

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:

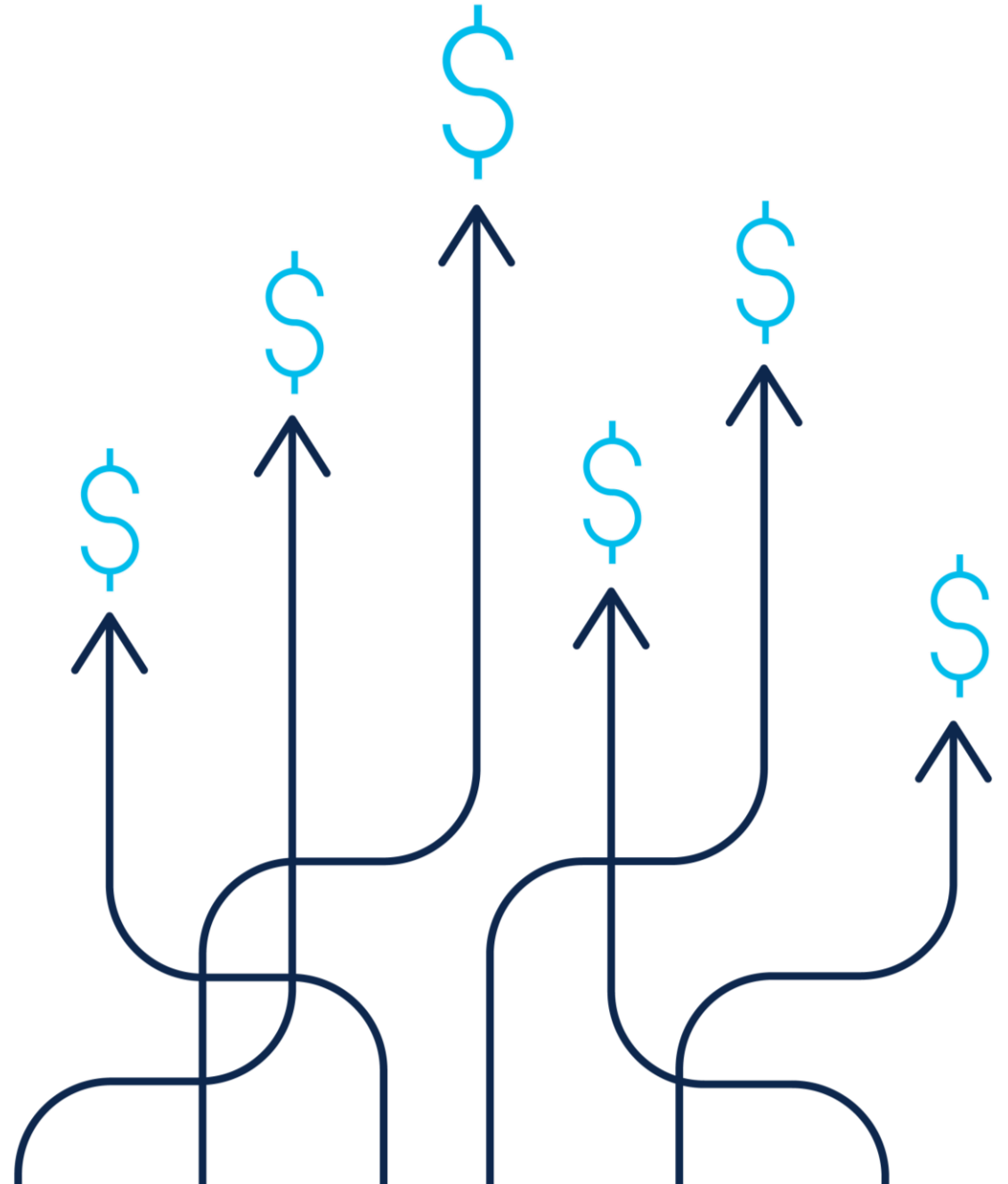
1. Click on AUDIO.
2. Click on AUDIO CONNECTION.
3. Select preferred way how you'd like to be connected to the audio (Use computer, Call me, Call in).
4. Fill in your telephone number (make sure you fill in "Country/Region" only in the required box) if you chose Call me option.
5. Click CONNECT/VIEW.





