# VIP 41
Selling Guide

Overview

Cisco® VIP is a comprehensive back-end incentive designed to increase margins when you resell Cisco strategic offers across hardware and software. 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 this 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.

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 |

What you need to know

Embrace solutions selling and earn rewards in the new Solutions Track.

Review further details in this Selling Guide, Overview Presentation and VIP Appendix: Incentive Rules at www.cisco.com/go/vip.

| One-time enrollment	Incentives

• If you're enrolled in the Channel Program Incentive Agreement (CPIA) you'll be auto-enrolled to VIP 41 as long as you are eligible for participation.
• If you are a new partner, you will need to 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.
	• More opportunities to earn are presented in VIP 41 with the addition of the Solutions Track.
	• Benefit from VIP 41 Accelerators:
	  • +10% on hardware and software in Connect and Protect Offer in Security and Security Annuity
	  • +10% to +1% on select hardware and software in Secure Access Service Edge
	  • +6% to +1% on select hardware and software in Meraki
	  • +6% to +1% on select hardware and software in Hybrid Work from Office
	  • +5% on Cisco Webex Suite in Collaboration Annuity
	  • +4% to +2% on select UCS, Nexus and MDS hardware in Data Center
	  • +4% on select Intersight software renewals in Data Center Annuity
	  • +4% to +2% on select UCS hardware and Intersight software renewals in Hybrid Cloud Computing
	  • +4% on select Intersight software renewals in Hybrid Cloud Software
	  • +2% to +1% on select hardware and software Enterprise Networks
	  • +2% to +1% on SD-WAN software, Cisco Spaces ACT and EN EAs in EN Annuity
	  • +2% on select Nexus and MDS hardware in Hybrid Cloud Networking
	• Support the circular economy and leverage an alternative sourcing solution by selling select Cisco Refresh SKUs (see next slide).
	• Continue to manage your current active subscriptions to earn rewards in Base payout evolution pilot in the Collaboration Annuity subtrack. See details in Collaboration Annuity part of this VIP Selling Guide.

Bonuses	**Other**
• Gold Integrator/Gold Provider bonus is now provided on net shipments and net growth in Total Contract Value (TCV) of the eligible hardware and software SKUs in the Solutions Track.	• Subtrack-level minimum bookings requirements have been replaced with a single, overall VIP minimum bookings requirement. • As of VIP 40, Provider Pricing transactions are eligible for VIP rebates. • VIP reporting is available at Partner Experience Platform (PXP). Review the PXP training. The Solutions Track details will be posted from March 18, 2023.

What You Need To Know

VIP supports Cisco's Circular Economy commitments and provides an incentive to alternative sourcing through Cisco Refresh.

Cisco Partners can directly quote and order Cisco Refresh in Cisco Commerce Workspace (CCW).

- Thousands of products, across all Cisco technologies, are in stock and ready to ship.

- Certified Cisco remanufactured equipment is eligible for the same warranty and support options as new products.

- Reduce dependence on raw materials and divert waste from landfills.

Additional details at Cisco.com/go/refresh
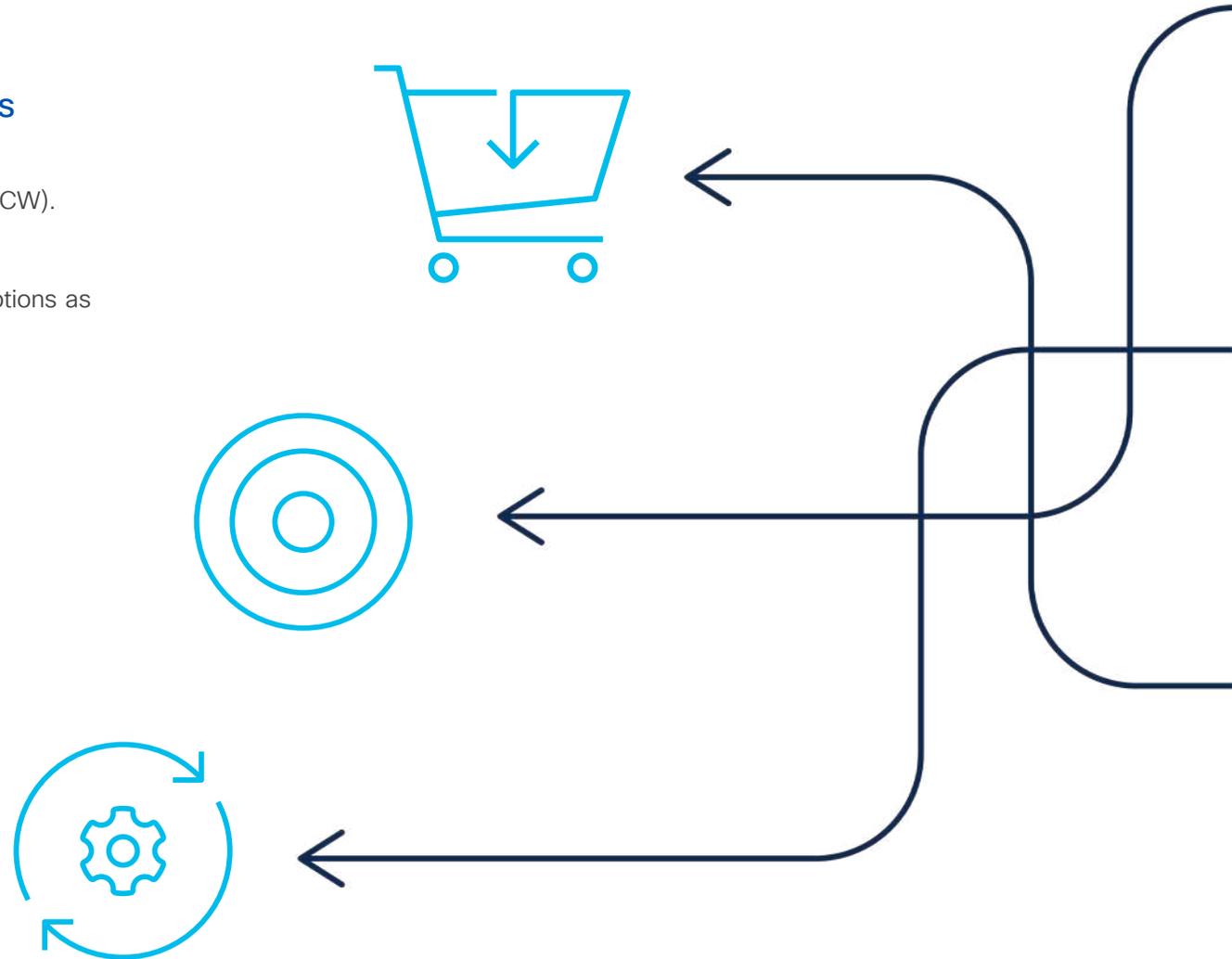
Highlights Architecture

Intent-based networking. Built on Cisco Enterprise Network Solutions.

Cisco delivers power and simplicity without compromise, transforming your infrastructure and simplifying the IT experience with cloud, convergence, and analytics and automation. Cisco empowers you to bridge the boundaries between your different technologies, locations, people, and things to meet the moment with unified experiences.

Bring Cisco Enterprise Networking solutions to market to help your customers achieve increased agility, faster time-to-value and smarter automation by focusing on the latest-generation offers and enterprise-featured solutions. Catalyst 9000 Switching Modular, X-Series, mGig, and UPoE+ solutions receive the highest payout levels with DNA Advantage. Catalyst 9000 Switching hardware rebates continue to be set by the software sold – sell Cisco DNA Advantage solutions to get higher switching hardware payouts. For wireless solutions, position Cisco Wi-Fi 6E SKUs, focusing on the new Catalyst Converged APs 9166, 9164, and 9162, which receive the highest 4% rebate, plus a new limited-time accelerator. Catalyst 8000 Edge Routing solutions remain at the highest payout level. Lowered rebate on the ISR 4400, 4300 and 4200 is extended throughout VIP 41.

How to take full advantage

Featured incentives:

- **Base payout** provides 1% to 4% rebate, depending on the SKU to qualifying partners.

- **Gold Integrator or Gold Provider** partners can earn an additional 1% rebate on the 4% payout category SKUs.

- **Master Specialized or Cisco Powered™** partners can receive an additional 1% rebate on the 4% payout category SKUs.

- **Benefit from VIP 41 Accelerators** offering incremental 2% to 1% rebates on:
  - Cisco Catalyst 8000 Edge Platforms Family, Catalyst 8500 and 8300
  - Cisco Wi-Fi 6E APs – 9166; 9164; 9136
  - Cisco DNA Advantage, UPoE+ and 25 Gig & higher Network Modules for Cisco Catalyst 9000/X

- To support the circular economy and offer an alternative sourcing solution, select refurbished SKUs are eligible for VIP.

For success:

- **Sell** Cisco DNA Advantage for Catalyst® 9000 switching solutions to obtain the highest payouts on both hardware and software.

- **Lead** with current-generation platforms. For switching sell the Catalyst 9000 switching family and promote Cisco Catalyst 9000 switching modular, UPoE+, X-Series or mGig solutions, with Advantage software and Cisco 100G Optics together. For wireless, sell the high-end Wi-Fi 6/6E Catalyst 9130 and 9136 Series wireless access points. For routing, sell the Cisco Catalyst 8000 Edge Platforms Family with focus on the Catalyst 8300 and 8500 to capture the additional 2% Accelerator.

- **Position** more feature-rich offers. For example, sell the new Catalyst Converged Wireless AP CW9166 or Cisco 9130 (high-end Wi-Fi 6E) wireless access point over the Catalyst Wi-Fi 6 family access points.

- **Target** Cisco DNA opportunities with the Cisco DNA Center Appliance.

For maximum rebates:

- Sell current-generation and more feature-rich offers:

  - Cisco Catalyst 9000 switching modular, UPoE+, X-Series or mGig solutions, with Cisco DNA Advantage software and Cisco Optics
  - Cisco Catalyst 8000 Edge Platforms Family
  - Cisco Catalyst Wi-Fi 6E Wireless Access Points 9166, 9164, 9162 ,9136 that can migrate to Meraki management
  - Cisco DNA Center Appliances

- Become Master Networking Specialized before July 29, 2023, to qualify for the Master Specialization bonus.

- Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

Earning potential Architecture

Enterprise Networks offers – Switching	Base payout VIP 40	Base payout VIP 41	Bonuses		Earning potential (up to %)
			Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	
Cisco Catalyst 9000 and 9000X switching when sold with Cisco DNA Advantage					
Cisco Catalyst 9400, 9600 Series Modular Switches	4%	4%	1%	1%	6%
Cisco Catalyst 9300 Series with Cisco Multigigabit Technology					
Cisco Catalyst 9300X, 9400X, 9500X, 9600X Series					
Cisco Catalyst 9300 Series UPoE+		4% +2%*			8%
Cisco Catalyst 9200, 9300, 9500 Series	3%	2% +1%*	-	-	3%
Cisco Catalyst 9000 and 9000X switching when sold with Cisco Essentials					
Cisco Catalyst 9300, 9400, 9500, 9600 Series	2%	2%	-	-	2%
Cisco Catalyst 9000 and 9000X switching Network Modules					
25 Gig and higher Network Modules	3%	2% +1%*	-	-	3%
10 Gig and lower Network Modules	2%	2%			2%
Cisco Optics – Selected 100G and 400g (Single Lambda)					

* Eligible SKU in this product category will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Earning potential Architecture

Enterprise Networks offers – Routing	Base payout VIP 40	Base payout VIP 41	Bonuses		Earning potential (up to %)
			Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	
Cisco Catalyst 8000 Series Routing Solutions					
Cisco Catalyst 8300, 8500 Series	4%	4% +2%*	1%	1%	8%
Cisco Catalyst 8200 Series		4%			6%
Small office and branch routing					
1100 Series ISRs, ASR 1000 Series	2%	2%	-	-	2%
4200 Series ISRs		1%			1%
Midsize, large branch office, and high-performance edge routing					
4300, 4400 Series ISRs	2%	1%	-	-	1%
Gateways, Network Interface Modules, UCS E-Series, Appliances					
Cisco Catalyst Cellular Gateways, ENCS 5400, Cisco UCS® E-Series Servers M3	2%	2%	-	-	2%
Cisco Catalyst 8000 Series compatible select Network Interface Modules: 4G LTE, Voice, WAN					
ISR only select Network Interface Modules: 4G LTE, Voice, WAN	1%	1%			1%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Earning potential Architecture

Enterprise Networks offers – Access	Base payout VIP 40	Base payout VIP 41	Bonuses		Earning potential (up to %)
			Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	
Cisco Catalyst Wireless					
Cisco 9136 Series Access Points	4%	4% +1%*	1%	1%	7%
Cisco Catalyst 9130 Series Access Points		2%	–	–	2%
Cisco Catalyst Converged Wireless 9166, 9164, 9162		4% +1%*	1%	1%	7%
Cisco Catalyst 9800 Series Wireless Controllers	2%	2%	–	–	2%
Cisco Catalyst 9120 Series Access Points	3%				
Cisco Catalyst 9800L Series Wireless Controllers	2%				
Cisco Catalyst 9105, 9115 Series Access Points					
Cisco Catalyst Wireless outdoor access points					
Cisco Catalyst 9124 Series Outdoor Access Points	3%	4%	1%	1%	6%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Earning potential Architecture

Enterprise Networks offers – Cisco DNA Center and software	Base payout VIP 40	Base payout VIP 41	Bonuses		Earning potential (up to %)
			Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	
Cisco DNA Center					
Cisco DNA Center Appliance	4%	4%	1%	1%	6%
Software licensing – Cisco DNA software					
Cisco DNA Advantage software, Cisco DNA Advantage software upgrade/add-on	4%	4% +1%*	1%	1%	7%
Cisco DNA Essentials software	2%	2%	–	–	2%

* Eligible DNA Advantage software will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights Annuity

Harness new annuity growth opportunities with Cisco Enterprise Agreements, SD-WAN, and Cisco Spaces.

