Welcome to this session and thank you for attending.

To allow everyone to dial in, we will start the presentation at 2 minutes past the hour.

To join the teleconference, you can also follow the steps below:
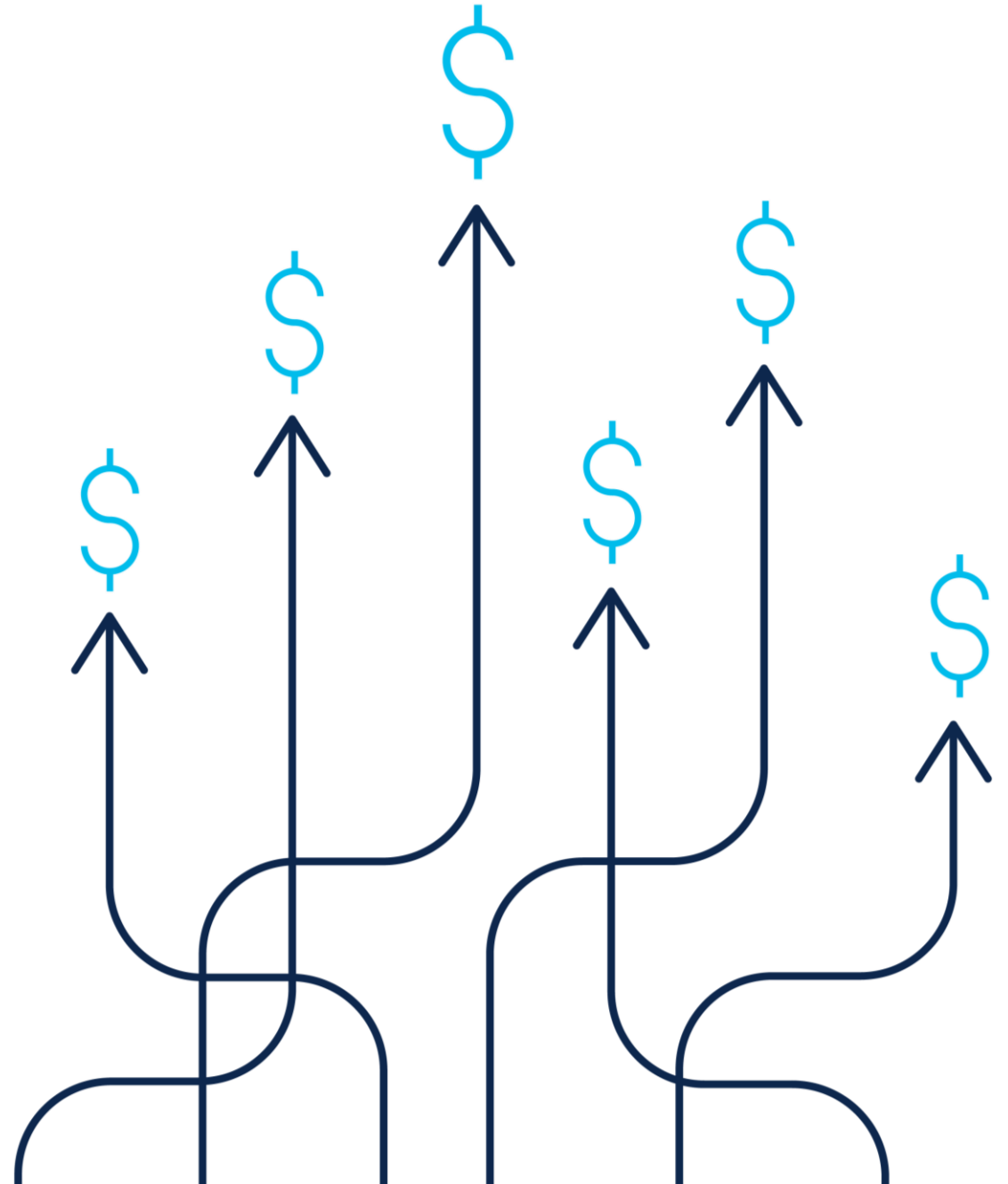
1. Click on AUDIO.

2. Click on AUDIO CONNECTION.

3. Select preferred way how you'd like to be connected to the audio (Use computer, Call me, Call in).

4. Fill in your telephone number (make sure you fill in "Country/Region" only in the required box) if you chose Call me option.