Value Incentive 42

Tips for Success and Profitability



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



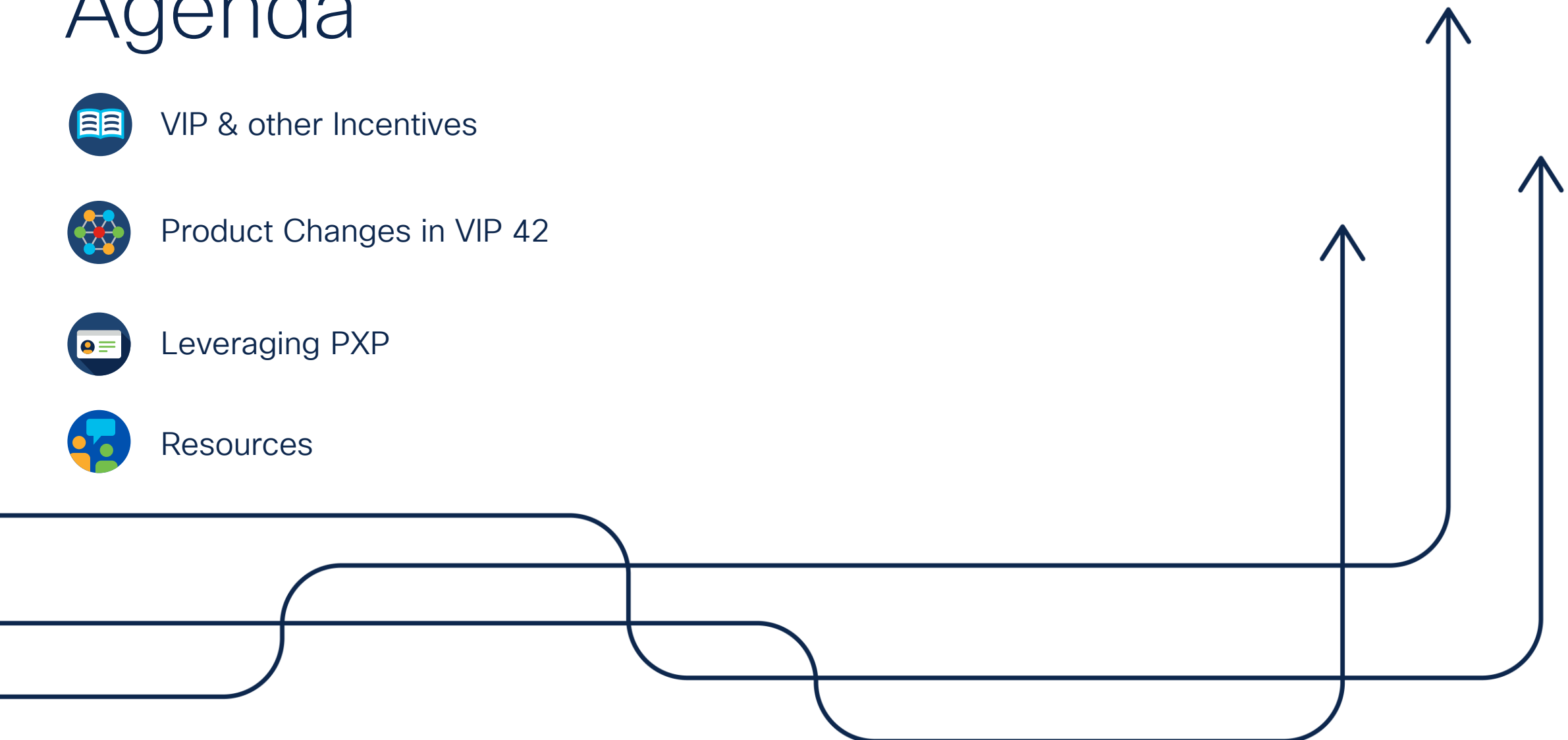
Product Changes in VIP 42



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
<ul style="list-style-type: none"> Enrolled in the Channel Program Incentive Agreement (CPIA) <ul style="list-style-type: none"> Auto-enrolled to VIP 42 as long as you are eligible for participation. New partner <ul style="list-style-type: none"> 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 overall VIP minimum bookings calculation begins on the VIP enrollment date. 	<ul style="list-style-type: none"> July 30, 2023 to January 27, 2024. 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), Security Solutions, Hybrid Work from Office, Hybrid Cloud Computing, Hybrid Cloud Networking, and Hybrid Cloud Software. 	<p>Payout requirements:</p> <ul style="list-style-type: none"> 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. <p>Payments are based on:</p> <ul style="list-style-type: none"> 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. <p>Exclusions:</p> <ul style="list-style-type: none"> 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

