



Q4 FY18 (May-July) Promotions Cheat Sheet

Updated 5/3/2018
US VERSION

Enterprise Networking

Security

Data Center

Collaboration

Services Promotions

Capital Offers

Guided Deal Registration

Migration Incentive Program

Cross Architecture

Account Breakaway

Data Center	Enterprise Networking	Security	Internet of Things (IoT)
Discounts <ul style="list-style-type: none">Up to 70% off Eligible products <ul style="list-style-type: none">UCS B/C ProductsSmartPlay BundlesNexus ProductsHyperFlex Highlights <ul style="list-style-type: none">New UCS/Nexus opportunities to CiscoReactivate dominate customer that haven't purchased in 24 months3 ways to register deal (1) UCS Only (2) Nexus Only (3) UCS & Nexus6 month deal registrationUCS/HyperFlex NABs qualify for an incremental 2% VIP rebate	Discounts <ul style="list-style-type: none">Up to 60% off Eligible products <ul style="list-style-type: none">Catalyst Switching<ul style="list-style-type: none">3000 Series (3650, 3850)4000 Series (4500-X, 4500 E)6000 Series (6500, 6800)9000 Series (9300,9400,9500)Routing<ul style="list-style-type: none">ISR 4000 SeriesASR 1000 SeriesISR 800 Series (4G Ready)Wireless<ul style="list-style-type: none">802.11ac Solutions Highlights <ul style="list-style-type: none">Net-new opportunity with no install base of the requesting technologyCustomers that have not purchased in 2 years6 month deal registrationNAB How-to-GuidePlus 2% VIP Kicker	Discounts <ul style="list-style-type: none">Up to 70% offIncr. 10-20% on multi-year license terms Eligible products <ul style="list-style-type: none">Network Security (Firewall & IPS)Email SecurityWeb SecurityAMPIdentity Services EngineCloud Security (Umbrella/Cloudlock/Stealthwatch) Highlights <ul style="list-style-type: none">Net-new opportunity with no install base of the requesting technologyCustomers that have not purchased in 2 years6 month deal registrationPlus 2% VIP Kicker on eligible products	Discounts <ul style="list-style-type: none">Up to 56% off Eligible products <ul style="list-style-type: none">Connected Grid & Industrial Ethernet SwitchesConnected Grid, Industrial & Embedded RoutersIndustrial Access PointsIndustrial Security Appliance (ISA)Software<ul style="list-style-type: none">Connect Grid Network MgmtIndustrial Network DirectorCisco ONE Highlights <ul style="list-style-type: none">Net-new opportunity with no install base of IoT solutionsApplies to reactivated IoT customers that haven't purchased in 2 years6 month deal registration
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Migration Incentive Program

- Discounts**
- Core Base +4% (Cisco) & +5 (Competitive)
 - Compute Base +2% (Cisco) & +3 (Competitive)
 - Up to 21% Technology Driven Offers - [See Matrix](#) for incremental discounts
- Eligible products**
- Across all technologies see eligible product list. [View](#)
- Highlights**
- Each deal must have customer agreement to return equipment & partners can migrate up to 125% of the existing customer network.
 - MIP is stackable with OIP/TIP programs
 - Trade-in RMA be closed and all products returned within 180 days after the final shipment of purchased products

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Cross Architecture

Fast Track

Discounts

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

Eligible products

- Switching
- Wireless
- Security
- Routing
- Exceptions apply: [see Eligible Product Lists](#) Highlights
- Over 200 discounted products
- Only available through distribution
- Pricing is front-end loaded

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Simple IT Promotion

Discounts

- Create customized Simple IT bundled solutions and get tiered discounts based on the number of solutions you add to a Meraki opportunity
- Up to 4% w 1 Solution
- Up to 5% w 2 Solutions

