



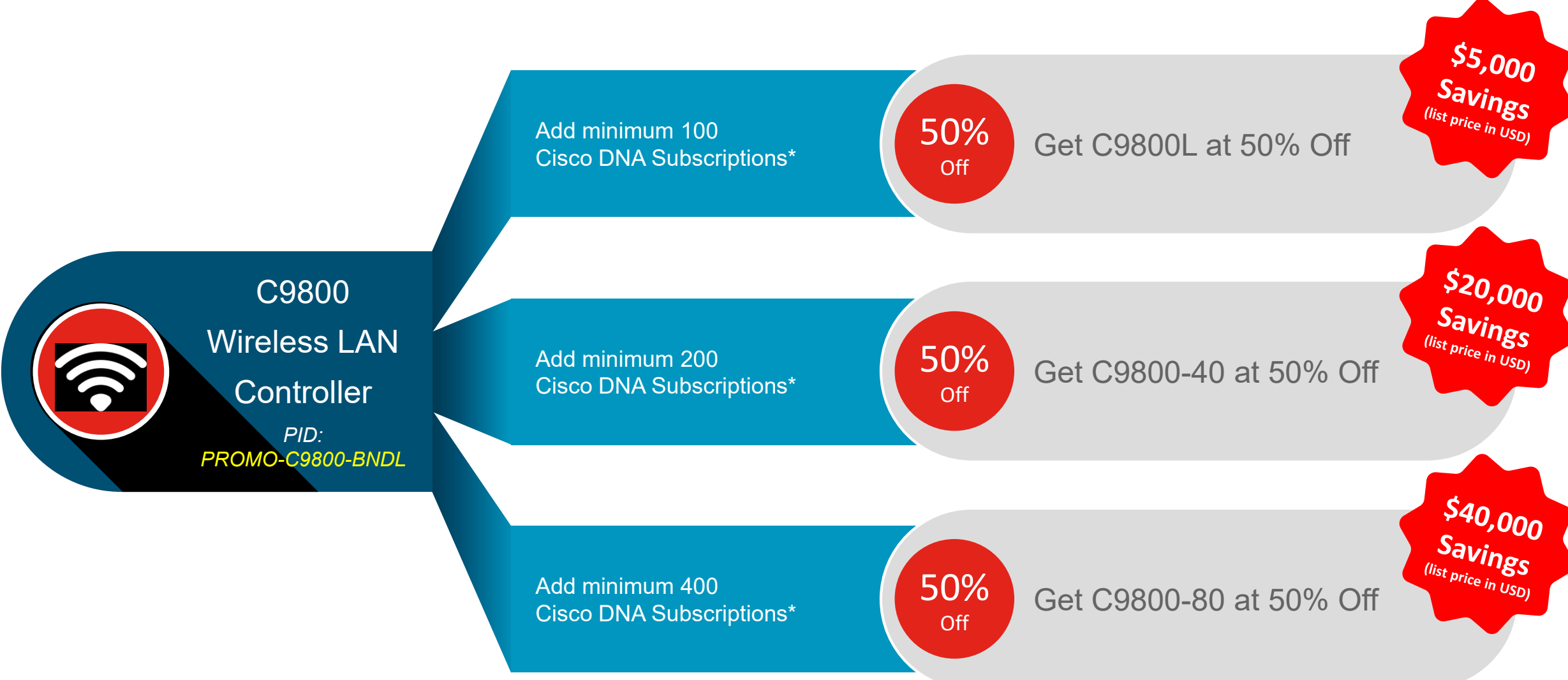
# Catalyst 9800 @ 50% Off

H1 FY2020

August 2019

# C9800 @ 50% Off Offer

With Minimum Cisco DNA Wireless Subscription Purchase



# C9800 Bundle

## How to Order Guide

# C9800 @ 50% Off Offer

## How to Order Guide

1. Add “**PROMO-C9800-BNDL**” to BOM in CCW
  - Select options in the bundle (Edit Options)
  - Add either C9800-L-C-K9, C9800-L-F-K9, C9800-40-K9 or C9800-80-K9 and validate
    - To validate the bundle with C9800-L-C-K9 or C9800-L-F-K9, the bundle will need to have a minimum of 100 Cisco DNA subscriptions, purchased either as brownfield (e.g., AIR-DNA) or refresh/greenfield (e.g., C9120AXI-B)
    - To validate the bundle with C9800-40-K9, the bundle will need to have a minimum of 200 Cisco DNA subscriptions, purchased either as brownfield (e.g., AIR-DNA) or refresh/greenfield (e.g., C9120AXI-B)
    - To validate the bundle with C9800-80-K9, the bundle will need to have a minimum of 400 Cisco DNA subscriptions, purchased either as brownfield (e.g., AIR-DNA) or refresh/greenfield (e.g., C9120AXI-B)
    - Only wireless Cisco DNA Essentials, Cisco DNA Advantage or Cisco DNA Premier selected in this bundle are eligible
  - Add Brownfield Cisco DNA Subscriptions to BOM (e.g., AIR-DNA) or add Refresh/Greenfield AP SKUs that require Cisco DNA subscription attach (e.g., C9120AXI-B)

# C9800 @ 50% Off Offer

## Step 1: Add "PROMO-C9800-BNDL" to BOM

[Find Products & Solutions](#) | [Actions](#)

The product discounts are cascaded to subscription SKUs, but they may be eligible for lower discounts. To apply proper discount to subscriptions, please click "MORE" --> "Apply Discounts"




[Remove Selected Lines](#) [More](#)

[Manage Groups / Rearrange Lines](#)

<input type="checkbox"/>		Hardware, Software and Services	Estimated Lead Time	Unit List Price (USD)	Qty	Unit Net Price (USD)	Discount (%)	Extended Net Price (USD)
<input type="checkbox"/>		<b>1.0</b> <b>PROMO-C9800-BNDL</b> <b>MEMO</b> <a href="#">more</a>	Not Applicable	0.00	<input type="text" value="1"/>	0.00	<input type="text" value="0.00"/>	0.00
