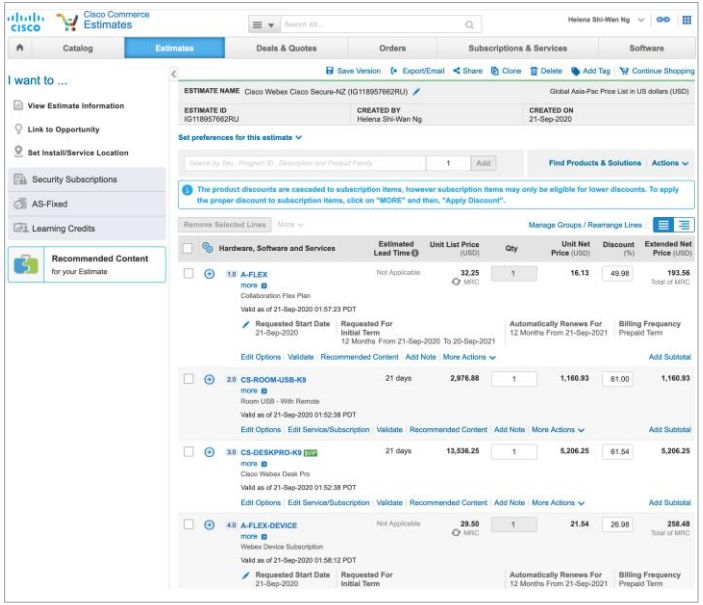
Promo No.	PIDs in this package	Qty
Promo 1	A-FLEX-NUCM-MC	1
Promo 2	**CS-ROOM-USB-K9**	1
	Total	2
Promo 1	**A-FLEX-NUCM-MC**	1
Promo 1	A-FLEX-ADD-DEVREG	1
Promo 2	CS-DESKPRO-K9	1
	Total	3
Promo 3	DUO-MFA	1
Promo 3	UMB-DNS-ESS-K9	1
	Total	2

Promo Code 1	Country	Promo Period
PP-SPSm-200725-07444	**New Zealand**	**Jan 23rd 2021**

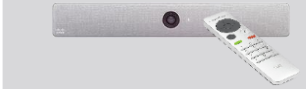
Promo Code 2	Country
PP-Fast-150124-32371	New Zealand

Promo Code 3	Country	Promo Period
PP-Secu-201031-08080	New Zealand	July 31th 2021

No time to create a new BoM, no problem, just clone our templates in CCW and share it with your disti!



Search by either key in "Cisco Webex Cisco Secure-NZ" or key in "IG118957662RU"



Webex Room USB

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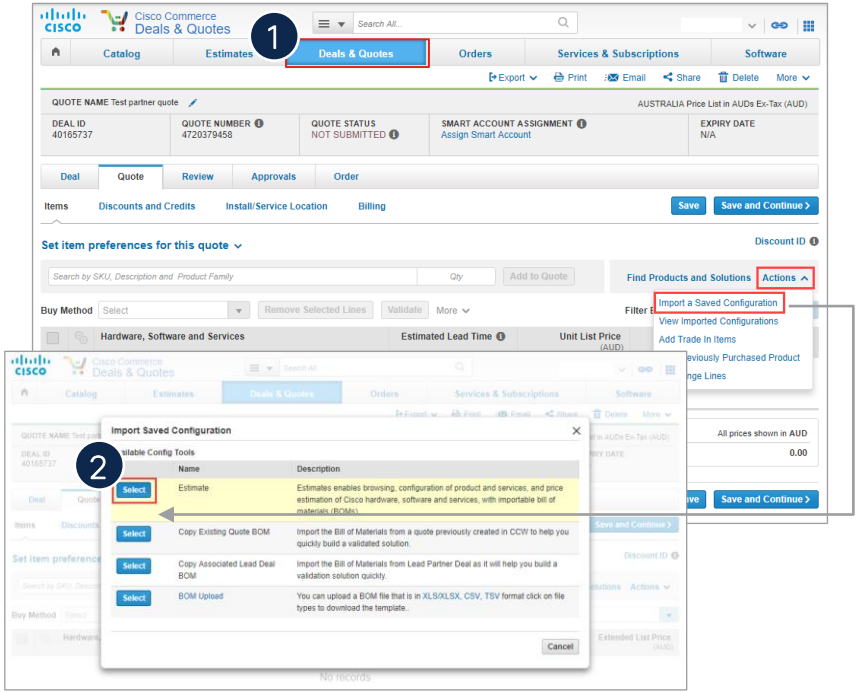
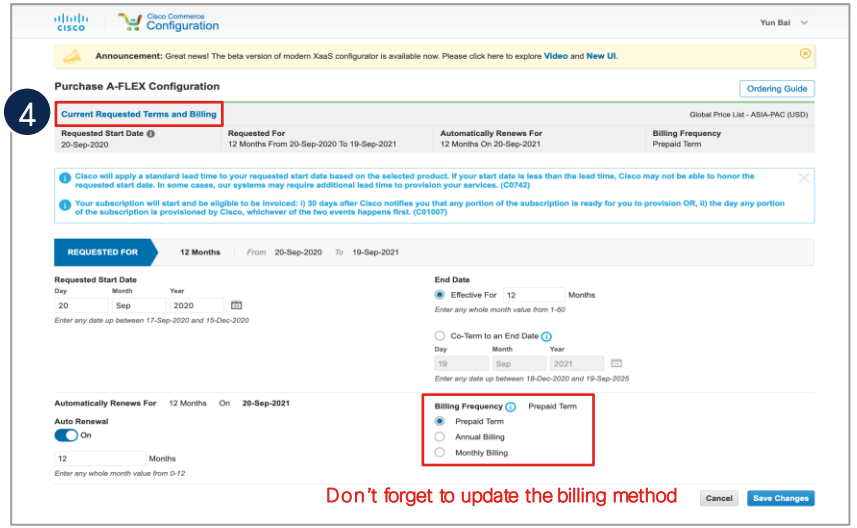
[ANZ] Cisco Webex, Cisco Secure for first time partner, start your quote by using our template

The bridge to possible



3 Search by either key in "Cisco Webex Cisco Secure-AUS" or key in "DL118826457QZ"

Or Search by either key in "Cisco Webex Cisco Secure-NZ" or key in "IG118957662RU"



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[AU] Cisco Phones Bulk Buyers Alert! Ideal for voice calling managed service providers

The bridge to possible

Item	Product	Min Order Quantity
ATA191-3PW-K9	191 Analog Telephone Adapter for MPP	25
CP-6825-3PC-BUN-AU	Cisco IP DECT Bundle, Handset and Base, MPP, AUS and NZ	25
CP-7821-3PCC-K9=	Cisco IP Phone 7821 with Multiplatform Phone firmware	25
CP-7861-3PCC-K9=	Cisco IP Phone 7861 for 3rd Party Call Control	25
CP-8800-A-KEM-3PC=	Cisco 8800 series KEM for Audio IP Phones with MPP firmware	25
CP-8800-WMK=	Wall Mount Kit for Cisco IP Phone 8800 Series	25
CP-8832-3PC-EU-K9	Cisco 8832 for Europe, Australia, charcoal, with accessories	25
CP-8841-3PCC-K9=	Cisco IP Phone 8841 with Multiplatform Phone firmware	25
CP-8845-3PCC-K9=	Cisco IP Phone 8845 with MPP Firmware	25
CP-8851-3PCC-K9=	Cisco IP Phone 8851 with Multiplatform Phone firmware	25
CP-8861-3PCC-K9=	Cisco IP Phone 8861 with Multiplatform Phone firmware	25
CP-HS-W-531-RJ=	Headset 531 Wired Single + QD RJ Headset Cable	25
CP-HS-W-531-USBA=	Headset 531 Wired Single + USB Headset Adapter	25
CP-HS-WL-561-S-EU=	561 Wireless Single Headset, Standard Base Station EU	25
CP-PWR-ADPT-3-AU=	IP Phone power adapter for 7800 phone series, Australia	25
CP-PWR-CUBE-4=	IP Phone power transformer for the 8800 phone series	25

Promo Code	Country	Promo Type	Promo Period
PP-Fast-160803-111252	Australia	FTA	End of Q1FY 2021

- Price advantage and predictability for bulk orders of 25 units per transaction. No further discount advantage for multiples of 25 units.
- Cisco or third-party call control compatible options.

NEW

From 1% up to 16% discount advantage over standard Fast Track!

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CISCO DESIGNED

Introduce Meraki Full Stack promotion: Post COVID-19 companies need more agile and cloud-based solutions

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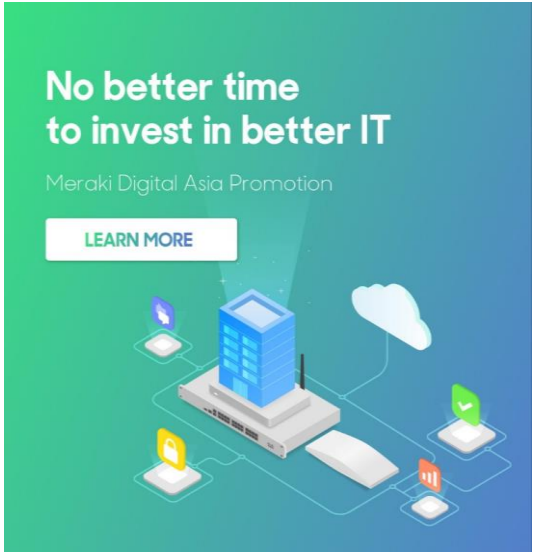
Country	Promo Code	Promotion Period
All ASEAN countries	BR-Mera-210123-08868	Sep 8th 2020-Jan 23rd 2021

Product Family
MR20, MR30H, MR33 MR36 and license
MX64, MX67 MX68 and licenses
Z3 and license
MS120 and licenses
Accessories (ANT, PWR, SFP)

Promotion Details:

- **CCW Promotion Name:** Meraki Digital ASIA Promotion
- **Eligibility:** All Partners
- **Approvers:** Auto Approved in CCW
- **Stacking:** OIP/TIP/MIP only



Cisco Meraki MR 36

Cisco Meraki MS 120

Cisco Meraki MX 64/67/68

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Launching Cisco Business Wireless, Try it, Like it and Keep it

The bridge to possible

Step 0: Order any of one below switches in CCW

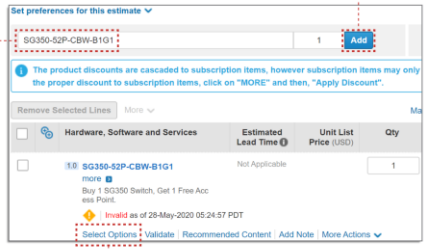
Promo SKU	Switch Series
SG350-28P-CBW-B1G1	SG350 Series
SG350-28MP-CBW-BG1	SG350 Series
SG350-52P-CBW-B1G1	SG350 Series
SG250-50P-CBW-B1G1	SG250 Series
SG250-26P-CBW-B1G1	SG250 Series
SG220-28MP-CBW-BG1	SG220 Series

FREE AP

CBW140AC

[The Cisco Business CBW Officenet and Garagenet Sagas]

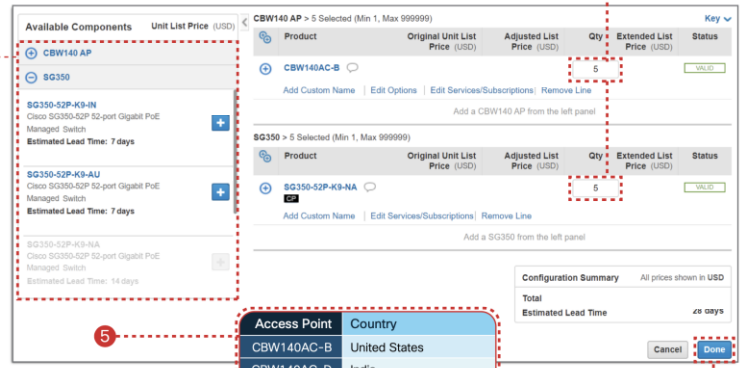
1 Enter complete Promo SKU to your estimate/quote and click 'Add' 2



3 Click 'Select Options' to configure the Promo SKU

4 Select the Switch based on the country/region the customer is in

The quantity should be the same for both the Switch and AP 6



5

Access Point	Country
CBW140AC-B	United States
CBW140AC-D	India
CBW140AC-E	EU & CE Countries
CBW140AC-G	Pakistan
CBW140AC-Z	Australia, New Zealand

Then select the appropriate Access Point

Select DONE to complete 7

Set-up in minutes with our mobile app.