Cisco's software strategy focuses on enabling customer transformation, harnessing new growth opportunities, and providing greater agility through software.

In VIP 41, Cisco Enterprise Networks Annuity subtrack offers the opportunity to embrace software led rebates; focusing on DNA and key Hybrid Work SKUs. The highest payout for Enterprise Networking software are for Cisco DNA Advantage and Enterprise Agreements, Software-Defined WAN Advantage, and Cisco Spaces ACT.

How to take full advantage

Featured incentives:

- **Base payout** provides 2% rebate on cumulative MCV to qualifying partners.
- **Land and Expand bonus** offers 0% to 3% rebate on new subscriptions or the expansion of existing ones (paid one time on Total Contract Value (TCV)).
- **Renewal bonus** offers 0% to 2% rebate on renewals of existing subscriptions (paid one time on TCV).
- **Master Specialized or Cisco Powered™** partners can receive up to 1% rebate on new subscriptions or the expansion of existing ones (paid one time on TCV).
- **Benefit from VIP 41 Accelerators** offering an additional 2% to 1% rebate on specific EN Software SKUs, including Cisco DNA Advantage and Enterprise Agreements, Cisco SD-WAN Advantage & Essentials subscriptions, and Cisco Spaces ACT.

For success:

Sell four software offers:

- **Cisco Enterprise Agreement Suites for Cisco DNA** software offers a more valuable and flexible way to consume Cisco software for the infrastructure with multiple suites of best-in-class products and services.
- **Cisco Software-Defined WAN (SD-WAN)** extends intent-based networking to your WAN and drives a better user experience, greater agility, and advanced threat protection. Gain these benefits with the new software licenses from our enterprise routing portfolio.
- **Cisco ThousandEyes Internet and Cloud Intelligence** combines active and passive monitoring techniques plus real-time internet outage detection for deep insights.
- **Cisco Spaces ACT** digitizes physical spaces to help customers learn more about people (visitors, employees) and things (assets, sensors) within their properties using the existing Wi-Fi infrastructure.

For maximum rebates:

- Become Master Networking Specialized before July 29, 2023 to qualify for the Master Specialization bonus.
- Maintain or grow cumulative MCV, period over period, to be eligible for the Renewal bonus.
- Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

Earning potential Annuity

Enterprise Networks Annuity offers	Base payout VIP 40	Base payout VIP 41	Bonuses			Earning potential (up to %)
			Land and Expand	Renewal	Master Specialized/ Cisco Powered™	
Cisco Enterprise Agreement Suites: Cisco DNA Software, Cisco Spaces	2%	2%	3% +1%*	2%	1%	7%
Cisco Spaces: ACT						
Cisco ThousandEyes Internet and Cloud Intelligence			1%	1%		4%
SD-WAN subscription: Cisco DNA Advantage software			3% +2%**	2%		8%
SD-WAN subscription: Cisco DNA Essentials software			– +2%**	–	–	4%

* Cisco EA and Spaces Accelerator provides an additional rebate on select SKUs during VIP 41.
** SD-WAN Accelerator provides an additional rebate on select SKUs during VIP 41.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights Architecture

Cisco Meraki Cloud Networking

Cisco Meraki has been on a relentless mission to simplify IT since 2006. An intuitive management dashboard provides comprehensive visibility and control over a growing cloud-managed portfolio, incorporating wireless, switching, security/SD-WAN, IOT, and mobility management. The ability to centrally manage dispersed networks comprising thousands of Meraki devices is an enabler for multi-site organizations of all sizes and provides considerable operational efficiencies by lightening the load on IT teams.
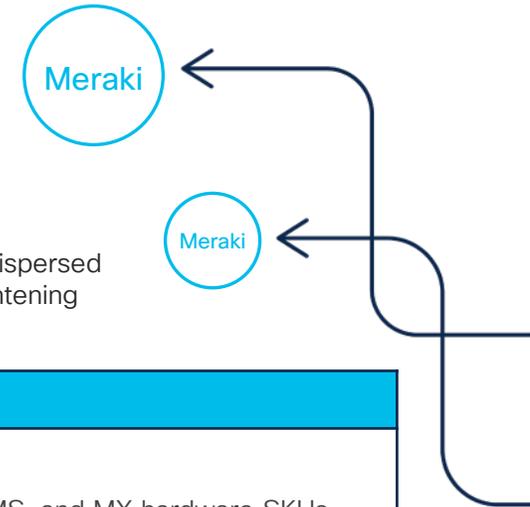
How to take full advantage

Featured incentives:

- **Base payout** provides 2% to 4% rebate, depending on the SKU to qualifying partners.

- **Gold Integrator or Gold Provider** partners can earn an additional 1% rebate on the 4% payout category SKUs.

- **Benefit from VIP 41 Accelerators** offering 6% incremental rebate on all IoT products, and top tier software (MR-ADV, MS390-ADV, and SDW+ Security licenses), and 1% incremental rebate on MR 57 Access Points and Meraki Convertible Access Points.

For success:

- Lead with the value of the Meraki Platform and the dashboard management so customers will realize the full potential of Meraki's cloud managed platform.

- While renewal rates are high at 97%, customers who consistently engage with the dashboard are most likely to renew.

- A See-Try-Buy-led sales motion will yield the highest return and number of new customers.

- 65% of customers who attend our Meraki webinar series become new customers.

- On average, Meraki customers spend 3x their initial purchase value within the following 2 years.

- Cisco Meraki provides enterprise solutions for high density and campus environments and is an ideal solution for the branch. Sell Meraki Wi-Fi 6 access points with Meraki mGig switches to future proof your customers' networks for demanding users.

For maximum rebates:

- The majority of Meraki MR, MS, and MX hardware SKUs are represented in VIP, enabling partners to increase profitability by selling the full Meraki platform.

- Promote advanced SW licenses where available, to take advantage of the accelerators.

- Licenses for Meraki Sensors and MG Cellular Gateway have been recently included for VIP.

- Earn an additional 1% bonus, paid on 4% rebate category SKUs, for your investment in the Gold Integrator or Gold Provider role.

- Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Larger deals will increase your profitability and maximize the benefits of the Meraki platform.

Earning potential Architecture

Meraki offers	Base payout VIP 40	Base payout VIP 41	Gold Integrator /Gold Provider	Earning potential (up to %)
MS Switching				
Layer 2, Basic/Full Layer 3: MS250, MS410 (Hardware)	2%	2%	–	2%
Layer 2, Basic/Full Layer 3: mGig models: MS355 (Hardware)	4%	4%	1%	5%
Full Layer 3: MS425, MS450 (Hardware)		2%	-	2%
Full Layer 3: MS390 (Hardware)		4%	1%	5%
MS ENT Licenses: 3-year, 5-year for Layer 2, Basic/Full Layer 3 (Software)	2%	2%	–	2%
MS390 ADV Licenses: 3-year, 5-year (Software)	4%	4% +6%*	1%	11%
MT Sensors & MV Smart Cameras				
MT10, MT11, MT12 and MT20 Sensors (Hardware)	4%	4% +6%*	1%	11%
MT and MV Licenses: 3-year, 5-year (Software)				

* Eligible SKU in this product category will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Earning potential Architecture

Meraki offers	Base payout VIP 40	Base payout VIP 41	Bonus Gold Integrator /Gold Provider	Earning potential (up to %)
MR Wireless				
Cloud-Managed, Indoor 802.11ax Access Points (MR44) (Hardware)	2%	2%	-	2%
Cloud-Managed, Indoor 802.11ax Access Points (MR46, MR46E) (Hardware)	3%			
Cloud-Managed, Indoor 802.11ax Access Points (MR56) (Hardware)	2%			
Cloud-Managed, Indoor 802.11ax Access Points (MR57) (Hardware)	4%	4% +1%*	1%	6%
Cloud-Managed, Outdoor 802.11ax Access Points (MR76) (Hardware)	2%	2%	-	2%
Cloud-Managed, Outdoor 802.11ax Access Points (MR86) (Hardware)		4%		5%
Convertible Access Points (CW9162I, CW9164I, CW9166I) (Hardware)		4% +1%*	1%	6%
MR Enterprise Licenses: Enterprise 3-year, 5-year (Software)		2%	-	2%
MR Advanced Licenses: Advanced 3-year, 5-year (Software)	4%	4% +6%*	1%	11%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Earning potential Architecture

				Bonus	
Meraki offers	Base payout VIP 40	Base payout VIP 41	Gold Integrator /Gold Provider	Earning potential (up to %)
MX Security				
Small Branch Cloud Managed Security Appliances (MX67, 68) (Hardware)	2%	2%	-	2%
Medium Branch Cloud Managed Security Appliances (MX85, MX95, MX105) (Hardware)				
Large Branch or HQ Cloud Managed Security Appliances (MX250, MX450) (Hardware)				
MX ENT Security Licenses: Enterprise 3-year, 5-year (Software)				
MX ADV Security Licenses: Security, Advantage 3-year, 5-year (Software)	4%	4%	1%	5%
MX SDW+ Security Licenses: SDW+ 3-year, 5-year (Software)		4% +6%*		11%
Other Software				
Systems Manager Licenses: 3-year, 5-year (Software)	4%	4%	1%	5%
MG21 Cellular Gateway HW and Licenses: 3-year and 5-year (Hardware and Software)	2%			
MG41, MG51 Cellular Gateway HW and Licenses: 3-year and 5-year (Hardware and Software)	4%			
Insight Licenses: LIC-MI-S, LIC-MI-M, LIC-MI-L, LIC-MI-XL 3-year and 5-year (Software)				

* SD-WAN license SKUs will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights Annuity

Meraki

Focus on driving recurring revenue by selling Meraki Annuity offers.