5. Click CONNECT/VIEW.

Disclaimer:
This presentation is a high-level overview of the larger changes to the program, not intended to be a full view of the program or recent changes.
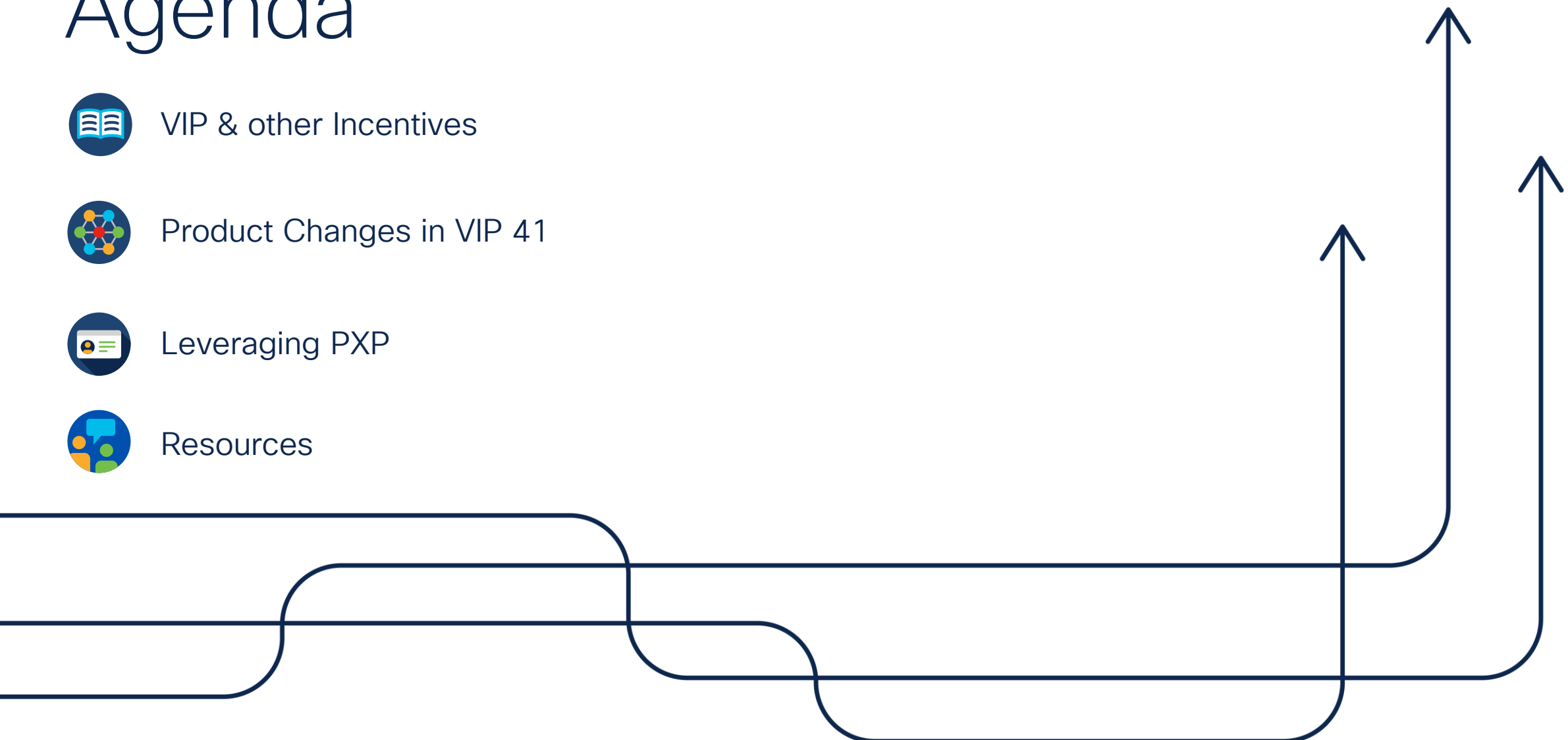
Agenda

VIP & other Incentives

Product Changes in VIP 41

Leveraging PXP

Resources

VIP & other Incentives

Maximizing rebates leveraging other Incentives

At-a-Glance

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

| One-Time enrollment	Incentive period	Payout details

• Enrolled in the Channel Program Incentive Agreement (CPIA)
    • Auto-enrolled to VIP 41 as long as you are eligible for participation.
• New partner
    • Must accept the terms and conditions of the Channel Program Incentive Agreement (CPIA) using the PPE tool.
    • Once your enrollment is approved, then Cisco will automatically enroll you into VIP if you meet eligibility criteria for specific subtracks.
• **Reminder:** The new overall VIP minimum bookings calculation begins on the VIP enrollment date.
	• January 29, 2023 to July 29, 2023.
	• **Architecture track:** Enterprise Networks, Security, Data Center, Collaboration, Mass-Scale Infrastructure, Meraki, and IoT.
	• **Annuity track:** Enterprise Networks Annuity, Security Annuity, Data Center Annuity, Collaboration Annuity, Mass-Scale Infrastructure Annuity, Meraki Annuity, and IoT Annuity.
	• **Solutions track:** Full-Stack Observability (FSO), Secure Access Service Edge (SASE), Hybrid Work from Office, Hybrid Cloud Computing, Hybrid Cloud Networking, and Hybrid Cloud Software.
		Payout requirements:
		• Minimum bookings (subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement).
		• Specializations and/or Cisco Partner Program levels.
		