Eligible products

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

Highlights

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

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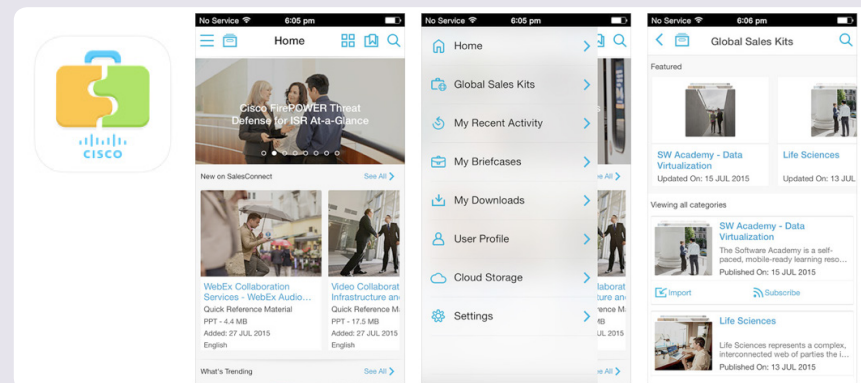
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Cross Architecture

Security

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Migration Incentive Program

Enterprise Networking

DNA Appliance SeedIT

- Up to 70% off.

Eligible products

- DNA Center Appliance
- SDA Lab Kit

SDA Lab Kit Components:

- SE Virtual Appliance
- WLC3504 Controller
- Catalyst 9300 Switch
- Aironet AP 3802
- Cisco ONE

Highlights

- Choose "Standalone Incentive" category, then SeedIT in CCW
- Deal must be registered and fully approved in CCW
- Limit of 1 DNA Appliance or SDA Lab Kit Bundles

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Enterprise Networks Dynamic Offers

Discounts

- Create customized EN bundled solutions by group and get tiered discounts
- Up to 8% w 3 of 3 Groups
- Up to 7% w 2 of 3 Groups
- Extra 5% on Extended Discount Group

Eligible products

- Groups
 - 1 Catalyst Switches
 - 2 Wireless
 - 3 Routing
 - + EN Software & Security

Highlights

- No approvals required, discounts applied automatically
- Flexible by design to fit more customer scenarios
- Create an order through CCW and discounts are automatically applied
- Includes Meraki Switches, Access Points & Security Appliances

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DNA Advantage Access Bundles

Discounts

- Free Access Points when buying fixed and modular access bundles with a 5-year Cisco ONE or DNA Advantage subscr

Eligible products

- Catalyst 9000
- Aironet 2800 & 3800

Highlights

- Helps transition to SD-Access with a fixed and modular
- Receive up to 9 APs for Free

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Leverage the Power of Your Install Base with Cisco Ready Build pipeline by optimizing your installed base customer networks

What is Installed Base Lifecycle Management (IBLM)

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

Resources

- [Cisco Ready Resource Page](#)
- [Cisco Ready Video - How To \(5MINS\)](#)
- [Cisco Ready Partner Portal](#) (iPad app)
- [Technology Migration Program \(TMP\)](#)

Receive incremental stackable discounts on eligible Cisco trade-ins





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Security

Security Ignite: Base

Discounts

- Up to 6%

Eligible products

- Security
- Exceptions apply: see [Eligible Product Lists](#)

Highlights

- Available to Express Specializations, Advanced Security Architecture Specialization, Master Security
- Express partners can only register products based on their specialization
- Eligible for only approved OIP/TIP deals
- Discount applies only to eligible security products, not services or renewals
- Qualified deal registrations are valid for 180 days

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Install Base Refresh

Discounts

- Create customized Security bundled solutions by group and get tiered discounts
- Up to 5% w 4 of 5 Groups
- Up to 6% w 5 of 5 Groups
- Extra Up to 5% on Extended Discount Group

Eligible products

- Groups:
- 1 Next Gen FireWall
 - 2 FPS/FTD Licenses
 - 3 AnyConnect
 - 4 AMP
 - 5 Email
 - + ISE/DMC/StealthWatch/Umbrella

