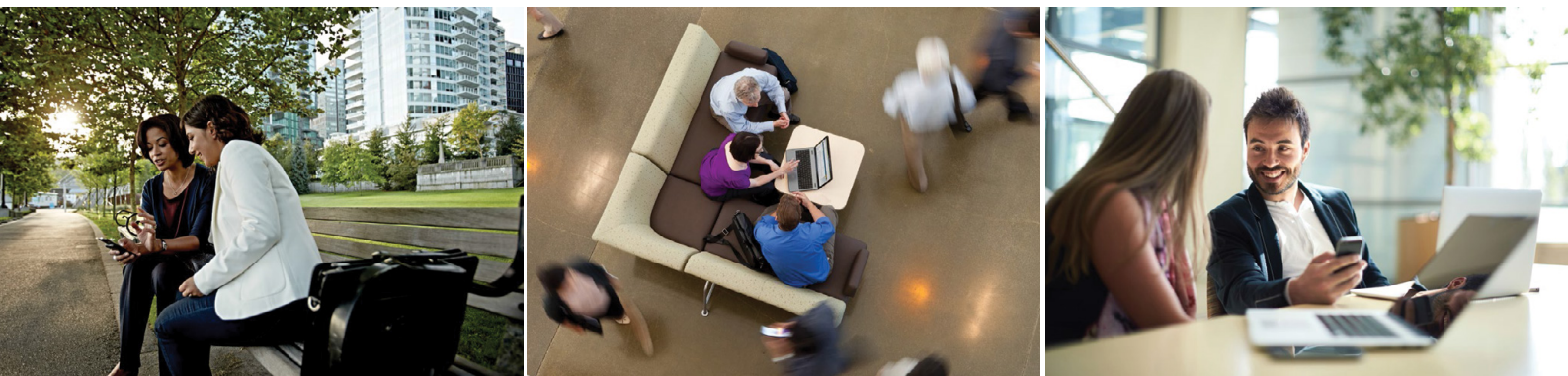


Bring in new business with unmissable promotions.



Your Incentive Snapshot lets you quickly check out the major partner incentives currently active in EMEAR.

Don't miss out - some fantastic offers are ending soon!

Check out our upcoming [EMEAR Partner Readiness](#) for Cisco PIW - Partner Interactive Webinars live training & recordings, PVT - Partner Virtual Team and PW - Partner Workshops on Partner Programs & Incentives: Each session in the series provides a deep-dive into these and how you can best use them. To maximise your learning experience, please register for all sessions on the list.

Training resources covering Cisco Partner Programs & Incentives are available on [Cisco Connect](#).

In addition, our VOD series covers everything you always wanted to know about our partner incentive portfolio. [Register here](#) and access short videos that can help you become more profitable.

For a more complete guide than this snapshot, please refer to the [Partner Guide EMEAR](#).

[Upfront Discounts](#)

[Backend Payment](#)

Products with upfront discounts

Program	Timing	Match Win
<p>Hunting</p> <p>Rewards Certified and Specialised channel partners who actively identify, develop and win new customers and non-forecasted commercial opportunities in targeted market segments.</p> <p>This program incorporates deal registration to protect your pre-sales investment so you can focus on delivery to win the opportunity.</p> <p>For more information go to www.cisco.com/go/hunting or contact your PBM. Or email: emear-help@external.cisco.com with subject "Hunting"</p>	Ongoing	Stacks with the majority of Cisco Incentives
<p>Teaming</p> <p>Rewards Partners for their pre-sales effort, value-add and investment when teaming on Cisco-identified opportunities.</p> <p>Eligible on Cisco led opportunities in all segments, as defined by Cisco. Cisco (AM, RSM and Channel) objectively selects the most qualified partner, based on Specialisations/ATPs and engagement plan in relation to proposed solution.</p> <p>For more information go to www.cisco.com/go/teaming or contact your PBM Or email EMEA_tip_support@cisco.com</p>	Ongoing	Stacks with the majority of Cisco Incentives
<p>Security Ignite / Security Migration</p> <p>Stacked on top of Hunting or Teaming this rewards next generation business. Partners must have at least one of the Security specialisations to qualify for the discount.</p> <p>Not currently available in Russia.</p> <p>Extra discount is available via Security Ignite Migration for Cisco upgrades. This is even available to non-security specialised partners.</p> <p>For more information go to www.cisco.com/go/securityignite or contact your PBM or email: emear-help@external.cisco.com with subject "Security Ignite" or "Security Migration"</p>	Ends 28 July 2018	MIP, Must include Hunting or Teaming The basic "Security/ Ignite discount is then automatically applied
<p>Account Breakaway</p> <p>Stacked on top of Hunting this rewards Data Centre channel partners who actively identify, develop and win new UCS/HyperFlex and/or Nexus customers.</p> <p>Also available when stacked on top of Hunting to "reactivate" a customer who has not bought UCS within the last 2 years.</p> <p>For more information go to www.cisco.com/go/ab or contact you PBM, or email: emear-help@external.cisco.com with subject "Account Breakaway"</p>	Ends 5 November 2017	Must include Hunting or also Teaming for FTD Nexus or FTD can stack with MIP