<p>Promotion for Catalyst 9800</p> <p> <b>Invalid</b> as of 30-Nov-2018 06:00:13 PST</p> <p><a href="#">Select Options</a>   <a href="#">Validate</a>   <a href="#">Add Note</a>   <a href="#">More Actions</a> </p>								<a href="#">Add Subtotal</a>

# C9800 @ 50% Off Offer

## Step 2: Click on “Select Options”

<input type="checkbox"/>	 Hardware, Software and Services	Estimated Lead Time ⓘ	Unit List Price (USD)	Qty	Unit Net Price (USD)	Discount (%)	Extended Net Price (USD)
<input type="checkbox"/>	<b>1.0</b> <b>PROMO-C9800-BNDL</b> <b>MEMO</b> <a href="#">more</a> ⓘ Promotion for Catalyst 9800  <b>Invalid</b> as of 30-Nov-2018 06:00:13 PST  <a href="#">Validate</a>   <a href="#">Add Note</a>   <a href="#">More Actions</a> ⌵	Not Applicable	0.00	<input type="text" value="1"/>	0.00	<input type="text" value="0.00"/>	0.00
							<a href="#">Add Subtotal</a>

# C9800 @ 50% Off Offer

## Step 3: Select Catalyst 9800 and Validate

**Available Components** Unit List Price (USD)

**C9800**

C9800-40-K9  
Cisco Catalyst 9800-40 Wireless Controller  
Estimated Lead Time: 28 days

C9800-80-K9  
Cisco Catalyst 9800-80 Wireless Controller  
Estimated Lead Time: 28 days

**DNA SUBSCRIPTIONS**

**AP4800**

**C9115AX**

**C9120AX**

**C9117AX**

C9800 > 1 Selected (Min 1, Max 1) Key ▾

Product	Unit List Price (USD)	Adjusted List Price (USD)	Qty	Extended List Price (USD)	Status
<span style="color: blue;">+</span> C9800-40-K9 <span style="color: green;">SVIP***</span> <a href="#">Add Custom Name</a> <span style="border: 1px solid red; display: inline-block; width: 50px; height: 15px; vertical-align: middle;"></span> <a href="#">Edit Services/Subscriptions</a> <a href="#">Remove Line</a>		26,480.00	1	26,480.00	INVALID

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**DNA SUBSCRIPTIONS** > 0 Selected (Min 0, Max 999999)

Product	Unit List Price (USD)	Adjusted List Price (USD)	Qty	Extended List Price (USD)	Status
Add a DNA SUBSCRIPTIONS from the left panel					