For this incentive period, the Meraki Annuity subtrack provides rebates for Enterprise Agreement 3.0 offers in three categories: Meraki Network Infrastructure, Meraki Systems Manager, and Meraki MV Camera Systems.
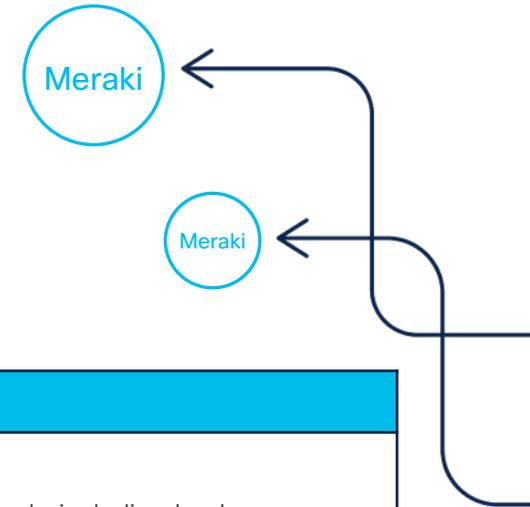
Meraki

How to take full advantage

Featured incentives:	For success:	For maximum rebates:
• **Base payout** provides 2% rebate on cumulative MCV to qualifying partners. • **Land and Expand bonus** offers 1% to 4% rebate on new subscriptions or the expansion of existing ones (paid one time on TCV). • **Renewal bonus** offers 0% to 2% rebate on renewals of existing subscriptions (paid one time on TCV).	• 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. • Sell Enterprise Agreements 3.0 (EAs) to new customers to earn a VIP rebate. EAs for Meraki Network Infrastructure, Systems Manager, and MV Cameras are VIP eligible. • The Meraki Marketplace will help open new opportunities to engage with customers and to leverage our ecosystem partners. It offers business and network management solutions through Meraki APIs enabling customers to solve more complex problems with the Meraki Platform.	• Focus on the customer lifecycle including land (purchase), expand, and renew selling motions. • Maintain or grow cumulative MCV, period over period, to be eligible for the Renewal bonus. • Leverage the value of the Meraki platform with dashboard management and renewal opportunities to maximize rebate bonus. • Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

Earning potential Annuity

Meraki Annuity offers	Base payout VIP 40	Base payout VIP 41	Bonuses		Earning potential (up to %)
			Land and Expand	Renewal	
Enterprise Agreement (EA3.0) Software Licenses (ADV)	2%	2%	3%	2%	5%
Enterprise Agreement (EA3.0) Software Licenses (SDW+)			4%		6%
Enterprise Agreement (EA3.0) Software Licenses: Meraki Network Infrastructure, Meraki Systems Manager, and Meraki MV Camera Systems			1%	–	3%
Enterprise Agreement (EA3.0) Software Licenses (ENT)					

For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights Architecture

Don't just sell products. Sell security business value and profit from an ongoing security relationship with your customers.

Cisco leads the industry with the most effective and complete portfolio of products using an architectural approach that is simple, open, and automated, and with unmatched threat intelligence from our Talos™ team. The Cisco Secure portfolio is focused on protecting our customers with Security Resilience – the ability to protect the integrity of every aspect of our customer's business to withstand unpredictable threats or changes, and then emerge stronger. Cisco incentives help you build your practice and enhance your growth and profitability. Attach Security to Enterprise Networking targeting new Firewall and Umbrella customers to yield an additional 10% in VIP rebates through our new Connect and Protect offer.

How to take full advantage

Featured incentives:

- **Base payout** provides 5% rebate on security hardware/appliances, and virtual and containerized firewall, and 4% rebate on software licenses.

- **Gold Integrator or Gold Provider** partners can earn an additional 1% rebate on the 5% payout category SKUs (security hardware, virtual and containerized firewall).

- **Master Specialized or Cisco Powered™** partners can receive an additional 1% rebate.

- **Benefit from the VIP bonus** offering 10% incremental rebate on products in the **Connect and Protect offer** (Firewall hardware/software, Virtual Firewall, CDO, AnyConnect, Umbrella DNS, Workload SaaS).

- To support the circular economy and offer an alternative sourcing solution, select refurbished SKUs are now eligible for VIP.

For success:

- **Lead with** Cisco Secure portfolio to deliver a simple and integrated platform approach as customers look to adopt SASE (Secure Access Service Edge), Zero Trust, hybrid work and XDR capabilities.

- Win with Cisco Secure Firewall by landing new customers and tapping into huge Firewall installed base refresh opportunities. Learn more about latest 3100 Series Firewall that are designed for Hybrid work and significantly boost performance.

- A **services-led approach** drives significant cross-architectural activity and expands the deal size. Leading with or attaching your own services or adding Cisco Talos Incidence Response Services can increase your revenue and profitability.

For maximum rebates:

- Qualify for the Gold Integrator/Gold Provider bonus (1%) and Master Specialized/Cisco Powered™ bonus (1%) to receive up to an additional 2% VIP rebate.

- Sell multiyear software to earn a higher rebate in absolute dollars and save costs associated with renewals.

- Target new Firewall and Umbrella customers by attaching Security to Networking sales and receive an additional 10% rebate. Find more information at: Connect and Protect Offer.

- Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

- Maximize profitability by utilizing Partner Promotions. For more details on all security resources and promotions, including limited-time, deal registration offer 'Partner-led' One Year on Us, refer to: www.cisco.com/go/sellingsecurity.

Earning potential Architecture

Security offers	Base payout VIP 40	Base payout VIP 41	Bonuses			Earning potential (up to %)
			Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	Connect and Protect Offer*	
Cisco Secure Firewall: Connect and Protect Offer Eligible SKUs only (FPR 1150 Series, FPR 31XX Series, FPR 4145 Series)	5%	5%	1%		10%	17%
Cisco Secure Firewall Software: TMC Software, AnyConnect, Firewall Management (CDO/cd FMC)	4%	4%	–			15%
Virtual & Containerized Firewall (ASAv, FTDv, FMCv & SFCN)	5%	5%	1%	1%	–	7%
All hardware/appliances: • Cisco Secure Firewall: Firepower Series (NGFW), Adaptive Security Appliance (ASA) • Identity Security Engine (ISE) • Cisco Secure Network Analytics (Stealthwatch) • Cisco Secure Malware Analytics (Threat Grid) • Cisco Secure Email Gateway (Email Security Appliance-ESA) • Cisco Secure Web Appliance (Web Security Appliance-WSA) • Cisco Secure Email and Web Manager (Security Mgmt Appliance-SMA) • Cisco Advanced Malware Protection (AMP) for Networks • Cisco Secure Workload Security (Tetration)						7%
All software (including Security EA 1.0)**	4%	4%	–			5%

* Connect and Protect Offer SKUs will receive an additional bonus, during VIP 41 only. Find eligible SKUs here: Connect and Protect Eligible SKUs

** Cisco Cloud Web Security (CWS) products are not eligible in VIP 41.

For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights Annuity

Focus on driving recurring revenue by selling Cisco Security Annuity offers

We continue with a 4-tier payout structure that enhances your ability to earn back-end rebates when selling Security Annuity-based offers. This incentive is designed to promote healthy SaaS practices for annuity offers in Security, focusing on the customer lifecycle.

How to take full advantage

Featured incentives:

- **Base payout** provides 2% rebate on cumulative MCV to qualifying partners.

- **Land and Expand bonus** offers 2% to 4% rebate on new subscriptions or the expansion of existing ones (paid one time on TCV).

- **Renewal bonus** offers 0% to 4% rebate on renewals of existing subscriptions (paid one time on TCV).

- **Master Specialized or Cisco Powered™** partners can receive an additional 1% rebate on new subscriptions or the expansion of existing ones (paid one time on TCV).

- **Connect and Protect Offer** provides an additional 10% rebate on eligible Umbrella DNS and Workload SKUs that targets new Firewall and Umbrella DNS customers.

For success:

- **Lead** with Cisco Zero Trust to secure all access across your applications and environment, from any user, device, and location while leveraging Cisco Extended Detection and Response (XDR) to mitigate, detect, and respond to risks across your environment.

- **Sell** Cisco Secure Firewall Threat Defense Virtual (FTDv) to simplify security management with unified policy and deployment flexibility.

- **Position** Cisco Security Choice Enterprise Agreements or EA 3.0 for simplicity in licensing, better pricing, and access to the latest Cisco security innovations.

- **Duo Enterprise Agreements are eligible** for VIP rebates when sold to new customers. A-la-carte subscriptions and migrations from legacy Duo subscriptions are not eligible.

For maximum rebates:

- Focus on the customer lifecycle including land (purchase), expand, and renew selling motions.

- Maintain or grow cumulative MCV, period over period, to be eligible for the Renewal bonus.

- Target new Firewall and Umbrella customers by attaching Security to Networking sales and receive an additional 10% rebate. Find more information at: Connect and Protect Offer

- Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

- Maximize profitability by utilizing Partner Promotions. For more details on all security resources and promotions, including limited-time, deal registration offer 'Partner-led' One Year on Us, refer to: www.cisco.com/go/sellingsecurity.

Earning potential Annuity

Security Annuity offers	Base payout VIP 40	Base payout VIP 41	Bonuses				Earning potential (up to %)
			Land and Expand	Renewal	Master Specialized/ Cisco Powered™	Connect and Protect Offer*	
Virtual Firewall: Secure Firewall Threat Defense (FTDv)	2%	2%	4%	4%	1%	10%	17%
Cisco Umbrella DNS			2%	2%			15%
Cisco Secure Workload (Tetration): On prem & SaaS			2%	2%			15%
Containerized Firewall: Cisco Secure Firewall Cloud Native (SFCN)			4%	4%			7%
Duo Enterprise Agreements (EAs) (a-la-carte subscriptions and migrations from legacy Duo subscriptions are not VIP eligible)			2%	-		-	5%
Cisco Umbrella Secure Internet Gateway (SIG)			2%	2%		-	5%
Cisco Secure Network & Cloud Analytics (Stealthwatch & Stealthwatch Cloud)			2%	2%		-	5%
Cisco Secure Email (Cloud Email Security)			2%	2%		-	5%
Cisco Secure Email Gateway (Email Security Appliance)			2%	2%		-	5%
Cisco Secure Email Cloud Mailbox			2%	2%		-	5%
Cisco Secure Malware Analytics (Threat Grid)			2%	2%		-	5%

* Connect and Protect Offer SKUs will receive an additional bonus, during VIP 41 only. Find eligible SKUs here: Connect and Protect Eligible SKUs
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Earning potential Annuity

Security Annuity offers	Base payout VIP 40	Base payout VIP 41	Bonuses				Earning potential (up to %)
			Land and Expand	Renewal	Master Specialized/ Cisco Powered™	Connect and Protect Offer*	
Cisco Identity Security Engine (ISE) 3.x	2%	2%	2%	2%	1%	-	5%
Cisco Secure Endpoint (AMP for Endpoints)							
Kenna Security							
Security Choice Enterprise Agreements (EA) & EA 3.0							

* Connect and Protect Offer SKUs will receive an additional accelerator, during VIP 41 only. Find eligible SKUs here: Connect and Protect Eligible SKUs
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights Architecture

Earn more rebates when you win with Cisco's award-winning hardware line up from data center to the cloud:

- Newly announced UCS M7 platform, including X-series and C-series, earn a VIP 41 Accelerator increasing base payout by 2X to 8%.

- UCS X-Series M6, MDS and Nexus 9800/9500/9400, earn a VIP 41 Accelerator increasing base payout by 50%.

- Position Cisco's latest M7 line of UCS, X-Series platform and HyperFlex platforms, HX subscription software to earn big rewards and win business with leading edge technologies for all use cases.

- Upgrade customers to a smarter Data Center Network (DCN) with Cisco ACI® and/or Cisco Nexus® 9000 Series Switches, optionally connected to the cloud for shared settings.

- Enable customers with rich analytics and a new level of manageability, while ramping up recurring revenue with Cisco DCN Premier, Day 2 Operations (Nexus Dashboard, Nexus Cloud and Network Insights), DCN Advantage, Intersight Advantage and Intersight Workload Optimizer.
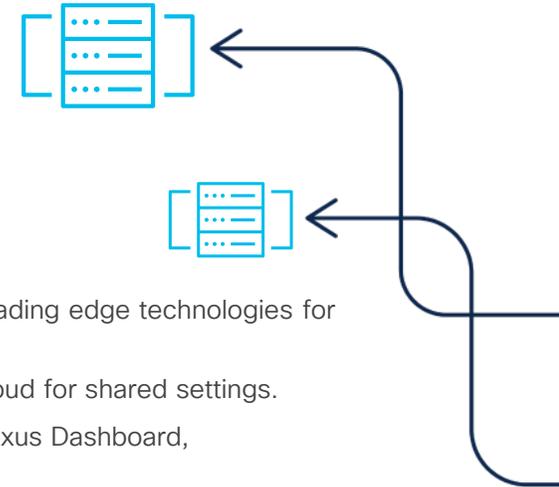
How to take full advantage

Featured incentives:

- **Base payout** provides 2% to 4% rebate, depending on the SKU to qualifying partners.

- **Gold Integrator or Gold Provider** partners can earn an additional 1% rebate on the 3% and 4% payout category SKUs.

- **Master Specialized or Cisco Powered™** partners can receive an additional 1% rebate on the 3% and 4% payout category SKUs.

- **Benefit from VIP 41 Accelerators** offering up to 2X increase of base payout on select SKUs.

- To support the circular economy and offer an alternative sourcing solution, select refurbished SKUs are now eligible for VIP.