		Payments are based on:
		• Net shipments of eligible SKUs in the Architecture track.
		• Cumulative Monthly Contract Value (MCV) and Total Contract Value (TCV) on subscription start date within the incentive period for all eligible SKUs on Cisco's Annuity platform in Cisco Commerce Workspace (CCW) in the Annuity track.
		• Net shipments of eligible product SKUs, and Total Contract Value (TCV) on subscription start date within the incentive period for all eligible SKUs on Cisco's Annuity platform in Cisco Commerce Workspace (CCW) in the Solutions track.
		
		Exclusions:
		• Migrations (such as GPL, GRA subscriptions, or OpenDNS renewals moving to Annuity).
		• Internal business use, Not for Resale (NFR), and other specific promotions.

Maximizing VIP with other Incentive

VIP requires and rewards your investment in specific Specializations and/or Cisco Partner Program levels, reflecting a depth and breadth of your knowledge across Cisco Architectures, Solutions, and Business skills. In order to qualify for payout, you must meet certain eligibility and incentive requirements. Please review the Requirements Summary section of the VIP Selling Guide and the VIP Appendix: Incentive Rules document for more information.

VIP aligns with Lifecycle Incentives, which rewards Lifecycle activities like Usage (Activation) and Adoption of strategic software offers. Earn VIP rebates on eligible subscriptions in Expansions or Renewals, resulting from activities rewarded in Lifecycle Incentives.

	Competencies (Certifications and Specializations)	Advantaged Pricing (Partner / Cisco Generated)	Seller Rewards	Lifecycle Incentives	Perform Plus
Program Description	• Reflect a depth and breadth of Partner knowledge across Cisco Architectures and Business skills	• Rewards deal registration on new or dormant accounts with up-front discount	• Rewards Partner and Partner individuals for different performance objectives via earning points redeemable for prizes	• Reward Usage (Activation), Adoption and Expansion of strategic software offers with back-end rebates	• Rewards Partner for consistently growing their overall business with Cisco
VIP Alignment	• Incentive and subtrack eligibility requires specific Specializations and/or Certifications • Bonus for Master Specialization and Gold Certification	• Double up! Receive front end discounts with deal registration, receive back-end rebates on eligible SKU's.	• Rebates on VIP eligible SKUs that also qualify for Seller Rewards	• Rebates on VIP eligible subscriptions in Expansions or Renewals, resulting from activities rewarded in Lifecycle Incentives	• Eligible Partner can transition to participate in VIP

Product Changes

Overview of product grouping changes to VIP 41
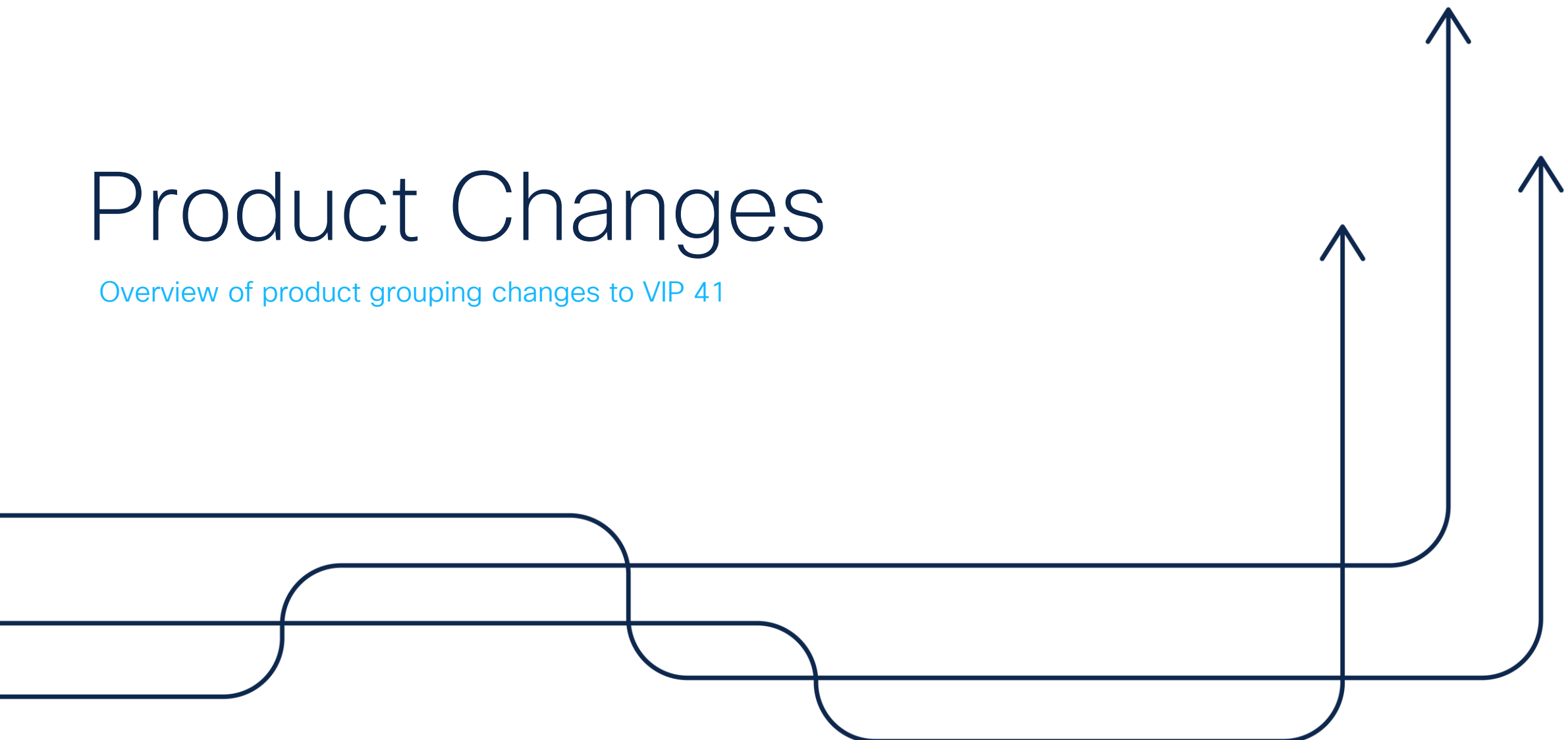
VIP Incentive Tracks

