



Cisco Services Partner Program

Terms and Rules

January 30, 2023

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Summary

This Cisco Services Partner Program (referred to as “Program”) is a single performance-driven program that supports your services practice. This document defines elements such as requirements, measurements, discounts, and rebates, as well as the associated legal terms and conditions to access, sell, and deliver value-based services together with Cisco.

Your participation in the Program is governed by this document and the terms and conditions of your Systems Integrator Agreement (SIA), Indirect Channel Partner Agreement (ICPA), or equivalent services agreement between you and Cisco (“Reseller Agreement”), along with the [Resale General Terms](#).

How Cisco Uses Data. Cisco will access, process and use data in connection with your participation in the Program and your resale of Services in accordance with applicable privacy, data protection laws and the Data Briefs located in [Cisco’s Trust Center](#).

Purpose of this Document

This document establishes the terms and rules governing our partners’ services business relationship with Cisco and is updated periodically by Cisco. Partners can view the most recent version at the [Program website](#). Change notifications can be found at the centralized [notifications website](#). Always refer to the English version as the most current version. In the event of a discrepancy between a translated version of this document and the English version of the document, the English version prevails.

Throughout this document Integrator and Reseller as referenced in the SIA and ICPA, respectively, shall be referred to individually as “partner”; and end-user shall be referred to as “customer”.

Program Eligibility

Participation in the Program is based on partner capabilities and investments made with Cisco roles, specializations, and designations that are intended to ensure consistency across all partner types and service offerings; and are applied to a partner’s business entity at a regional or country level.

Rebate eligible General Service Programs (GSPs) and SKUs are outlined in the [Global Eligible Bookings Guide](#).

Although this Program is intended to create opportunities for partner profitability when selling Cisco services, this Program is not a commitment or a guarantee that the partner will increase margins and profitability.

Termination

In addition to any of its other remedies, Cisco reserves the right to terminate a partner from this Program for the following reasons:

- (a) submission of false, misleading, or incomplete Program information, including claims for sales made under the Program;
- (b) other fraud or abuse of this or other Cisco marketing or sales programs;
- (c) the distribution of products purchased from any source other than Cisco or a Cisco Authorized Distributor; and
- (d) A breach by partner of the Reseller Agreement;
- (e) the sale of Cisco products to anyone other than an end-user; and
- (f) partner’s Reseller Agreement and/or registration has expired or been terminated for any reason.

Overview

Program Documentation

With the addition of the Partner Lifecycle Services - Support (PLS - Support) offer, both **Partner Support Service (PSS) and PLS-Support** will be categorized as "Delivery Offers" throughout this document and other Program documentation.

Below are links to the core set of documentation for the Program and what is included:

Rules: The [Terms and Rules](#) document is your central view for the Program guidelines, terms and conditions, and rules.

Enablement: The [Operations Guide](#) provides you with steps to onboard, set yourself up for success, manage deals, and information about rebates.

Metrics: The [Metrics Guide](#) integrates definitions, calculations, visuals for Program processes, and FAQs.

Rebates: The [Global Eligible Bookings Guide](#) is a compilation of rebate eligible General Service Programs (GSPs) and SKUs contained in the Program. It is updated on a regular basis without notice.

Discounts: The [1-Tier Global Discounts](#) document outlines the latest discounts for the Program. 2-Tier Partners should contact their Distributor for discounts.

Territories

For the purpose of this program's Terms and Rules, all references to "Cisco China Company Limited" shall include Cisco (China) Innovation Technology Co., Ltd.

The rules set forth in this document pertain to Partners with contracted territories (theatres) within the following countries:

- **APAC** (Excluding Greater China and China)
- **European Economic Area (EEA)** (Including Switzerland, United Kingdom (UK), Israel, Albania, Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro, Serbia, and South Africa only)
- **Greater China** (Including China, Mongolia, Hong Kong, Macau, and Taiwan)
- **Japan**
- **LATAM**
- **MEA** (Middle East and Africa)
- **US and Canada**

Incentives Framework

- > Rebates
- > Discounts
- > Measurements
- > Minimum Bookings and Attach Rate Requirements

Incentives Framework

Rebates

- Cisco will pay quarterly rebates in the form of cash wire transfers to Partners who are Select level or above* and who have met the minimum Bookings eligibility and the Attach Rate percentage (%) requirements as defined in [Table 1](#) (as measured on the last day of the quarter).
- Refer to the [Metrics Guide](#) and the [Operations Guide](#) to review the different types of metrics and rebate measurements, how they are defined, measurement windows, how they are calculated, and how they apply to sales performance, delivery performance and multiyear performance rebates.