For success, lead with:

- Cisco's newest UCS M7 based platforms with next generation of performance and density; add rich cloud management with Cisco Intersight.

- Cisco UCS X-Series, Cisco's groundbreaking platform innovation with cutting edge capabilities that span both blade and rack use cases driving unique differentiation; add rich cloud management with Cisco Intersight.

- Cisco ACI and Cisco Nexus 9000 Series for simplified network operations while providing consistent settings and security across locations, including public clouds.

- MDS storage switches for 64G and NVMe storage upgrades; add MDS Premier software for best SAN manageability.

For maximum rebates:

- Attach CN software subscription to every Nexus switch sale. For example, combine Cisco Nexus 9300 or 9800/9500/9400 series switches with a Cisco DCN Premier software subscription.

- Attach Intersight to every UCS and HyperFlex sale.

- Maintain the Advanced Data Center Architecture Specialization during the entire VIP period to qualify for payout.

- Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

Earning potential Architecture

Data Center offers	Base payout VIP 40	Base payout VIP 41	Bonuses		Earning potential (up to %)
			Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	
Compute and Hyperconverged Infrastructure					
Cisco UCS M7	–	4% +4%*	1%	1%	10%
Cisco UCS-X M6	4%	4% +2%*			8%
Cisco UCS M6	3%	3%			5%
Cisco HX M6	4%	4%			6%
Networking					
Cisco Nexus 9800, 9500, 9400 Series (modular)	4%	4% +2%*	1%	1%	8%
Cisco Nexus 9300 Series (fixed)	2%	2%	–	–	2%
Cisco Application Policy Infrastructure Controller (APIC), Nexus Dashboard Platform					
Cisco Nexus 3500 Series					
Cisco Optics – Selected 100G/400G	2%				
Storage Networking					
Cisco MDS (fixed and modular)**	4%	4% +2%*	1%	1%	8%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 41 only.
** Bookings with MDS eligible SKU on Cisco GPL only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights Annuity

Focus on capturing software control points through subscription software sales and earn recurring rebates plus additional bonuses:

- Increase profitability of your renewal practice with up to 2x incremental accelerators for Cisco Intersight™ Advantage, Intersight Premier and IWO in VIP 41.
- Cisco Intersight opens a new world of earning potential with Intersight Workload Optimizer, accelerating the customer's journey to end-to-end manageability and Full Stack Observability.
- Cisco DCN Premier and Day 2 Operations (Nexus Dashboard and/or Nexus Cloud) subscription and DCN Advantage subscription software can help to accelerate DC IT infrastructure through better manageability, security, automation, and assurance.
- Cisco Enterprise Agreements provide organizations with enterprise-wide use of software choices.
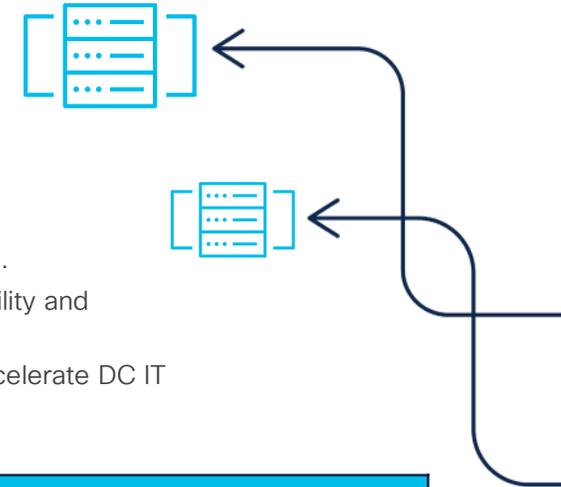
How to take full advantage

Featured incentives:

- **Base payout** provides 2% rebate on cumulative MCV to qualifying partners.
- **Land and Expand** bonus offers 0% to 13% rebate on new subscriptions or the expansion of existing ones (paid one time on TCV).
- **Renewal bonus** offers 0% to 4% rebate on renewals of existing subscriptions (paid one time on TCV).
- **Benefit from VIP 41 Accelerator** offering 4% incremental rebate on Intersight renewals.
- **Master Specialized or Cisco Powered™** partners can receive an additional 1% rebate on new subscriptions or the expansion of existing ones (paid one time on TCV).

For success:

- Lead with:
  - ACI simplified networking, expanded to remote locations/colocations (virtual ACI), and public clouds (cloud ACI) with Nexus Dashboard.
  - Intersight (SaaS) management and new Cloud Native, Hybrid Cloud applications.
  - AppDynamics app monitoring and business performance analytics.
- **Position** software subscriptions for continuous innovation and software updates.
- **For new customers:** Position Cisco ACI/ACI Cloud architecture, Nexus Dashboard and Intersight for a complete data center infrastructure and automation software for hybrid cloud.
- **For existing customers:** Add Day 2 Operations (Nexus Dashboard and/or Nexus Cloud) to Cisco Nexus 9000 Series switches. Add rich cloud delivered Cisco Intersight, paired with UCS X-Series and HyperFlex.

For maximum rebates:

- Attach Premier/Advantage subscription software to every data center infrastructure deal.
- Increase deal value with AppDynamics, earn more rebates with expanded AppDynamics eligible SKUs.
- Maintain or grow cumulative MCV, period over period, to be eligible for the Renewal bonus.
- Maintain the Data Center Specialization or Advanced Data Center Architecture Specialization during the entire VIP period to qualify for payout.
- Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

Earning potential Annuity

Data Center Annuity offers	Base payout VIP 40	Base payout VIP 41	Bonuses			Earning potential (up to %)
			Land and Expand	Renewal	Master Specialized/ Cisco Powered™	
Systems management and automation						
Intersight Premier, Intersight Advantage, Intersight Workload Optimizer (IWO)	2%	2%	4%	4% +4%*	1%	10%
Intersight Essentials			–	–	–	2%
HXDP (Subscription Base Platform)			4%	2%	1%	7%
Network automation and insights						
DCN Premier, Day 2 Operations (Nexus Dashboard and Nexus Cloud) – also in Enterprise Agreements, MDS Premier	2%	2%	13%	4%	1%	16%
DCN Advantage			4%			7%
DCN Essential			–	–	–	2%
Application performance						
AppDynamics	2%	2%	4%	2%	1%	7%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights Architecture

An exciting opportunity: to reimagine our workspaces, whether that's working from home, the office, or anywhere in between.

At Cisco, we're bringing to life new workspace experiences by connecting the disconnected—stitching together fragmented experiences created by multiple vendors, disparate hardware and software, and third-party apps—and bringing forward a new era of collaboration, connection, and productivity.

Our award-winning devices, coupled with the Webex Suite, deliver a solution purpose-built for hybrid work—one that is easy to use and even easier to manage. And it's all brought to you with incredible functionality, elegant design, unparalleled interoperability, and enterprise grade security.

Use the incentives below to lead with Webex hardware and software and provide your customers the tools to unlock a new era of collaboration, connection and productivity.
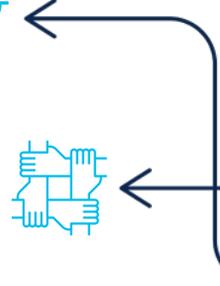
How to take full advantage		
Featured incentives:	**For success:**	**For maximum rebates:**
• **Base payout** provides 3% rebate for Video devices, UC endpoints and Headsets, and 4% rebate for Cisco Desk Mini, Desk, and Desk Pro. • **Gold Integrator or Gold Provider** partners can earn an additional 1% rebate on the 4% payout category SKUs (Cisco Desk Mini, Desk, and Desk Pro) • **Master Specialized or Cisco Powered™** partners can receive an additional 1% rebate. • To support the circular economy and offer an alternative sourcing solution, select refurbished SKUs are eligible for VIP.	• **Attach hardware** (phones, video and headsets) to Webex Suite and all Collaboration SaaS offers. • **Refresh hardware** (phones, video and headsets) and move customers to the cloud with the Webex Suite and Webex Calling. • **Position** the Webex Control Hub as your single management solution delivering real time analytics and actionable data. • **Capture** the future of work. Organizations who embrace inclusive hybrid work environments will pull ahead.	• 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. • Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

Earning potential Architecture

Collaboration offers	Base payout VIP 40	Base payout VIP 41	Bonuses		Earning potential (up to %)
			Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™	
Endpoints/Hardware					
88xx Series IP phones (excluding 8811)	3%	3%	-	1%	4%
78xx Series IP phones (excluding 7861, 7841)					
Webex Room 55 Single and Dual, Room 70 Single and Dual					
Webex Board GPL 55, 75					
Webex Room Panorama					
Webex Room Kit, Room Bar, Room Kit EQ, Room Kit Plus, Room Kit Pro					
Select Headsets					
Webex Desk Camera					
Cisco Desk Mini, Desk, Desk Pro	4%	4%	1%		6%

For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights Annuity

An exciting opportunity: to reimagine our workspaces, whether that's working from home, the office, or anywhere in between.

Webex Suite, coupled with our award-winning devices, deliver a solution purpose-built for hybrid work—one that is easy to use and even easier to manage. And it's all brought to you with incredible functionality, elegant design, unparalleled interoperability, and enterprise grade security.

As the market evolves, Cisco Channel partners are in the position to attract new customers and transition existing customers to the cloud for a more reliable and predictable revenue source, diversified offerings, competitive differentiation and long-term stickiness. Use the incentives below to drive annuity and increase customer lifetime value.

How to take full advantage

Featured incentives:

- **Base payout** provides 0% to 4% rebate on cumulative MCV to qualifying partners. Payout depends on the SKU, and potentially on Net MCV retention rate at the end of the incentive period. See next slide for details.

- **Land and Expand offers 2% to 5% rebate** on new subscriptions or the expansion of existing ones (paid one time on TCV).

- **Renewal bonus** offers 0% to 1% rebate on renewals of existing subscriptions (paid one time on TCV). Payout depends on the SKU. See next slide for details.

- **Master Specialized or Cisco Powered™** partners can receive an additional 1% rebate on new subscriptions or the expansion of existing ones (paid one time on TCV).

- **Benefit from VIP 41 Accelerator** offering 5% incremental rebate on Webex Suite.

For success:

- **Lead** with the Webex Suite for all Collaboration needs for all new and existing customers with up to 13% rebate.

- **Transition** customers to the cloud with Webex Calling and Webex Contact Center.

- **Position** hybrid experiences, attach Webex hardware (phones, video and headsets) to all Collaboration SaaS offers.

- **Capture** the customer Lifecycle and earn additional incentives by Migrating to the Cloud, Activating the Webex App and Adopting the Webex platform.

- Learn more at www.cisco.com/go/saassubscriptions

For maximum rebates:

- Sell the Webex Suite in every deal and earn up to 13% rebate.

- Maintain Master Collaboration Specialization during the entire VIP period to qualify for the Master Specialized/Cisco Powered™ bonus.

- Maintain or grow cumulative MCV, period over period, to be eligible for Renewal bonus on select SKUs. See next slide for details.

- Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

Highlights Annuity

Base payout evolution pilot

Overview:

- Puts even greater emphasis on managing active subscriptions.
- Transitioned Base payout from fixed rebate to variable 0% to 4%, directly reflecting partner performance.
- Replaced transaction-based Renewal bonus.
- For Meeting offers in Collaboration Annuity subtrack only (Non-Meeting offers continue to operate as in the past).

Incentive details:

- Base payout rebate % depends on Net MCV retention rate.
- Net MCV retention rate – compares total MCV at the end of VIP period versus beginning, on the same base of subscriptions (includes renewals, downsells, upsells, doesn't include net new subscriptions).
- Targeted 104% retention rate secures 2% base payout.
- Partner performance will be reported manually via emails during the duration of the pilot or upon opening a Customer Service Hub case.