Products with upfront discounts

Program	Timing	Match Win
<p>WhiP - White Space Incentive Program</p> <p>Extra discount on Core Products given for named commercial end-users that have booked <\$10k over the previous 3 years.</p> <p>Minimum deal size is the greater of whatever is necessary for Hunting/ Teaming or \$7k list.</p> <p>For more information go to www.cisco.com/go/ab or contact your PBM. Or email: emear-whitespacepromo@cisco.com</p>	Ends 28th October 2017	Stacks with MIP, Must include Hunting or Teaming
<p>HPE Competitive-UCS</p> <p>Stacked on top of Hunting or Teaming this rewards the displacement of HPE Servers. This gives the same discount as Account Breakaway had, but for repeat Hunted sales that qualify</p> <p>Cisco AM to validate/confirm that at least 1 of the following 2 criteria are met:</p> <ul style="list-style-type: none"> - Cisco is bidding against HPE 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 <p>For more information go to www.cisco.com/go/winwithucs or contact your PBM, or email: emear-help@external.cisco.com with subject "HPE UCS"</p>	Ends 5th November 2017	Must include Hunting or Teaming
<p>Collaborate Everywhere</p> <p>Stacked on top of Hunting or Teaming this is the primary partner promotion for selling Cisco collaboration solutions.</p> <p>It provides discounts and support across the entire collaboration portfolio, including deals on customer upgrades and replacing legacy systems.</p> <p>For more information go to www.cisco.com/go/collaborateeverywhere or contact your PBM, or email: emear-help@external.cisco.com with subject "Collaborate Everywhere"</p>	Ends 5th November 2017	Must include Hunting or Teaming

Upfront discounts

Backend payment

Program	Timing	Match Win
<p>UCS Partner Pricing</p> <p>You can offer attractive deals on all Unified Computing Systems (B Series, C Series, Invicta, UCS Director and all UCS accessories).</p> <p>This discount is automatically applied.</p> <p>For more information go to www.cisco.com/go/usc or contact your PBM, or email: emear-help@external.cisco.com with subject 'UCS'</p>	Ends 28th July 2018	Hunting, Teaming
<p>SeedIT</p> <p>SeedIT offers eligible partners attractive pricing on a range of SKUs. The offer only applies to accounts or customers that have not previously purchased that Cisco technology.</p> <p>Seed IT is strictly limited to typically one or two of each bundle/SKU allowed per customer.</p> <p>For more information go to www.cisco.com/go/seedit or contact your PBM, or email: emear-help@external.cisco.com with subject "Seed It"</p>	Ends 28th July 2018	
<p>Enterprise Networks Dynamic Bundles</p> <p>Provide an incremental programmatic discount based on deal size and architecture mix to further increase deal size and partner profitability.</p> <p>Deals must be between \$50k list and £1M list and include at least products from the two groups of families: access switches, wireless, routing.</p> <p>For more information go to www.cisco.com/go/dynamicoffers or contact your PBM</p>	Ends 28th October 2017	Hunting/Teaming, MIP, Fast Track