Highlights

- No approvals required, discounts applied automatically
- Flexible by design to fit more customer scenarios
- Create an order through CCW and discounts are automatically applied
- Stackable with other offers including OIP, TIP, SIP, Ignite and ASA refresh

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Umbrella Secure Access Promotion

Discounts

- Add Cisco Wi-Fi Security to your Cisco APs for full protection at half the cost
 - Receive up to 6 & 18 months free
- *Based on a 1-year & 3-year terms

Eligible products

- Umbrella WLAN 1 & 3 Year Terms
- Aironet Access Points (1500, 1800, 2800, 3800)

Highlights

- Umbrella offers defense against Malware, Phishing and Ransomware for Wi-Fi connections - [Learn More](#)
- Get up to 79% off when stacked with OIP and Security Ignite - [See How](#)

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Ransomware Quick Prevention

Discounts

- Create customized Ransomware security bundled solutions and get tiered discounts based on the number of solutions
- Up to 6% w 2 Groups
- Up to 7% w 3 Groups
- Up to 9% w 4 Groups
- Up to 11% w 5 Groups

Eligible products

- Group 1 - Umbrella (Min 10)
- Group 2 - AMP for Endpoint (Min 25)
- Group 3 - Email Security (Min 100)
- Group 4 - CES AMP (Min 100)
- Group 5 - ThreatGrid (Min 1)

Highlights

- Must meet minimum license quantity to be eligible for tiered discounts
- Must purchase a combination of products from two, three, four or five groups
- Stacks with other promotions

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Guided Deal Registration

Migration Incentive Program

Data Center

SmartPlay

Program details

- Build-your-own-bundle program
- Configure competitive UCS solutions at an affordable price
- Achieve faster delivery through our build-to-order (BTO) distributors
- 3 Ways to Bundle - Select, HyperFlex & Rack Paks

Eligible products

- UCS Blade & Rack Servers
- Cisco ONE Software
- Smart Net Total Care
- HyperFlex

Highlights

- Build your own bundle specific to the customer's environment
- Mix and Match Fully Congured Components to Create the Perfect "Select" Bundle for Your Customer
- [SmartPlay Select Order Entry Training VOD](#)

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SeedIT First-Time Buyer Promotion

Program details

- Objective: drive first-time customer purchase of new Cisco Platform
- Up to 70% off

Eligible products

- NEW HyperFlex M5
- ACI w Nexus 9336 & APIC
- UCS S-Series 3260

Highlights

- Choose "Standalone Incentive" category, then SeedIT in CCW
- Deal must be registered and fully approved in CCW
- Limited to 1 unit of an eligible bundle/sku within each eligible product family
- Must meet product specialization requirements

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HPE Competitive UCS Promotion

Discount

- Up to 70% off
- Tiered discount based on products

How to Qualify

- Cisco is bidding against HPE servers in the opportunity
- At least 25% of the customer's data center comprises of HPE Servers
- The account has purchased HPE Servers in the last 12 months

Highlights

- Required to meet 1 of qualifications above
- Register in CCW and request "HPE Competitive-UCS" drop down
- Receive up 68% on SmartPlay Bundles

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Hyper Converged Infrastructure Competitive Promotion

Discount

- Up to 74% off

Eligible products

- HyperFlex Systems

Highlights

- Customers must meet one of the following criteria:
 1. Cisco is bidding against HCI Competitors in the deal, or
 2. The account has purchased HCI Competitor's product in the last 12 months
- Deal needs to be OIP or TIP and does not conflict with other registrations

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Collaborate Everywhere Promotion

Eligible Paths

Competitive & MidMarket

Build technology market share by displacing competitive products or selling BE6000 or BE4000 solutions.