Business Tracks

There are three business tracks in VIP: the Architecture Track, Annuity Track, and the Solutions Track.

Architecture Track

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

Annuity Track

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

Solutions Track

| Full Stack Observability (FSO) | Secure Access Service Edge (SASE) | Hybrid Work from Office | Hybrid Cloud Computing | Hybrid Cloud Networking | Hybrid Cloud Software |

Key Changes: Architecture and Annuity

	Architecture	Annuity
Enterprise Networks	• +2% accelerator on C8300, C8500 • Sell Cisco DNA Advantage for Catalyst® 9000 switching solutions to obtain the highest payouts on both hardware and software	• Up to +2% on SD-WAN software, Cisco Spaces ACT and EN EAs • Become Master Networking Specialized before July 29, 2023 to qualify for the Master Specialization bonus.
Security	• 10% Accelerator on Firewall HW/SW, AnyConnect, Virtual Firewall, CDO, UMB DNS and Workload/Tetration	• +10% on hardware and software in Connect and Protect Offer • Target new Firewall and Umbrella customers by attaching Security to Networking sales and receive an additional 10% rebate.
Data Center	• 2% Accelerator on UCS M7, UCSX M6, N9500 modular, MDS9000 • Up to +4% on select UCS, Nexus and MDS hardware • Attach Intersight to every UCS and HyperFlex sale	• DC Annuity 4% Renewal Accelerator on select products • +4% on select Intersight software renewals • Attach Premier/Advantage subscription software to every data center infrastructure deal.
Meraki	• 6% accelerator on MX SDW+, MR ADV, MS390 ADV, MT sensors, MV cameras • 1% accelerator on CW9162, CW9164, CW9166, MR57	• 6% accelerator on MX SDW+ licenses • Leverage the value of the Meraki platform with dashboard management and renewal opportunities to maximize rebate bonus
IoT	• IE9300 added at 4% • New products to be added including IE 3100 Catalyst Switch and IW9165 Heavy Duty Series Access Point	• Sell three software offers: Cisco Enterprise Agreement Suites; Cisco CyberVision software provides sellers with proven OT security technology; Cisco cloud-based Industrial Operations Dashboard
Collaboration	• Attach UC Endpoints and headsets to all deals and earn up to 4% rebate • Lead hybrid experience with Cisco Desk Mini, Desk, and Desk Pro and earn up to 6% rebate	• Webex Suite continues a 5% accelerator on top of 5% L/E • Sell the Webex Suite in every deal and earn up to 13% rebate.
Mass Scale Infrastructure	• NCS540 increased to 2% • Lead with 5G x-haul, Metro Access, DCI, and public/private WAN • Benefit from 100G and 400G optics	• Lead with Flexible Consumption Model platforms using Software Innovation Access (SIA) subscriptions, such as ASR 9000, NCS 5500 and NCS 500 • MSI continues 5% on Renewals

