Perform Plus

Grow more. Earn more.

Last updated February 21, 2023

Agenda

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2 | Key incentive elements

3 | Incentive value

4 | Eligibility

5 | Enrollment

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Key elements of Perform Plus

How it works | How to qualify

How to enroll | Resources

Key elements of Perform Plus

How it works

- Perform Plus is a global incentive

- Rewards you with cash rebates for overall growth, expanding across architectures and focusing on the midsize and small customer segments

- Rewards you with cash rebates for selling specific SaaS and product solutions in targeted campaigns

How to qualify

- This section will provide you with the eligibility requirements

- Entry vs. ongoing
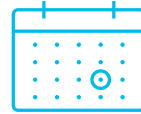
How to enroll

- One step enrollment through the Channel Program Incentive Agreement (CPIA)

- You will be auto enrolled into Perform Plus as long as you meet eligibility criteria

Resources

- Many resources are available to help learn more about Perform Plus as well as other incentives and benefits that may support your business objectives

Incentive value (2HFY23)

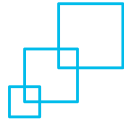How you can earn as you grow | What's new

What's new in Perform Plus for 2HFY23?

Eligibility changes

Bookings mix for Band 1 ($10M to $25M) changes to 25% mix in midsize/small segment

EMEA only: Reduce top threshold from $25M to $10M (no Band 1)

Overall Growth Rebate changes

Segment bonus no longer available

Minimum growth requirements and rebate percentage are updated

Rebate caps updated

Adding guaranteed minimum $500 payout for Bands 4 and 5 ($200K to $1M size) with minimum growth requirement of 10%

Cross- Selling Bonus changes

Expanded to include Data Center and Collaboration (up to 4% incremental rebates)

Must earn Enterprise Networks (EN) plus Security bonus to be eligible for Data Center and Collaboration bonuses

Now available in all regions

Portfolio Bonus changes

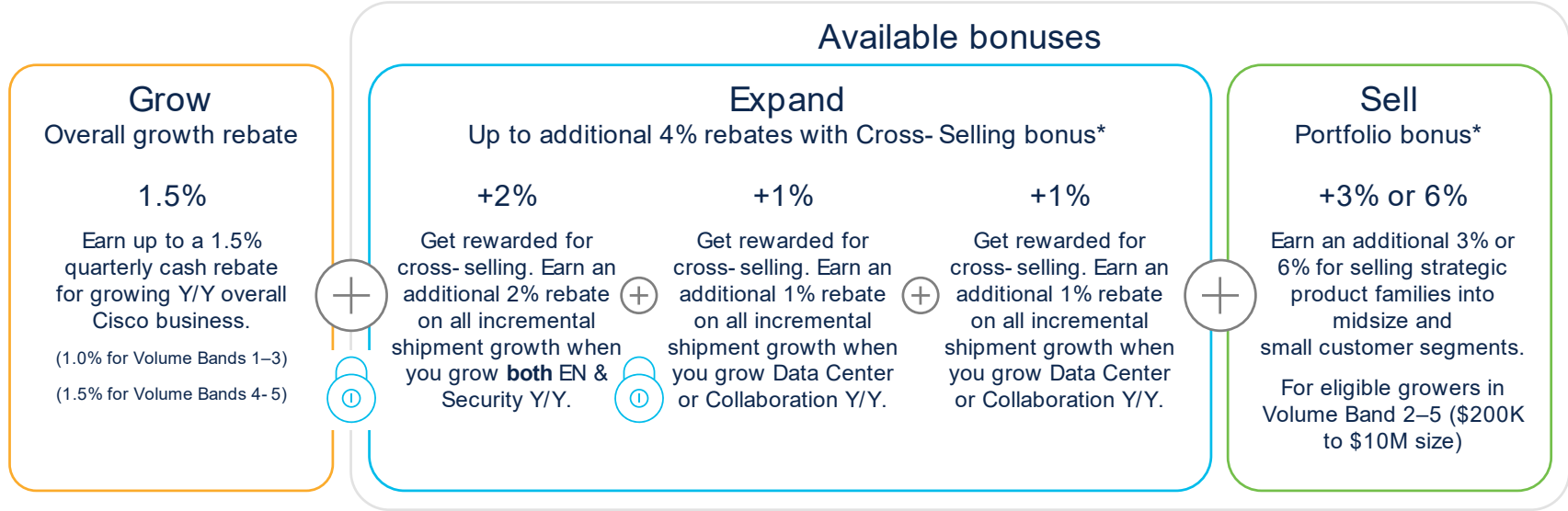Updated rebate to 3% or 6% (globally consistent)

More product families are now eligible for Portfolio Bonus

Adjusted rebate caps

Updated to pay on midsize and small customer segments only

Earn more for growth with Perform Plus
Focus on cross- selling

Available bonuses

Grow
Overall growth rebate

1.5%

Earn up to a 1.5% quarterly cash rebate for growing Y/Y overall Cisco business.