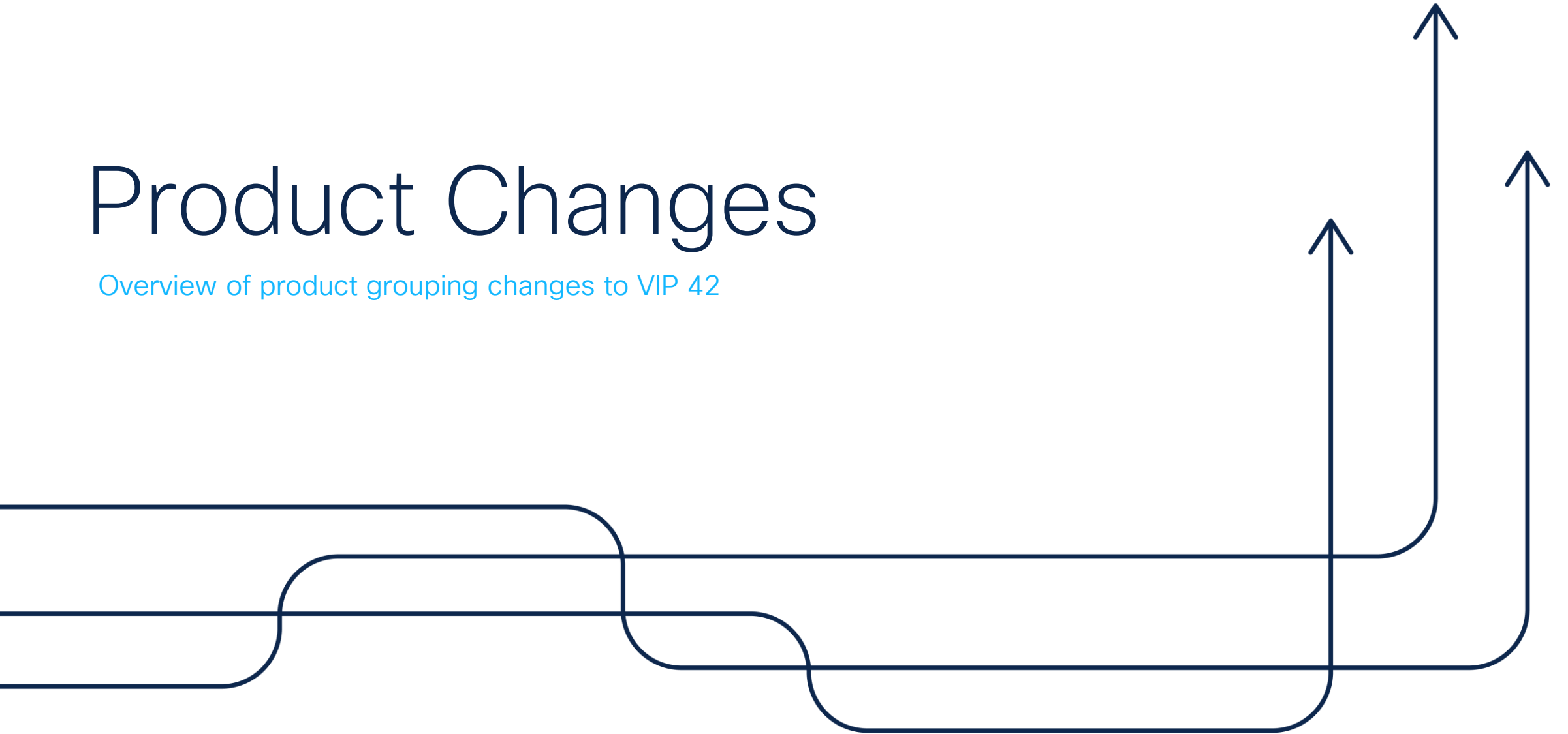
VIP requires and rewards your investment in specific [Specializations](#) and/or [Cisco Partner Program levels](#), reflecting a depth and breadth of your knowledge across Cisco Architectures, Solutions, and Business skills. In order to qualify for payout, you must meet certain eligibility and incentive 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)	 <u>Seller Rewards</u>	 <u>Lifecycle Incentives</u>	 <u>Perform Plus</u>
Program Description	<ul style="list-style-type: none"> Reflect a depth and breadth of Partner knowledge across Cisco Architectures and Business skills 	<ul style="list-style-type: none"> Rewards deal registration on new or dormant accounts with up-front discount 	<ul style="list-style-type: none"> Rewards Partner and Partner individuals for different performance objectives via earning points redeemable for prizes 	<ul style="list-style-type: none"> Reward Usage (Activation), Adoption and Expansion of strategic software offers with back-end rebates 	<ul style="list-style-type: none"> Rewards Partner for consistently growing their overall business with Cisco
VIP Alignment	<ul style="list-style-type: none"> Incentive and subtrack eligibility requires specific Specializations and/or Certifications Bonus for Master Specialization and Gold Certification 	<ul style="list-style-type: none"> Double up! Receive front end discounts with deal registration, receive back-end rebates on eligible SKU's. 	<ul style="list-style-type: none"> Rebates on VIP eligible SKUs that also qualify for Seller Rewards 	<ul style="list-style-type: none"> Rebates on VIP eligible subscriptions in Expansions or Renewals, resulting from activities rewarded in Lifecycle Incentives 	<ul style="list-style-type: none"> Eligible Partner can transition to participate in VIP

Product Changes





















Overview of product grouping changes to VIP 42



VIP Incentive Tracks

Business Tracks

There are three business tracks in VIP: the [Architecture Track](#), [Annuity Track](#), and the [Solutions Track](#).