Key Focus: Solutions Track

Solutions

Full Stack Observability	• Deliver ThousandEyes Internet and Cloud Intelligence combining active and passive monitoring techniques plus real-time internet outage detection for deep insights. • Add AppDynamics app monitoring and business performance analytics. • Land and Expand offers up to 6% rebate on new subscriptions
Secure Access Service Edge	• Up to +10% on select hardware and software • Leverage Umbrella DNS to your customers and receive an additional 10% rebate through the Connect and Protect offer
Hybrid Work from Office	• Up to +6% on select hardware and software • Lead hybrid experience with Cisco Desk Mini, Desk, and Desk Pro and earn up to 6% rebate
Hybrid Cloud Computing	• Lead with Cisco's newest UCS M7 based platforms with next generation of performance and density; add rich cloud management with Cisco Intersight • Up to +4% on select UCS hardware and Intersight software renewals
Hybrid Cloud Networking	• Lead with Cisco Nexus 9800 Series for 400G data center networking performance with Nexus Dashboard. • +2% on select Nexus and MDS hardware
Hybrid Cloud Software	• Attach Intersight to every UCS and HyperFlex sale • +4% on select Intersight software renewals

Leveraging PXP

Leveraging PXP reporting to maximize VIP rebates

Partner Experience Platform (PXP)

cisco-pxp.lightning.force.com/lightning/n/Incentive_Programs

Cisco PXP — Partner Experience Platform

Search...

PXP Home Incentives and Funds Sales Opportunities Reporting

Global Partner	Partner	Program Name	Currency
		Value Incentive Pr	USD

Payment Status

Clawbacks and Tipovers   Payment Report

Payment Run				Run 1	Run 2	Run 3	Total Payment
Program ↓	Country/Country Group	Currency	Period				
Value Incentive Program 38		USD	Q1-Q2FY22				
Value Incentive Program 37		USD	Q3-Q4FY21				

Payment Eligibility - Value Incentive Program 39

More details   VIP Annuity Trends

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

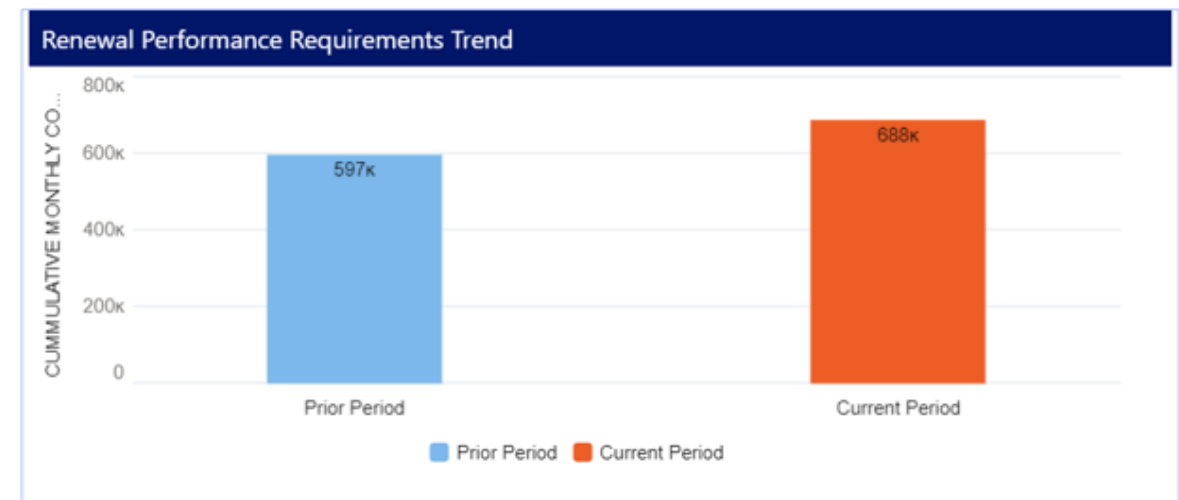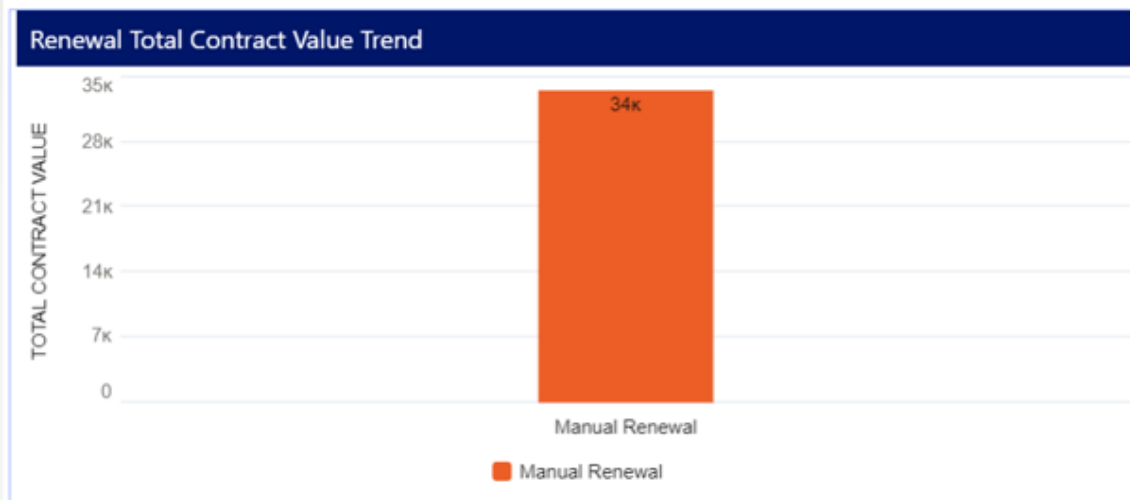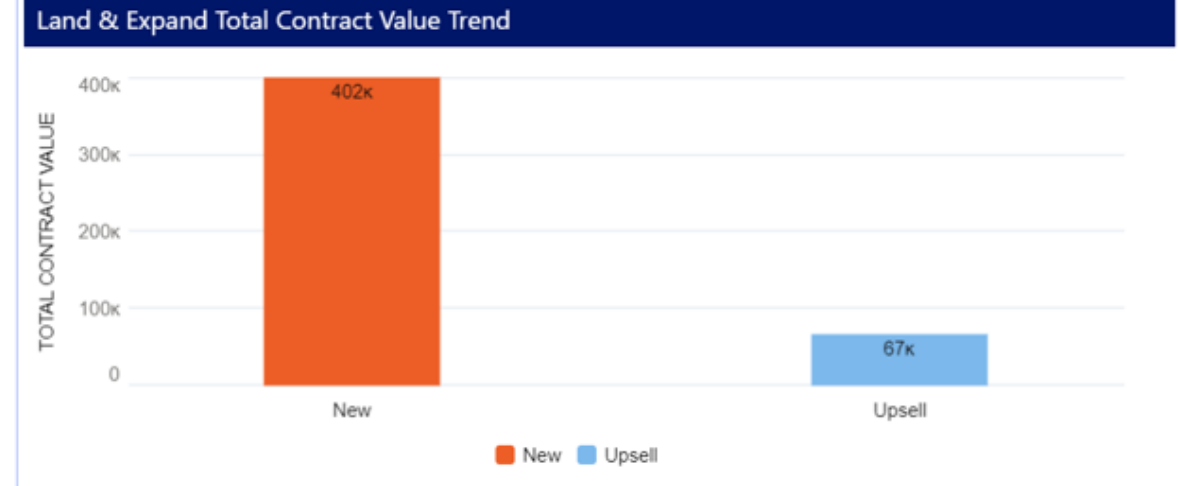| Track	Sub Track	Base Payment Eligibility	L/E	Bonus	
				M	R
VIP ANNUITY	COLLABORATION ANNUITY	✔	L/E	M	R
	DATA CENTER ANNUITY	✔	L/E	M	R
	ENTERPRISE NETWORKS ANNUITY	✔	L/E	M	R
	MASS-SCALE INFRASTRUCTURE ANNUITY	✔	L/E	M	R
	MERAKI ANNUITY	✖	L/E	-	R
	SECURITY ANNUITY	✔	L/E	M	R