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Introducing Cisco Business Wireless a-la-carte and 3/5 pack bundles

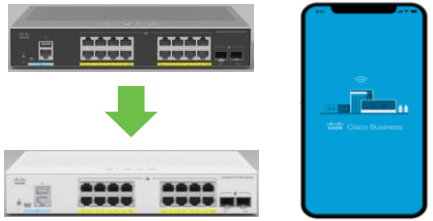
Country	CBW PID	List price (USD)
Indonesia	CBW140AC-F	$155
	3-CBW140AC-F	$455
	5-CBW140AC-F	$745

Country	CBW PID	List price (USD)
Malaysia	CBW140AC-K	$155
	3-CBW140AC-K	$455
	5-CBW140AC-K	$745

[The Cisco Business CBW Officenet and Garagenet Sagas]

Documentation

Product



Packaging

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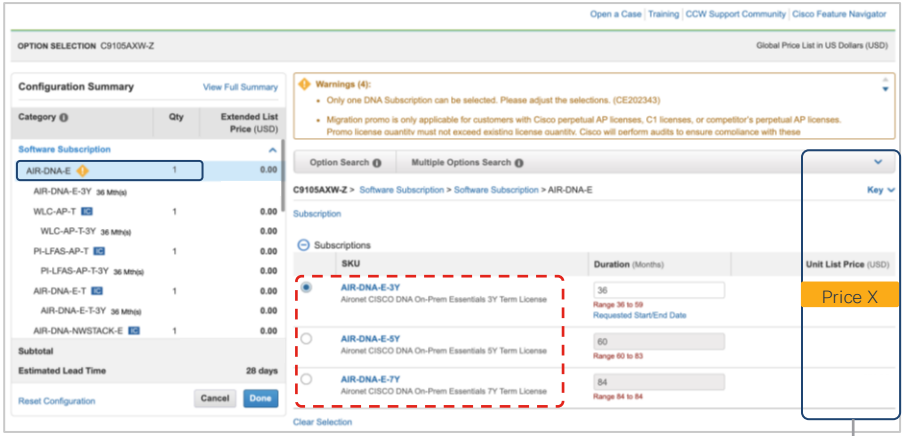
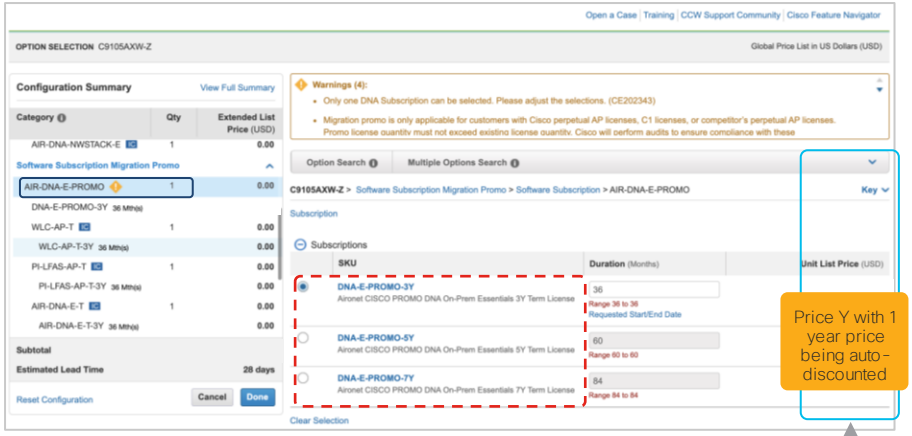
Launching Catalyst 9105AX, 1st Year on US, Cisco DNA wireless license free

The bridge to possible

Before



1-Year-on-Us



Launching Catalyst 9105AX/W on Fast Track from Nov, 2020. Please check your country's availability before ordering

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[ASEAN] The change from single Cloud to Multi-Cloud, Cisco Webex, Cisco Secure

The bridge to possible

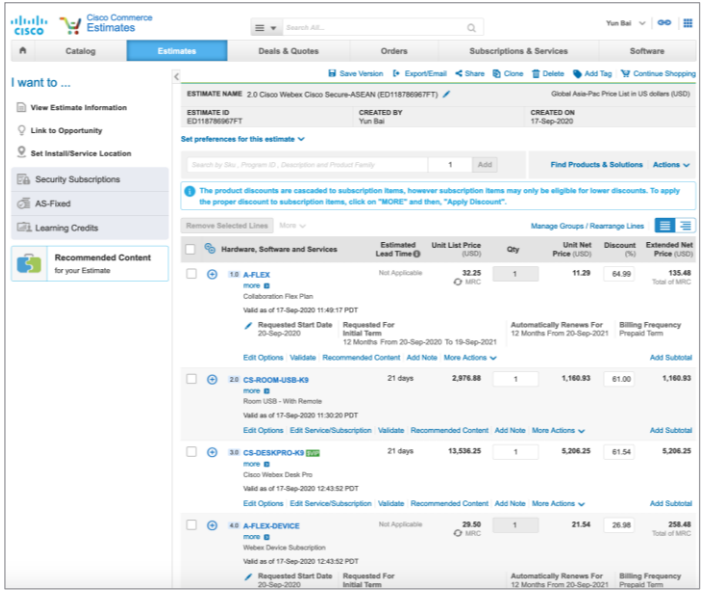
Promo No.	PIDs in this package	Qty
Promo 1	A-FLEX-NUCM-MC	1
Promo 2	CS-ROOM-USB-K9	1
	Total	2
Promo 1	A-FLEX-NUCM-MC	1
Promo 1	A-FLEX-ADD-DEVREG	1
Promo 2	CS-DESKPRO-K9	1
	Total	3
Promo 3	DUO-MFA	1
Promo 3	UMB-DNS-ESS-K9	1
	Total	2

Promo Code 2	Country
PP-Fast-150725-41512	Indonesia
PP-Fast-150725-41552	Malaysia
PP-Fast-150124-36968	Singapore
PP-Fast-150725-41529	Thailand
PP-Fast-150124-32348	Philippines

Promo Code 1	Country	Promo Period
BR-FPNU-190126-04932	ASEAN	Oct 25th 2020

Promo Code 3	Country	Promo Period
PP-Secu-201031-08078	ASEAN	July 25th 2021

No time to create a new BoM, no problem, just clone our templates in CCW and share it with your disti!



Search the estimate template by either key in "2.0 Cisco Webex Cisco Secure-ASEAN" or key in "ED11878696 7FT"

Webex Room USB

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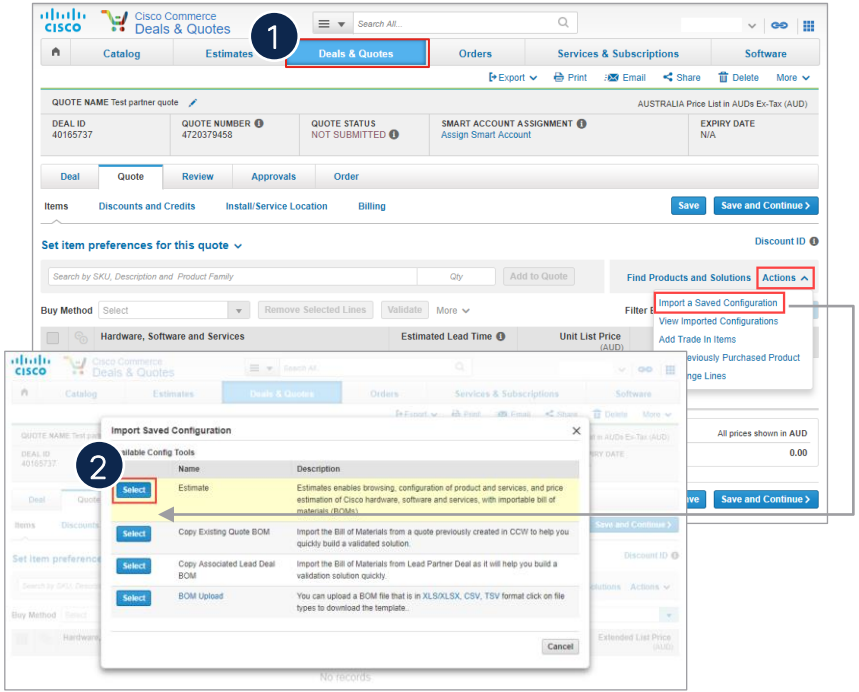
[ASEAN] Cisco Webex, Cisco Secure for first time partner, start your quote by using our template

The bridge to possible



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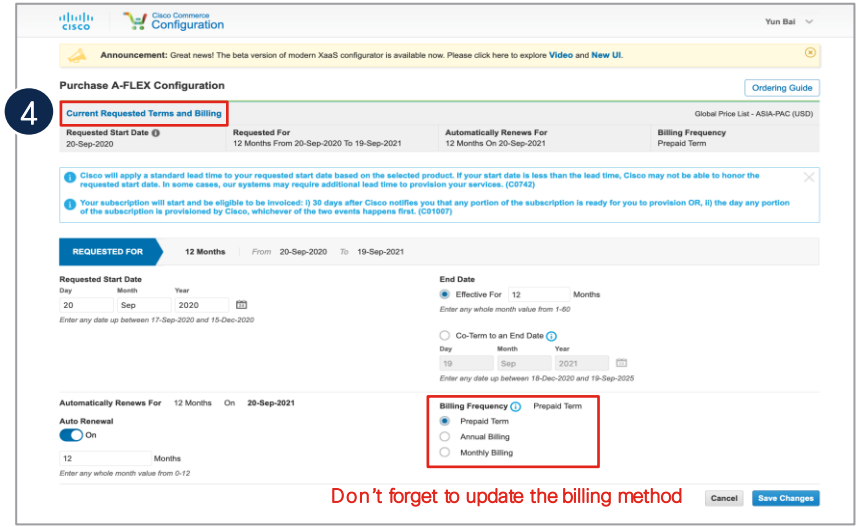

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CISCO DESIGNED

Introduce Meraki Full Stack promotion: Post COVID-19 companies need more agile and cloud-based solutions

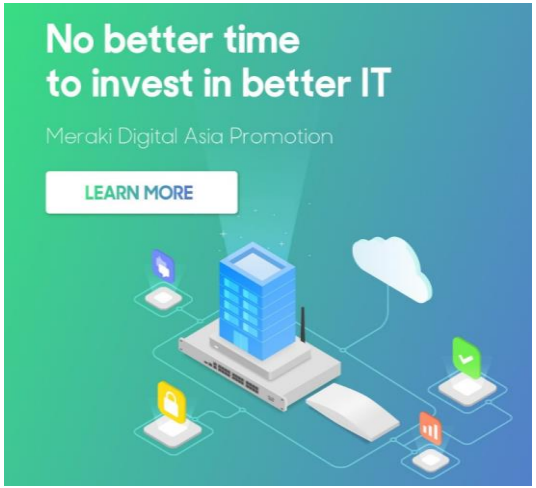
CISCO
The bridge to possible

Country	Promo Code	Promotion Period
HK	BR-Mera-210123-08875	Sep 8th 2020-Jan 23rd 2021
TW	BR-Mera-210123-08877	

Product Family
MR20, MR30H, MR33 MR36 and license
MX64, MX67 MX68 and licenses
Z3 and license
MS120 and licenses
Accessories (ANT, PWR, SFP)

Promotion Details:

- **CCW Promotion Name:** Meraki Digital ASIA Promotion
- **Eligibility:** All Partners
- **Approvers:** Auto Approved in CCW
- **Stacking:** OIP/TIP/MIP only