*Includes registered locations of Global Gold and Provider Partners

Discounts

- Standard discounts are available only to partners enrolled in the Program who have a direct service purchasing relationship with Cisco—commonly referred to as Cisco 1-Tier Partners.
- Discounts are applied to either a list or schedule price, depending on the offer.
- In some countries, an alternative discount may apply. See the [Alternative Discount](#) in this document for more information.
- Cisco 1-Tier and 2-Tier Partners buying through distribution should contact their Cisco Authorized Distributor for discount information.
- Promotions paid with services Program rebates will be governed by the same eligibility rules.

Measurements

- Measurements are used to determine both eligibility and compensation:
 - Minimum and maximum performance thresholds for sales, delivery and multiyear metrics have been established to ensure you earn performance-based rebates by meeting these targets ([Tables 2-4](#)).
 - Minimum qualifications have been established to ensure you earn Annuity-based rebates by meeting these targets ([Table 5](#)).
- [Partner Experience Platform \(PXP\)](#) provides a consolidated and timely window into your Program performance and projected rebate attainment.
- Refer to the [Requirements for Partner Support Service](#) section for more information and the [Metrics Guide](#) for complete details and answers to frequently asked questions.

Minimum Bookings and Attach Rate Requirements

Table 1. Eligibility requirements to earn a Program rebate (as measured on the last day of the quarter).

Program Region	Minimum Bookings Eligibility	Attach Rate % Eligibility
APAC	\$50,000	≥70%
Greater China	\$50,000	≥ 80%
Japan	\$100,000	≥75%
EEA	\$100,000	≥75%
MEA	\$50,000	≥60%
US/C	\$100,000	≥80%
LATAM	\$50,000	≥65%

Minimum bookings are defined as follows:

- US/C equals the sum of fulfilled bookings for Sales Performance plus Total Value Rebate (as displayed in PXP)
- APAC, Greater China, Japan, EEA, MEA and LATAM equals the sum of fulfilled bookings for Sales Performance plus Delivery Performance plus Total Value Rebate

Note: In FY23, the Greater China AR % eligibility threshold will be 80% and increases to 85% in Q1FY24.

Measurements

- › Country Level
- › Rolled-up Levels
- › Global Gold and Multinational Certified Partners
- › Global Gold Incentive
- › Delivery Offers

Measurements

Levels

1. **Country Level:** Performance metrics and all incentives will be determined at the country or country group level (BE GEO).
2. **Rolled-Up Levels:** Performance measured at the rolled-up level are used in the determination of rebates, ongoing eligibility for Partner Support Service, and access to the Services Sales Discount Incentive (SSDI) where applicable. Rebate-eligible bookings will be tracked, and potential rebate payment amounts calculated at the country or country-group level. Rebate payments will be made at the country-group level.

Global Gold and Multinational Certified Partners

1. Cisco Multinational and Global Certified Partners will have the **option** to have their performance metrics measured at a rolled-up level, covering the geographic areas as currently defined for Multinational Certification as follows (“Multinational Regions”): United States and Canada; Emerging Markets—Latin America; Emerging Markets— Middle East and Commonwealth of Independent States, Pakistan and Africa, excluding South Africa; European Economic Area, Switzerland, Israel, Albania, Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro, Serbia, and South Africa; Asia Pacific, including India; Japan; Greater China, including Hong Kong and Taiwan.
2. For partners who have **elected** to have their performance metrics measured at a rolled-up level, performance for newly qualified partner entities will be measured at that rolled-up level. For Multinational Certified Partners who have elected to be measured at the country group level, Cisco will measure performance for newly qualified partner entities at the country level. Partners may make changes to their rolled-up selections on an annual basis in accordance with the Cisco fiscal year calendar. Requests for changes to rolled-up selections must be received by Cisco no later than June 30 in order to be effective for the following fiscal year.
3. Global or Multinational Certified partners in more than one multinational region will be able to specify their option for individual regions; partner-specific rolled-up requests other than the above will not be available. Partners may make **changes** to their rolled-up selections on an annual basis in accordance with the Cisco fiscal year calendar. Requests for changes to partner rolled-up selections must be received by Cisco no later than June 30 in order to be effective for the following fiscal year.