Base Payout

4%

3%

2%

1%

78%   104%   156%   Net MCV retention rate

Example:

| 90% | 104% | 156% Retention | — | 1.46% | 2% | 4% Rebate |

| Base Payout | = | Rebate % | ✕ | Cumulative MCV |
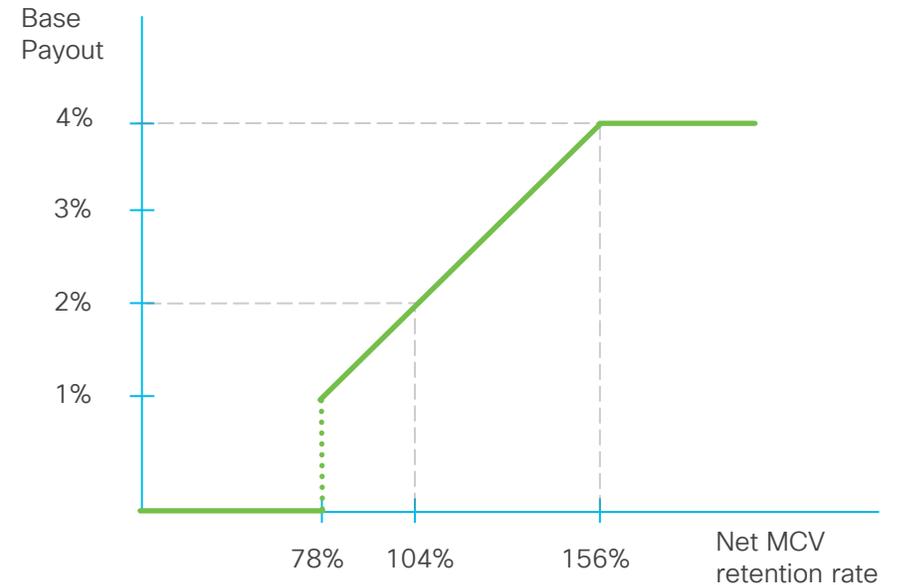
Earning potential Annuity

Collaboration Annuity offers	Base payout VIP 40	Base payout VIP 41	Bonuses			Earning potential (up to %)
			Land and Expand	Renewal	Master Specialized/ Cisco Powered™	
Cisco Webex Meeting Offers						
Collaboration Enterprise Agreement: Cisco Collaboration Flex Suites (Webex Meeting only)	0% - 4%	0% - 4%	2%	-	1%	7%
Cisco Webex Flex Plan Meeting Subscriptions (Active User or Named User)						
Cisco Webex Non-Meeting Offers						
Cisco Hardware-as-a-Service (HaaS)	2%	2%	2%	1%	1%	5%
Cisco Webex Flex Plan Subscriptions (Flex Plan Calling and Flex Plan Contact Center)						
UCM Cloud and UCM-G Cloud						
Cisco Webex Calling						
Cisco Webex Contact Center						
Cisco Webex Suite			5% +5%*			13%

* Cisco Webex Suite SKUs will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights Architecture

Mass-Scale Infrastructure

With the Mass-Scale Infrastructure portfolio, you have many customer opportunities, including network modernization, 5G, Private WAN, Metro Access, and Data Center Interconnect (DCI) solutions. Users expect low latency, security, and high availability for their applications, data, video, cloud, and IoT traffic.

Use Cisco's best-in-class routing and optical portfolio to improve the network experience for enterprise, public sector, and service provider customers with high performance, scale, resiliency, and control across distance, in different industries/verticals.

How to take full advantage

Featured incentives:

- **Base payout** provides 1% or 2% rebate, depending on the SKU to qualifying partners.

- **Master Specialized** partners can receive an additional 1% rebate on the 2% payout category SKUs.

- To support the circular economy and offer an alternative sourcing solution, select refurbished SKUs are now eligible for VIP.

For success:

- **Benefit from new additions:** additional 100G (single-lambda) and 400G optics (across all applicable architectures, precedence rules apply).

- **Recharge the WAN:** Upgrade MPLS WAN networks using segment routing and other network intelligence with the ASR 9000, NCS 5700, NCS 2000/1000/1010 and NCS 540 for service provider, enterprise and public sector customers.

- **Bridge data centers:** Help customers scale capacity between data centers with Data Center Interconnect (DCI) optical and routing solution using NCS 1000/NCS 2000, ASR 9000/NCS 5700.

- **Access for 5G and Metro:** Target next-gen wireless opportunities using x-haul with NCS 540, and metro access solutions for enterprise/public sector opportunities to backhaul traffic to backbone networks with NCS 540 and ASR 9000.

- **Upsell software:** Lower operational costs with EPN-Manager.

For maximum rebates:

- Lead with use-case selling, particularly for 5G x-haul, Metro Access, DCI, and public/private WAN, knowing that you can take advantage of VIP rebates to increase your profitability.

- Look for network migration opportunities from legacy Cisco or competitive platforms to our next-generation solutions to modernize networks.

- Maintain the [Master Service Provider Technology Specialization](#) during the entire VIP period to benefit from the additional 1% bonus on the 2% payout category SKUs.

- Use proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

Earning potential Architecture

Mass-Scale Infrastructure offers	Base payout VIP 40	Base payout VIP 41	Bonus Master Specialized	Earning potential (up to %)
Routing				
NCS 540		2%	1%	3%
ASR9KFM / ASR 9000 Flexible Consumption Model (FCM) HW and RTU licenses	1%	1%		1%
ASR 9000				
NCS 5700				
8K HW and RTU Licenses			–	
NCS 560				–
NCS 520		–		
ASR 5500				

For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Earning potential Architecture

Mass-Scale Infrastructure offers	Base payout VIP 40	Base payout VIP 41	Bonus Master Specialized	Earning potential (up to %)
Optical/Optics				
NCS 1000/2000	1%	1%	-	1%
NCS 1010				
Pluggable Optics: QSFP-100, QDD-400G, Q100, Q400*	2%	2%	1%	3%
Software				
Automation (EPN-Manager)	1%	1%	-	1%

* Precedence rules apply: Mass-Scale Infrastructure subtrack will take precedence over Enterprise Networks or Data Center subtracks in bookings for which the SKUs are eligible in both subtracks.
Data Center subtrack will take precedence over the Enterprise Networks subtrack in bookings for which the SKUs are eligible in both subtracks.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights Annuity

Flexible Consumption Model (FCM)

Customers are demanding new business models, such as better ways to consume resources. More customers are now shifting to Flexible Consumption Model (FCM) for pay-as-you-grow subscriptions that is driving a growing software recurring revenue business with Mass-Scale Infrastructure solutions.

Capture this transition with FCM to help your customers lower upfront costs, simplify capacity planning and license management, protect investments, and much more.

How to take full advantage

Featured incentives:

- **Base payout** provides 2% rebate on cumulative MCV to qualifying partners.

- **Land and Expand** offers 1% bonus on new subscriptions or the expansion of existing ones (paid one time on TCV).

- **Renewal bonus** offers an increased 5% rebate on renewals of existing subscriptions (paid one time on TCV).

- **Master Specialized** partners can receive an additional 1% rebate on new subscriptions or the expansion of existing ones (paid one time on TCV).

For success:

- **Lead** with Flexible Consumption Model platforms using Software Innovation Access (SIA) subscriptions, such as ASR 9000, NCS 5500 and NCS 500.

- **Leverage** Smart Licensing, including with registration and reporting to help identify potential growth opportunities to expand and renew.

- **Look** for capacity upsell opportunities to expand subscriptions by adding additional network bandwidth.

- **Find** opportunities to convert networks based on traditional/non-subscription models to flexible consumption models.

- **Monitor** subscriptions to proactively renew subscriptions and focus on auto-renewal options.

For maximum rebates:

- Maintain the Master Service Provider Technology Specialization during the entire VIP period to benefit from the additional 1% bonus.

- Maintain or grow cumulative MCV, period over period, to be eligible for the increased 5% Renewal bonus on select SKUs.

- Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

Earning potential Annuity

Mass-Scale Infrastructure Annuity offers	Base payout VIP 40	Base payout VIP 41	Bonus			Earning potential (up to %)
			Land and Expand	Renewal	Master Specialized	
ASR 9000 Flexible Consumption Model (FCM) SIA	2%	2%	1%	5%	1%	7%
NCS 5500 Flexible Consumption Model (FCM) SIA						
NCS 540 Flexible Consumption Model (FCM) SIA						
NCS 560 Flexible Consumption Model (FCM) SIA						
ASR 9000 Traditional License Conversion to FCM						
NCS 5500 Traditional License Conversion to FCM						
Cisco 8000 Series software and licenses						

For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights Architecture

Leverage IoT to start driving results in your industry and get rewarded with VIP.

Cisco IoT Solutions portfolio offers resilience at scale, enhanced risk mitigation, and the seamless convergence of OT and IT systems. Improve business outcomes with our end-to-end IoT portfolio. Securely connect assets, applications, and data in real-time to apply transformative business changes in both carpeted and non-carpeted spaces. Extend the Cisco network you know and trust to harsh environments using our industrial network and automation tools. Meet IT and operations' needs with familiar, easy-to-use network management tools. Get complete visibility and control across your network to help protect your IoT deployment and your business.
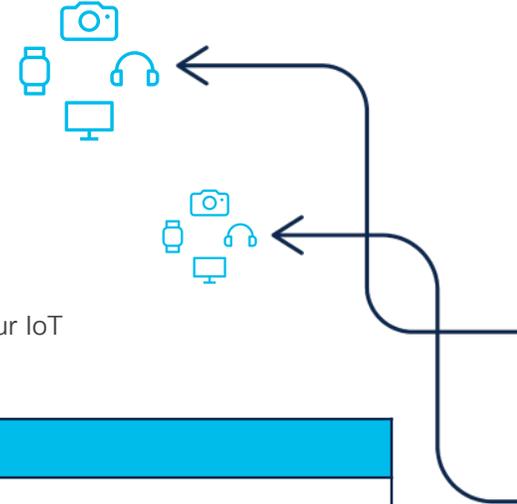
How to take full advantage

Featured incentives:

- **Sell IoT hardware,** earn 2% to 6% rebate on select IoT hardware/appliances.

- **Sell IoT software and licenses** and earn 6% to 8% rebate.

- Gain the IoT Specialization or the IoT Advantage Specialization before July 29, 2023 to qualify for payout in IoT subtrack.

- To support the circular economy and offer an alternative sourcing solution, select refurbished SKUs are eligible for VIP.

For success:

- **Position** new additions to the VIP portfolio:

  - Cisco Catalyst IE9300 Rugged Series

  - Cisco Catalyst IW9167 Heavy Duty Series AP

- **Optimize** your IoT deployments with the modularity and expansion capabilities of the IR1800 Integrated Services Router. Offer security and simplified management with SD-WAN.

- **Accelerate** your digital transformation with Cisco's Catalyst IE3x00. These secure, industrial switching platforms bring intent-based networking to industrial use cases.

- **Differentiate** with Cisco Cyber Vision in network and data center deals for bigger deal size, better pull-through, and increased profitability.

For maximum rebates:

- Sell feature-rich IoT solutions including:

  - DNA Advantage Products and Licenses

  - Cisco Cyber Vision

  - IoT Operations Dashboard

- Look for new products to be added to the VIP including the recently announced IE 3100 Catalyst Switch as well as IW9165 Heavy Duty Series Access Point

- Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

Earning potential Architecture

IoT offers	Base payout VIP 40	Base payout VIP 41	Earning potential (up to %)
Cisco Catalyst IE 9300 Rugged Series Switches			
When sold with Network Essentials	4%	4%	**4%**
When sold with Network Advantage	6%	6%	**6%**
Cisco DNA Essentials license for IE9300			
Cisco DNA Advantage license for IE9300	8%	8%	**8%**
Cisco Catalyst IE3200, IE3300, IE3400 Rugged Series Switches			
When sold with Network Essentials	2%	2%	**2%**
When sold with Network Advantage	6%	6%	**6%**
Cisco DNA Essentials license for IE3x00			
Cisco DNA Advantage license for IE3x00	8%	8%	**8%**

For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Overview **Architecture/Annuity Track** Solutions Track Requirements summary   VIP 41

Enterprise Networks Meraki Security Data Center Collaboration Mass-Scale Infrastructure **IoT**

Earning potential Architecture

IoT offers	Base payout VIP 40	Base payout VIP 41	Earning potential (up to %)
Cisco 1101 Rugged Series Router			
Cisco 1101 Rugged Series Routers	4%	4%	4%
Network Essentials License for Cisco IR1100	6%	6%	6%
Network Advantage License for Cisco IR1101	8%	8%	8%
Cisco IR1800 Rugged Series Routers			
Catalyst IR1800 Rugged Series Routers	4%	4%	4%
Network Essentials License for Cisco IR1800	6%	6%	6%
Network Advantage License for Cisco IR1800	8%	8%	8%
Cisco Ultra Reliable Wireless Backhaul			
CURWB Hardware	4%	4%	4%
CURWB Software Upgrade, Throughput, Fluidity and Mobility features	6%	6%	6%
CURWB Monitor Lifetime Software License	8%	8%	8%

For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights Annuity

Harness new annuity growth opportunities with Cisco Enterprise Agreements, CyberVision, Operations Dashboard, and SD-WAN for Routers.