<h3>Architecture Track</h3>	 Enterprise Networks	 Security	 Data Center	 Collaboration	 Mass-Scale Infrastructure	 Meraki	 IoT
<h3>Annuity Track</h3>	 Enterprise Networks Annuity	 Security Annuity	 Data Center Annuity	 Collaboration Annuity	 Mass-Scale Infrastructure Annuity	 Meraki Annuity	 IoT Annuity
<h3>Solutions Track</h3>	 Full Stack Observability (FSO)	 Security Solutions	 Hybrid Work from Office	 Hybrid Cloud Computing	 Hybrid Cloud Networking	 Hybrid Cloud Software	

Products: Precedence Rules

Precedence rules

Precedence rules govern the allocation of VIP bookings immediately upon ordering regardless of partner payout eligibility.

1. Mass-Scale Infrastructure subtrack will take precedence over Enterprise Networks subtrack in bookings for which the SKUs are eligible in both subtracks.
2. Mass-Scale Infrastructure subtrack will take precedence over the Data Center subtrack in bookings for which the SKUs are eligible in both subtracks.
3. Data Center subtrack will take precedence over the Enterprise Networks subtrack in bookings for which the SKUs are eligible in both subtracks.
4. Solutions Track will take precedence over the Architecture Track in bookings for which the SKUs are eligible in both Tracks.
5. Solutions Track will take precedence over the Annuity Track in TCV of the new subscriptions and replacement of existing ones for which the SKUs are eligible in both Tracks. In addition, Solutions Track will take precedence over the Annuity Track in TCV of expansions and renewals of existing subscriptions with new SKUs additions into the subscriptions for which the new SKUs are eligible in both Tracks. TCV of expansions and renewals of existing SKUs in the subscriptions will continue to be allocated to Annuity Track.
6. Full Stack Observability subtrack will take precedence over the Hybrid Cloud Computing subtrack in bookings for which the SKUs are eligible in both subtracks.
7. Full Stack Observability subtrack will take precedence over the Hybrid Cloud Software subtrack in bookings for which the SKUs are eligible in both subtracks.
8. Hybrid Cloud Computing subtrack will take precedence over the Hybrid Cloud Software subtrack in bookings for which the SKUs are eligible in both subtracks.

(Page 7 of the [VIP 42 Incentive Rules](#))

Key Changes: Architecture and Annuity

	Architecture	Annuity
Enterprise Networks	<ul style="list-style-type: none"> +2% accelerator on C8300, C8500 Sell Cisco DNA Advantage for Catalyst® 9000 switching solutions to obtain the highest payouts on both hardware and software 	<ul style="list-style-type: none"> Up to +2% on specific EN Software SKUs, including SD-WAN Advantage & Essentials subscription and Cisco Spaces ACT Become Master Networking Specialized before January 27, 2024 to qualify for the Master Specialization bonus.
Security	<ul style="list-style-type: none"> Base payout provides 5% rebate on all Firewall hardware/software and 4% rebate on the rest of the security portfolio 	<ul style="list-style-type: none"> Earn up to 4% rebate in Land/Expand bonus Coming soon: Security Suites will yield up to 10% rebate and will be launched in Q1 FY24.
Data Center	<ul style="list-style-type: none"> 2% Accelerator on UCS M7 and select Nexus and MDS hardware Lead with Cisco's latest UCS M7 based platforms with next generation of performance and density; add rich cloud management with Cisco Intersight™ 	<ul style="list-style-type: none"> Earn up to 13% rebate in Land/Expand bonus DC Annuity 4% Renewal Accelerator on select products
Meraki	<ul style="list-style-type: none"> 6% accelerator on top tier MX SDW+ Security Licenses Master Specialized or Cisco Powered™ partners can newly receive an additional 1% rebate 	<ul style="list-style-type: none"> 6% incremental rebate on Enterprise Agreement (EA3.0) Software Licenses (SDW+) Lead with the Meraki Platform, the Meraki Dashboard, and the ability to solve IT and non-IT problems with the platform and our ecosystem solutions
IoT	<ul style="list-style-type: none"> Up to 6% rebate on select IoT hardware/appliances Earn up to 8% on IoT software and licenses 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 4% rebate for Cisco Desk Mini, Desk and Desk Pro Attach hardware (phones, video and headsets) to Webex Suite and all Collaboration SaaS offers 	<ul style="list-style-type: none"> Up to 5% rebate on Contact Center and Webex Suite Lead with the Webex Suite for all Collaboration needs for all new and existing customers with up to 11% rebate
Mass Scale Infrastructure	<ul style="list-style-type: none"> Lead with 5G x-haul, Metro Access, DCI, and public/private WAN Benefit from 100G and 400G optics 	<ul style="list-style-type: none"> 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 3% rebate on new subscriptions

Security Solutions

- Up to +6% on select hardware and software
- Up to 9% rebate on new subscriptions
- Leverage XDR for a frictionless experience, open and extensible ecosystem, and automation

Hybrid Work from Office

- 5% on select SKUs
- Up to 8% on new subscriptions for Land and Expand
- Position hybrid experiences, attach Cisco video endpoints to the Hybrid Work from Office Bundle

Hybrid Cloud Computing

- Incremental +2% on UCS M7 hardware
- Lead with Cisco's newest UCS M7 based platforms with next generation of performance and density; add rich cloud management with Cisco Intersight

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
- Up to 6% on on renewals of existing Hybrid Cloud Software subtrack subscriptions

Leveraging PXP

Leveraging PXP reporting to maximize VIP rebates



Partner Experience Platform (PXP)

Payment Run				Run 1	Run 2	Run 3	Run 4	Run 5	Run 6	Total Payment
Program ↓	Country/Coun...	C...	P...							
Value Incentive P...	USA	USD	Q...							
Value Incentive P...	USA	USD	Q...							
Value Incentive P...	USA	USD	Q...							