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**AP4800** > 0 Selected (Min 0, Max 999999)

Product	Unit List Price (USD)	Adjusted List Price (USD)	Qty	Extended List Price (USD)	Status
Add a AP4800 from the left panel					

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**C9115AX** > 0 Selected (Min 0, Max 999999)

Product	Unit List Price (USD)	Adjusted List Price (USD)	Qty	Extended List Price (USD)	Status
Add a C9115AX from the left panel					

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**C9120AX** > 0 Selected (Min 0, Max 999999)

Product	Unit List Price (USD)	Adjusted List Price (USD)	Qty	Extended List Price (USD)	Status
Add a C9120AX from the left panel					

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**C9117AX** > 0 Selected (Min 0, Max 999999)

Product	Unit List Price (USD)	Adjusted List Price (USD)	Qty	Extended List Price (USD)	Status
Add a C9117AX from the left panel					

# C9800 @ 50% Off Offer

## Step 3: Add Required Amount of Cisco DNA to Bundle

If you see this warning, you have not included the required amount

**Warning (1):**

- C9800-80 requires a minimum of 400 DNA wireless subscriptions. Please add additional quantities as necessary. (CE100002)

Select required quantity:

- C9800-L-C-K9 → 100
- C9800 – F-K9 → 100
- C9800-40-K9 → 200
- C9800-80-K9 → 400

Product selection interface showing various DNA subscription options:

- DNA SUBSCRIPTIONS
- AP4800
- C9115AX
- C9120AX
- C9120AXI-A: Cisco Catalyst 9120AX Series, Estimated Lead Time: 28 days, Price: 1,695.00
- C9120AXI-B: Cisco Catalyst 9120AX Series, Estimated Lead Time: 28 days, Price: 1,695.00
- C9120AXI-E: Cisco Catalyst 9120AX Series, Estimated Lead Time: 28 days, Price: 1,695.00
- C9120AXI-K: Cisco Catalyst 9120AX Series, Estimated Lead Time: 28 days, Price: 1,695.00
- C9117AX

Bundle configuration interface showing a warning for C9800-40-K9 and empty tables for other products:

- C9800-40-K9: Price 26,480.00, Qty 1, Extended List Price 26,480.00, Status INVALID
- DNA SUBSCRIPTIONS > 0 Selected (Min 0, Max 999999): Add a DNA SUBSCRIPTIONS from the left panel
- AP4800 > 0 Selected (Min 0, Max 999999): Add a AP4800 from the left panel
- C9115AX > 0 Selected (Min 0, Max 999999): Add a C9115AX from the left panel
- C9120AX > 0 Selected (Min 0, Max 999999): Add a C9120AX from the left panel



# C9800 @ 50% Off Offer

## Step 4: Once all components are valid, click 'Done'

BUNDLE CONFIGURATION NAME PROMO-C9800-BNDL | Max. Estimated Lead Time 35 days | Global Price List US Availability (USD)

Set service preferences for this configuration [Cancel](#) [Done](#)

**Available Components** Unit List Price (USD)

**C9800**

C9800-40-K9 20,000.00  
Cisco Catalyst 9800-40 Wireless Controller  
Estimated Lead Time: 28 days

C9800-80-K9 40,000.00  
Cisco Catalyst 9800-80 Wireless Controller  
Estimated Lead Time: 28 days

**DNA SUBSCRIPTIONS**

**AP4800**

**C9115AX**

**C9120AX**

**C9117AX**

**C9800 > 1 Selected (Min 1, Max 1)** [Key](#)

Product	Unit List Price (USD)	Adjusted List Price (USD)	Qty	Extended List Price (USD)	Status
<b>C9800-40-K9</b> <span style="color: green;">SVIP ***</span>		26,480.00	1	26,480.00	VALID

[Add Custom Name](#) | [Edit Options](#) | [Edit Services/Subscriptions](#) | [Remove Line](#)

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**DNA SUBSCRIPTIONS > 0 Selected (Min 0, Max 999999)**

Product	Unit List Price (USD)	Adjusted List Price (USD)	Qty	Extended List Price (USD)	Status
Add a DNA SUBSCRIPTIONS from the left panel					

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**AP4800 > 100 Selected (Min 0, Max 999999)**