(1.0% for Volume Bands 1–3)

(1.5% for Volume Bands 4- 5)

Expand
Up to additional 4% rebates with Cross- Selling bonus*

+2%

Get rewarded for cross- selling. Earn an additional 2% rebate on all incremental shipment growth when you grow **both** EN & Security Y/Y.

+1%

Get rewarded for cross- selling. Earn an additional 1% rebate on all incremental shipment growth when you grow Data Center or Collaboration Y/Y.

+1%

Get rewarded for cross- selling. Earn an additional 1% rebate on all incremental shipment growth when you grow Data Center or Collaboration Y/Y.

Sell
Portfolio bonus*

+3% or 6%

Earn an additional 3% or 6% for selling strategic product families into midsize and small customer segments.

For eligible growers in Volume Band 2–5 ($200K to $10M size)

*The Growth Incentive Rebate must be achieved to be eligible for the cross- selling and Portfolio bonuses. Grow and Expand are based on YoY/QoQ, growth and Portfolio bonus is based on total shipped bookings and/or TCV SaaS bookings into the midsize and small customer segment for the given quarter.

Perform Plus is a global incentive that rewards you with a cash rebate for growing your overall product shipments with Cisco, expanding your footprint to sell across architectures, and selling specific portfolio- based campaigns.

Grow
Bonus for overall growth

Overall Growth Rebate
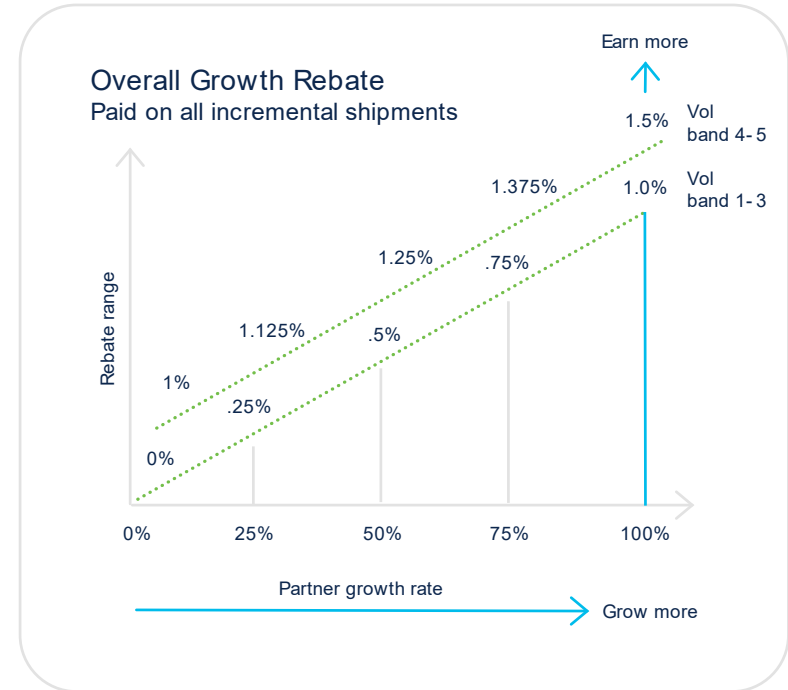
Variable rebate focused on overall growth:

- Overall growth is based on shipments above your own previous four quarter shipments (baseline) based on a linear rolling four quarters

- Variable rebate (up to 1%) for Volume Bands 1–3: Increases as growth rate increases

- Variable rebate (1% to 1.5%) for Volume Bands 4–5: Increases as growth rate increases

Predictable, quicker quarterly earnings:

- Measured and paid on incremental shipment growth
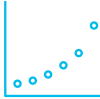
Available for:

- All hardware, software and SaaS products on the Global Price List (GPL) are rebate eligible

- All segments

Overall Growth Rebate
Paid on all incremental shipments

Earn more

Rebate range

- 1.5% — Vol band 4-5
- 1.375%
- 1.0% — Vol band 1-3
- 1.25%
- .75%
- 1.125%
- .5%
- 1%
- .25%
- 0%