Cisco Meraki MR 36

Cisco Meraki MS 120

Cisco Meraki MX 64/67/68

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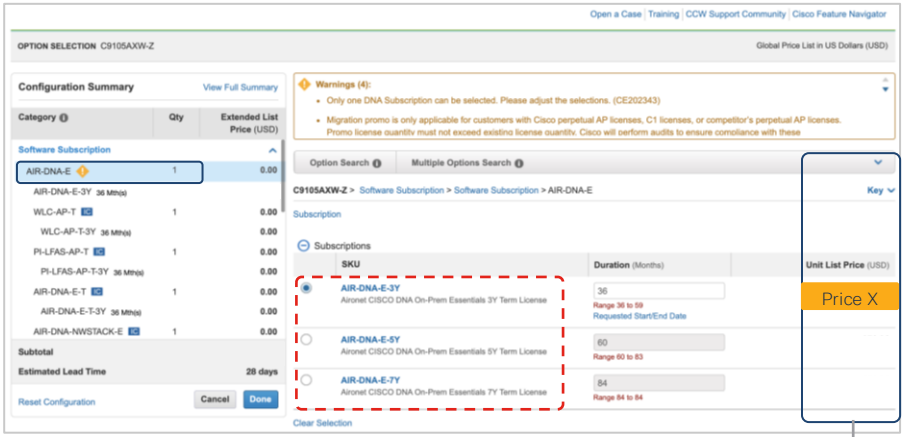
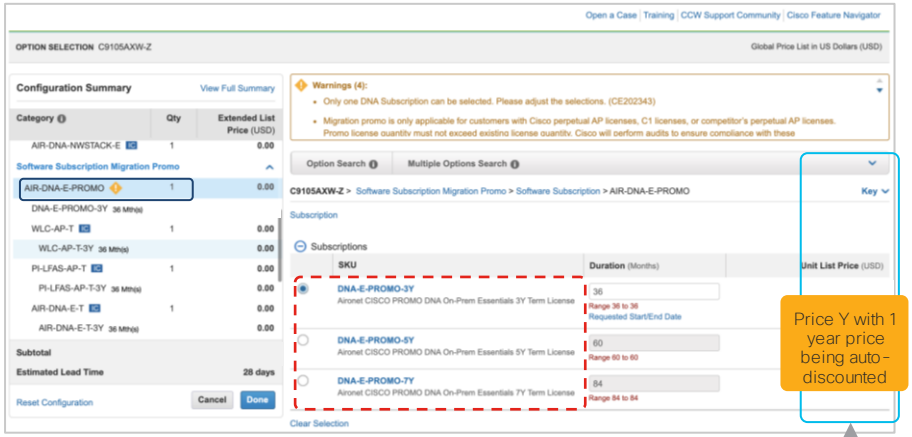
Launching Catalyst 9105AX, 1st Year on US, Cisco DNA wireless license free

CISCO
The bridge to possible

Before



1-Year-on-Us



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[HK & TW] The change from single Cloud to Multi-Cloud, Cisco Webex, Cisco Secure

Promo No.	PIDs in this package	Qty
Promo 1	A-FLEX-NUCM-MC	1
Promo 2	CS-ROOM-USB-K9	1
	Total	2
Promo 1	A-FLEX-NUCM-MC	1
Promo 1	A-FLEX-ADD-DEVREG	1
Promo 2	CS-DESKPRO-K9	1
	Total	3
Promo 3	DUO-MFA	1
Promo 3	UMB-DNS-ESS-K9	1
	Total	2

Promo Code 1	Country	Promo Period
BR-FPNU-190126-04935	Hong Kong and Taiwan	Oct 25th 2020

Promo Code 2	Country
PP-Fast-150124-37925	Hong kong
PP-Fast-150124-37926	Taiwan

Promo Code 3	Country	Promo Period
PP-Secu-201031-08138	Hong Kong	July 25th 2021

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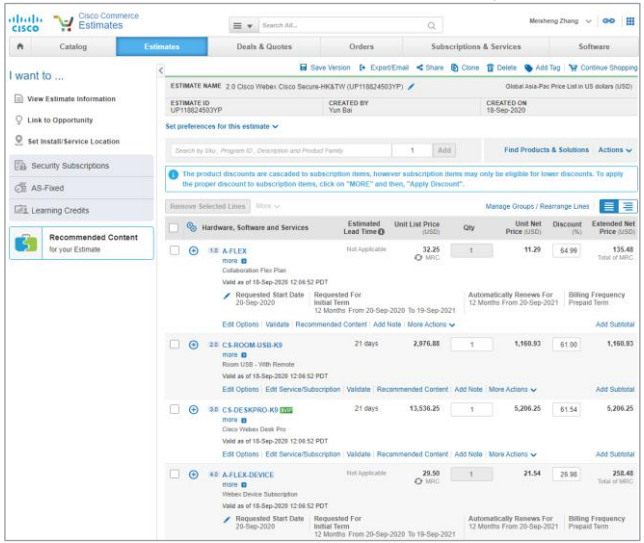
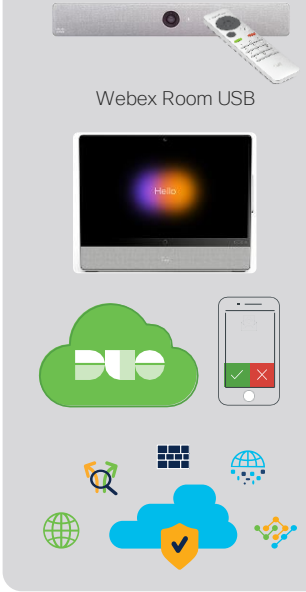


Search by either key in "2.0 Cisco Webex Cisco Secure-HK&TW" or key in "UP118824503YP"



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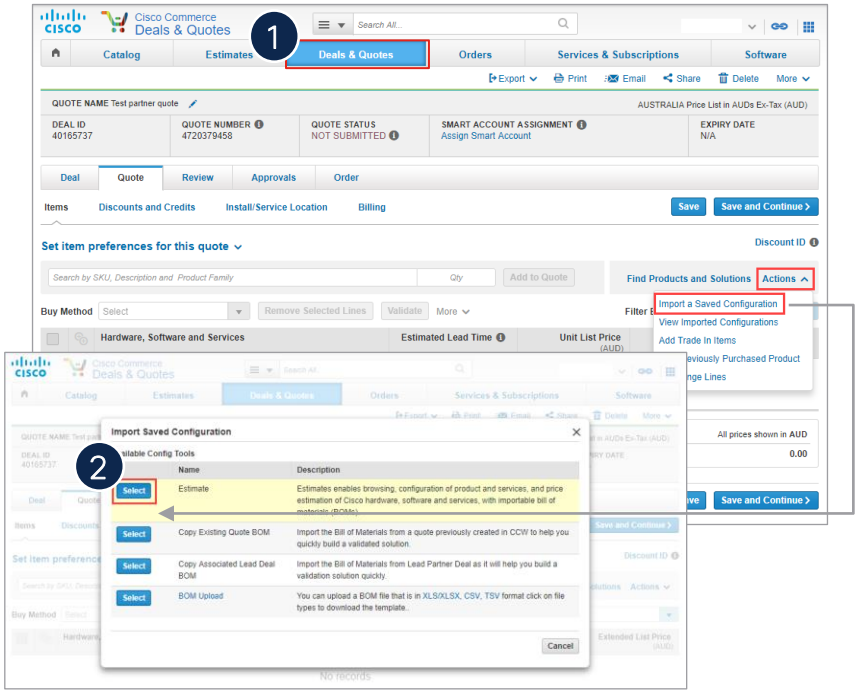
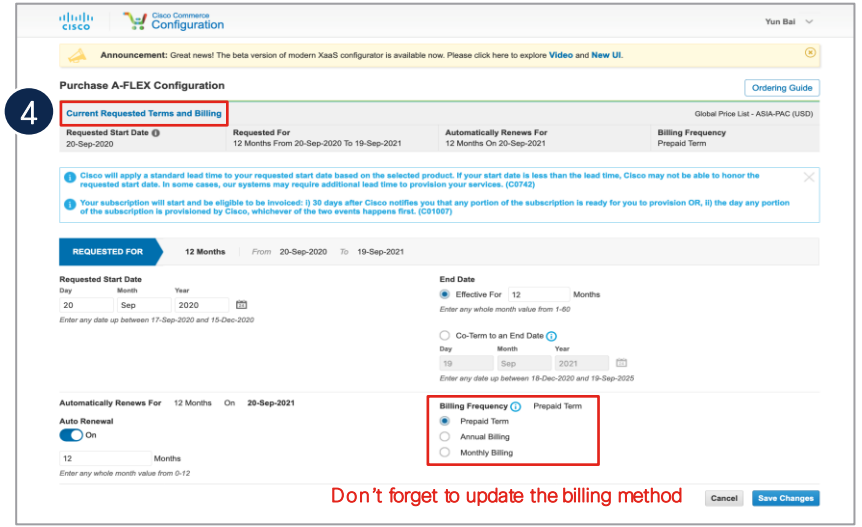
[HK&TW] Cisco Webex, Cisco Secure for first time partner, start your quote by using our template



3 Search by either key in "2.0 Cisco Webex_Cisco Secure-HK&TW" or key in "UP118824503YP"



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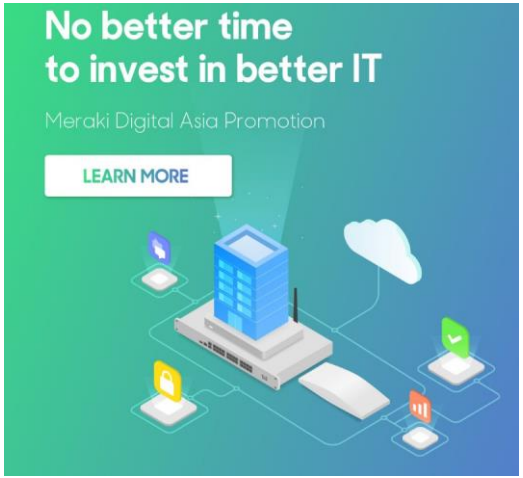
Introduce Meraki Full Stack promotion: Post COVID-19 companies need more agile and cloud-based solutions

Country	Promo Code	Promotion Period
China	BR-Mera-210123-08921	Sep 8th 2020-Jan 23rd 2021

Product Family
MR20, MR30H, MR33 MR36 and license
MX67 MX68 and licenses
Z3 and license
MS120 and licenses
Accessories (ANT, PWR, SFP)

Promotion Details:

- **CCW Promotion Name:** Meraki Digital ASIA Promotion
- **Eligibility:** All Partners
- **Approvers:** Auto Approved in CCW
- **Stacking:** OIP/TIP/MIP only



Cisco Meraki MR 36

Cisco Meraki MS 120

Cisco Meraki MX 64/67/68

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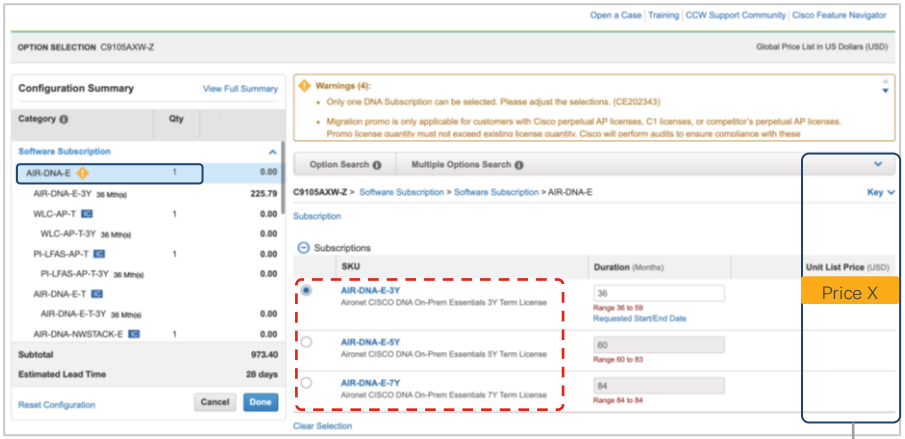
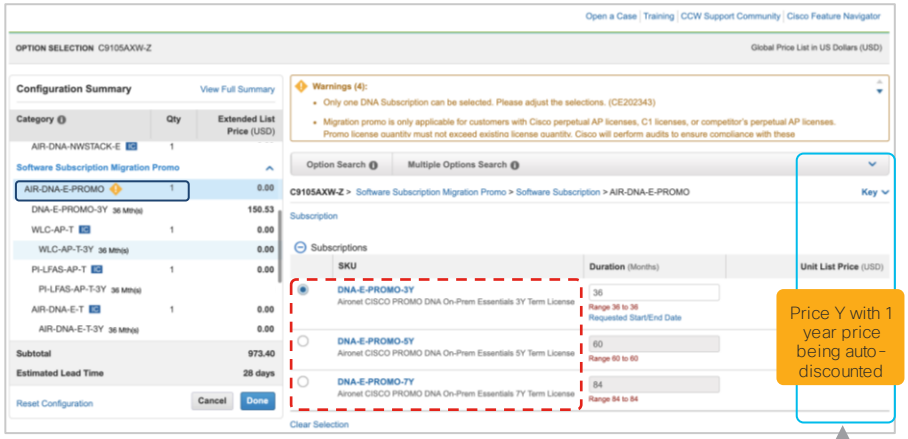
Launching Catalyst 9105AX, 1st Year on US, Cisco DNA wireless license free