Product	Unit List Price (USD)	Adjusted List Price (USD)	Qty	Extended List Price (USD)	Status
<b>AIR-AP4800-B-K9</b> <span style="color: orange;">SA</span> <span style="color: red;">CP</span> <span style="color: green;">SVIP ***</span>		3,535.00	100	353,500.00	VALID

[Add Custom Name](#) | [Edit Options](#) | [Edit Services/Subscriptions](#) | [Remove Line](#)

Add a AP4800 from the left panel

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**C9115AX > 0 Selected (Min 0, Max 999999)**

Product	Unit List Price (USD)	Adjusted List Price (USD)	Qty	Extended List Price (USD)	Status
Add a C9115AX from the left panel					

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**C9120AX > 100 Selected (Min 0, Max 999999)**

Product	Unit List Price (USD)	Adjusted List Price (USD)	Qty	Extended List Price (USD)	Status
<b>C9120AXI-B</b> <span style="color: orange;">SA</span>		3,305.00	100	330,500.00	VALID

[Add Custom Name](#) | [Edit Options](#) | [Edit Services/Subscriptions](#) | [Remove Line](#)

Add a C9120AX from the left panel

# C9800 for Brownfield

How to Order  
for Customers  
that have Already  
Purchased  
Cisco DNA Subscriptions

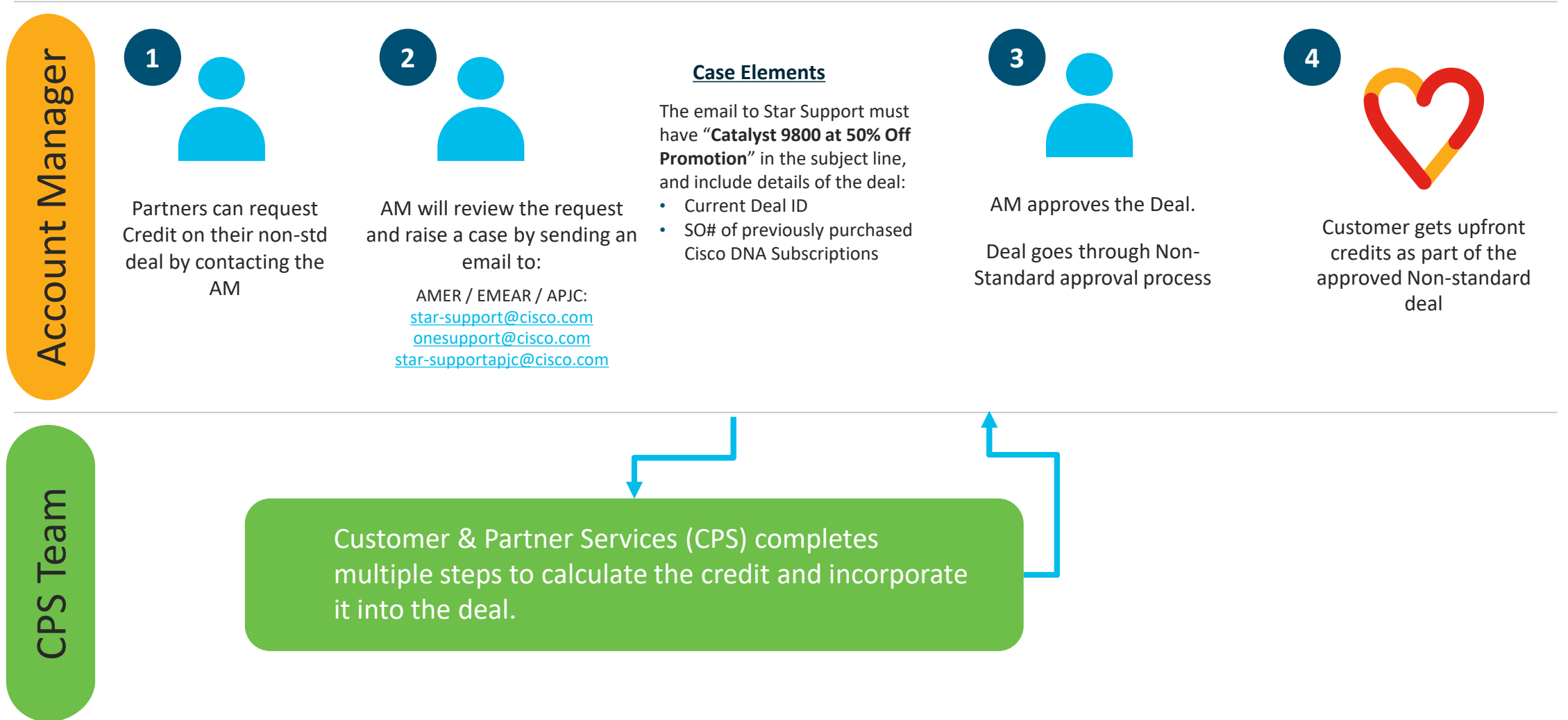
Covers both **Transactional** and  
**Enterprise Agreements (EA)**