Partner growth rate: 0%, 25%, 50%, 75%, 100%

Partner growth rate — Grow more

Expand
Bonuses for multi-architecture growth

Cross-Selling Bonuses

You must achieve Overall Growth Rebate to qualify for the Cross-Sell bonus (prerequisite)

Earn all 3 bonuses for up to an additional 4% for multi-architecture growth

- Cross-Sell Bonus 1: Achieve growth in **both** EN and Security, over previous 4 quarter shipment baseline and earn an additional 2% flat rebate on all incremental shipment growth*

- Cross-Sell Bonus 2: Grow a third architecture, Collaboration or Data Center, and earn an additional 1% flat rebate on all incremental shipment growth

- Cross-Sell Bonus 3: Grow a fourth architecture, Collaboration or Data Center, and earn an additional 1% flat rebate on all incremental shipment growth

*Cross-Selling Bonus 1 must be earned in order to become eligible for Cross-Selling Bonuses 2 & 3

Cross-Selling Bonuses
Additional flat percentage rebate

Up to 4% additional on all incremental shipment growth

Rebate range

| 1% |
| 1% |
| 2% |
| .25% |

and/or

Bonus type	Growth rebate	Earn X-Sell Grow EN and Security	Earn Second X-Sell Grow Data Center	Earn Third X-Sell Grow Collaboration
Earning example	$625	+$5,000 =$ 5,625	+$2,500 =$ 8,125	+$2,500 =$ 10,625

Figures calculated based on $1M Premier Partner (Volume band 3) with 25% Growth, $1M Baseline, $1.25M Measure, $250,000 Growth

Sell
Bonus for selling strategic product families

Portfolio Bonus

- You must achieve Overall Growth Rebate to qualify for Portfolio bonus (prerequisite)

- Qualify for an additional 3% or 6% for selling strategic product families

- Paid on product families hardware bookings and/or SaaS/software TCV/bookings sold into midsize and small customer segments if overall growth is achieved

- Portfolio bonus rebate is limited to 25% of quarterly cap

Targeted SaaS portfolio rebates: 6%

Security SaaS
- Duo: Multifactor authentication
- AnyConnect: VPN
- Umbrella: Cloud security
- AMP 4 Endpoints (advanced malware protection)
- Cloud Mailbox Defense

Virtual Firewall
- Firewall Threat Defense Virtual (FTDv)
- Advanced Security Appliance Virtual (ASAv)
- Firepower Management Center (FMCv)
- Secure Cloud Firewall Native (SFCN)

Targeted SaaS portfolio rebates: 3%

Collaboration SaaS
- Webex Suite
- Webex Teams
- Webex Calling
- Webex Meetings
- Cloud Calling

Targeted hardware portfolio rebates: 6%

- Firepower FW (Low and Mid)

Targeted hardware portfolio rebates: 3%

- Meraki MX: Security Appliance
- Meraki MV: Video Cameras
- Meraki MT: IOT Sensors
- C9800L, C1000, ISR1K, IE1000/2000/3000 IOT
- Hyperflex, UCS Blade Servers, Intersight

Maximize earnings with Perform Plus

Example 1

Figures calculated based on $10M Premier Partner (Volume Band 1) with 15% Growth, $10M Baseline, $11.5M Measure, $1.5M Growth

$62,250

$47,250

$ 32,250

Earn more

$750

+$15,000

+$15,000

+$30,000

Grow more

Total earned

.15%	2%	1%	1%
Growth rebate	Earn X- Sell Grow EN and Security	Earn Second X- Sell Grow Data Center	Earn Third X- Sell Grow Collaboration