Dormant & Reactivate

Replace legacy Cisco install base with up-to-date products

Base Discounts

- Up to 58% (HDWR)
- Up to 62% (Software)
- 35% Cisco Branded Services

MidMarket Discounts

- Up to 70% (Server, Phones & Software)
- 50%-Cisco Branded Services
- Deals up to \$300k GPL

Qualification

- Displace a Cisco competitor within Call Control, Voice Endpoints, Video Endpoints, Web or Video Conference or Customer Care
- Eligible competitive displacements: (Avaya, Polycom, ShoreTel, Microsoft, Blue Jeans, Broadsoft, Ring Central, Logitech/Lifesize, And more)
- Replace legacy Cisco install based
- Software: Call Control License (Version), Video License/Ports (Type), Customer Care (Version)
- Hardware: Voice Endpoints, Video Endpoints, Video Appliances, Servers, SMB Voice

Highlights

- Partner must select Hunting (OIP) or Teaming (TIP) to be eligible for Collaborate Everywhere discounts
- Partner must order a minimum of one year of the applicable service (SWSS or other support service)
- US & Canada Cisco Capital Financing offers: 0% for 2 Yrs / 1% for 3 Yrs / 2% for 4 Yrs / 3% for 5 Yrs
- Look for Collaboration offer for Migration Incentive Program

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Cisco Webex Meetings Partner Pricing Program

Cisco Spark Small Deal Accelerator

Discounts

- 10% off

Eligible products

- Cisco Spark (A-SPK-NAMED-USER)

Highlights

- 10% is automatic without deal registration
- For deals only <500 named users
- Promotion will help drive pricing consistency and speed of transactions for Spark Named User

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Cisco Spark Flex Plan Pro Pack Promotion

Discounts

- Get Pro Pack free for life of subscription on pro pack product only

Eligible products

- Flex Plan Suite Enterprise Agreement & Active User (M3/C3) orders only

Highlights

- Must accept SaaS subscription resale program and T's and C's on PPE
- Flex plan Suite Enterprise Agreement or Active User is required in order to receive the Pro Pack product free
- Free for life of subscription as long as subscription is renewed and no downgrade

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Cisco WebEx Meetings Education Promotion

Discounts

- Up to 60% on Enterprise Agreement Meetings
- Up to 70% on GPL boards
 - 55 inch or 70 inch

Eligible products

- Enterprise Agreement Meetings
- GPL 55 inch and 70 inch boards

Highlights

- Partner must order minimum 100 EA meetings knowledge worker license required for faculty
- Students EA meetings license are included at no cost
- GPL Cisco Spark boards discounts of up to 70% where available
- Must accept SaaS subscription resale program T's and C's on PPE

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BE4K + Webex Meetings

Discounts

- Up to 53% on Cisco Webex Meetings
- Up to 70% on BE4k Appliance & eligible phones
- 30% on BE4K licenses

Eligible products

- Customer must purchase Business Edition 4000 hardware
- Business Edition 4000 license
- Cisco Webex Meetings

Highlights

- Must accept SaaS subscription resale program T's and C's on PPE
- Minimum of 10 total Cisco Webex meeting users license
 - At least 5 must be Webex Advanced Meetings licence
- Webex Teams is optional T's and C's on PPE
 - May mix and match Meeting / Message users
- Maximum deal value cannot exceed \$300K list price

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Services & Software Promotions

Solution Support for FlexPod Migration

Description

Promotion is designed to help you move FlexPod Cooperative Support customers to Solution Support. This promotion is valid only on select Cisco UCS Server and Fabric Interconnect Solution Support service part numbers.

Discount

US/CANADA: **28% off** Solution Support on Cisco UCS Servers & **22% off** Solution Support with Fabric Interconnects

Requirements

A 36-month or longer Solution Support contract is required to get the discount.