Cisco's software strategy focuses on enabling customer transformation, harnessing new growth opportunities, and providing greater agility.

In VIP 41, Cisco Internet of Things Annuity subtrack offers the highest payouts for CyberVision, Industrial Operations Dashboard, Cisco Enterprise Agreements, and SDWAN for IR Routers. As a reminder, the VIP eligible subscriptions are recognized in the VIP period in which the subscription starts.

How to take full advantage

Featured incentives:	For success:	For maximum rebates:
• **Base payout** provides 2% rebate on cumulative MCV to qualifying partners.	Sell three software offers:	• Maintain or grow cumulative MCV, period over period, to be eligible for the Renewal bonus.
• **Land and Expand bonus** offers **0% to 6% rebate** on new subscriptions or the expansion of existing ones (paid one time on TCV).	• **Cisco Enterprise Agreement Suites for Cisco** software offers a more valuable and flexible way to consume Cisco software for the infrastructure with multiple suites of best-in-class products and services.	• Use proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.
• **Renewal bonus** offers 2% rebate on renewals of existing subscriptions (paid one time on TCV).	• **Cisco CyberVision software provides sellers with proven OT security technology** for bigger deal size, better pull-through, and increased profitability. Gain these benefits with the new software licenses from our IoT Software Platform portfolio.	
	• **Cisco cloud-based Industrial Operations Dashboard** helps operations teams deploy, monitor and gain insights into Cisco industrial routers, gateways and connected equipment at the edge, easily and at scale.	

Earning potential Annuity

IoT Annuity offers	Base payout VIP 40	Base payout VIP 41	Bonuses		Earning potential (up to %)
			Land and Expand	Renewal	
Cisco Cyber Vision					
Cyber Vision Sensor for IC3000	2%	2%	–	2%	4%
Cyber Vision Sensor Intrusion Detection License			4%		6%
Cyber Vision Center M5S5 License					
Cyber Vision Essentials License					
Cyber Vision Advantage License			6%		8%
Industrial Operations Dashboard					
Cisco Industrial Router (IR) devices – Essentials License	–	2%	4%	2%	6%
Cisco Industrial Router (IR) devices – Advantage License			6%		8%
Cisco Industrial Router (IW) devices – Essentials License			4%		6%
Cisco Industrial Router (IW) devices – Advantage License			6%		8%

For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Earning potential Annuity

IoT Annuity offers	Base payout VIP 40	Base payout VIP 41	Bonuses		Earning potential (up to %)
			Land and Expand	Renewal	
Enterprise Agreement PIDs for IoT					
IE 3300, 3400 Series Cisco DNA EA Advantage With Existing HW	2%	2%	6%	2%	8%
IE 3300, 3400 Series Cisco DNA EA Advantage New Purchase					
IE 3400 HD Series Cisco DNA EA Advantage With Existing HW					
IE 3400 HD Series Cisco DNA EA Advantage New Purchase					
IE 3200, 3300, 3400 Series Cisco DNA EA Essentials			4%		6%
IE 3400 Heavy Duty Series Cisco DNA EA Essentials					
IoT SD-WAN Licenses for IR Routers					
SD-WAN OnPrem Essentials	–	2%	4%	2%	6%
SD-WAN Cloud Essentials					
SD-WAN OnPrem Advantage			6%		8%
SD-WAN Cloud Advantage					

For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights

Deliver exceptional digital experiences. Optimize for cost and performance. Maximize digital business revenue.

Full-stack observability solution by Cisco moves beyond domain monitoring into full-stack visibility, insights, and actions, transforming siloed data into actionable insights that enables companies to understand not only the root cause but also the end-to-end context of a potential problem before it impacts the customer experience.

Cisco offers a full-stack observability solution for our customers to transform their operations today with integrations across AppDynamics®, ThousandEyes, Cisco Intersight™, and Cisco® Secure Application.

How to take full advantage

Featured incentives:

- **Land Incentive** offers 3% to 6% rebate on new subscriptions (paid one time on TCV).

- **Expand Incentive** offers 3% to 6% rebate on expansions of existing FSO subtrack subscriptions (paid one time on TCV).

- **Renewal Incentive** offers 3% to 10% rebate on renewals of existing FSO subtrack subscriptions (paid one time on TCV).

- **Gold Integrator or Gold Provider partners** can earn an additional 1% rebate on new subscriptions or the expansion of existing FSO subtrack ones of 3% and 6% payout category SKUs (paid one time on TCV).

For success:

- Deliver Cisco **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.

- Complete the solution with **Intersight** for entire data center infrastructure and as automation software for hybrid cloud.

- Position Cisco **Enterprise Agreements** 3.0 (EAs).

For maximum rebates:

- Focus on the customer lifecycle including land (purchase), expand, and renew selling motions.

- Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

Earning potential

Full-Stack Observability offers	VIP 40 SKU Incentive L | E | R *	VIP 41 SKU Incentive L | E | R *	Bonus Gold Integrator /Gold Provider	Earning potential (up to %)
ThousandEyes		3% | 3% | 3%		4%
AppDynamics	–	6% | 6% | 4%	1%	7%
Intersight Workload Optimizer (IWO)		6% | 6% | 10%		10%

* L = Land | E = Expand | R = Renewal
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Overview | Architecture/Annuity Track | **Solutions Track** | Requirements summary | VIP 41

Full-Stack Observability | Secure Access Service Edge | Hybrid Work from Office | Hybrid Cloud Computing | Hybrid Cloud Networking | Hybrid Cloud Software

Highlights

Secure Access Service Edge (SASE) is the future state of network Security. Lead with Cisco SASE that enables Network & Security transformation.

Cisco's SASE solutions lead in the industry with a comprehensive portfolio. Our SASE architecture converges networking, cloud-based security, analytics, and insights into a single cloud-delivered service. Designed for today's hybrid work environments, SASE lets you minimize the complexity of managing more remote users, devices, applications, and data across multiple clouds–while minimizing risk in a changing and ever-expanding threat landscape. Create a better path forward for security and networking by selling Cisco SASE and taking advantage of VIP rebates.

How to take full advantage

Featured incentives:

- **SKU Incentive** offers 2% to 5% rebate, depending on the SKU to qualifying partners.

- **Land Incentive** offers 2% to 6% rebate on new subscriptions (paid one time on TCV).

- **Expand Incentive** offers 2% to 6% rebate on expansions of existing SASE subtrack subscriptions (paid one time on TCV).

- **Renewal Incentive** offers 0% to 4% rebate on renewals of existing SASE subtrack subscriptions (paid one time on TCV).

- **Gold Integrator or Gold Provider** partners can earn an additional 1% rebate on select hardware and software SKUs (on new subscriptions or the expansion of existing SASE subtrack ones, paid one time on TCV).

- Benefit from VIP 41 Accelerators and Connect and Protect Offer bonus offering up to an additional 10% rebate.

For success:

- **Lead with Umbrella** which provides stress-free cloud security for your customers and can initiate their journey towards a fully-built SASE solution.

- **Position SD-WAN** to integrate security into a single dashboard and simplify operations.

- **Duo Enterprise Agreements are eligible** for VIP rebates when sold to new customers. A-la-carte subscriptions and migrations from legacy Duo subscriptions are not eligible.

For maximum rebates:

- Focus on the **customer lifecycle** including land (purchase), expand, and renew selling motions.

- Leverage Umbrella DNS to your customers and receive an additional 10% rebate through the **Connect and Protect** offer. Find more information at: [Connect and Protect Offer](#)

- Sell Cisco catalyst 8000 Edge Platforms, Catalyst 8500 and 8300, and Cisco SD-WAN subscriptions to take advantage of the **limited time incremental bonus**.

- Use proven multi-domain, cross-architectural [sales plays](#) delivering business outcomes and a SASE solution for your customers. Benefit also from much larger deals and greater profitability for you.

Overview | Architecture/Annuity Track | Solutions Track | Requirements summary | VIP 41

Full-Stack Observability | Secure Access Service Edge | Hybrid Work from Office | Hybrid Cloud Computing | Hybrid Cloud Networking | Hybrid Cloud Software

Earning potential

Secure Access Service Edge offers	VIP 40 SKU Incentive L | E | R	VIP 41 SKU Incentive L | E | R	Bonus Gold Integrator /Gold Provider	Earning potential (up to %)
Meraki MX				
Small Branch Cloud Managed Security Appliances (MX67, 68) (Hardware)	–	2%	–	2%
Medium Branch Cloud Managed Security Appliances (MX85, MX95, MX105) (Hardware)				
Large Branch or HQ Cloud Managed Security Appliances (MX250, MX450) (Hardware)				
MX ENT Enterprise Security Licenses: Enterprise 3-year, 5-year (Software)				
MX ADV Security Licenses: Security, Advantage 3-year, 5-year (Software)		4%	1%	5%
MX SDW+ Security Licenses: SDW+ 3-year, 5-year (Software)		4% +6%*		11%
Meraki Enterprise Agreements				
Enterprise Agreement (EA3.0) Software Licenses (ENT)	–	3% | 3% | -	–	3%
Enterprise Agreement (EA3.0) Software Licenses (ADV)		5% | 5% | 4%		5%
Enterprise Agreement (EA3.0) Software Licenses (SDWAN+)		6% | 6% | 4%		6%

* SD-WAN license SKUs will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Earning potential

Secure Access Service Edge offers	VIP 40 SKU Incentive L | E | R	VIP 41 SKU Incentive L | E | R	Bonus Gold Integrator /Gold Provider	Earning potential (up to %)
Small office and Branch routing				
1100 Series ISRs	–	2%	-	**2%**
Cisco Catalyst 8000 Series Routing Solutions				
Cisco Catalyst 8200 Series	–	5%	1%	**6%**
Cisco Catalyst 8300, 8500 Series		5% +2%*		**8%**
Cisco DNA Center				
Cisco DNA Center Appliance: SD-WAN	–	5%	1%	**6%**
Cisco Enterprise Agreement Suites: SD-WAN software		5% | 5% | 4% +1%*	1%	**7%**
SD-WAN subscription: Cisco DNA Advantage software		5% | 5% | 4% +2%*		**8%**
SD-WAN subscription: Cisco DNA Essentials software		2% | 2% | – +2%*	-	**4%**

* Cisco Catalyst 8300 and 8500 Series SKUs will receive an additional accelerator, during VIP 41 only. SD-WAN EAs, Cisco DNA Advantage and Essential SD-WAN subscriptions will receive an additional accelerator (except for Renewals), during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Overview | Architecture/Annuity Track | **Solutions Track** | Requirements summary | VIP 41

Full-Stack Observability | Secure Access Service Edge | Hybrid Work from Office | Hybrid Cloud Computing | Hybrid Cloud Networking | Hybrid Cloud Software

Earning potential

Secure Access Service Edge offers	VIP 40 SKU Incentive L | E | R	VIP 41 SKU Incentive L | E | R	Bonus Gold Integrator /Gold Provider	Earning potential (up to %)
Security				
Duo Enterprise Agreements (EAs) (a-la-carte subscriptions and migrations from legacy Duo subscriptions are not VIP eligible)		4% | 4% | -		5%
Cisco Umbrella Secure Internet Gateway (SIG)	–	4% | 4% | 4%	1%	5%
Cisco Umbrella DNS		4% | 4% | 4% +10%*		15%

* Cisco Umbrella DNS SKUs will receive an additional bonus (except for Renewals), during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Overview   Architecture/Annuity Track   Solutions Track   Requirements summary   VIP 41

Full-Stack Observability   Secure Access Service Edge   Hybrid Work from Office   Hybrid Cloud Computing   Hybrid Cloud Networking   Hybrid Cloud Software

Highlights

Making hybrid work, work for all.

In today's world, work is not where you go, it's what you do. This means it's no longer enough to just solve for the challenges of remote work or to just support a safe office re-entry. Organizations need solutions to power hybrid work today and keep up as the future of work continues to evolve. That means enabling workers whether they be on-site, off-site, or both, moving between working from home, the office, and anywhere in between on any given day or time.

Cisco is here to make sure you have everything needed to build a solution that enables real hybrid work.

How to take full advantage

Featured incentives:

- **SKU Incentive** offers 2% to 5% rebate, depending on the SKU to qualifying partners.

- **Land Incentive** offers 5% to 8% rebate on new subscriptions (paid one time on TCV).