Payment Eligibility - Value Incentive Program 41

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	Bonus		
			L/E	M	R
VIP ANNUITY	COLLABORATION ANNUITY	✓	L/E	M	R
	DATA CENTER ANNUITY	✓	L/E	M	R
	ENTERPRISE NETWORKS ANNUITY	✓	L/E	M	R
	IOT ANNUITY	✗	L/E	-	R
	MASS-SCALE INFRASTRUCTURE ANNUITY	✓	L/E	M	R
	MERAKI ANNUITY	✓	L/E	-	R
	SECURITY ANNUITY	✓	L/E	M	R

Track	Sub Track	Base Payment Eligibility	Bonus	
			G	Spec/ CMSP/ ATP
VIP SOLUTIONS	FULL STACK OBSERVABILITY - FSO	✓	G	✓
	HYBRID CLOUD COMPUTING	✓	G	✓
	HYBRID CLOUD NETWORKING	✓	G	✓
	HYBRID CLOUD SOFTWARE	✓	G	✓
	HYBRID WORK FROM OFFICE	✓	G	✓
	SECURE ACCESS SERVICE EDGE - SASE	✓	G	✓

Partner Experience Platform (PXP)

☰
[PXP](#)
[Home](#)
[Practice Maturity](#)
[Incentives and Funds](#)
[Lifecycle Selling](#)
[Sales Opportunities](#)
[Reporting](#)

[More Details](#)
[Payment Eligibility - Value Incentive Program 41](#)