Bonus type

Maximize earnings with Perform Plus

Example 2
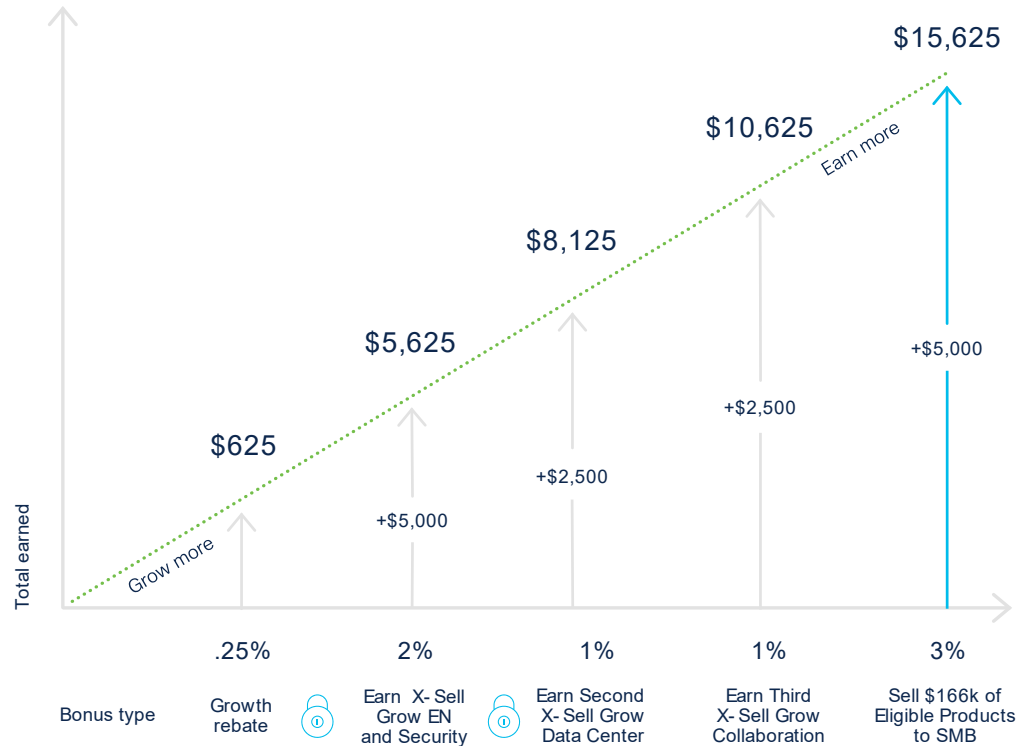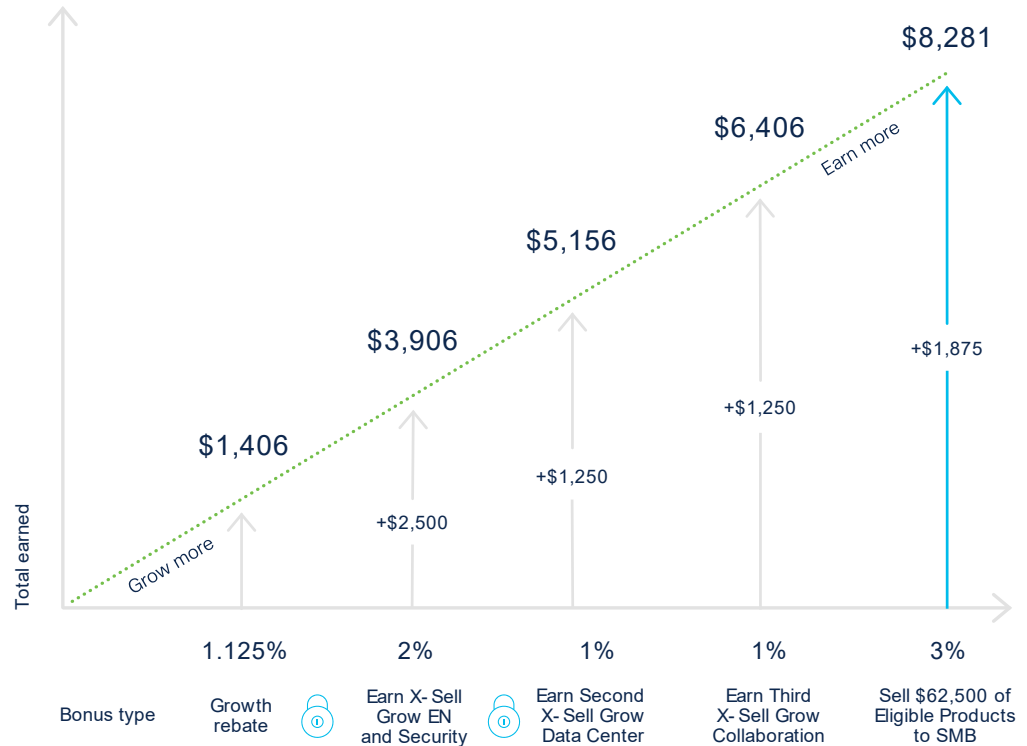
Figures calculated based on $1M Premier Partner (Volume Band 3) with 25% Growth, $1M Baseline, $1.25M Measure, $250K Growth