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Solution Support for Software Defined Access

Description

Jumpstart Software-Defined Access sales by selling Solution Support multi-year service contracts for almost the same cost as Smart Net Total Care

Discount

Up to 15% off

Requirements

A 36-month or longer Solution Support contract is required

Eligible with the purchase of Catalyst 9000 Series

Switches and Wireless 3800 Access Point and Controllers

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Cisco One ISR 4000 Bundle

Description

Cisco is offering new Cisco ONE 4300, 4400 Series Integrated Services Router (ISR) Application Experience and Voice (AXV) bundles. It includes ISR with data, security, Wide Area Application Services (WAAS), voice, and Cisco Unified Border Element session licenses.

Discount

30 - 40% off standalone pricing

Requirements

Cisco ONE 4300, 4400, 4451 Integrated Services Routers

Register deals using appropriate SKUs through [Cisco Commerce Workspace \(CCW\)](#)

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Multi-Year Service Contracts Financing

Description

Convenient financing option for multi-year service contracts. Allows you to lock in current pricing, and helps you to avoid a large upfront capital investment.

Discount

2% on Smart Net Total Care multi-year service contracts.

Requirements

Incorporate equipment not currently covered into a Cisco provided maintenance contract

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Cisco Capital Offers * All transactions are subject to individual credit approval.

Cisco Easy Pay **(0% Financing or Better)**

Term

- 3 Years

Eligible products

- All Cisco Products
- Global Service Provider Limited Eligibility
- End of Life Products are not eligible

Highlights

- Your customers get 0% financing over three years,
- Paying only 90% of the hardware purchase price and 100% of the software and services (30% of BoM must be Hardware)

Deal Size

- No minimum deal size
- Deals exceeding \$10 million require special review, contact your Cisco Capital representative www.ciscocapital.com

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3.5% SMB Financing

Term

- 3 Years

Eligible products

- Good with all Cisco hardware, software, and bundled services (non-Cisco hardware is not eligible)

Highlights

- Available for U.S. small and medium-sized business customers only
- Excludes customer that are designated as Select, Enterprise, Service Provider and Public Sector.

Deal Size

- \$1,000 minimum
- \$250,000 maximum

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Open Pay *(Variable Consumption for Compute, Storage, Route and Switch)*

Term

- 3 Years

Eligible products

- MDS, B-Series UCS and select Vblock/ FlexPod Solutions

Highlights

- Open Pay is a variable consumption model for extra capacity for peak demand periods.
- Minimize your customers initial investment, mitigate the need for excessive capacity, and better align future payments to actual usage.

Deal Size

- Minimum \$500K for UCS only (including support services)
- \$1M for converged infrastructure (including support services)

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0% Financing on Security Enterprise License Agreements

Term

- 3-5 Years

Eligible products

- Security Enterprise Licensing Agreement (ELA)/ Enterprise Agreement

Highlights

- Simplify licensing management with just one agreement for your entire organization.
- Preserve cash: Spread costs over time, preserve credit, and avoid a large cash investment.

Deal Size

- No minimum deal size

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Collaborate Everywhere **(as low as 0% Financing)**

Term

- 2, 3, 4 and 5 Year Term Options

Eligible products

- Applies to all products qualified under the Cisco Collaborate Everywhere Program. Must contain at least 50% qualifying products in the total product bill of materials

Highlights

- 0% financing offer for 24 months on a full payout contract, with other full-payout options of 1% financing for 36 months, 2% for 48 months, and 3% for 60 months. In addition, FMV leases are available at up to 10% lower monthly payments than our standard FMV rates.