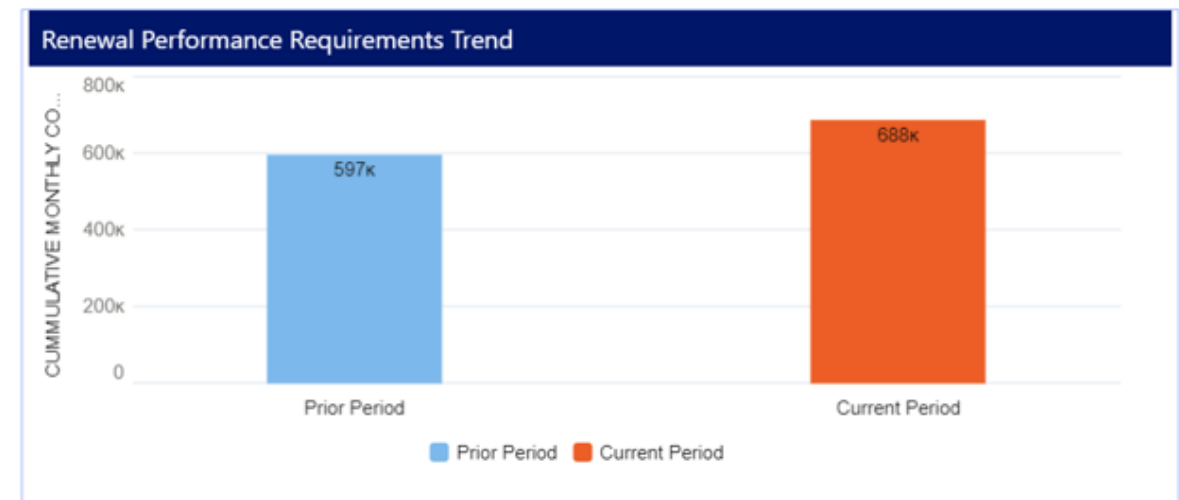
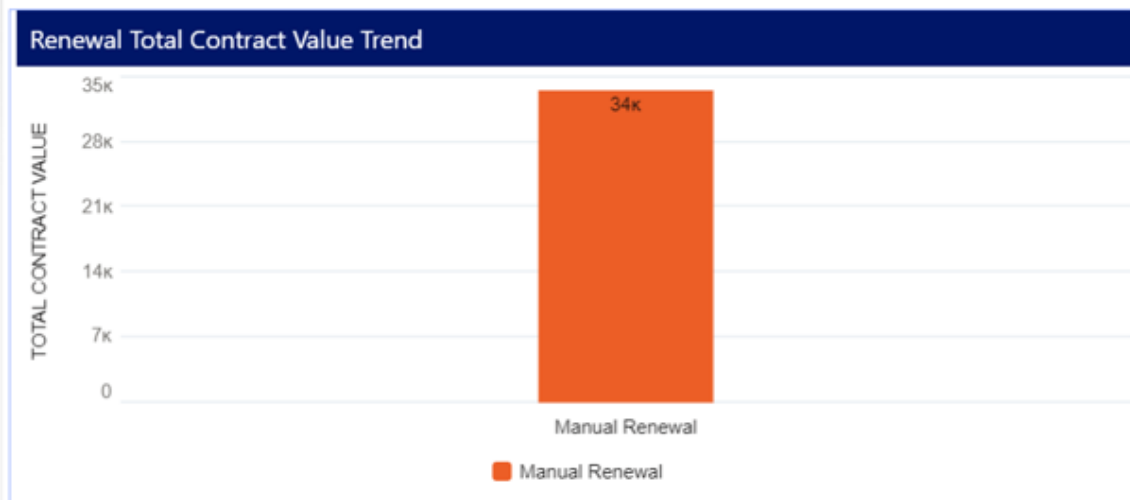
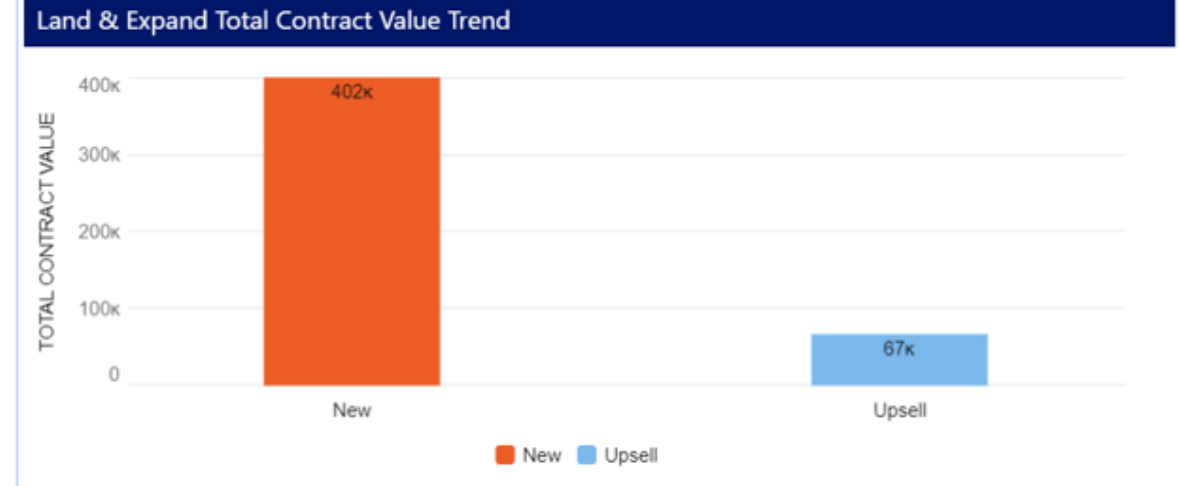
Program Name	Currency	Overall VIP Minimum Bookings	Total Allocated Bookings
Value Incentive Program 41	USD	\$1,800,000.00	<div style="width: 100px; height: 15px; background-color: #00a651;"></div>

Track	Sub Track	Base Payment Eligibility	Bonus			Spec/ CMSP/ ATP	Currency	Total Allocated Bookings
			G	M	R			
VIP ARCHITECTURE	COLLABORATION	✓	G	M		✓	USD	<div style="width: 100px; height: 15px; background-color: #00a651;"></div>
	DATA CENTER	✓	G	M		✓	USD	
	ENTERPRISE NETWORKS	✓	G	M		✓	USD	

Track	Sub Track	Base Payment Eligibility	Bonus			Spec/ CMSP/ ATP	Currency	Total Allocated Bookings
			L/E	M	R			
VIP ANNUITY	COLLABORATION ANNUITY	✓	L/E	M	R	✓	USD	<div style="width: 100px; height: 15px; background-color: #00a651;"></div>
	DATA CENTER ANNUITY	✓	L/E	M	R	✓	USD	
	ENTERPRISE NETWORKS ANNUITY	✓	L/E	M	R	✓	USD	

Track	Sub Track	Base Payment Eligibility	Bonus			Spec/ CMSP/ ATP	Currency	Total Allocated Bookings
			G	M	R			
VIP SOLUTIONS	FULL STACK OBSERVABILITY - FSO	✓	G			✓	USD	<div style="width: 100px; height: 15px; background-color: #00a651;"></div>
	HYBRID CLOUD COMPUTING	✓	G			✓	USD	
	HYBRID CLOUD NETWORKING	✓	G			✓	USD	

Partner Experience Platform (PXP)



PXP Reporting

Cisco PXP Partner Experience Platform

Search...