$15,625

$10,625

$8,125

Earn more

$5,625

$625

+$5,000

+$2,500

+$2,500

+$5,000

Grow more

Total earned

Bonus type	Growth rebate	Earn X-Sell Grow EN and Security	Earn Second X-Sell Grow Data Center	Earn Third X-Sell Grow Collaboration	Sell $166k of Eligible Products to SMB
	.25%	2%	1%	1%	3%

Maximize earnings with Perform Plus

Example 3

Figures calculated based on $400K Select Partner (Volume Band 5) with 25% Growth, $400K Baseline, $525K Measure, $125K Growth

Total earned

$8,281

$6,406

$5,156

$3,906

$1,406

Earn more

+$1,875

+$1,250

+$1,250

+$2,500

Grow more

	1.125%	2%	1%	1%	3%
Bonus type	Growth rebate	Earn X- Sell Grow EN and Security	Earn Second X- Sell Grow Data Center	Earn Third X- Sell Grow Collaboration	Sell $62,500 of Eligible Products to SMB

Compound earnings example

Number of behaviors adopted	Growth achievement	Baseline	Growth rate	Incremental growth	Overall Growth Rebate	EN & Security Growth Rebate	3rd Architecture Growth Rebate	4th Architecture Growth Rebate	Portfolio Bonus (max)	Total potential rebate	Compound Earnings
Total annual product bookings		$5,000,000	25%	$1,250,000	0- 1%	2%	1%	1%	3- 6%	Overall Growth + Portfolio Bonus rebates	
4	Overall Growth + EN* & Security + 4th Architecture achieved							$53,125		$98,125	**31x**
3	Overall Growth + EN & Security + 3rd Architecture achieved						$40,625		$45,000	$85,625	**27x**
2	Overall Growth + EN & Security growth achieved					$28,125				$73,125	**23x**
1	Overall Growth achieved				$3,125					$48,125	**15x**
	Compound earnings		**-**			**9x**	**13x**	**17x**	**17x**		

*Enterprise Network (EN)

FY23 rebate schedule for Americas

Volume Bands		Overall Growth		Cross-Selling Growth Bonuses			Portfolio Bonus	Maximum Quarterly Rebate $		
Entry Eligibility		**Overall Growth** (Rewarded on all incremental shipments above baseline)		**Cross- Sell Bonus 1** (Flat rebate rewarded on all Incremental shipments)	**Cross- Sell Bonus 2** (Flat rebate rewarded on all incremental shipments)	**Cross- Sell Bonus 3** (Flat rebate rewarded on all incremental shipments)	**Portfolio Bonus** (Reward for selling specific product families into Midsize and Small customer accounts)	**Total Quarterly Rebate Cap**		
Vol. Band #	Four Quarter Bookings Volume	Growth Range Percentage	Rebate Range Percentage	Grow EN and Security business	Grow Data Center or Collaboration business	Grow Data Center or Collaboration business	Rebate % (Flat rebate paid on all shipped bookings or TCV of eligible portfolio into Midsize and Small)	Track 1 (Gold, Global Gold, Master Specialization Integrator or Provider)	Track 2 (Premier Integrator or Provider)	Track 3 (Select Integrator or Provider)
1	>$10M to ≤$25M	0% to 100%	0% to 1.0%	2%	1%	1%	N/A	$65,000	$50,000	$15,000
2	>$5M to ≤$10M	0% to 100%	0% to 1.0%	2%	1%	1%	3- 6%	$45,000	$30,000	$12,500
3	>$1M to ≤$5M	0% to 100%	0% to 1.0%	2%	1%	1%	3- 6%	$25,000	$20,000	$12,500
4*	>$500k to ≤$1M	10% to 100%	1% to 1.5%	2%	1%	1%	3- 6%	$17,500	$15,000	$10,000
5*	>$200k to ≤$500k	10% to 100%	1% to 1.5%	2%	1%	1%	3- 6%	$12,500	$10,000	$7,500

* Partners in Band 4 and 5 ($200K to $1M): Require minimum growth of 10% but are guaranteed a $500 minimum payout