Deal Size

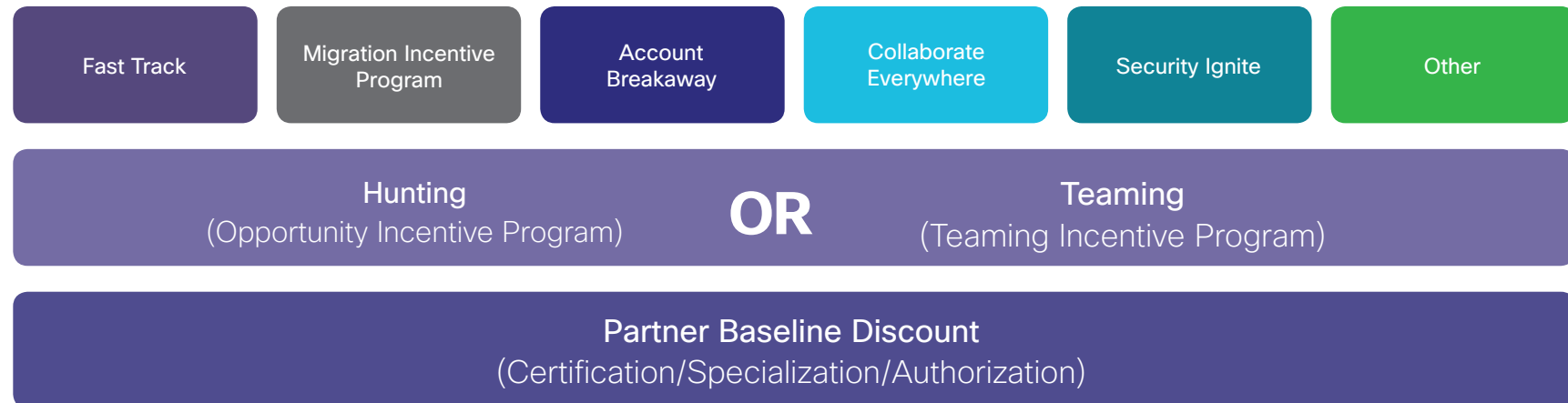
- 10k minimum
- 5M maximum

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Guided Deal Registration

Take advantage of multiple Cisco promotions and incentives within one deal ID without having to enroll and track each one. By answering a single questionnaire within [Cisco Commerce \(CCW\)](#) about your deal, you will receive the best pricing for which you are eligible.

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



Further Details: cisco.com/go/gdr



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Migration Incentive Program Reward by Product Family

CiscoMIP Reward		Enterprise Networks	Up To	Collaboration	Up To	Security	Up To
Core Base Category	+4 points	Catalyst® 9k Advantage	+8%	UC/TP End Points and Headsets	+11%	ESA/WSA/SMA	+10%
		Advantage SW Upgrade	+8%	TP Immersive (IX5000series)	+16%	ASA5585 -> FP41xx	+8%
ComputeBase Category	+2 points	Wave 2 APs/Controllers	+8%	IP Phones: 7821, 8811, 8821, 8841, 8845	+16%		
		DNAC Appliance	+8%			Services	Up To
Services BaseCategory	+0 points	ISR4K with C1	+8%	IP Phones: 7841, 7861, 8851, 8865, 8861, 7832, 8832	+21%		
		Latest ASR 1000 X & HX	+8%			Solution Support	+2%
CompetitiveMIP Reward		Enterprise Networks	Up To	Collaboration	Up To	Security ESA/	Up To
Core Base Category	+5 points	Catalyst® 9k Advantage	+13%	UC/TP End Points and Headsets	+10%	WSA/SMA	+10%
		Advantage SW Upgrade	+13%	TP Immersive (IX5000series)	+15%		
ComputeBase Category	+3 points	Wave 2 APs/Controllers	+13%	IOT	Up To	Data Center	Up To
		DNAC Appliance	+13%	Zebra AP →IW3700	+3%		
Services BaseCategory	+0 points	ISR4K with C1	+8%	Services	Up To	Nexus®9500,9300	+15%
		Latest ASR 1000 X & HX	+8%	Solution Support	+2%	Nexus®7700	+15%

*All discounts are based on direct purchase from Cisco. All pricing via distribution must be negotiated. **UCS OEM software, UCS solutions promotions and Meraki are excluded from this discount.