- **Expand Incentive** offers 5% to 8% rebate on expansions of existing Hybrid Work from Office subtrack subscriptions (paid one time on TCV).

- **Renewal Incentive** offers 4% rebate on renewals of existing Hybrid Work from Office subtrack subscriptions (paid one time on TCV).

- **Gold Integrator or Gold Provider** partners can earn an additional 1% rebate on select hardware and software SKUs (on new subscriptions or the expansion of existing Hybrid Work from Office subtrack ones, paid one time on TCV).

- **Benefit from VIP 41 Accelerators** offering up to an additional 6% rebate.

For success:

- **Position hybrid experiences,** attach Cisco video endpoints to the Hybrid Work from Office Bundle.

- **Capture** the customer Lifecycle and earn additional incentives by Migrating to the Cloud, Activating the Webex App and Adopting the Webex platform.

- **Refresh hardware** (phones, video and headsets) and move customers to the cloud with the Webex Suite and Webex Calling.

- **Review more details** about Hybrid Work here.

For maximum rebates:

- **Lead** hybrid experience with Cisco Desk Mini, Desk, and Desk Pro and earn up to 6% rebate.

- **Expand** revenue potential, increase deal size, and existing offerings (hardware, software, pro services, etc.) with Hybrid Work from Office opportunities.

- **Understand** how to unlock the power of Hybrid workspaces with solutions that include: Meraki, Cisco Access Networking, Webex by Cisco and Cisco Spaces.

- **Use** proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

Overview   Architecture/Annuity Track   **Solutions Track**   Requirements summary   VIP 41

Full-Stack Observability   Secure Access Service Edge   **Hybrid Work from Office**   Hybrid Cloud Computing   Hybrid Cloud Networking   Hybrid Cloud Software

Earning potential

Hybrid Work from Office offers	VIP 40 SKU Incentive L | E | R	VIP 41 SKU Incentive L | E | R	Bonus Gold Integrator /Gold Provider	Earning potential (up to %)
Cisco Catalyst 9000 switching when sold with Cisco DNA Advantage				
Cisco Catalyst 9300 Series		2% +1%*	–	3%
Cisco Catalyst 9300 Series with Cisco Multigigabit Technology	–	5%	1%	6%
Cisco Catalyst 9300 Series UPoE+		5% +2%*	1%	8%
Cisco Catalyst 9000 switching when sold with Cisco Essentials				
Cisco Catalyst 9300 Series	–	2%	–	2%
Cisco Catalyst 9000 Line Cards				
Cisco Catalyst 9400 Line Cards with UPoE, UPoE+ and/or Cisco Multigigabit Technology		5%	1%	6%
Software licensing – Cisco DNA software				
Cisco DNA Advantage software, Cisco DNA Advantage software upgrade/add-on	–	5% +1%*	1%	7%
Cisco DNA Essentials software		2%	–	2%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Overview   Architecture/Annuity Track   Solutions Track   Requirements summary   VIP 41

Full-Stack Observability   Secure Access Service Edge   Hybrid Work from Office   Hybrid Cloud Computing   Hybrid Cloud Networking   Hybrid Cloud Software

Earning potential

Hybrid Work from Office offers	VIP 40 SKU Incentive L | E | R	VIP 41 SKU Incentive L | E | R	Bonus Gold Integrator /Gold Provider	Earning potential (up to %)
Meraki MS Switching				
Full Layer 3: MS390 (Hardware)	–	4%	1%	5%
Meraki MR Wireless				
Cloud-Managed, Indoor 802.11ax Access Points (MR57) (Hardware)	–	4% +1%*	1%	6%
Cloud-Managed, Indoor 802.11ax Access Points (MR56) (Hardware)		2%	–	2%
Cloud-Managed, Indoor 802.11ax Access Points (MR46E) (Hardware)				
Cisco Catalyst Wireless				
Cisco Catalyst Converged Wireless 9166, 9164, 9162	–	5% +1%*	1%	7%
Convertible Access Points (CW9162I, CW9164I, CW9166I) (Hardware)		4% +1%*	1%	6%
Cisco 9136 Series Access Points		5% +1%*	1%	7%
Cisco Catalyst 9120, 9130AX Series Access Points		2%	–	2%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Overview   Architecture/Annuity Track   **Solutions Track**   Requirements summary   VIP 41

Full-Stack Observability   Secure Access Service Edge   **Hybrid Work from Office**   Hybrid Cloud Computing   Hybrid Cloud Networking   Hybrid Cloud Software

Earning potential

Hybrid Work from Office offers	VIP 40 SKU Incentive L | E | R	VIP 41 SKU Incentive L | E | R	Bonus Gold Integrator /Gold Provider	Earning potential (up to %)
Licenses (Access Points)				
Hybrid Worker HW Bundle	–	2%	–	2%
Meraki Licenses				
Meraki MT License	–	4% +6%	1%	11%
Cisco Spaces				
DNA Spaces ACT	–	5% | 5% | 4% +1%*	1%	7%
DNA Center				
Cisco DNA Center Appliance	–	5%	1%	6%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Overview | Architecture/Annuity Track | Solutions Track | Requirements summary | VIP 41

Full-Stack Observability | Secure Access Service Edge | Hybrid Work from Office | Hybrid Cloud Computing | Hybrid Cloud Networking | Hybrid Cloud Software

Earning potential

Hybrid Work from Office offers	VIP 40 SKU Incentive L | E | R	VIP 41 SKU Incentive L | E | R	Bonus Gold Integrator /Gold Provider	Earning potential (up to %)
Collaboration Endpoints/Hardware				
Cisco Desk Mini, Desk, Desk Pro		5%	1%	6%
Cisco Board GPL 55, 75	–	4%	–	4%
Cisco Room Bar				
Cisco Room Kit				
Cisco Room Panorama				
Webex Suite				
Cisco Webex Suite	–	8% | 8% | 4% +5%*	–	13%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Overview   Architecture/Annuity Track   Solutions Track   Requirements summary   VIP 41

Full-Stack Observability   Secure Access Service Edge   Hybrid Work from Office   Hybrid Cloud Computing   Hybrid Cloud Networking   Hybrid Cloud Software

Highlights

Interoperable. Flexible. Cloud-managed. Proactive. Implement cloud your way with Cisco Hybrid Cloud Solutions.

Build your Hybrid Cloud Computing solutions with:

- Newly announced UCS M7 platform, including X-series and C-series, earn a VIP 41 Accelerator bonus, increasing base payout by 2X to 8%.
- UCS X-Series M6, earn a VIP 41 Accelerator increasing base payout by 50%.
- HyperFlex platforms and HX subscription software to earn big rewards and win business with leading edge technologies for all use cases.
- Cisco Intersight Premier, Intersight Advantage and IWO to boost profitability of your renewal practice with up to 2x incremental accelerators.
- Cisco Intersight with Intersight Workload Optimizer, accelerate customer's journey to end-to-end manageability and Full-Stack Observability.

How to take full advantage

Featured incentives:	For success:	For maximum rebates:
• **SKU Incentive** offers 4% to 5% rebate, depending on the SKU to qualifying partners.	• **Lead with** Cisco's newest UCS M7 based platforms with next generation of performance and density; add rich cloud management with Cisco Intersight.	• Attach Intersight to every UCS and HyperFlex sale.
• **Land Incentive** offers 2% to 6% rebate on new subscriptions (paid one time on TCV).	• **Sell** Cisco UCS X-Series, Cisco's groundbreaking platform innovation with cutting edge capabilities that span both blade and rack use cases driving unique differentiation; add rich cloud management with Cisco Intersight.	• Focus on the customer lifecycle including land (purchase), expand, and renew selling motions.
• **Expand Incentive** offers 2% to 6% rebate on expansions of existing Hybrid Cloud Computing subtrack subscriptions (paid one time on TCV).		• Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.
• **Renewal Incentive** offers 0% to 6% rebate on renewals of existing Hybrid Cloud Computing subtrack subscriptions (paid one time on TCV).	• **Position** software subscriptions for continuous innovation and software updates.	• To support the circular economy and offer an alternative sourcing solution, select refurbished SKUs are now eligible for VIP.
• **Gold Integrator or Gold Provider** partners can earn an additional 1% rebate on select hardware and software SKUs (on new subscriptions or the expansion of existing Hybrid Cloud Computing subtrack ones, paid one time on TCV).		
• **Benefit from VIP 41 Accelerators** offering up to an additional 4% rebate.		

Overview | Architecture/Annuity Track | **Solutions Track** | Requirements summary | VIP 41

| Full-Stack Observability | Secure Access Service Edge | Hybrid Work from Office | **Hybrid Cloud Computing** | Hybrid Cloud Networking | Hybrid Cloud Software |

Earning potential

			Bonus	
Hybrid Cloud Computing offers	VIP 40 SKU Incentive L | E | R	VIP 41 SKU Incentive L | E | R	Gold Integrator /Gold Provider	Earning potential (up to %)
Compute and Hyperconverged Infrastructure				
Cisco UCS M7		5% +4%*		10%
Cisco UCS-X M6	–	5% +2%*	1%	8%
Cisco UCS M6		4%		5%
Cisco HX M6		5%		6%
Systems management and automation				
Intersight Premier, Intersight Advantage, Intersight Workload Optimizer (IWO)		6% | 6% | 6% +4%*	1%	10%
Intersight Essentials	–	2% | 2% | –	–	2%
HXDP (Subscription Base Platform)		6% | 6% | 4%	1%	7%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Highlights

Interoperable. Flexible. Cloud-managed. Proactive. Implement cloud your way with Cisco Hybrid Cloud Solutions.

Build your Hybrid Cloud Networking solutions with:

- MDS and Nexus 9800/9500/9400, earn a VIP 41 Accelerator increasing base payout by 50%.

- Cisco ACI® and/or Cisco Nexus® 9000 Series Switches, optionally connected to the cloud for shared settings.

- Cisco DCN Premier, Day 2 Operations (Nexus Dashboard and/or Nexus Cloud) subscription, DCN Advantage, MDS Premier and MDS Advantage subscription software can help to accelerate DC IT infrastructure through better manageability, security, automation, and assurance.

- Cisco Enterprise Agreements, provide organizations with enterprise-wide use of software choices.

How to take full advantage

Featured incentives:

- **SKU Incentive** offers 2% to 5% rebate, depending on the SKU to qualifying partners.

- **Land Incentive** offers 6% to 15% rebate on new subscriptions (paid one time on TCV).

- **Expand Incentive** offers 6% to 15% rebate on expansions of existing Hybrid Cloud Networking subtrack subscriptions (paid one time on TCV).

- **Renewal Incentive** offers 6% rebate on renewals of existing Hybrid Cloud Networking subtrack subscriptions (paid one time on TCV).

- **Gold Integrator or Gold Provider** partners can earn an additional 1% rebate on select hardware and software SKUs (on new subscriptions or the expansion of existing Hybrid Cloud Networking subtrack ones, paid one time on TCV).

- **Benefit from VIP 41 Accelerators** offering an additional 2% rebate.

For success:

- **Lead with** Cisco Nexus 9800 Series for 400G data center networking performance with Nexus Dashboard.

- **Sell** Cisco ACI and Cisco Nexus 9000 Series for simplified network operations while providing consistent settings and security across any locations, including public clouds.

- **Position** MDS storage switches for 64G and NVMe storage upgrades; add MDS Premier software for best SAN manageability.

- **For new customers**: Position Cisco ACI/ACI Cloud architecture, Nexus Dashboard.

- **For existing customers**: Add Day 2 Operations (Nexus Dashboard and/or Nexus Cloud) to Cisco Nexus 9000 Series switches.

For maximum rebates:

- Attach DCN software subscription to every Nexus sale.

- Focus on the customer lifecycle including land (purchase), expand, and renew selling motions.

- Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.

- To support the circular economy and offer an alternative sourcing solution, select refurbished SKUs are now eligible for VIP.