Measurements

Global Gold Incentive

1. This incentive is based on Technical Services net bookings growth within **seven program regions**:
 - a) US and Canada
 - b) LATAM
 - c) Asia Pacific (APAC)
 - d) Japan
 - e) Greater China
 - f) Middle East and Africa (MEA)
 - g) European Economic Area (EEA)
2. The Global Gold Incentive has a quarterly maximum of \$1M USD per partner per Program region.
3. Eligibility to earn the Global Gold Incentive requires five (5) consecutive quarters of Technical Services bookings within the region.

Refer to the [Operations Guide](#) for more information about regional rebate calculations, etc.

Note: Cisco will not adjust bookings to move countries to and from regions.

Delivery Offers

Under the program, Partners can earn Delivery Performance Rebates based on meeting specific performance metrics that measure the level of services provided to the end-customer and includes the Service Request (SR) Ratio and Return Materials Authorization (RMA) Ratio metrics.

With the addition of the Partner Lifecycle Services - Support offer, both **Partner Support Service and PLS-Support** will be categorized as "*Delivery Offers*" throughout this document and other Program documentation.

1. In the case where a partner does not have a Sales Metric denominator value in PXP, the attach rate and/or renewal rate will not be used to determine eligibility
2. PXP merges historical data, therefore, if two partners merge their entities (regardless if either or both are Delivery Offer Partners), the performance data of the target Partner BEGEOID will be used to determine eligibility performance requirements for the Offer.
3. Upon gaining access to Delivery Offer, all enabled partners will be reassessed on an annual basis to ensure that they meet the minimum requirements for continued access. The [Performance Evaluation Periods \(PEPs\)](#) will serve as the basis for the performance measurement under the Program and is aligned to Cisco's fiscal year. **Note:** If a partner gains access to a Delivery Offer after February 1st, they will not be reassessed until the following year's assessment (in effect, granting up to a year and a half before the reassessment).

Rebates

- > General
- > Compliance
- > Regional Rebate Metrics and Performance Threshold Targets
- > Annuity Rebates
- > Eligible Bookings
- > Bookings Exclusions
- > Bookings Inclusions
- > Payments
- > Discrepancies

Rebate Rules

General

1. Partners must meet the eligibility criteria as defined in [Table 1](#) to earn a rebate in any given quarter.
2. Cisco pays two sets or types of quarterly rebates: traditional metrics-based rebates and annuity rebates.
 - Cisco pays quarterly metrics-based rebates based on eligible services bookings, and if you meet or exceed the performance metrics targets outlined in [Tables 2-4](#).
 - Cisco pays quarterly annuity rebates based on eligible services monthly contract value and total contract value, if you meet or exceed the qualification targets outlined in [Table 5](#).
 - Rebates vary slightly by region.
3. Cisco requires partners to regularly qualify against established criteria, and Cisco programs are subject to periodic change or termination by Cisco.
4. Partners that prematurely factor rebates initially into term contract pricing risk margin erosion and reduced profitability. In such situations, Cisco cannot make the partner whole by modifying, waiving, or extending rebate eligibility or by offering any other form of partner post-award relief that was not otherwise made available to all Cisco partners at the time of bid.
5. Cisco reserves the right to amend the performance threshold targets, rebate ranges, value-based rebate targets and factors, monthly rebate percentages, and total rebate percentages on a quarterly basis.
6. Cisco may elect to exclude certain services from Services program metrics, which may affect the numerators and/or denominators of both Incentive Metrics and/or Operational Indicators which may or may not be used to determine your eligibility, entitlement to receive a rebate and/or the amount of any rebate you may earn. Cisco may choose to exclude SKUs for any reason, including, but not limited to changes to Cisco's services and/or selling strategies. Any such removal may be a benefit or detriment to your current metrics performance, based on the prevalence of these SKUs in your existing metrics.
7. Partners are responsible for understanding and complying with all federal, state, and local government rules regarding acceptance of credits or rebates. Partners may elect to participate or decline the [incentives framework](#) in the rebate aspects of the Program by notifying its Cisco account manager in writing.
8. Combined Services (Advanced Services/Technical Services) follow the same rebate structure used for Technical Services.