Partner Experience Platform (PXP)

Track	Sub Track	Base Payment Eligibility	Bonus		Spec/ CMSP/ ATP	CSAT	Currency	Minimum Bookings	Total Allocated Bookings
			G	M					
VIP ARCHITECTURE	COLLABORATION	✖	G	M	✔	NA	USD		
	DATA CENTER	✖	G	M	✔	NA	USD		
	ENTERPRISE NETWORKS	✖	G	M	✔	NA	USD		
	IOT	✖	-	-	✖	NA	USD		
	MASS-SCALE INFRASTRUCTURE	✖	-	M	✔	NA	USD		
	MERAKI	✖	G	-	✔	NA	USD		

Track	Sub Track	Base Payment Eligibility	Bonus			Spec/ CMSP/ ATP	Currency	Minimum MCV	Cumulative MCV
			L/E	M	R				
VIP ANNUITY	COLLABORATION ANNUITY	✔	L/E	M	R	✔	USD		
	DATA CENTER ANNUITY	✔	L/E	M	R	✔	USD		
	ENTERPRISE NETWORKS ANNUITY	✔	L/E	M	R	✔	USD		
	MASS-SCALE INFRASTRUCTURE ANNUITY	✖	L/E	M	R	✔	USD		
	MERAKI ANNUITY	✖	L/E	-	R	✔	USD		

VIP & other Incentives

Product Changes
in VIP 41

Leveraging PXP

Resources

VIP 41

Partner Experience Platform (PXP)

VIP & other Incentives

Product Changes
in VIP 41

Leveraging PXP

Resources

VIP 41

PXP Reporting

Frequently used reports:

- Eligible bookings report
- Ineligible bookings report
- VIP monthly eligible bookings (forecasting)
- Payment reconciliation report