The bridge to possible

Before



1-Year-on-Us



Launching Catalyst 9105AX/W on Fast Track from Nov, 2020. Please check your country's availability before ordering

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[CN] Cisco Collaboration, Cisco Secure

Promo No.	PIDs in this package	Qty
Promo 1	A-FLEX-NUCM-MC	1
	Total	**2**
Promo 1	CS-DESKPRO-K9	1
	Total	**1**
Promo 2	CS-KIT-MINI-K9	1
Promo 2	CP-DX80-K9=	1
Promo 2	L-KITMINI-MS	1
	Total	**3**
Promo 2	FPR1010-ASA-K9	1
Promo 2	AC-PLS-P-50-S	1
	Total	**2**

Promo Code 1	Country	Promo Period
PP-SPEE-170429-00883	CN	Dec 25th 2020

Promo Code 2	Country	Promo Period
BR-Chin-200725-08025	CN	Dec 25th 2020

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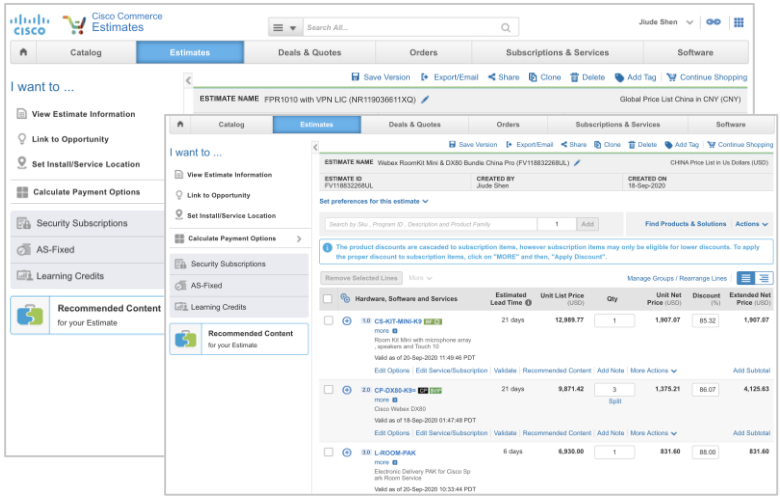

Search by either key in either key in "Webex RoomKit Mini & DX80 Bundle China Pro" or key in "FV118832268UL" either key in "FPR1010 with VPN LIC" or key in "NR119036611XQ"

Webex Room USB

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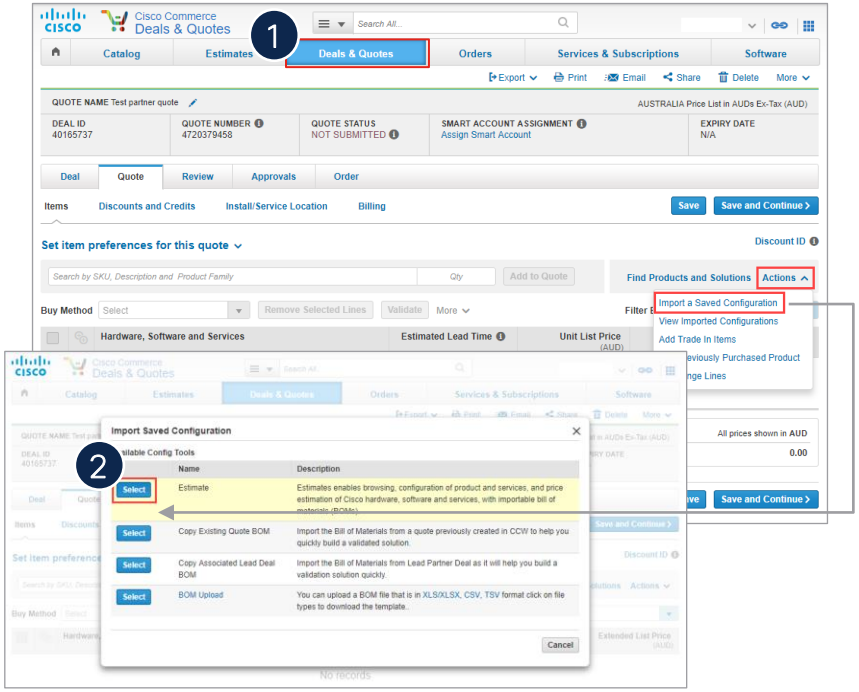
[CN] Cisco Collaboration, Cisco Secure for first time partner, start your quote by using our template

The bridge to possible



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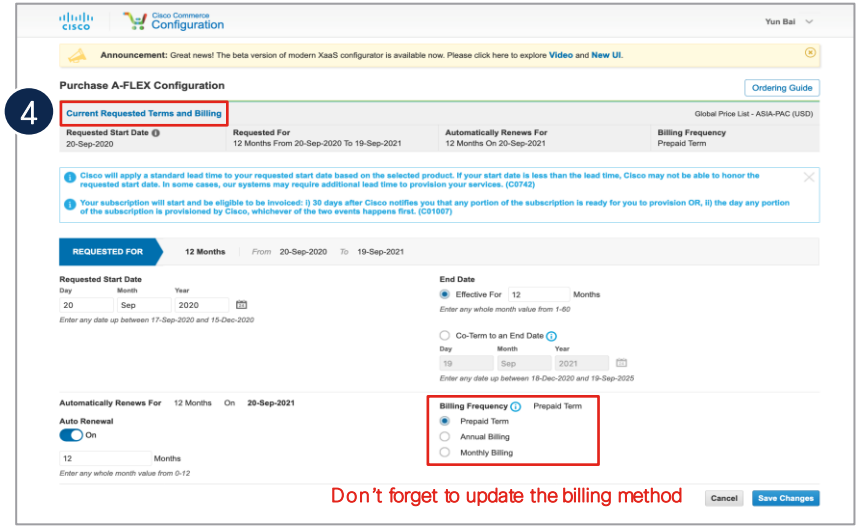
either key in "FPR1010 with_VPN LIC" or key in "NR119036611XQ"



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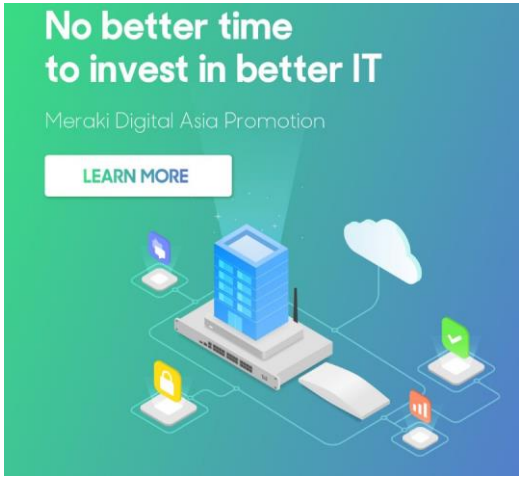
Introduce Meraki Full Stack promotion: Post COVID-19 companies need more agile and cloud-based solutions

Country	Promo Code	Promotion Period
China	BR-Mera-210123-08921	Sep 8th 2020-Jan 23rd 2021

Product Family
MR20, MR30H, MR33 MR36 and license
MX67 MX68 and licenses
Z3 and license
MS120 and licenses
Accessories (ANT, PWR, SFP)

Promotion Details:

- **CCW Promotion Name:** Meraki Digital ASIA Promotion
- **Eligibility:** All Partners
- **Approvers:** Auto Approved in CCW
- **Stacking:** OIP/TIP/MIP only



Cisco Meraki MR 36

Cisco Meraki MS 120

Cisco Meraki MX 64/67/68

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Launching Cisco Business Wireless

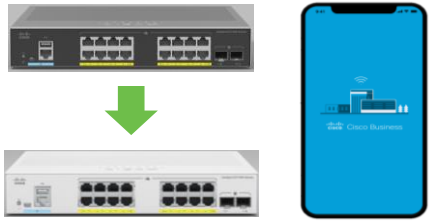
Contact Cisco Representative or Authorized Distributor for amazing Introductory Discounts !

Country	CBW PID	List price (INR)
India (under T5)	CBW140AC-D	₹11,749
	CBW142ACM-D-IN	₹8,717
	3-CBW140AC-D	₹34,489
	5-CBW140AC-D	₹56,471

[The Cisco Business CBW Officenet and Garagenet Sagas]

Documentation

Product



Packaging

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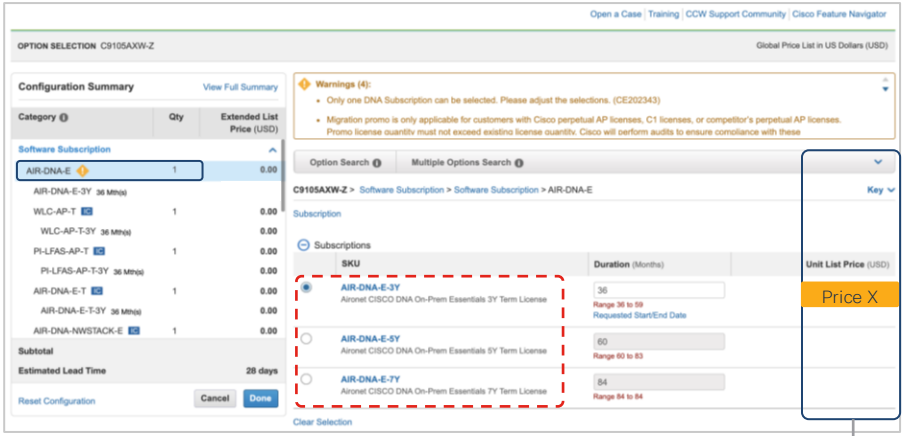
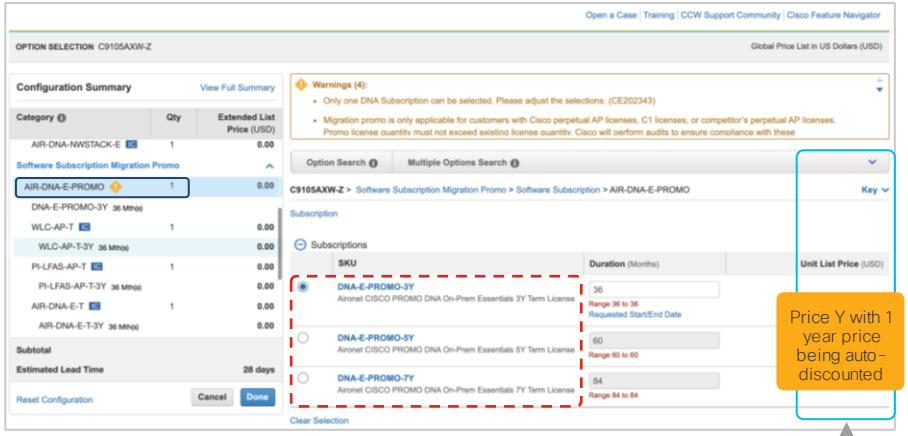
Launching Catalyst 9105AX, 1st Year on US, Cisco DNA wireless license free