Rebate Rules

Compliance

1. Incentive payments will not be paid out if, and for as long as partner or any of its Affiliates owes money to Cisco or its Affiliates, other than in the ordinary course of Cisco's standard 30-day payment terms (or any other payment terms agreed in writing with Cisco or its Affiliates).

In such cases, Cisco reserves the right to set off any amount due under the Program against unpaid invoices and immediately suspend partner's or its Affiliates' entitlement to receive incentive payments under the Program until all outstanding amounts have been irrevocably paid in full by partner or its Affiliates.

If partner has been delinquent with Cisco or its Affiliates for a period of at least one (1) year, partner will forfeit any outstanding payments due under this Program. Only partners who are in "good standing" with Cisco and are not in bankruptcy or operating under bankruptcy protection according to local law will earn a rebate under this Program.

2. Partners transacting business through Cisco China Company Limited and Cisco (China) Innovation Technology Co., Ltd. are not eligible for rebates under the Program but are instead eligible for the performance discounts outlined in the [Discounts section](#).
3. Participation in the Program is not permitted by partners in any territory where such participation is prohibited by law.

4. Partners are required to meet the performance threshold targets for their region when selling rebate eligible GSPs and SKUs that are outlined in the Global Eligible Bookings Guide. In the pages to follow, regional attainment parameters have been established that partners must abide by in order to qualify for rebates under the Program.

5. Any Partner that is a Government Entity (as defined below) is not eligible for any rebate, incentive, credit, or other payment of any kind under this Program.

"Government Entity" means any national, provincial, or local government, department, agency, instrumentality, state-owned or state-controlled (in whole or in part) company, public international organization, political party, or entity that is financed in large measure through public appropriations, is widely perceived to be performing government functions, or has its key officers and directors appointed by a government.

6. Partner agrees that it will not misrepresent service coverage to End Users by selling services to End Users without purchasing the related service contract coverage from an Authorized Channel.
7. Cisco will not pay any rebates to any Partner that is: (a) subject to sanctions by the United States, United Kingdom, European Union, or other government; or (b) located in a country where Cisco has publicly announced that Cisco is not conducting business operations.
8. Cisco reserves the right to terminate the Program in its entirety in any country or territory for any reason in its sole discretion.

Table 2. Minimum eligibility requirements for Level, Bookings, and Attach Rate minimums

Rebate Metrics and Performance Thresholds - Americas

Metric Types Used to determine your sales, delivery, and other rebates	Rebate Targets and Ranges				Value Based Rebate (VBR) Chart LATAM Only		
	Performance Threshold Targets		Rebate Ranges		VBR Targets and Factors		
	US/C	LATAM	US/C	LATAM	SR	RMA	Factor
Attach Rate (AR)	80% - 95%	65% - 95%	1% - 4%	1% - 10%	≤10	≤35	1.2
In-Quarter Renewal Rate (IQRR)	50% - 95%	45% - 90%	0.5% - 6%	1% - 12%	>10 to 20	>35 to 50	1.1
Service Request (SR) ¹	35 - <10	50 - <10	3.67% - 12%	See VBR Chart	>20 to 35	>50 to 95	1
Return Materials Authorization (RMA) ¹	45 - <10	130 - <35	2% - 13%		>35 to 50	>95 to 130	0.75
Multiyear	55% - 90%	30% - 90%	1% - 3%		>50	>130	0
Technical Services (TS) Premium Services	>45%, 55%, 70%	>65%, 85%, 95%	1%, 2%, 3%		Note: Based on the SR and RMA performance, the lower factor of the two is multiplied by the sales rebate percentage to arrive at the value-based rebate percentage which is then multiplied by the Delivery Offer rebate eligible bookings to arrive at the value-based rebate dollars.		
Enhanced Management Services Rebate	N/A		3%		Delivery Offer Eligibility ²		
Advanced Services Premium Services Rebate	N/A		3%		Targets	US/C	LATAM
Footnotes							
1. In US/C, Sales Performance Rebate percentages are applied to both Cisco Branded Services and Partner Support Service rebate eligible bookings. In Non-US/C Regions, Sales Performance rebate rates, based on Attach Rate and IQRR metrics, are applied only to Cisco Branded Services rebate eligible bookings.							
2. Entry level and ongoing Delivery Offer Performance eligibility threshold targets are the same.							
Viewing Your Rebate Potential: In PXP the Rebate Calculator provides a view into your estimated rebates. See an example here .							
					AR%	≥75%	≥70%
					IQRR%	≥50%	≥40%
					SR Ratio	≤75	≤75
					RMA Ratio	≤130	≤130