# C9800 @ 50% Off Offer - Brownfield

## How to Order Guide

1. Quote a-la-carte C9800 Wireless LAN Controllers
  - Add [C9800-L-C-K9](#), [C9800-L-F-K9](#), [C9800-40-K9](#) or [C9800-80-K9](#) to BOM in CCW
  - It is permitted to include more than one (1) Wireless LAN controllers, but each would require the customer to own a corresponding number of DNA Licenses
  - Validate in CCW by adding power cords, etc.
2. Push estimate to full quote
3. Open a Case with Customer & Partner Services (CPS)
  - CPS will apply a one-time credit equivalent to 50% off on the Catalyst 9800 line item
  - The next few slides details the process

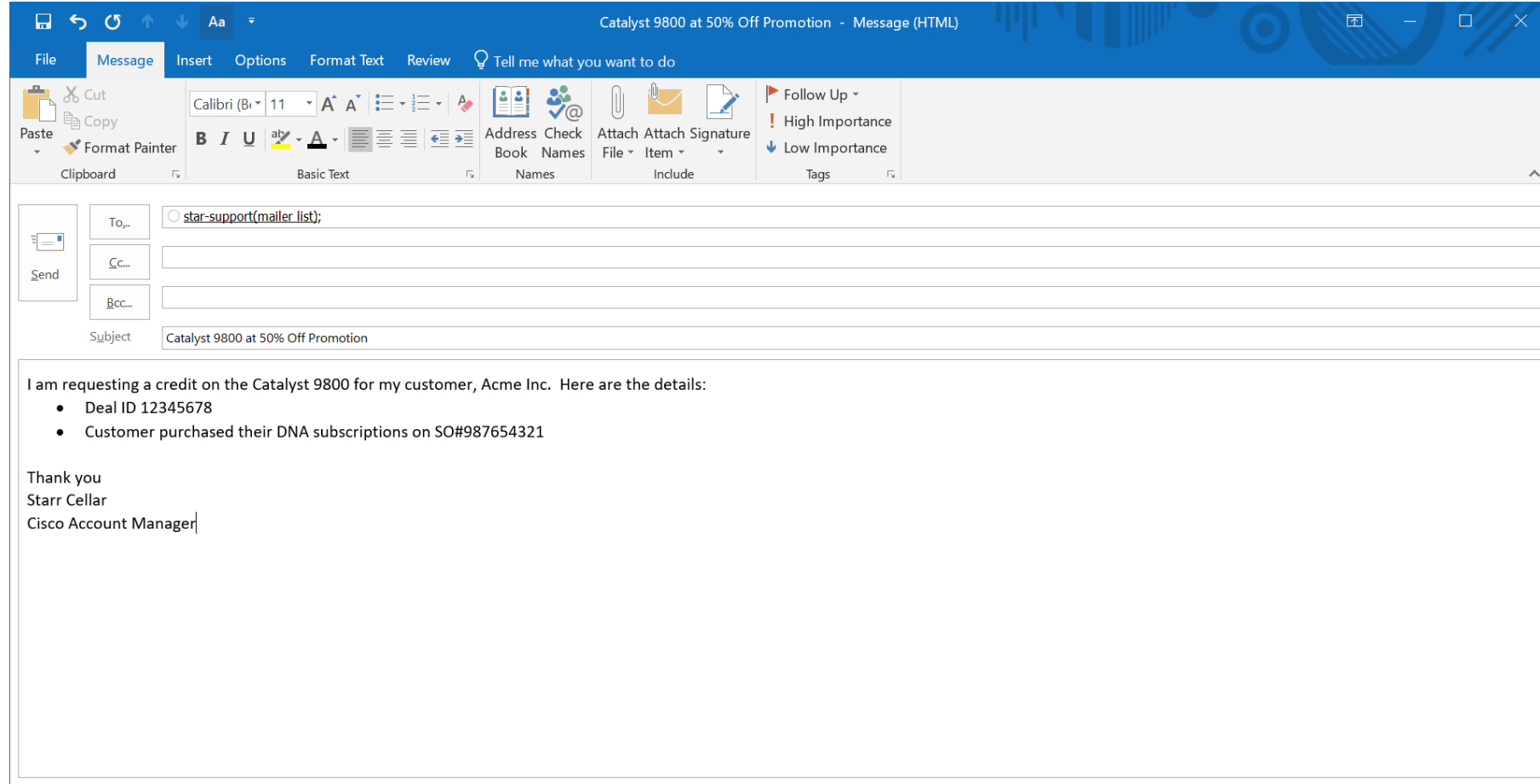
# C9800 @ 50% Off Offer – Brownfield Process Flow