FY23 rebate schedule for APJC

Volume Bands		Overall Growth		Cross- Selling Growth Bonuses			Portfolio Bonus	Maximum Quarterly Rebate $		
Entry Eligibility		Overall Growth (Rewarded on all incremental shipments above baseline)		Cross- Sell Bonus 1 (Flat rebate rewarded on all Incremental shipments)	Cross- Sell Bonus 2 (Flat rebate rewarded on all incremental shipments)	Cross- Sell Bonus 3 (Flat rebate rewarded on all incremental shipments)	Portfolio Bonus (Reward for selling specific product families into Midsize and Small customer accounts)	Total Quarterly Rebate Cap		
Vol. Band #	Four Quarter Bookings Volume	Growth Range Percentage	Rebate Range Percentage	Grow EN and Security business	Grow Data Center or Collaboration business	Grow Data Center or Collaboration business	Rebate % (Flat rebate paid on all shipped bookings or TCV of eligible portfolio into Midsize and Small or Provider)	Track 1 (Gold, Global Gold, Master Specialization Integrator or Provider)	Track 2 (Premier Integrator or Provider)	Track 3 (Select Integrator or Provider)
1	>$10M to ≤$25M	0% to 100%	0% to 1.0%	2%	1%	1%	N/A	$65,000	$50,000	$15,000
2	>$5M to ≤$10M	0% to 100%	0% to 1.0%	2%	1%	1%	3- 6%	$45,000	$30,000	$12,500
3	>$1M to ≤$5M	0% to 100%	0% to 1.0%	2%	1%	1%	3- 6%	$25,000	$20,000	$12,500
4*	>$500k to ≤$1M	0% to 100%	1% to 1.5%	2%	1%	1%	3- 6%	$17,500	$15,000	$10,000
5*	>$200k to ≤$500k	0% to 100%	1% to 1.5%	2%	1%	1%	3- 6%	$12,500	$10,000	$7,500

* Partners in Band 4 and 5 ($200K to $1M): Do not require minimum growth of 10% but are not guaranteed a $500 minimum payout if they grow

FY23 rebate schedule for EMEA

	Volume Bands	Overall Growth		Cross-Selling Growth Bonuses			Portfolio Bonus	Maximum Quarterly Rebate $		
	Entry Eligibility	**Overall Growth** (Rewarded on all incremental shipments above baseline)		**Cross-Sell Bonus 1** (Flat rebate rewarded on all Incremental shipments)	**Cross-Sell Bonus 2** (Flat rebate rewarded on all incremental shipments)	**Cross-Sell Bonus 3** (Flat rebate rewarded on all incremental shipments)	**Portfolio Bonus** (Reward for selling specific product families into Midsize and Small customer accounts)	**Total Quarterly Rebate Cap**		
Vol. Band #	**Four Quarter Bookings Volume**	**Growth Range Percentage**	**Rebate Range Percentage**	**Grow EN and Security business**	**Grow Data Center or Collaboration business**	**Grow Data Center or Collaboration business**	**Rebate %** (Flat rebate paid on all shipped bookings or TCV of eligible portfolio into Midsize and Small)	**Track 1** (Gold, Global Gold, Master Specialization Integrator or Provider)	**Track 2** (Premier Integrator or Provider)	**Track 3** (Select Integrator or Provider)
1	>$10M to ≤$25M	N/A								
2	>$5M to ≤$10M	0% to 100%	0% to 1.0%	2%	1%	1%	3- 6%	$35,000	$25,000	$12,500
3	>$1M to ≤$5M	0% to 100%	0% to 1.0%	2%	1%	1%	3- 6%	$25,000	$15,000	$12,500
4*	>$500k to ≤$1M	10% to 100%	1% to 1.5%	2%	1%	1%	3- 6%	$20,000	$12,500	$10,000
5*	>$200k to ≤$500k	10% to 100%	1% to 1.5%	2%	1%	1%	3- 6%	$15,000	$10,000	$7,500