Table 3. Rebate Metrics and Performance Thresholds – EEA and MEA

Rebate Metrics and Performance Thresholds – EEA and MEA				
Metric Types	Rebate Targets and Ranges			
Used to determine your sales, delivery, and other rebates	Performance Threshold Targets		Rebate Ranges	
	EEA	MEA	EEA	MEA
Attach Rate (AR)	75% - 95%	60% - 80%	1% – 10%	1% – 8%
In-Quarter Renewal Rate (IQRR)	70% - 90%	45% – 85%	1% – 15%	1% - 6%
Service Request (SR) ¹	50 - <10		See VBR Chart	
Return Materials Authorization (RMA) ¹	75 - <20			
Multiyear	30% - 90%		1% - 6%	1% - 3%
Technical Services (TS) Premium Services	>45%, 65%, 85%	>65%, 75%, 85%	1%, 2%, 3%	
Enhanced Management Services Rebate	N/A		3%	
Advanced Services Premium Services Rebate	N/A		3%	
Footnotes				
1. Sales Performance rebate rates, based on Attach Rate and IQRR metrics, are applied only to Cisco Branded Services rebate eligible bookings.				
2. Entry level and ongoing Delivery Offer Performance eligibility threshold targets are the same.				
3. The UK will be considered as part of the EEA region for purposes of calculations under the Program.				
Viewing Your Rebate Potential: In PXP the Rebate Calculator provides a view into your estimated rebates. See an example here .				

Value Based Rebate (VBR) Chart			
VBR Targets and Factors			
SR	RMA	Factor	
		EEA	MEA
≤10	≤20	1.25	2.7
>10 to 15	>20 to 30	1.2	2.4
>15 to 25	>30 to 40	1.0	2.1
>25 to 35	>40 to 50	.75	1.7
>35 to 50	>50 to 75	.50	1.2
>50	>75	0	0
Note: Based on the SR and RMA performance, the lower factor of the two is multiplied by the sales rebate percentage to arrive at the value-based rebate percentage which is then multiplied by the Delivery Offer rebate eligible bookings to arrive at the value-based rebate dollars.			
Delivery Offer Eligibility ²			
Targets	EEA	MEA	
AR%	≥75%	≥70%	
IQRR%	≥60%	≥55%	
SR Ratio	≤75	≤75	
RMA Ratio	≤130	≤130	

Table 4. Rebate Metrics and Performance Thresholds – APAC, Greater China, and Japan

Rebate Metrics and Performance Thresholds – APAC, Greater China, and Japan

Metric Types Used to determine your sales, delivery, and other rebates	Rebate Targets and Ranges					
	Performance Threshold Targets			Rebate Ranges		
	APAC	GC	Japan	APAC	GC	Japan
Attach Rate (AR)	70% – 95%	85% – 95%	75% - 95%	1% – 11%	1% – 7%	1% - 6%
In-Quarter Renewal Rate (IQRR)	50% – 95%	30% – 90%	65% - 85%	1% - 8%	2% – 12%	1% – 4%
Service Request (SR) ¹	≤ 50			See VBR Chart		
Return Materials Authorization (RMA) ¹	≤ 130					
Multiyear	30% - 90%			1% - 6%		
Technical Services (TS) Premium Services	>40%, 75%, 90%	>45%, 65%, 85%	>40%, 55%, 75%	1%, 2%, 3%		
Enhanced Management Services Rebate	N/A			3%		
Advanced Services Premium Services Rebate	N/A			3%		

Footnotes

- Sales Performance rebate rates, based on Attach Rate and IQRR metrics, are applied **only** to Cisco Branded Services rebate eligible bookings.
- Entry level and ongoing Delivery Offer Performance eligibility threshold targets are the same.

Viewing Your Rebate Potential: In [PXP](#) the Rebate Calculator provides a view into your estimated rebates.