Upfront discounts

Backend payment

Program	Timing	Match Win
<p>Networking Academies</p> <p>Allows Cisco's Networking Academies to purchase Cisco laboratories specially priced and bundled according to the courses they offer.</p> <p>Academy Network Partners only.</p> <p>Learn more</p> <p>or contact your PBM, or email: emear-help@external.cisco.com with subject "Networking Academy"</p>	Ends 28th July 2018	Not available with any other offer
<p>Assessment Led Selling</p> <p>Rewards Cisco Partners and Resellers for prospecting and winning Enduser opportunities through deployment of an Installed Base Lifecycle Management Practice following a Network or Business Assessment.</p> <p>Open to Cisco Partners and Resellers that are Select, Premier or Gold certified. No program enrollment necessary.</p> <p>Learn more</p> <p>For more information please contact your PBM or email: emear-help@external.cisco.com with subject "ALS"</p>	Ongoing	MIP, Hunting, Teaming
<p>NFR - Not For Resale Program</p> <p>Rewards Cisco Partners with generous discounts on products used in non-revenue generating activities for their labs, demo and infrastructure.</p> <p>For more information go to www.cisco.com/go/nfr or contact your PBM.</p> <p>For help or consumption reports email: emear-help@external.cisco.com with subject "NFR"</p>	Ongoing	MIP
<p>MIP - Migration Incentive Program</p> <p>Through the two sales behaviour rewards: Cisco Migration and Competitive and drive upgrade, migration and product returns for Cisco Refresh (circular Economy). Fixed discounts plus technology Driven Offers.</p> <p>Application via PPE - Partner Program Enrolment for Migration Incentive.</p> <p>For more information go to www.cisco.com/go/mip or contact your PBM.</p> <p>Or email: emear-help@external.cisco.com with subject "MIP"</p>	Starts 10th September 2017	Many Cisco programs

Upfront discounts

Backend payment

Program	Timing	Match Win
<p>PSPP – Public Sector Partner Program</p> <p>Provides eligible partners with special pricing when selling to Cisco’s public sector customers. Lets you position Cisco’s products and solutions competitively in a highly price sensitive market place.</p> <p>For more information go to www.cisco.com/go/pspp</p> <p>Extra discount can be made available for partners who can show pre-sales activity when they don’t have Hunting/Teaming.</p> <p>Or for more details on how to enrol, please contact your local PBM or email pspp-support@external.cisco.com</p>	Ongoing	Stacks with MIP, Hunting, Teaming
<p>CMSP – Cloud and Managed Services Programme Simplified Pricing</p> <p>Enables certified Cloud and Managed Services partners (Master and Advanced) to purchase Cisco products for cloud and managed services offerings with special pricing.</p> <p>For more information go to www.cisco.com/go/simplifiedpricing or contact your PBM.</p> <p>For help or consumption reports email: emear-help@external.cisco.com with subject “Simplified Pricing”</p> <p>For more information on CMSP go to www.cisco.com/go/cmsp</p>	Ongoing	MIP and Enterprise Networks Dynamic Bundles, but not both
<p>Services 3 year and 5 year Multi-Year promotion</p> <p>Rewards partners buying extended coverage multi-year service contracts. Eligible for all Cisco Registered Partners buying through a Cisco Authorised Distributor. Available for 3 years and 5 years SNTC (Smart Net Total Care) DSS (Distributor Support Services) and SWSS (Software Support Services) support contracts. Not combinable with any other promotional offer.</p>	Ends 28th July 2018	-

Upfront discounts

Backend payment

Program	Additional discount on	Availability	Application	Timing	Stacks with
Fast Track Initiative	Quarterly pricing initiative offering attractive pricing on a range of selected products from our portfolio.	Small Business SKUs are only available through distribution	Automatically Applied	Runs 30 July 2017 to 28 October 2017	Hunting, Teaming, Enterprise Networks Dynamic Bundles, MIP Base except for the Cisco SmartPlay Rack Paks
Fast Track Golden Offers	Selected bundles from our Small business: Routing, Switching, Wireless portfolios.	Small Business SKUs are only available through distribution	Automatically Applied	Runs 30 July 2017 to 28 October 2017	-
(Fast Track) Third Party Call Control Promotion	8 Third Party Core Control Phones.	Only available through distribution (Note: Partners cannot return excess SKUs they have bought)	Discounts need to be claimed in CCW as an <i>EMEAR Special Offer</i>	Runs 30 July 2017 to 27 January 2018	-

Products with backend payment

Program	Timing	Match Win
<p>VIP - Value Incentive Program Period 30 (VIP 30)</p> <p>VIP rewards channel partners who focus their business practices on one or both of the new tracks:</p> <ul style="list-style-type: none"> • Architectural Track covering Routing, Switching, Wireless, Security, Collaboration, Data Centre, Service Provider Technology. • New Business Track covering Collaboration Security, SaaS, Meraki <p>All participating partners must enrol and agree on the terms and conditions of the program.</p> <p>VIP 30 enrolment dates: 29-Oct-2017 to 24-Nov-2017 (only for those not enrolled in August).</p> <p>For more information go to www.cisco.com/go/vip and select Europe, Middle East or Africa dropdown based on your location, or contact your PBM,</p> <p>or email: emear-help@external.cisco.com with subject "VIP"</p>	<p>Runs only until 25 January 2018 through distribution</p>	<p>Stacks with most Cisco programs, but not NFR</p>

Full details and enrolment dates will be available during August 2017