Eligible Bookings Report

Eligible bookings report
- Architecture and Annuity
- Detailed transactions
  - Transaction identifiers
  - VIP technology tier
  - Other promotions recognized
  - Bookings value recognized (1 tier)
  - Bonus Eligibility

Ineligible bookings report
- Bookings excluded
- Special promo's that are excluded

BE_GEO ID	Partner	Program	Track	SubTrack	SO/POS/DSV Booking Number	DSV POS Transaction ID	Transaction Date	DSV Booking Date	Direct/Reseller PO	Allocation Percentage	Technology Tier	Product ID	Promotion Name
XXXX	XXXX	Value Incentive Program 36	VIP ARCHITECTURE	SECURITY	999999999		8/14/2020 0:00		XXXXXX	100	Category F	FPR1150-NGFW-K9	Fast Track Base Stackable--US,Fast Track2 Base Stackable--US,UNKNOWN
XXXX	XXXX	Value Incentive Program 36	VIP ARCHITECTURE	SECURITY	999999999		8/14/2020 0:00		XXXXXX	100	Category F	FPR2130-NGFW-K9	Dormant Account Breakaway - SEC-NetSec- US - H,AB New-Security-H-US,MIP Competitive - US,US OIP,UNKNOWN
XXXX	XXXX	Value Incentive Program 36	VIP ARCHITECTURE	SECURITY	999999999		8/14/2020 0:00		XXXXXX	100	Category F	FPR1120-NGFW-K9	US OIP,Fast Track Base Stackable--US,UNKNOWN
XXXX	XXXX	Value Incentive Program 36	VIP ARCHITECTURE	SECURITY	999999999		8/13/2020 0:00		XXXXXX	100	Category F	FPR1010-NGFW-K9	Fast Track Base Stackable--US,Fast Track2 Base Stackable--US,UNKNOWN
XXXX	XXXX	Value Incentive Program 36	VIP ARCHITECTURE	SECURITY	999999999		8/13/2020 0:00		XXXXXX	100	Category F	FPR1010-NGFW-K9	US OIP,Fast Track Base Stackable--US,UNKNOWN
XXXX	XXXX	Value Incentive Program 36	VIP ARCHITECTURE	SECURITY	999999999		8/13/2020 0:00		XXXXXX	100	Category G	SMA-WMGT-1Y-S11	Fast Track2 Base Stackable--US,UNKNOWN
XXXX	XXXX	Value Incentive Program 36	VIP ARCHITECTURE	SECURITY	999999999		8/13/2020 0:00		XXXXXX	100	Category F	FPR1010-NGFW-K9	Fast Track Base Stackable--US,Fast Track2 Base Stackable--US,UNKNOWN
XXXX	XXXX	Value Incentive Program 36	VIP ARCHITECTURE	SECURITY	999999999		8/13/2020 0:00		XXXXXX	100	Category F	ASA5516-FPWR-K9	Fast Track Base Stackable--US,Fast Track2 Base Stackable--US,UNKNOWN
XXXX	XXXX	Value Incentive Program 36	VIP ARCHITECTURE	SECURITY	999999999		8/12/2020 0:00		XXXXXX	100	Category F	FPR1140-ASA-K9	Fast Track Base Stackable--US,Fast Track2 Base Stackable--US,UNKNOWN
XXXX	XXXX	Value Incentive Program 36	VIP ARCHITECTURE	SECURITY	999999999		8/12/2020 0:00		XXXXXX	100	Category F	ASA5516-FPWR-K9	Fast Track Base Stackable--US,Fast Track2 Base Stackable--US,UNKNOWN
XXXX	XXXX	Value Incentive Program 36	VIP ARCHITECTURE	SECURITY	999999999		8/12/2020 0:00		XXXXXX	100	Category F	FPR4K-SSD-BBLKD	Fast Track Base Stackable SMB--US,UNKNOWN

Reconciliation Report

Verify bookings counted towards VIP

Many of the same details as eligibility report PLUS:
- Identifier for payment run
- Shipment status

Report	Payment Reconciliation
Partner ID	
Program Name	Value Incentive Program 39
Quarter	Q3 FY2022,Q4 FY2022
Payment Run	1,2,3,4,5,6
Currency	Local Net
Location to download	

	VIP Architecture	VIP Annuity
	By Country	By Country
	By Bookings	By Bookings
	By End Customer	By End Customer
	By Purchase Order	By Purchase Order
	No Data For: Additional Payments	

Resources

Tips for Success

✓ More opportunities to earn are presented in VIP 41 with the addition of the Solutions Track and corresponding subtracks
  - ✓ Full Stack Observability (FSO)
  - ✓ Secure Access Service Edge (SASE)
  - ✓ Hybrid Work from Office
  - ✓ Hybrid Cloud Computing
  - ✓ Hybrid Cloud Networking
  - ✓ Hybrid Cloud Software

✓ Check the SKU website monthly for updates at www.cisco.com/go/vipskus
  - ✓ Explore our product focus updates across all sub-tracks

✓ Take advantage of various accelerators and bonuses to earn even greater incentive

✓ Provider Pricing transactions are eligible for VIP

✓ Inform your teams about the great additions and offers to VIP 41

✓ Continue your focus on subscription renewals

✓ Attain the Master Networking Specialization by period end

✓ Attain IoT Specialization or IoT Advantage Specialization by period end

✓ Track your bookings and shipments regularly at Partner Experience Platform (PXP) www.cisco.com/go/pxp.   Open a case if anything seems incorrect.