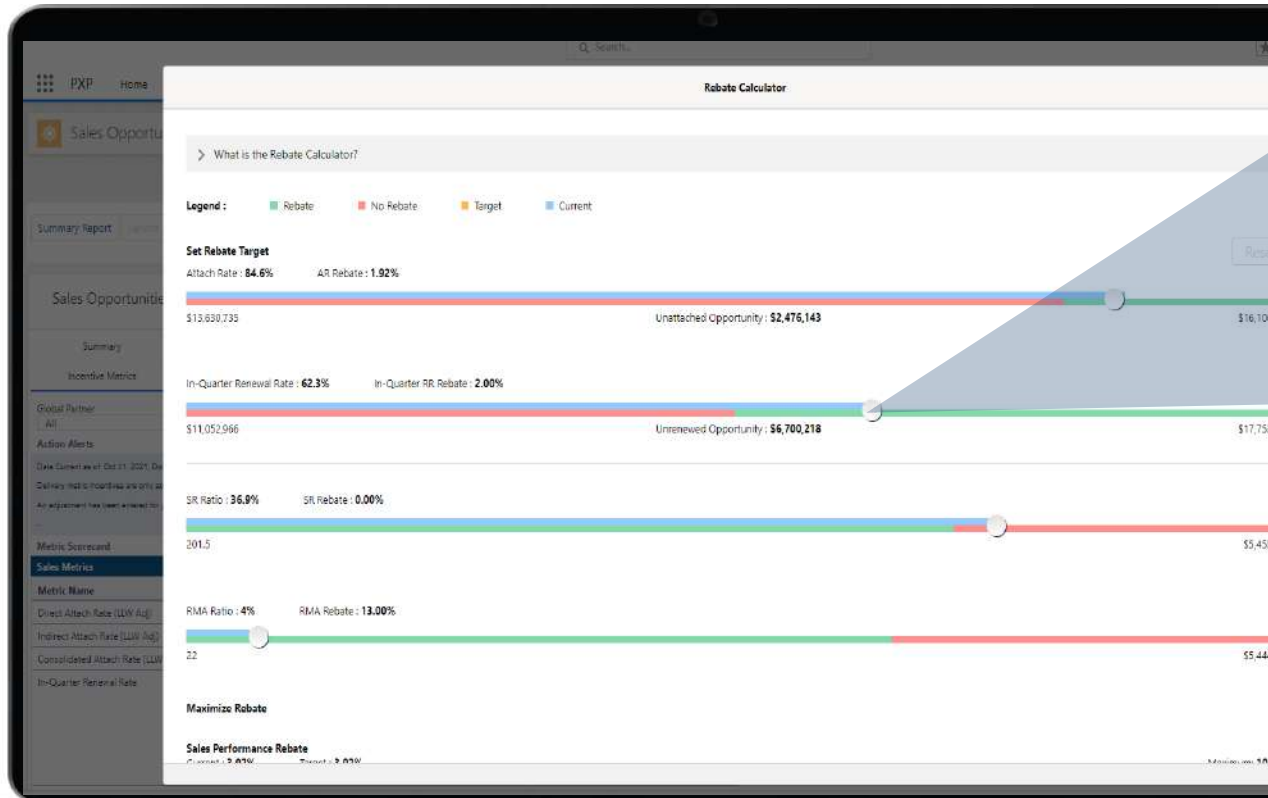
See an example [here](#).

Value Based Rebate (VBR) Chart			
VBR Targets		Factors	
SR	RMA	APAC & GC	Japan
≤10	≤35	1.2	2.5
>10 to 20	>35 to 50	1.1	2.2
>20 to 35	>50 to 95	1.0	1.6
>35 to 50	>95-130	.75	1.2
>50	>130	0	0

Note: Based on the SR and RMA performance, the lower factor of the two is multiplied by the sales rebate percentage to arrive at the value-based rebate percentage which is then multiplied by the Delivery Offer rebate eligible bookings to arrive at the value-based rebate dollars.

Delivery Offer Eligibility ²			
Targets	APAC	GC	Japan
AR%	≥75%	≥75%	≥75%
IQRR%	≥35%	≥25%	≥65%
SR Ratio	≤75	≤75	≤75
RMA Ratio	≤130	≤130	≤130

Figure 1. Using Partner Experience Platform (PXP) incentive metrics to view your rebate potential. (Works with Tables 2-4)



Viewing Your Rebate Potential

As found in [PXP](#) incentive metrics, the Rebate Calculator provides a view into your estimated rebates.