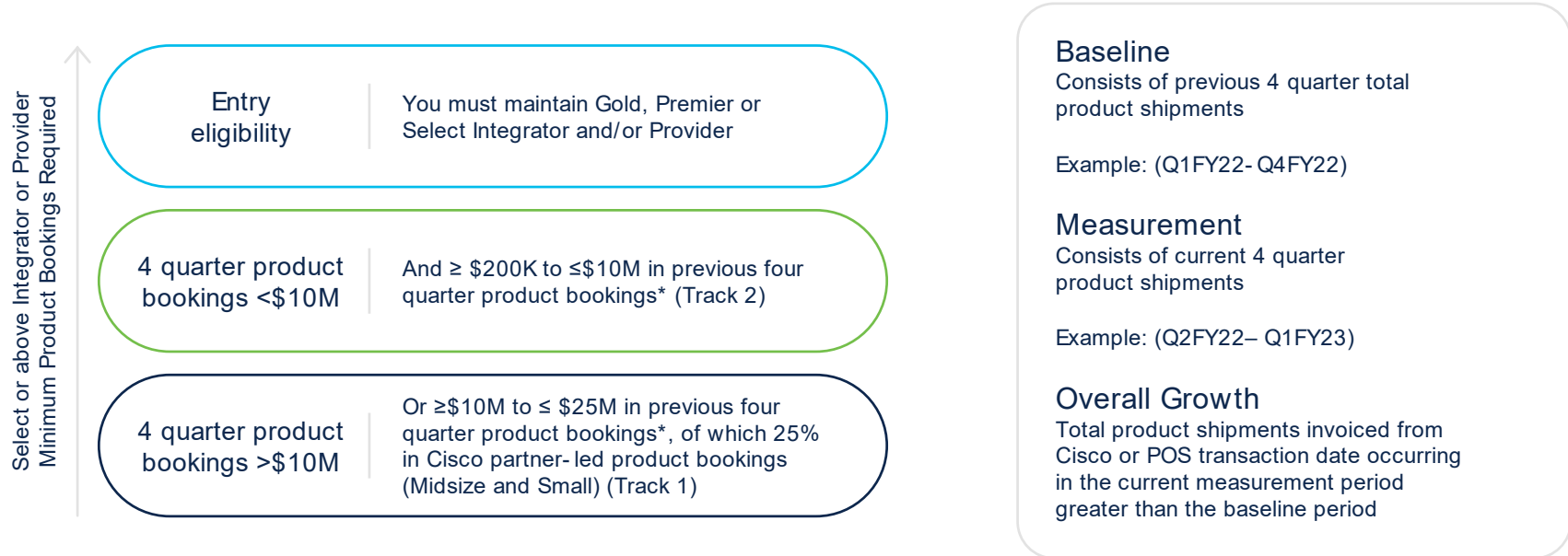* Partners in Band 4 and 5 ($200K to $1M): Require minimum growth of 10% but are guaranteed a $500 minimum payout
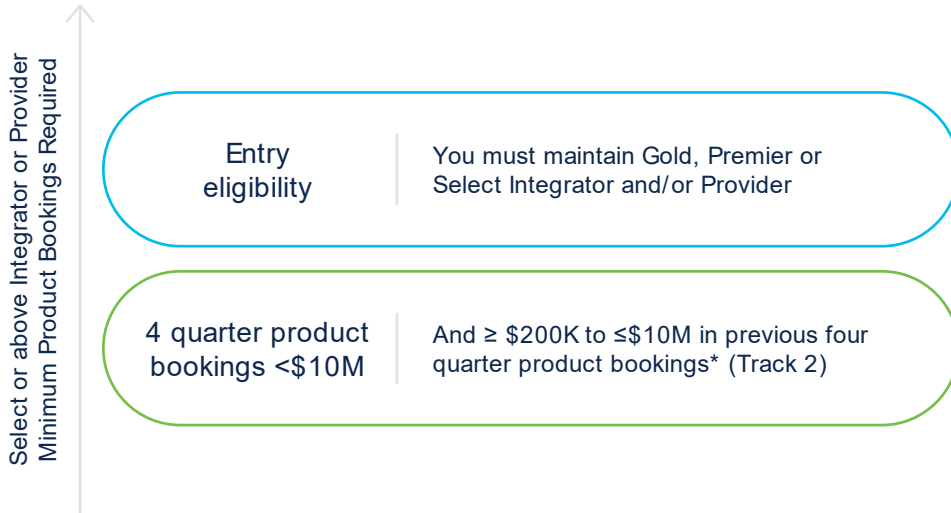
Eligibility

Entry | Ongoing

Entry requirements (Americas and APJC)

<div style="text-align:center">Select or above Integrator or Provider Minimum Product Bookings Required</div>

Entry eligibility | You must maintain Gold, Premier or Select Integrator and/or Provider

4 quarter product bookings <$10M | And ≥ $200K to ≤$10M in previous four quarter product bookings* (Track 2)

4 quarter product bookings >$10M | Or ≥$10M to ≤ $25M in previous four quarter product bookings*, of which 25% in Cisco partner- led product bookings (Midsize and Small) (Track 1)

*Product bookings include Hardware, Software and SaaS

Baseline
Consists of previous 4 quarter total product shipments

Example: (Q1FY22- Q4FY22)

Measurement
Consists of current 4 quarter product shipments

Example: (Q2FY22– Q1FY23)

Overall Growth
Total product shipments invoiced from Cisco or POS transaction date occurring in the current measurement period greater than the baseline period

Entry requirements (EMEA only)

Select or above Integrator or Provider
Minimum Product Bookings Required

| Entry eligibility | You must maintain Gold, Premier or Select Integrator and/or Provider |

| 4 quarter product bookings <$10M | And ≥ $200K to ≤$10M in previous four quarter product bookings* (Track 2) |