✓ Ask your Cisco support team to include VIP in your cadence of QBRs and conversations

VIP Resources

VIP home page: www.cisco.com/go/vip

Includes:

- Presentation
- Rules
- Operations Guide
- Selling Guide
- Link to VIP SKU list
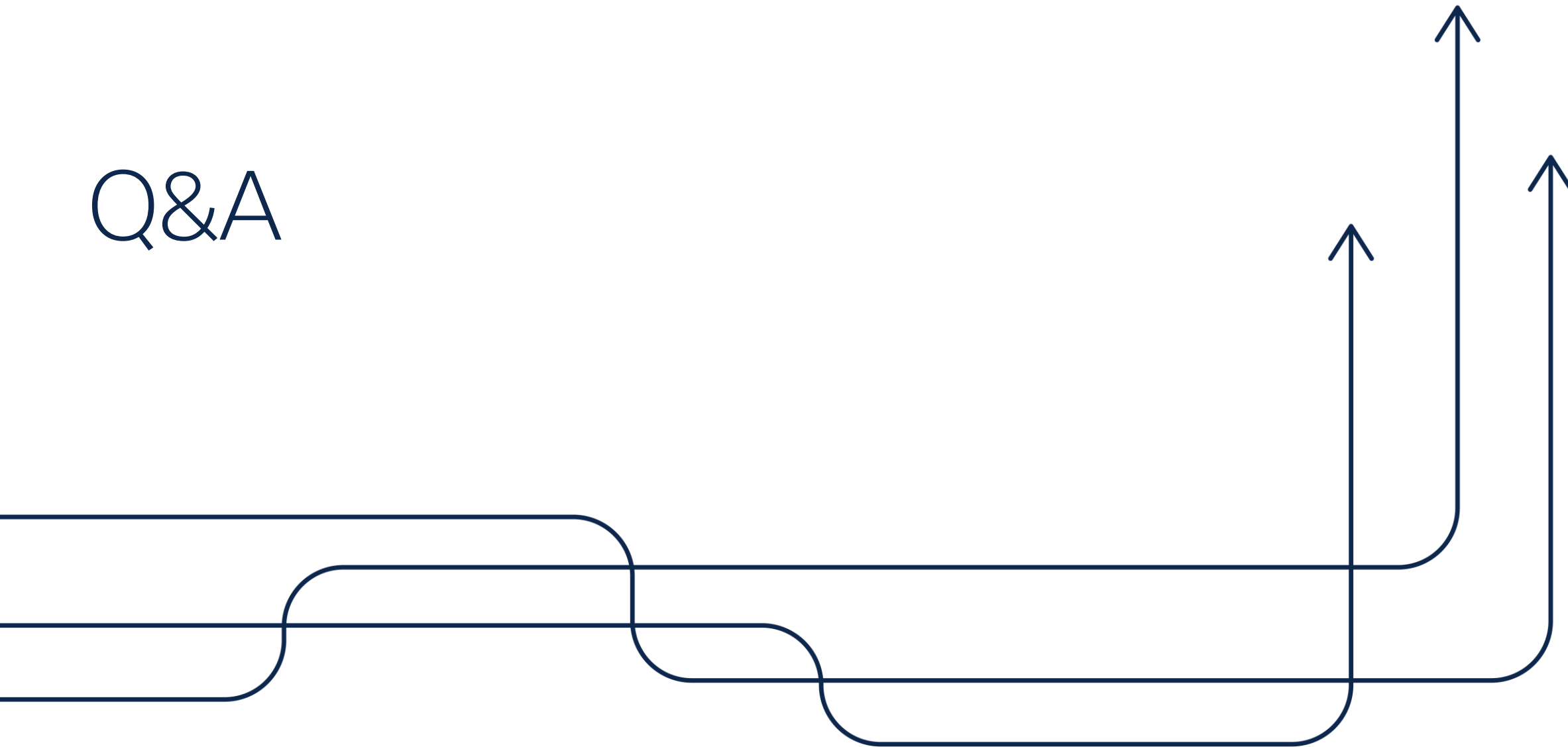- Cisco.com/go/refresh

Partner Program Enrollment (PPE)

Partner Experience Platform (PXP)

Partner Self Service (PSS)

Customer Support

Don't know where to find the answer? Go to the VIP website.

Q&A