The bridge to possible

Before



1-Year-on-Us



Launching Catalyst 9105AX/W on Fast Track from Nov, 2020. Please check your country's availability before ordering

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[India] The change from single Cloud to Multi-Cloud, Cisco Webex, Cisco Secure

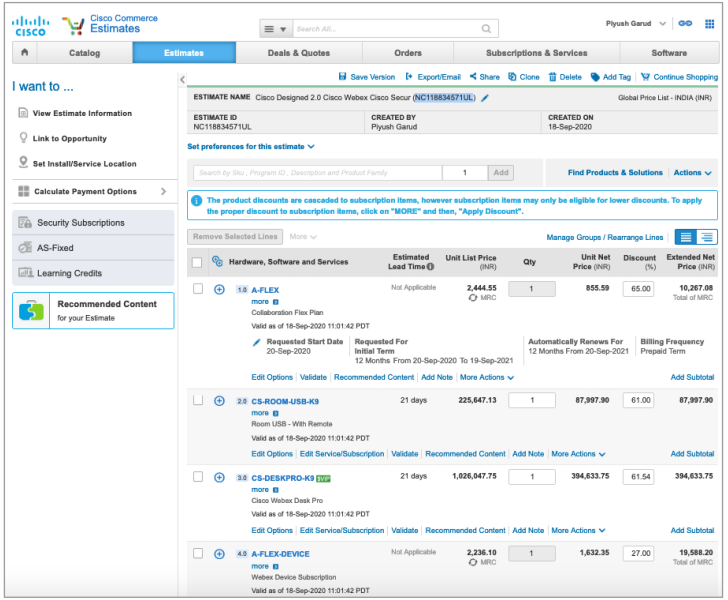
Promo No.	PIDs in this package	Qty
Promo 1	A-FLEX-NUCM-MC	1
Promo 2	**CS-ROOM-USB-K9**	1
	Total	2
Promo 1	**A-FLEX-NUCM-MC**	1
Promo 1	A-FLEX-ADD-DEVREG	1
Promo 2	CS-DESKPRO-K9	1
	Total	3
Promo 3	DUO-MFA	1
Promo 3	UMB-DNS-ESS-K9	1
	Total	2

Promo Code 1	Country	Promo Period
PP-SBF1-210124-08834	India	Oct 25th 2020

Promo Code 2	Country
PP-Fast-200725-06179	India

Promo Code 3	Country	Promo Period
PP-Secu-210123-08706	India	July 31th 2021

No time to create a new BoM, no problem, just clone our templates in CCW and share it with your disti!



Search the estimate template by either key in "2.0 Cisco Webex Cisco Secure-India" or key in "NC118834571UL"

Webex Room USB

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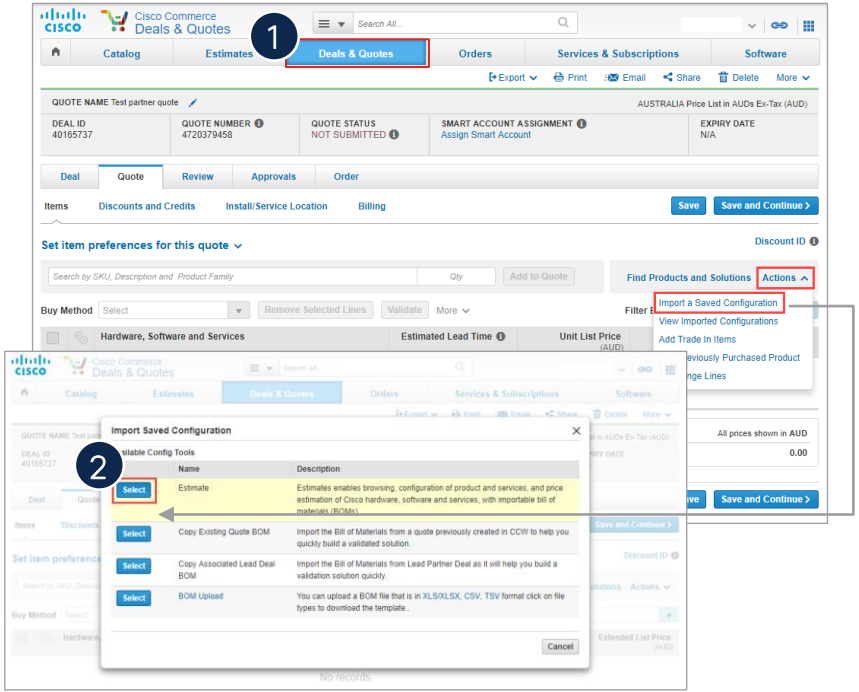
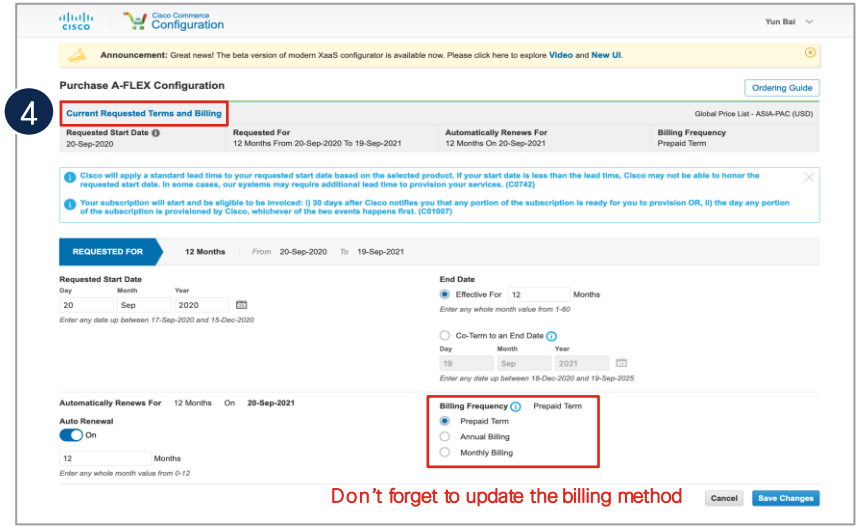
[India] Cisco Webex, Cisco Secure for first time partner, start your quote by using our template

The bridge to possible



3 Search the estimate template by either key in "2.0 Cisco Webex Cisco Secure-India" or key in "NC118834571UL"



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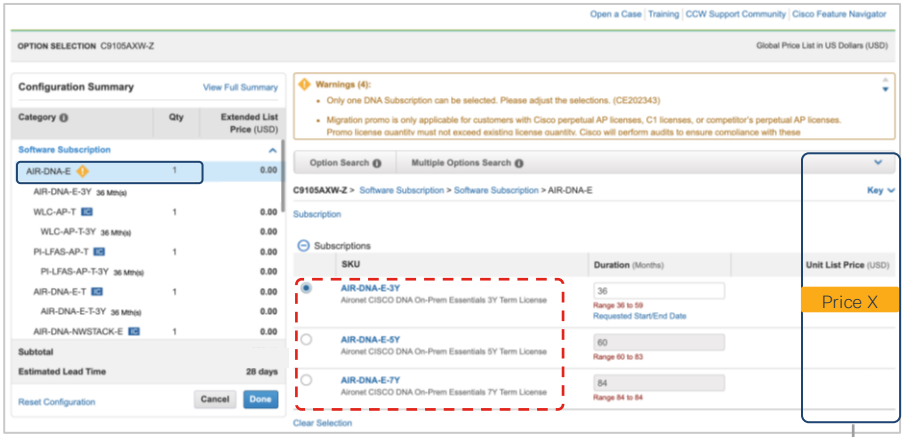
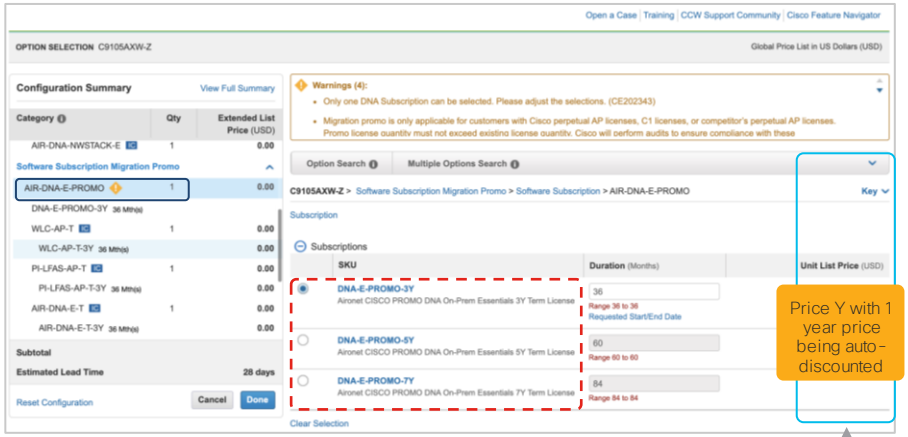
Launching Catalyst 9105AX, 1st Year on US, Cisco DNA wireless license free

Before



1-Year-on-Us



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[JP] The change from single Cloud to Multi-Cloud, Cisco Webex, Cisco Secure

Promo No.	PIDs in this package	Qty
Promo 1	A-FLEX-NUCM-MC	1
Promo 1	CS-ROOM-USB-K9	1
	Total	2
Promo 1	A-FLEX-NUCM-MC	1
Promo 1	A-FLEX-ADD-DEVREG	1
Promo 1	CS-DESKPRO-K9	1
	Total	3
Promo 2	DUO-MFA	1
Promo 2	UMB-DNS-ESS-K9	1
	Total	2

Promo Code 1	Country	Promo Period
BR-FPNU-190126-04933	Japan	Oct 25th 2020

Promo Code 2	Country
PP-Fast-150124-32369	Japan

Promo Code 3	Country	Promo Period
PP-Secu-201031-08081	Japan	July 31st 2021

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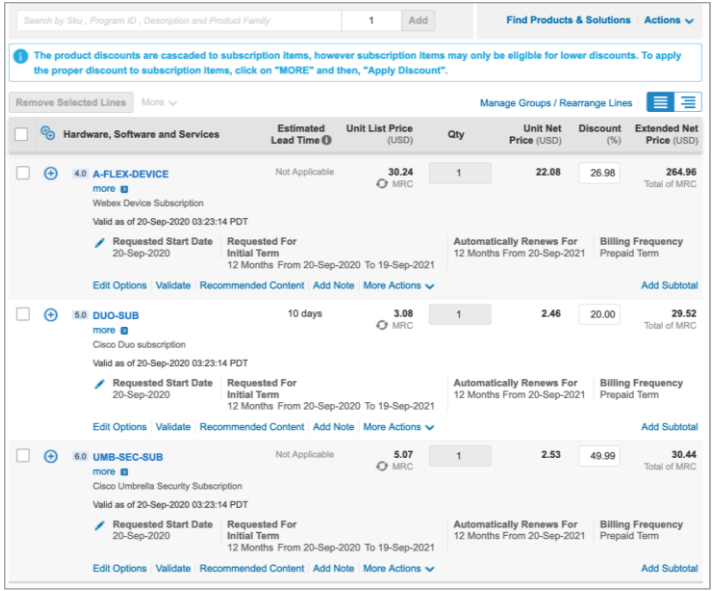
No time to create a new BoM, no problem, just clone our templates in CCW and share it with your disti!