*Product bookings include Hardware, Software and SaaS

Baseline
Consists of previous 4 quarter total product shipments

Example: (Q1FY22- Q4FY22)

Measurement
Consists of current 4 quarter product shipments

Example: (Q2FY22– Q1FY23)

Overall Growth
Total product shipments invoiced from Cisco or POS transaction date occurring in the current measurement period greater than the baseline period

Ongoing eligibility criteria

Quarterly Assessment	Partner	Cisco
You must have signed CPIA to participate	✓	
If eligibility is met, you will be auto enrolled in the incentives first day of new fiscal quarter after criteria is met	✓	✓
If you lose Select or above status, you will be removed; when you re-establish level status, you will be auto enrolled the first day of the next fiscal quarter	✓	
If your 4-quarter rolling product shipment baseline drops below $200K within a fiscal quarter, you will be reassigned to the lowest volume band on the first day of the next fiscal quarter		✓
If your ≥$10M and ≤ $25M midsize and small minimum shipment mix drops below 25% within the then current fiscal year, you will remain in Perform Plus for the current fiscal year. If your midsize and small shipment mix of 25% is not attained by the end of the current fiscal quarter, you will remain ineligible until that requirement is met	✓	
If your volume or level status changes within the current fiscal quarter, your volume band and/or track will be adjusted the first day of the following fiscal quarter		✓

Cisco Fiscal Year Annual Assessment		
Your baselines will be refreshed, and eligibility re-established, the first day of the new Cisco fiscal year		✓

Enrollment

Channel Program Incentive Agreement

Enrollment process
Optimizing your experience with Cisco

To participate in Perform Plus, you must complete the
Channel Program Incentive Agreement

Once enrolled, you'll be auto enrolled into Perform Plus, and all the incentives you
are eligible for within the Agreement – saving you time completing individual incentive enrollments.

I already completed the Agreement

1. Great – you're one step ahead!

2. If you meet the entry eligibility requirements, you will be
   auto enrolled the day of the fiscal quarter.

I need to complete the Agreement

1. Complete the Agreement to take advantage of earning rebates.

2. Review the Channel Program Incentive Agreement user guide to
   confirm administrator access and steps to enroll.

3. Once you have accepted the Agreement, we'll auto enroll your
   company into all incentives you are eligible for that are covered by
   the Agreement. Once your company has access to those
   incentives, you will be notified and can view them on your
   Enrollment Dashboard in Partner Program Enrollment (PPE).

4. If you enroll during any fiscal quarter, your participation in
   Perform Plus will begin the first day of the next fiscal quarter
   after you have achieved entry eligibility.

Assigning a rebate coordinator
Required to claim your rebate

Assign a rebate coordinator

- To receive quarterly Perform Plus cash rebate payments, your Partner Self Service (PSS) administrator must assign a rebate coordinator for Perform Plus in PSS

- Reference the Partner Interface User Guide (Accountable Program Contacts section) for directions

Rebate coordinator role

- Executes the Perform Plus rebate claim process via Cisco Global EasyPay.

- Receives rebate claim notifications including; rebate type, rebate amount, link to claim, and instructions along with a PIN for rebate coordinators

Note: Notifications will be distributed via Cisco Global EasyPay. Payments made through the Global EasyPay will expire after 90 calendar days from the date of the first notification to the Partner from Cisco to claim their payment.

! If you've earned a rebate but do not have your Perform Plus Rebate Coordinator assigned in PSS, you risk the expiry of your rebate payment. A minimum of $500 USD in quarterly rebates must be earned in order to receive a rebate payment.*

*Partners in Band 4 and 5 ($200K to $1M): Require minimum growth of 10% but are guaranteed a $500 minimum payout

Resources

Tools and processes

Manage your relationship
Important tools

Partner Self Service (PSS) — Assign a rebate coordinator (required to collect earned rebates)

Partner Experience Platform (PXP) — Maximize rebates by regularly tracking performance

Partner Program enrollment — Complete the Channel Partner Incentive Agreement (CPIA) to be auto enrolled in Perform Plus

Global EasyPay — Get notified about earned rebates

Customer Service Hub — Open and track support cases

Available resources
Optimizing your experience with Cisco

[Perform Plus Website](#)

Includes:

- What's new in 2HFY23

- At- a- glance

- Portfolio Bonus products list

- Appendix: incentive rules

- Operations guide

- PXP overview