PXP Home Practice Maturity Incentives and Funds Lifecycle Selling Sales Opportunities Reporting

Reporting

Booking and Payments Metrics Sales Opportunities

Note: Incentive program dashboards display an eligible bookings value which is a total of both direct and indirect orders. If you download a data blank due to the confidentiality of the distributor's data, therefore the report's totals will not match the program dashboard's total eligible bookin

Program*

VIP

Report Name*

Select Report Name

- Payment Reconciliation
- Eligible Bookings
- Ineligible Bookings
- Program Payout Summary
- Partner Summary
- VIP Annuity Historical Data
- VIP Consolidated Subtrack Eligible Bookings

Frequently used reports:

- Eligible Bookings report
- Ineligible Bookings report
- VIP Consolidated Subtrack Eligible Bookings
- Payment Reconciliation report

Bookings Report

Eligible bookings report

- Architecture, Annuity and Solutions
- 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

Report	Eligible Bookings
Location to download	Eligible Architecture Bookings No Data For: Other Eligible Annuity Subscriptions Eligible Annuity Subscriptions Eligible Solutions Bookings
Partner ID	
Program Name	Value Incentive Program 41
Fiscal Quarter/Fiscal Year	Q3 FY2023,Q4 FY2023
Currency	Local Net

BE_GEO ID	Partner_ Name	Program	Track	SubTrack	SO/POS/DSV Booking Number	DSV POS Transaction ID	Transaction Date	DSV Booking Date	Direct/Re seller PO	Allocation Percentage	Technology Tier	Product ID	Promotion Name
XXXX	XXXX	Value Incentive Program 41	VIP ARCHITECTURE	MERAKI	999999999		05/19/2023 00:00:00		XXXXXX	100	Category G	LIC-MX67-SEC-3YR	Fast Track Base Stackable - Canada, Fast Track2 Base Stackable - Canada, UNKNOWN
XXXX	XXXX	Value Incentive Program 41	VIP ARCHITECTURE	ENTERPRISE NETWORKS	999999999		03/08/2023 00:00:00		XXXXXX	100	Category G1	AIR-DNA-A-3Y	Fast Track Base Stackable - Canada, Fast Track2 Base Stackable - Canada, UNKNOWN
XXXX	XXXX	Value Incentive Program 41	VIP ARCHITECTURE	IOT	999999999		06/15/2023 00:00:00		XXXXXX	100	Category I	IE-3200-8P2S-E	IOT Advantage Specialization Partner - Canada, UNKNOWN
XXXX	XXXX	Value Incentive Program 41	VIP ARCHITECTURE	ENTERPRISE NETWORKS	999999999		03/02/2023 00:00:00		XXXXXX	100	Category I	VG320	Fast Track Base Stackable - Canada, Fast Track2 Base Stackable - Canada, UNKNOWN
XXXX	XXXX	Value Incentive Program 41	VIP ARCHITECTURE	ENTERPRISE NETWORKS	999999999		06/22/2023 00:00:00		XXXXXX	100	Category G	C8200L-1N-4T	Hunting- Canada, Fast Track Base Stackable - Canada, UNKNOWN
XXXX	XXXX	Value Incentive Program 41	VIP ARCHITECTURE	DATA CENTER	999999999		03/22/2023 00:00:00		XXXXXX	100	Category I	N9K-C93180YC-FX	Fast Track Base Stackable - Canada, Fast Track2 Base Stackable - Canada, UNKNOWN
XXXX	XXXX	Value Incentive Program 41	VIP ARCHITECTURE	MERAKI	999999999		03/13/2023 00:00:00		XXXXXX	100	Category I	LIC-ENT-3YR	Fast Track Base Stackable - Canada, Fast Track2 Base Stackable - Canada, UNKNOWN
XXXX	XXXX	Value Incentive Program 41	VIP ARCHITECTURE	ENTERPRISE NETWORKS	999999999		02/10/2023 00:00:00		XXXXXX	100	Category I	C9300-DNA-E-48-3Y	Fast Track Base Stackable - Canada, UNKNOWN
XXXX	XXXX	Value Incentive Program 41	VIP ARCHITECTURE	ENTERPRISE NETWORKS	999999999		04/03/2023 00:00:00		XXXXXX	100	Category I	C9200L-DNA-E-48-3Y	Cisco New-Switching-Canada, Hunting- Canada, UNKNOWN
XXXX	XXXX	Value Incentive Program 41	VIP ARCHITECTURE	SECURITY	999999999		05/22/2023 00:00:00		XXXXXX	100	Category G	L-FPR1140T-T-3Y	Cisco New-SEC-NetSec-Canada, Hunting- Canada, UNKNOWN