Search the estimate template by either key in "2.0 Cisco Webex Cisco Secure-Japan" or key in "EJ118839208XA"

Webex Room USB

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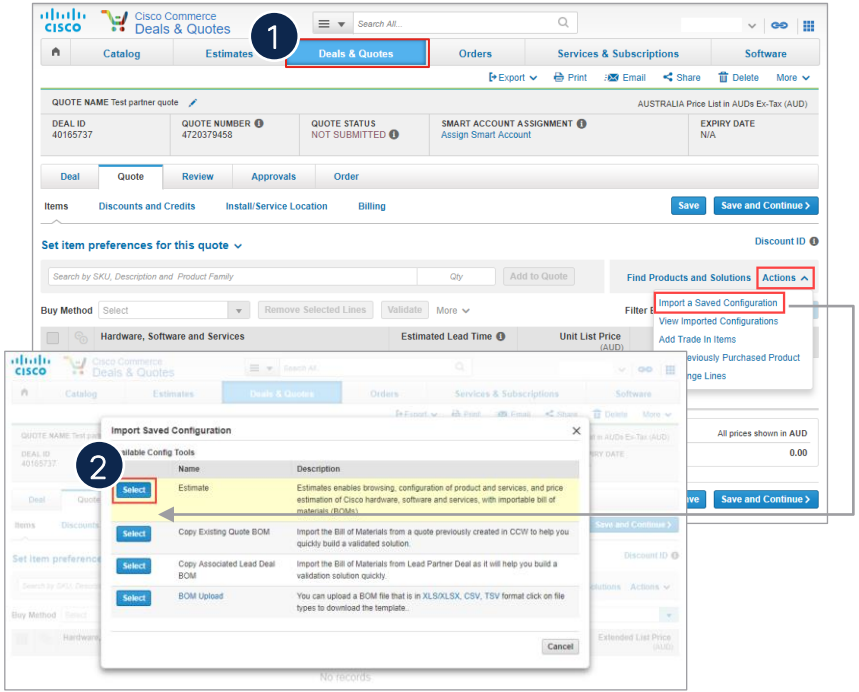
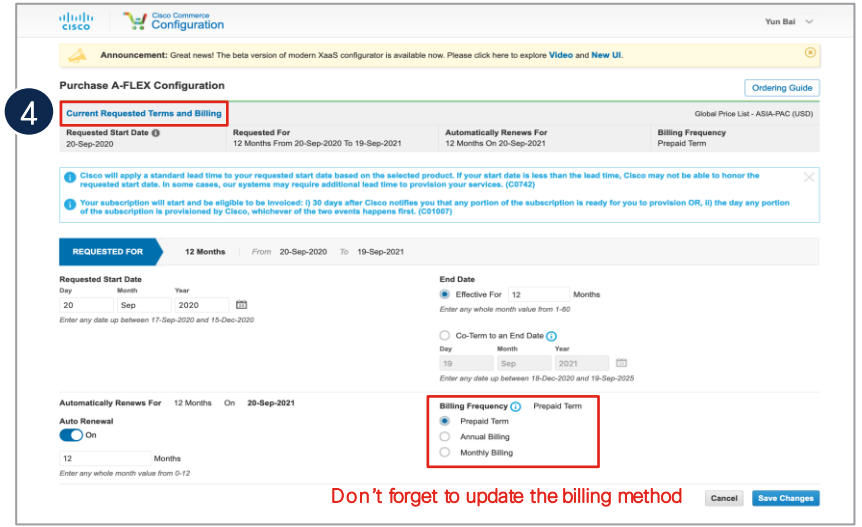
[JAPAN] Cisco Webex, Cisco Secure for first time partner, start your quote by using our template

The bridge to possible



3 Search the estimate template by either key in "2.0 Cisco Webex Cisco Secure-JAPAN" or key in "EJ118839208XA"



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Introduce Meraki Full Stack promotion: Post COVID-19 companies need more agile and cloud-based solutions

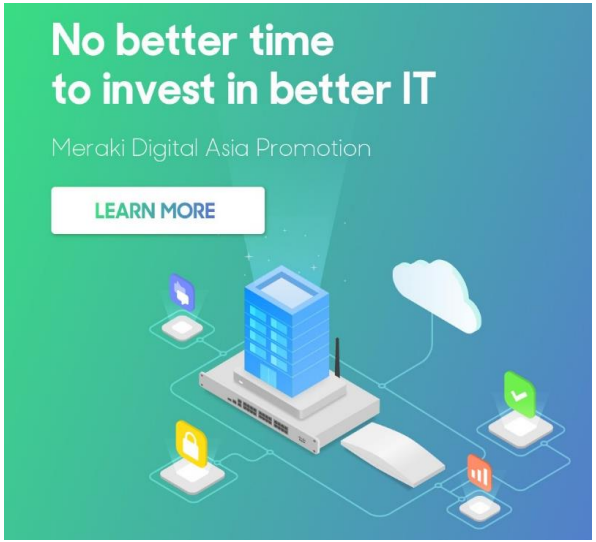
The bridge to possible

Country	Promo Code	Promotion Period
Korea	BR-Mera-210123-08926	Sep 8th 2020-Jan 23rd 2021

Product Family
MR30H, MR33 MR36, MR42 and license
MX64, MX67 MX68 and licenses
Z3 and license
MS120 and licenses
Accessories (ANT, PWR, SFP)

Promotion Details:

- **CCW Promotion Name:** Meraki Digital ASIA Promotion
- **Eligibility:** All Partners
- **Approvers:** Auto Approved in CCW
- **Stacking:** OIP/TIP/MIP only



Cisco Meraki MR 36

Cisco Meraki MS 120

Cisco Meraki MX 64/67/68

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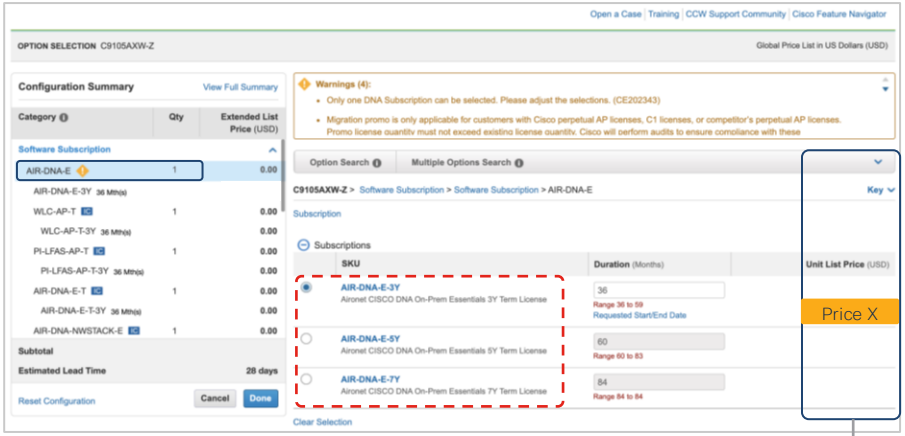
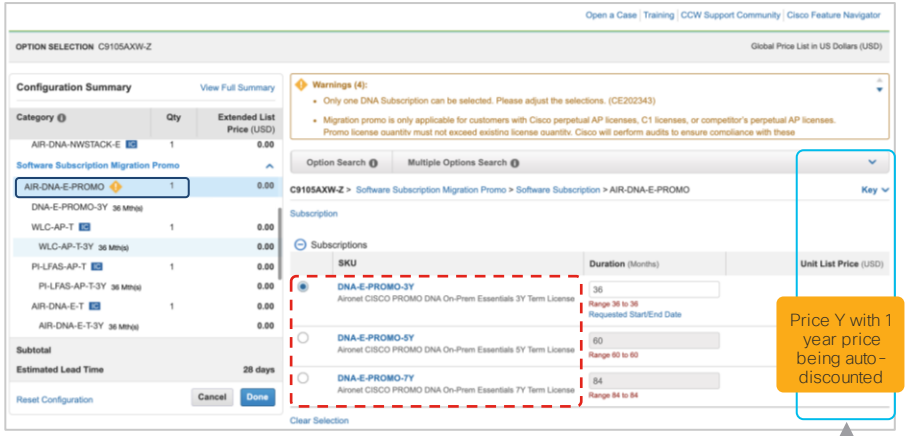
Launching Catalyst 9105AX, 1st Year on US, Cisco DNA wireless license free

The bridge to possible

Before



1-Year-on-Us



Launching Catalyst 9105AX/W on Fast Track from Nov, 2020. Please check your country's availability before ordering

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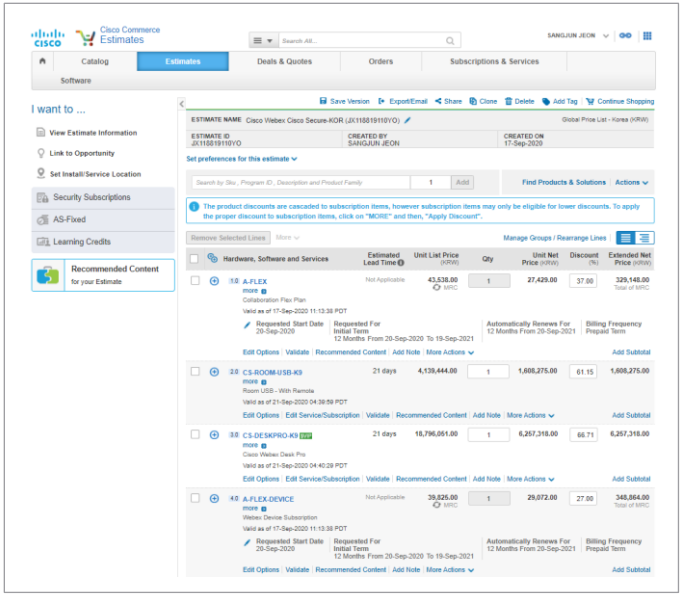
[Korea] The change from single Cloud to Multi-Cloud, Cisco Webex, Cisco Secure

Promo No.	PIDs in this package	Qty
Promo 1	A-FLEX-NUCM-MC	1
Promo 1	CS-ROOM-USB-K9	1
	Total	**2**
Promo 1	A-FLEX-NUCM-MC	1
Promo 1	A-FLEX-ADD-DEVREG	1
Promo 1	CS-DESKPRO-K9	1
	Total	**3**
Promo 2	DUO-MFA	1
Promo 2	UMB-DNS-ESS-K9	1
	Total	**2**

Promo Code 1	Country
PP-Fast-210123-08482	Korea

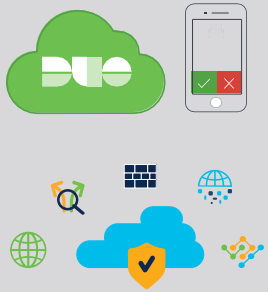
Promo Code 2	Country	Promo Period
PP-Secu-210123-08450	Korea	July 25th 2021

No time of creating a new BoM, no problem, just clone our templates in CCW and share it with your disti!



Search by either key in "Cisco Webex Cisco Secure-KOR" or key in "JX118819110YQ"

Webex Room USB



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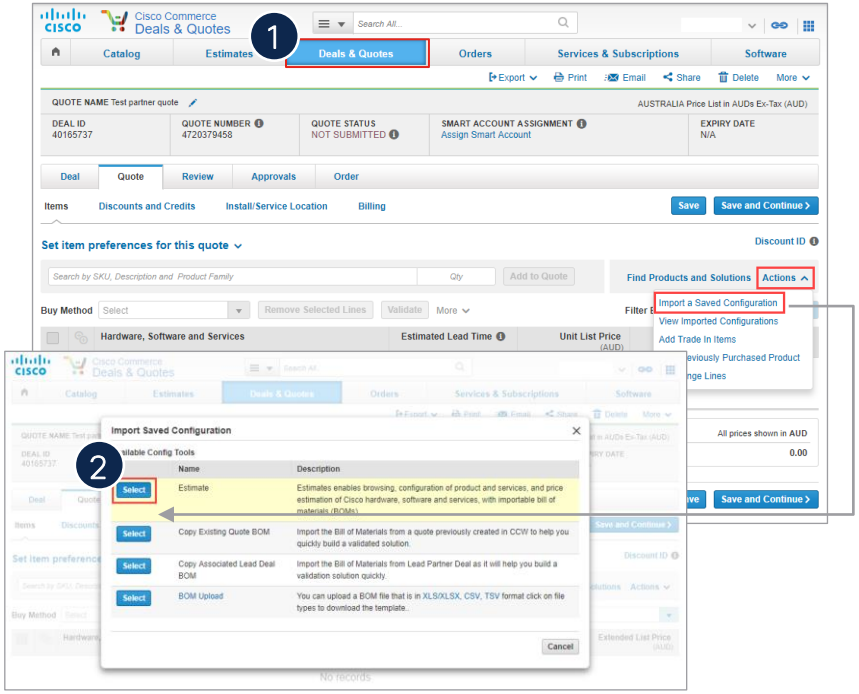
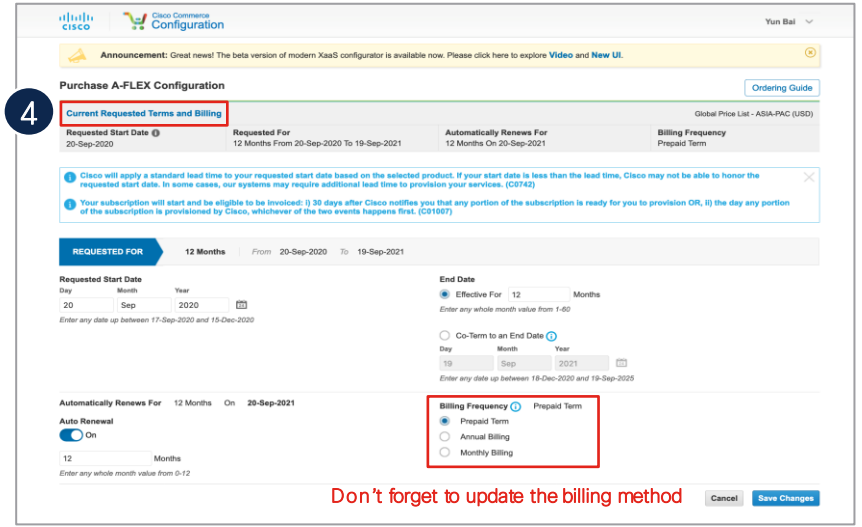
[Korea] Cisco Webex, Cisco Secure for first time partner, start your quote by using our template