Overview   Architecture/Annuity Track   Solutions Track   Requirements summary   VIP 41

Full-Stack Observability   Secure Access Service Edge   Hybrid Work from Office   Hybrid Cloud Computing   Hybrid Cloud Networking   Hybrid Cloud Software

Earning potential

Hybrid Cloud Networking offers	VIP 40 SKU Incentive L | E | R	VIP 41 SKU Incentive L | E | R	Bonus Gold Integrator /Gold Provider	Earning potential (up to %)
Cloud Networking				
Cisco Nexus 9800, 9500, 9400 Series (modular)	–	5% +2%*	1%	8%
Cisco Nexus 9300 Series (fixed)		2%	–	2%
Cisco Application Policy Infrastructure Controller (APIC), Nexus Dashboard Platform				
Cisco Nexus 3500				
Cisco Optics – Selected 100G/400G				
Storage Networking				
Cisco MDS (fixed and modular)**	–	5% +2%*	1%	8%
Network Automation and insights				
DCN Premier, Day 2 Operations (Nexus Dashboard and Nexus Cloud) – also in Enterprise Agreements, MDS Premier	–	15% | 15% | 6%	1%	16%
DCN Advantage		6% | 6% | 6%		7%

* Eligible SKU in this product category will receive an additional accelerator, during VIP 41 only.
** Bookings with MDS eligible SKU on Cisco GPL only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Overview   Architecture/Annuity Track   Solutions Track   Requirements summary   VIP 41

Full-Stack Observability   Secure Access Service Edge   Hybrid Work from Office   Hybrid Cloud Computing   Hybrid Cloud Networking   Hybrid Cloud Software

Highlights

Interoperable. Flexible. Cloud-managed. Proactive. Implement cloud your way with Cisco Hybrid Cloud Solutions.

Build your Hybrid Cloud Software solutions with:

- Cisco Intersight Premier, Intersight Advantage and IWO to increase profitability of your renewal practice with incremental accelerator.

- Cisco Intersight with Intersight Workload Optimizer, featuring Cloud Native capabilities making the journey to Full-Stack Observability simple and profitable.

How to take full advantage

Featured incentives:	For success:	For maximum rebates:
• **Land Incentive** offers 2% to 6% rebate on new subscriptions (paid one time on TCV).	• **Intersight** is mandatory with Cisco's newest UCS M7 based platforms, providing all UCS system management with additional cloud management functions for true cloud-capable and cloud-managed data center.	• Attach Intersight to every UCS and HyperFlex sale.
• **Expand Incentive** offers 2% to 6% rebate on expansions of existing Hybrid Cloud Software subtrack subscriptions (paid one time on TCV).		• Focus on the customer lifecycle including land (purchase), expand, and renew selling motions.
• **Renewal Incentive** offers 0% to 6% rebate on renewals of existing Hybrid Cloud Software subtrack subscriptions (paid one time on TCV).	• **Sell** Intersight with Cisco UCS X-Series, Cisco's groundbreaking platform innovation with cutting edge capabilities that span both blade and rack use cases driving unique differentiation and meeting customer's most demanding business application and business requirements.	• Use proven multi-domain, cross-architectural sales plays delivering business outcomes for your customers. Benefit also from much larger deals and greater profitability for you.
• **Gold Integrator or Gold Provider** partners can earn an additional 1% rebate on select software SKUs (on new subscriptions or the expansion of existing Hybrid Cloud Software subtrack ones, paid one time on TCV).	• **Position** software subscriptions for continuous innovation and software updates.	• To support the circular economy and offer an alternative sourcing solution, select refurbished SKUs are now eligible for VIP.
• **Benefit from VIP 41 Accelerator** offering an additional 4% renewal rebate.		

Earning potential

Hybrid Cloud Software offers	VIP 40 SKU Incentive L | E | R	VIP 41 SKU Incentive L | E | R	Bonus Gold Integrator /Gold Provider	Earning potential (up to %)
Systems Management and Automation				
Intersight Premier, Intersight Advantage, Intersight Workload Optimizer (IWO)	–	6% | 6% | 6% +4%*	1%	**10%**
Intersight Essential		2% | 2% | –	–	**2%**

* Eligible SKU in this product category will receive an additional accelerator, during VIP 41 only.
For a complete list of SKUs eligible for VIP 41, go to www.cisco.com/go/vipskus.

Requirements summary

Architecture Track	Enrollment prerequisites and payout requirements *Required at time of enrollment and must be maintained throughout incentive period*	Base payout	Bonuses	
			Gold Integrator/ Gold Provider	Master Specialized/ Cisco Powered™
Enterprise Networks	• Advanced Enterprise Networks Architecture Specialization, and/or • Gold Provider or Premier Provider role, and/or • Global Gold Integrator role	1%, 2%, 4%	1%[1]	1%[1]
Security	• Advanced Security Architecture Specialization, and/or • Gold Provider or Premier Provider role, and/or • Global Gold Integrator role	4%, 5%	1%[1]	1%
Data Center	• Advanced Data Center Architecture Specialization, and/or • Gold Provider or Premier Provider role, and/or • Global Gold Integrator role	2%, 3%, 4%	1%[1]	1%[1]
Collaboration	• Advanced Collaboration Architecture Specialization, and/or • Gold Provider or Premier Provider role, and/or • Global Gold Integrator role	3%, 4%	1%[1]	1%
Mass-Scale Infrastructure	• Advanced Service Provider Architecture Specialization	1%, 2%	N/A	1%[1]
Meraki	• Advanced Enterprise Networks Architecture Specialization, and/or • Gold Provider or Premier Provider role, and/or • Global Gold Integrator role	2%, 4%	1%[1]	N/A
IoT	• IoT Advantage Specialization • IoT Specialization	2%, 4%, 6%, 8%	N/A	N/A

1. The following subtrack rebate category products are not eligible for the Gold Integrator/Gold Provider bonus: Enterprise Networks (1%, 2%), Security (4%), Data Center (2%), Collaboration (3%), and Meraki (2%); for the Master Specialized/Cisco Powered™ bonus: Enterprise Networks (1%, 2%), Data Center (2%), and Mass-Scale Infrastructure (1%).

Requirements summary

Annuity Track	Enrollment prerequisites and payout requirements *Required at time of enrollment and must be maintained throughout incentive period*	Base payout	Bonuses		
			Land and Expand	Renewal	Master Specialized/ Cisco Powered™
Enterprise Networks Annuity	• Advanced Enterprise Networks Architecture Specialization, and/or • Networking Specialization or Small Business Specialization, and/or • Gold Provider or Premier Provider role, and/or • Global Gold Integrator role	2% on cumulative MCV[2]	0% to 3% on net growth in TCV[3]	0% to 2% on TCV[4]	0% to 1% on net growth in TCV[3]
Security Annuity	• Advanced Security Architecture Specialization, and/or • Security Specialization or Small Business Specialization, and/or • Gold Provider or Premier Provider role, and/or • Global Gold Integrator role	2% on cumulative MCV[2]	2% to 4% on net growth in TCV[3]	0% to 4% on TCV[4]	1% on net growth in TCV[3]
Data Center Annuity	• Advanced Data Center Architecture Specialization, and/or • Data Center Specialization or Small Business Specialization, and/or • Gold Provider or Premier Provider role, and/or • Global Gold Integrator role	2% on cumulative MCV[2]	0% to 13% on net growth in TCV[3]	0% to 4% on TCV[4]	1% on net growth in TCV[3]
Collaboration Annuity	• Collaboration SaaS Specialization, and/or • Gold Provider or Premier Provider role	0% to 4% on cumulative MCV[2]	2% to 5% on net growth in TCV[3]	0% to 1% on TCV[4]	1% on net growth in TCV[3]
Mass-Scale Infrastructure Annuity	• Advanced Service Provider Architecture Specialization	2% on cumulative MCV[2]	1% on net growth in TCV[3]	5% on TCV[4]	1% on net growth in TCV[3]
Meraki Annuity	• Advanced Enterprise Networks Architecture Specialization, and/or • Networking Specialization or Small Business Specialization, and/or • Gold Provider or Premier Provider role, and/or • Global Gold Integrator role	2% on cumulative MCV[2]	1% to 4% on net growth in TCV[3]	0% to 2% on TCV[4]	N/A
IoT Annuity	• IoT Advantage Specialization • IoT Specialization	2% on cumulative MCV[2]	0% to 6% on net growth in TCV[3]	2% on TCV[4]	N/A

2. Monthly Contract Value to Cisco within VIP period on Cisco's Annuity platform in CCW. Payout in Collaboration Annuity subtrack depends on the SKU, and potentially on Net MCV retention rate at the end of the incentive period.
3. Total Contract Value to Cisco within VIP period placed on Cisco's Annuity platform in CCW. The subscription start date must be within the specified incentive period.
4. Total Contract Value of renewed subscriptions to Cisco. Payout in Collaboration Annuity subtrack depends on the SKU.
Refer to www.cisco.com/go/vipskus for details.

Requirements summary

Solutions Track	Enrollment prerequisites and payout requirements *Required at time of enrollment and must be maintained throughout incentive period*	SKU Incentive	L | E | R Incentive	Bonus Gold Integrator/ Gold Provider	Earning potential (up to %)
Full-Stack Observability	• Full-Stack Observability Specialization	–	3% to 10% on TCV[1]	1%[2]	10%
Secure Access Service Edge	• Secure Access Service Edge (SASE) Specialization	2%, 4%, 5%	0% to 6% on TCV[1]	0% to 1%[2]	15%
Hybrid Work from Office	• Hybrid Work from Office Specialization	2%, 4%, 5%	4% to 8% on TCV[1]	0% to 1%[2]	13%
Hybrid Cloud Computing	• Hybrid Cloud Computing Specialization	4%, 5%	0% to 6% on TCV[1]	0% to 1%[2]	10%
Hybrid Cloud Networking	• Hybrid Cloud Networking Specialization	2%, 5%	6% to 15% on TCV[1]	0% to 1%[2]	16%
Hybrid Cloud Software	• Hybrid Cloud Software Specialization	–	0% to 6% on TCV[1]	0% to 1%[2]	10%

1. Total Contract Value of new subscriptions (Land Incentive), expansions of existing Solution subtrack ones (Expand Incentive), and renewals of existing Solution subtrack subscriptions within VIP period placed on Cisco's Annuity platform in CCW. The subscription start date must be within the specified incentive period.
2. Based on net shipments and net growth in Total Contract Value of Solutions subtrack subscriptions placed on Cisco's Annuity platform in CCW within VIP period. The subscription start date must be within the specified incentive period.

Requirements – minimum bookings

Minimum bookings payout requirements

The partner must meet and maintain the overall VIP minimum bookings for its country or country group. Minimum bookings requirements are determined by net bookings for orders placed with Cisco (Direct, and CBN Orders), net POS (point-of-sale) and net DSV POS, i.e. the price in between Cisco and the Distributor, for orders placed with a Cisco Authorized Distributor or Authorized Channel (other Indirect Orders), and by Total Contract Value (TCV) of new subscriptions, expansions of existing ones, and subscription renewals. The minimum bookings targets remain the same, regardless of the date of enrollment. Minimum bookings targets are in United States dollars (USD), except for Canada, where they are in Canadian dollars (CAD).

Americas	Minimum bookings requirement
USA	1,800,000
Canada	1,000,000
Mexico	750,000
Argentina, Chile, Peru, Uruguay, Bolivia, Paraguay	750,000
CANSAC	750,000
Brazil	750,000

APJC	Minimum bookings requirement
Japan	1,000,000
Australia	750,000
India Sub-continent	750,000
Singapore	750,000
Korea (South, Republic of)	750,000
Indonesia	750,000

APJC	Minimum bookings requirement
Thailand	750,000
Malaysia	750,000
New Zealand	750,000
Philippines	750,000
Vietnam	750,000
China	550,000

APJC	Minimum bookings requirement
Hong Kong	750,000
Taiwan	750,000

One target applies to all subtracks combined: Architecture, Annuity and Solutions

Requirements – minimum bookings

EMEA	Minimum bookings requirement
UK	1,000,000
Germany	1,000,000
France	1,000,000
Italy	1,000,000
Switzerland	1,000,000
Spain	1,000,000
Netherlands	1,000,000
BELUX	1,000,000
Austria	1,000,000

EMEA	Minimum bookings requirement
Denmark	1,000,000
Norway	1,000,000
Sweden	1,000,000
Gulf	1,000,000
Saudi Arabia	750,000
Poland	750,000
MENAL	750,000
Europe East	750,000
Greece, Cyprus, Malta	750,000

EMEA	Minimum bookings requirement
Ireland	750,000
Israel	750,000
Portugal	750,000
Hungary	750,000
Czech Republic	750,000
Southeast Europe	750,000
Pakistan	750,000
South Africa	750,000
Finland	750,000

EMEA	Minimum bookings requirement
Iceland	750,000
Baltics	550,000
East Africa	550,000
Western and Central Africa	550,000
West English Africa	550,000
Emerging South Africa	550,000

One target applies to all subtracks combined: Architecture, Annuity and Solutions

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