Payment 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	<table border="1"> <thead> <tr> <th>VIP Architecture</th> <th>VIP Annuity</th> </tr> </thead> <tbody> <tr> <td>By Country</td> <td>By Country</td> </tr> <tr> <td>By Bookings</td> <td>By Bookings</td> </tr> <tr> <td>By End Customer</td> <td>By End Customer</td> </tr> <tr> <td>By Purchase Order</td> <td>By Purchase Order</td> </tr> <tr> <td>No Data For: Additional Payments</td> <td></td> </tr> </tbody> </table>	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		
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 42 with the Solutions Track and corresponding subtracks
 - ✓ Full Stack Observability (FSO)
 - ✓ Security Solutions
 - ✓ Hybrid Work from Office
 - ✓ Hybrid Cloud Computing
 - ✓ Hybrid Cloud Networking
 - ✓ Hybrid Cloud Software
- ✓ Take advantage of various accelerators and bonuses to earn even greater incentive
- ✓ Provider Pricing transactions are eligible for VIP
- ✓ Continue your focus on subscription renewals
- ✓ Master Specialized/Cisco Powered™ bonus is now provided in the Meraki and Meraki Annuity subtracks
 - ✓ Master Networking Specialization by period end (only for VIP 42)
- ✓ 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
- ✓ Check the SKU website monthly for updates at www.cisco.com/go/vipiskus
 - ✓ Explore our product focus updates across all sub-tracks
- ✓ Inform your teams about the great additions and offers to VIP 42

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 \(PPE\)](#)

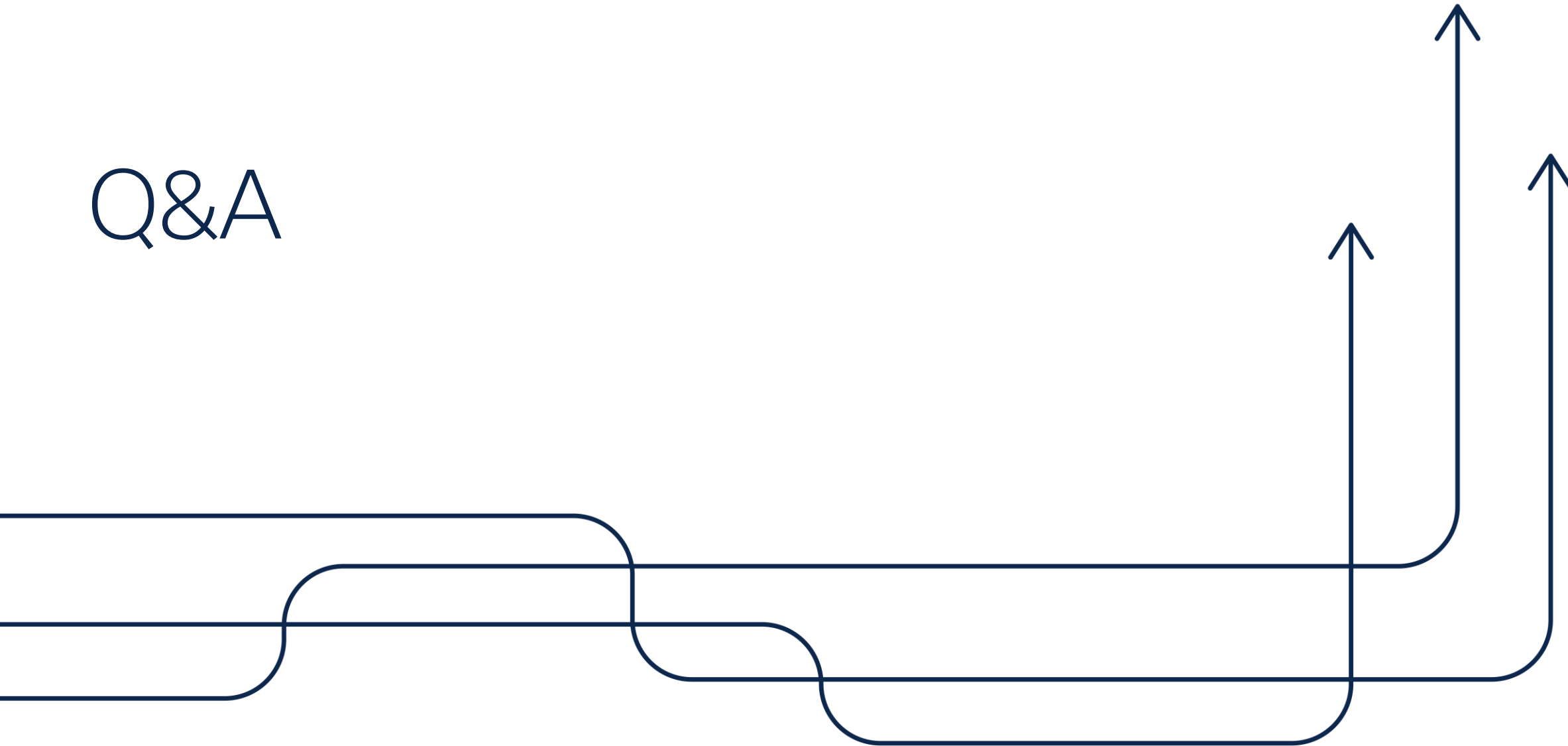
[Partner Experience Platform \(PXP\)](#)

[Partner Self Service \(PSS\)](#)

[Customer Support](#)

Don't know where to find the answer? Go to the [VIP website](#).

Q&A





The bridge to possible