The bridge to possible



3 Search by either key in "Cisco Webex Cisco Secure-KOR" or key in "JX118819110YO"



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UNLOCK big incentives and rewards with Cisco's New channel programs

The bridge to possible

Earn extra each quarter:

Seller Reward points* for selling Cisco Designed Skus

With Cisco Designed Seller Rewards Challenge. No targets/min Deal size

Cash Rebate for consistent growth in our SMB business

With New SB+ track on Perform Plus For **Cisco authorized partners** only

Or

Cash Rebate and Bonus for consistent growth in our SMB business

With Perform Plus track for **Select** Partners and enjoy the SMALL + MID bonus

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USD 2K

NEW

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Target % payout points for Q1 FY2021			
Enterprise	**Meraki**	**Collaboration**	**Security**
Foundation SKUs – 1.5%			
C2960L/9300/L ISR 1K/4200/4300	MS120 and License Z3 and License MR20/30H/33/42 and License	IP Phone 88xx Series/DX80 Headset Device Registration	FPMID/FPRMID AMP/ESA/CISE/ ANYConnect
Or Bonus SKUs – 3.5%			
Cat1K, 9200/L and its DNA license ISR900	MX64/67/68 and License	Room Kit/Mini/Plus/ Webex USB Webex Flex Meeting Names User License	FPRLOW UMB/DUO
Access Points Bumper Bonus 3.5%			
AIR 1815/30/40/50 & CBW	MR36 and License		

Criteria for partners to start earning

- Any transaction with SKUs listed in Cisco designed approved promotions SKUs list
- Limit to 2,000 net USD worth points per BEGEOID per quarter
- Start measurement from 27th July, 2020 (Day 1 of FY21Q1)
- Applicable for ANZ, ASEAN, INDIA and JAPAN partners

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USD $500/ $1K

NEW

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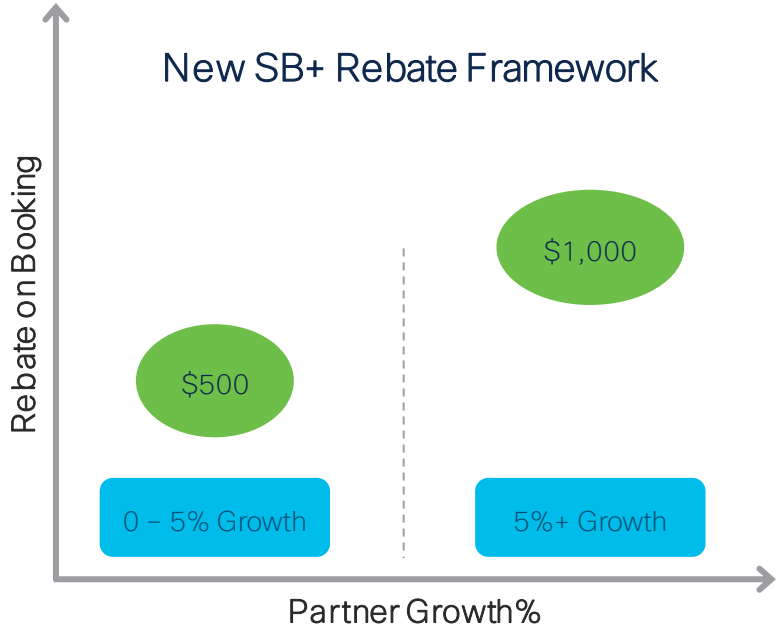
Grow More. Earn More



Who is it for?

For all registered partners with >75K booking in SB (Small Business Segment/Accounts).

How to earn?

Grow +ve in SB and earn $500/Qrtr.
Grow 5%+ and earn $1,000/Qrtr.

What about Perform+?

SB+ is a new track under Perform+ for registered partners >75K.

No changes to current Perform+ tracks. Click here for more info on Perform+

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Seller rewards Program Enrollment

USD 2K

NEW

Step 1

Accept CPIA (Channel Program Incentive Agreement) in the **Partner Program Enrollment Tool (PPE)** or **learn more.**

Step 2

Once CPIA is accepted, your company will be **auto-enrolled into Seller Rewards** (only users with Admin access should accept CPIA and enroll)

Step 3

The Cisco Administrator with Partner Self Service (PSS) access and all associated contacts will then receive an email invitation within 24 hours from PSS to individually enroll in Seller Rewards. **Simply click on the link in the email to enroll.**

Step 4

If you don't have the email invitation, admins can log in directly to the seller rewards platform here:

A. If you are still not able to log into Seller Rewards go to: https://getlog.cloudapps.cisco.com/WWChannels/GETLOG/optIn.do. After visiting this link while logged into your CCOID, it will attempt enroll your CCOID into Seller Rewards.

B. If this is successful, then you can go to https://sellerrewards.cisco.com/ and complete your individual profile.

C. If none of the above is working. Please raise a case via email to sellerrewardssupport@external.cisco.com for support and the team will assist with the enrollment

New SB+ Track in Perform Plus Program Enrollment

USD $500/ $1K

NEW

Step 1

Partners eligible for SB+ will receive an email invitation to enroll by **1st week of Sep '20**

Step 2

Simply click on link in the email to enroll

Step 3

An email notification will be sent to confirm on your successful enrollment to SB+

Step 4

If you have not received any confirmation, please raise a case in Partner Program Enrollment via https://customerservice.cloudapps.cisco.com/

For any question, you can also raise a case via link above

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How to buy: Single product purchase

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Hardware and License/SW

Fast Track

Small Segment Promotion

- Net Pricing Countries*– **Use quick quote** to order upfront (PP discounts applied automatically).
- Rest of APJC – **submit POS** using PP code (standalone) and claims will be processed as credit memo back to our authorized distributors
- For Small Segment Promo, discount will only be applicable if (1) end customer belongs to Cisco's **Small** customer segment and (2) **All end customer details** are to be completed when ordering in CCW

Meraki (HW and yearly License)

cisco Meraki

- Net Pricing countries* – **Use Quick Quote** to order upfront (BR discounts applied automatically)
- Note declare **end customers accurately** as orders will be approved if end customer is invalid
- Rest of APJC (on GPL) – Register a Meraki deal in CCW in the incentive page (BR)
- This is auto-approved (unless OIP is stacked/chosen together). **No AM approval**

Term based License/SW

cisco Cisco Umbrella

Cisco Webex

- Subscription based license scheme
- Import a quote estimate and create a deal.
- For SaaS/MSRP products – Choose **SaaS BID account**
- Discounts are applied upfront upon choosing the right BID
- Please provide POS for promotion discounts (i.e. higher than standard discounts) for discount governance

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How to buy: Multiple product purchase

The bridge to possible

Bundles has a higher discount compared to ala carte purchase of the same configuration in Fast track

- Catalyst 1K buy 2 get 1 free
- Collaboration Huddle Space promotion
- Webex Meeting License offer for SMB
- Meraki remote workforce promotion

All bundles can be purchased using **either one** of the below purchase process

1

For **Bundles using PP discount codes**, use **quick quote in CCW** on a single order processing. **Discounts are instantly approved** once quick quote is submitted in CCW

1. Generate a Quote in CCW and create an order with quote estimate ID (i.e. quick quote process)
2. **DART** will be generated upon order submission

2

For **Bundles** that are selected on **the incentive page (BR)**

1. Register a deal on the incentive page (BR) with selection of the promotion name
2. Each promotion chosen will be routed to approvers
3. Once approved, **DART** will be generated upon order submission

Note: If **Promotion discounts are deviated**, where Cisco Sales AM has edited the discounts, this deal is **Not** accounted for DIR payout

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Difference between PP and BR Code in CCW

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Push Promotion (PP) Code	Behaviour Rewards (BR) Code
Use “Create Quote/Order”	Use “Create Deal”
Auto Approved	Multiple levels of approval
Updating Partner is must, If using Small Promotion, updating ALL end customer details is a must	Updating Partner is must For Meraki, updating All end customer details is a must
Deal ID is generated when ordering in CCW	Deal ID is generated
No Questionnaires to fill	Deal specific info required
Promotion (PP) is applied automatically	Promo (Incentive e.g. OIP) selection is must
Highest discount in stack	Additional discount as per promo(incentive) chosen

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FAQ on Cisco Designed Promotions (1)

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I have been asked to load order using BR code, not sure how to proceed?

1

Check the promotion with your pre-sales and proceed to create deal or create quote/order. Use incentive tab/contact BDM if you need the promo guide. Link above on guide to order through BR Code

How can I validate if my SKU is covered under PP promotion?

2

Create an order and view discount section for best discount in stack, Else view discount under promo in incentives tab, if PP code is known

The Fast Track discount offered to me is not showing up in quick quote or my direct order creation?

3

Step 1: Open a case with Partner Business Services (PBS) team to investigate.

Step 2: Contact DPAM and BDM as second level of support

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FAQ on Cisco Designed Promotions (2)

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If the discounts has been withdraw or if there is a change in price list, what should I do? 4

When you receive an email that your claim is rejected, send an email to apjc_disti_rebates@cisco.com referencing the claim ID, reason why order cannot be fulfilled before the discount change, price list change, or within the promo period. Attach proof that the order was placed by reseller within the promotion active period.

Which BR/Offer/promotion is eligible for DIR rebates? 5

All orders created by a Distributor or Partner using promotions (PP/BR) except for

1. If Promotion discounts are deviated, where Cisco Sales AM has edited the discounts, this deal is Not accounted for DIR payout
2. If it is an OIP Deal, deal is NOT accounted for DIR payout

What happens if my BOM has hardware and term based license? 6

Use SaaS ERP/CBN BID to order your SaaS SW subscription SW. POS out with hardware

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FAQ on Cisco Designed Promotions (3)

The bridge to possible

I am getting only STD discount of 20% for Annuity instead of 37% when I create a quick quote. How do I proceed?	7	Check if the reseller partner is SaaS certified in CCW under Authorizations Specialisations
The PP discount in order/quick quote does not match the one given to me in excel sheet shared by DPAM. How do I go about this ?	8	Open a case with PBS via Customer Service Central.
I have created a deal id for my own internal business use (NFR), but the promotion discount is not showing up?	9	Starting FY19 NFR program requires enrollment via PPE. To know more click here!