# Promotional Credit Example

Step 1: Partner contacts Cisco AM


Step 2: Cisco AM opens a case via email



# Promotional Credit Example

CPS calculates credit

	SKU	List Price	Discount on Deal (example)	Net Price	Credit	Total Credit
<b>Example 1</b>	C9800-40-K9	\$40,000	60%	\$16,000	50%	<b>\$8,000</b>
<b>Example 2</b>	C9800-80-K9	\$80,000	60%	\$32,000	50%	<b>\$16,000</b>



Discount obtained  
from Deal ID



Credit applied to  
Deal

# Promotional Credit Example

Step 3: AM approves deal

Step 4: Customer gets Cisco DNA Migration Credits

Quote Summary		All prices shown in USD
<b>Configured Hardware and Software List Total</b>		<b>2,547,500.00</b>
<b>Configured Service List Total</b>		<b>89,750.00</b>
<b>Special Items List Total:</b>		<b>0.00</b>
Discounts		1,632,157.50
Product Total Discount	(63%)	1,604,925.00
Service Total Discount	(27%)	27,232.50
Credits ⓘ		16,000.00
Adjustments		0.00
<b>Total Effective Discount</b>		<b>1,845,601.50</b>
<b>Quote Total ⓘ</b>		<b>701,898.50</b>

[View Detailed Quote Summary](#) | [View Deal Consumption Total](#)

FAQs

Frequently  
Asked  
Questions



# C9800 @ 50% Off Offer - Bundle

## Frequently Asked Questions

Q: If I have more questions, who do I contact?

A: Email [DNA-offers-pm@cisco.com](mailto:DNA-offers-pm@cisco.com)

Q: Will there be a special SKU to order?

A: The SKU is [PROMO-C9800-BNDL](#), and you must select one of the controllers. Select only one. The list price for the controller is automatically discounted by 50%. All figures shown in this H2O deck are list price in USD. You may order as many as needed, but each will require a minimum number of DNA Subscriptions (brownfield or greenfield) to validate.

Q: Is this promotion discountable?

A: Yes, this bundle is discountable (approval may be needed for non-standard discount).

Q: Will switching or other Cisco DNA subscriptions count towards the minimum eligibility threshold?

A: No, only wireless Cisco DNA subscriptions configured as part of the bundle will count. Wireless Cisco DNA subscriptions configured elsewhere in a BOM will not be counted.

Q: Will any Cisco DNA tier or term count towards the minimum eligibility threshold?

A: Yes, you may select Cisco DNA Essentials, Cisco DNA Advantage or Cisco DNA Premier, either 3Y, 5Y or 7Y, from within the selectable options in this bundle.

# C9800 @ 50% Off Offer - Bundle

## Frequently Asked Questions

Q: When will this offer expire?

A: The offer will expire at the end of H1 FY2020 (January 25, 2020).

Q: Is there any limit on how often I can use this promotion?

A: No limits, but each bundle will need to meet the minimum eligibility threshold individually.

Q: Is technical services on the Catalyst 9800 also be discounted by 50%?

A: No, 50% discount on Solution Support is not part of this offer. Sellers may discount it as they would normally discount support.

Q: Does this incentive stack with other incentives?

A: The Cisco DNA subscriptions will stack with the Cisco DNA Migration Credits, as well as other incentives and programs as they normally would.