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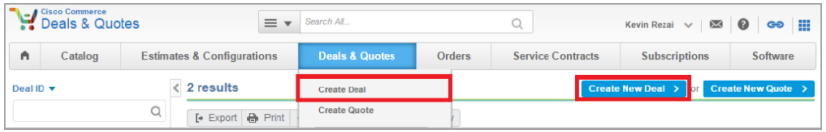
How to order through BR code

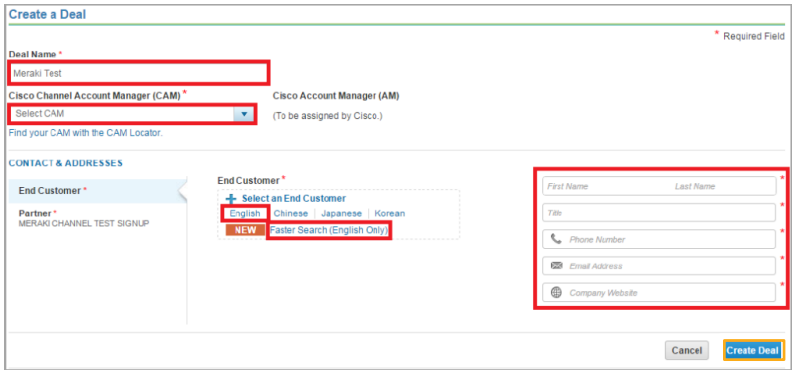
The bridge to possible

Log in CCW and Create a deal → Complete "who's Involved" → Enter Deal Info → Select Promo in Incentive page → Answer the questionnaire → Add sku or upload BOM → Submit BOM for approval

1. Click "Create Deal"



2. Input deal information and Select CAM
3. Select end Customer
   - Click "**English**" or "**Faster Search (English Only)**"
   - Type End Customer's name into search box and select from list generates. (If there are duplicates of correct address, select HQ version)
   - If end Customer doesn't exist, "**Create customer**"
4. Enter End Customer and partner Contact info
5. Click "**Create Deal**"



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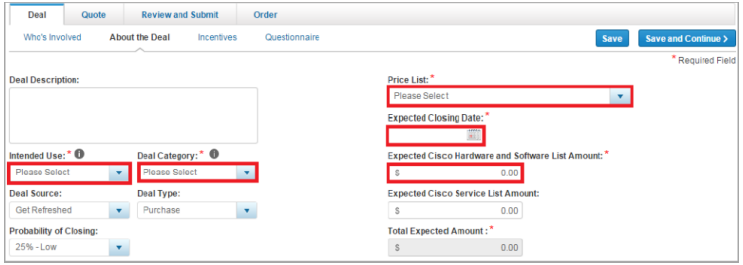
How to order through BR code

The bridge to possible

Log in CCW and Create a deal → Complete "who's Involved" → **Enter Deal Info** → Select Promo in Incentive page → Answer the questionnaire → Add sku or upload BOM → Submit BOM for approval

6. Enter deal info
   - Intended Use: "**Resale**"
   - Deal Category: "**Other-resale/Infrastructure**"
   - Price List: "**Global Asia-Pac Price List in US dollars**"
   - Expected Closing Date
   - Expected Cisco hardware and Software list Amount
7. Click "**Save and Continue**"



8. Under incentives, select checkbox for the volume promotion and click "**Save and continue**"
9. Answer the questionnaire (Usually 1-2 question only)
10. Click "**Save and Continue**"
11. Select "**Buy Method**", "**Install Site Country**" and "**Service to Country**" from the Drop Down
12. Click "**Save and Continue**"

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How to order through BR code

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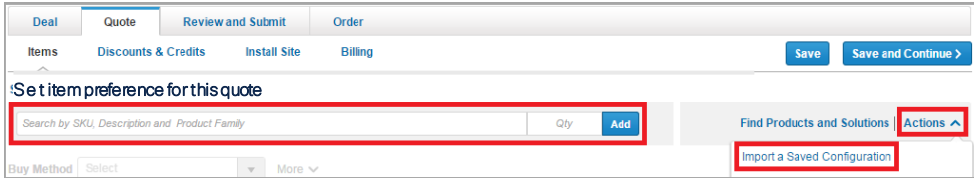
The bridge to possible

Log in CCW and Create a deal → Complete "who's Involved" → Enter Deal Info → Select Promo in Incentive page → Answer the questionnaire → Add sku or upload BOM → Submit BOM for approval

13. Add Products
    - Enter the product "**SKU**" and "**Quantity**" OR
    - Upload BOM under "import a Saved Configuration"
13. Click "**Submit Quote for Approval**"



TIP

1. If you check on OIP with Cisco Designed (PP) promotions, Deal will go through additional qualification process and additional approval path. <50K nett ; 24 hours SLA; >50K nett 3-5 days
2. For Cisco Designed promotions, we will typically set-up for auto-approval. So approval will be instant. If not, SLA <4 hours
3. We advocate to proxy for your partners to submit the deal on their behalf. Early visibility to Cisco protects your partner (deal protection) and selection of Distributor cannot be changed by partner later for the deal.

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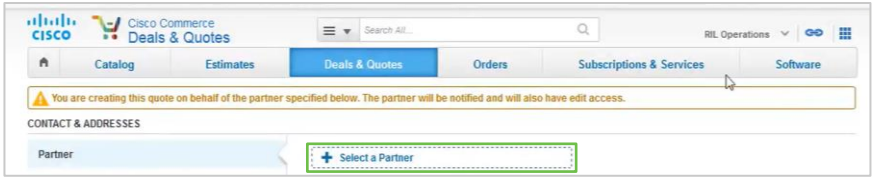
How to use quick quote for Small Promo (PP) code in CCW

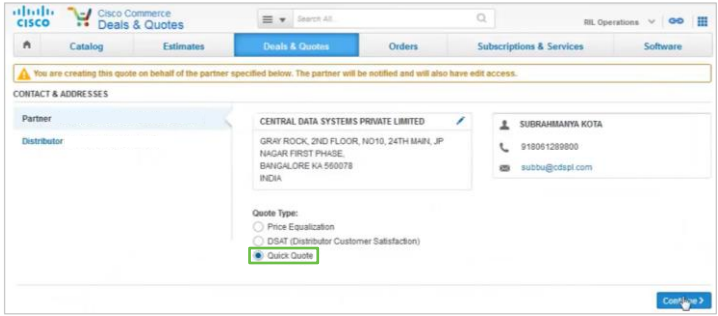
The bridge to possible

Log in CCW and select Partner › Choose Quote type as "quick quote" › Enter Quote Info › Provide End customer details › Complete "who's involved" › Add sku(s) › Submit quote for approval

1. Log in CCW, **select a partner** that you are creating the quick quote for, and provide the details (Note)



2. Choose **quote type** as "**quick quote**"



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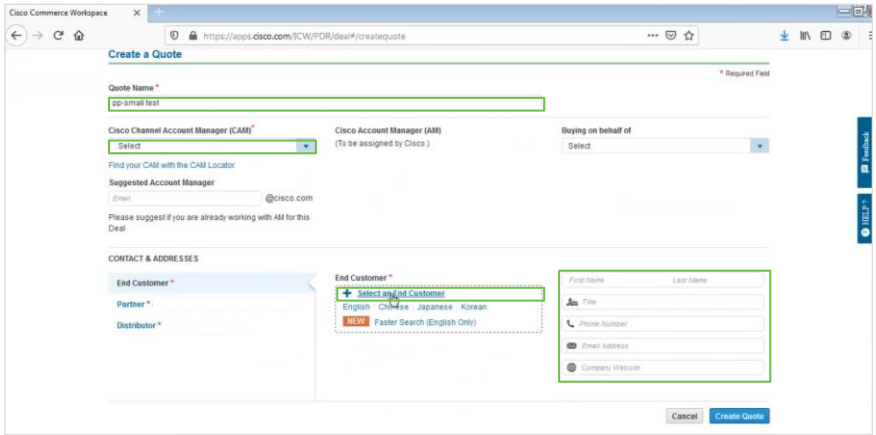
How to use quick quote for Small Promo (PP) code in CCW

The bridge to possible

Log in CCW and select Partner → Choose Quote type as "quick quote" → **Enter Quote Info** → Provide End customer details → Complete "who's involved" → Add sku(s) → Submit quote for approval

3. Input quote information and Select CAM
4. Select SMALL end Customer
   - Type End Customer's name into search box and select from list generates. (If there are duplicates of correct address, select HQ version)
   - If end Customer doesn't exist, "**Create customer**"
5. Enter End Customer info (**all fields are mandatory** else pricing will not be applied and defaulted to standard/Fast Track pricing)
6. Click "**Create quote**"



Note: small promotion code cant be used for distribution stock or sell-in but only for POS or sell-out

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How to use quick quote for Small Promo (PP) code in CCW

The bridge to possible

Log in CCW and select Partner → Choose Quote type as "quick quote" → Enter Quote Info → Provide End customer details → Complete "who's involved" → Add sku(s) → Submit quote for approval

7. Enter deal info
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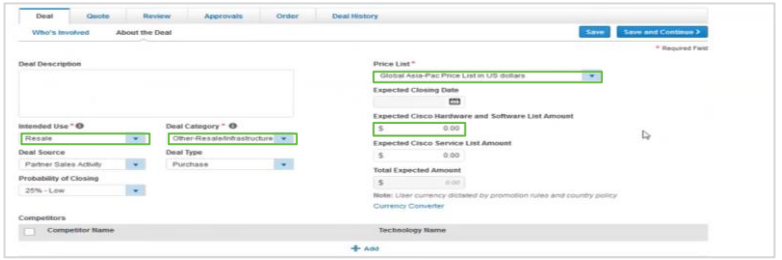
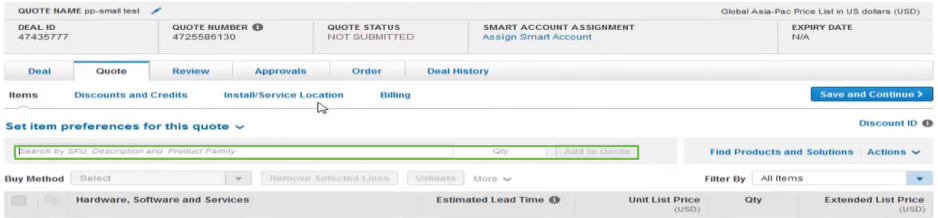


9. Add Products
   - Enter the product "**SKU**" and "**Quantity**"
   - Check if **PP-C1KS-xxx** is applied
10. Click "**Submit Quote for Approval**"
    - Discounts will be instantly approved
    - Deal ID will be generated



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Current Small Segment Promotion offers: If done correctly, CCW should show the following

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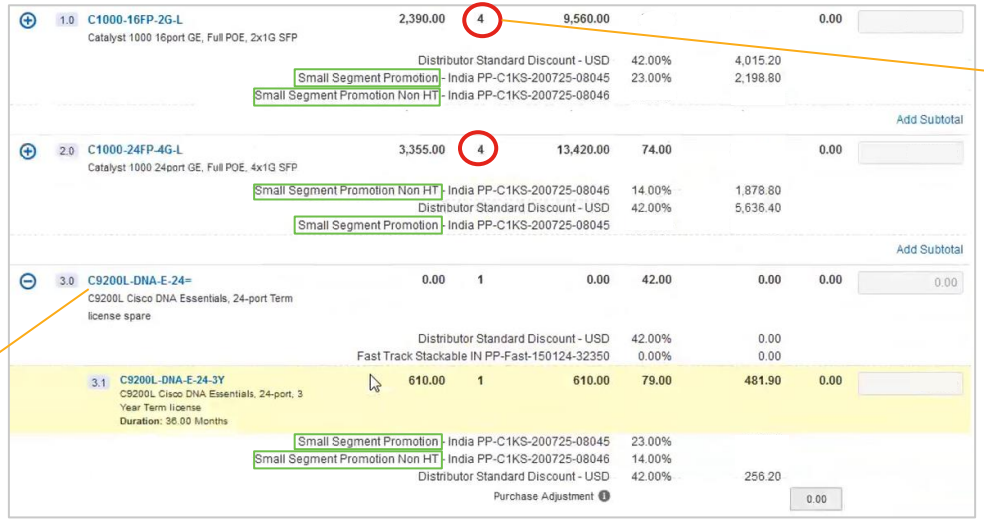
Log in CCW and select Partner → Choose Quote type as "quick quote" → Enter Quote Info → Provide End customer details → Complete "who's involved" → Add sku(s) → Submit quote for approval



Please enter parent SKU first and choose the license that is on promotion

For India, Enter 4 units to enjoy buy 4 for 3, Rest of APJC Enter 3 units to enjoy buy 3 for 2

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