- Actual rebate payments are based on results as found in Sales Opportunities > Service Metrics > Incentive metrics.
- By moving one of the sliders, values will be dynamically displayed with the amounts of bookings required to maximize your rebate.
 - Select Partner, Reporting Month, and Program Name
 - Select the Rebate Calculator Button in the upper left corner of the page (you may need to scroll up)

You must meet the minimum threshold targets for both SR & RMA to earn the delivery rebate

For rebate-calculations, refer to the [Operations Guide](#).

Table 5. Annuity Rebates - Global

Annuity Rebates (only applies to Cisco Success Tracks offer)

Regions ¹	Monthly Value Rebate (paid quarterly)		Total Value Rebate ^{3,4}
	Annuity Rebate Specific Qualifications ²		
	Customer Experience Specialization	Advanced Customer Experience Specialization	
Americas	Base	Bonus	Percentage
United States and Canada	3%	1%	3%
LATAM			11%
EMEA	Base	Bonus	Percentage
EEA	3%	1%	12%
MEA			6%
APJC	Base	Bonus	Percentage
APAC	3%	1%	11%
Greater China			8%
Japan			8%

- For rolled-up Partners, the eligible bookings requirement will be assessed on a country-by-country basis.
- Partner must be in good standing and must maintain the specialization throughout the entire quarter (applicable only to the Monthly Value Rebates, paid over the life of the contract).
- Paid one time on total value at the start of the contract.
- For Success Tracks transacted on the subscription billing platform, the Program only pays a Total Value Rebate. The Total Value Rebate % will be applied to the invoiced value at the time the invoice is generated.

For a complete list of rebate eligible GSPs and SKUs refer to the [Global Eligible Bookings Guide](#).
Refer to the [Operations Guide](#) for calculations of both the Total Value Rebate and Monthly Value Rebate.

Rebate Rules

Eligible Bookings

1. Eligible bookings are tracked in PXP by Cisco fiscal quarter (there are no maximum rebate payment amounts). Eligible bookings are filtered as per these Terms and Rules and the rebate eligible services outlined in the [Global Eligible Bookings Guide](#).
2. Annuity Rebates are only paid on services contracts with valid contract start and end dates. The contract start date triggers the calculation of the annuity rebates.
3. Rebate percentages are based on the final metrics results at the end of the calendar quarter (not fiscal). To view correct rebate percentages, in PXP, select your scorecard for the last month of the quarter. In cases where the Cisco fiscal quarter does not align fully with the calendar quarter, some services bookings transactions may have metrics effects but no rebate effect or vice versa. No metrics or rebate adjustments will be made in those cases.
4. Cisco Authorized Distributor services bookings are recognized upon receipt of point-of-sale (POS) or Channel Bookings Neutrality (CBN) bookings data from the distributors. All distributor bookings data (POS and CBN) must be received prior to the booking's expiration date (by final payment run four or approximately 300 days) to be considered for program rebate. However, rebate percentages reflected in partner metrics in PXP will be determined based on orders booked by the end of the metrics measurement period noted in the [Cisco Metrics Publication Calendar](#). Reference the Bookings Exclusions section for more information.
5. Order submissions will not be recognized, nor reflected in PXP, unless they are accepted and fully booked by Cisco. It is advised to submit orders at least two days prior to the Cisco fiscal quarter end. See [Cisco Investor Relations > Financial](#).
6. Combined Services follow the same rebate structure used for Technical Services.
7. When a partner books a service order spanning multiple countries, the bookings are grouped into the following areas based on the customer country/ install site: (A) United States and Canada; (B) Australia and Japan; (C) All other countries. The registered partner (BEGEOID) with the largest bookings in each area is identified. All bookings within that area are assigned to this registered partner entity. In the event the partner is not registered (doesn't have a BEGEOID) in that local category, the bookings are assigned to originating partner.

Rebate Rules

Bookings Exclusions

1. The following service bookings are excluded under the Program:
(A) Services on products intended for the partner's internal use; (B) Services intended for resale to another partner or distributor; (C) Bookings for services not available through the Program; (D) Bookings against which discounts toward future orders are issued under another service program or promotion; (E) Bookings against any order deemed ineligible due to ordering issues created by a partner will be deemed to be entirely ineligible for rebate payout, including but not limited to, (1) if a partner books an order that the service type is fifty one percentage (51%) ineligible, then the partner will not get a rebate even on the remaining forty-nine percentage (49%), (2) If a partner books an order where the partner's name is fifty one percentage (51%) as the end user name ("Customer"), then the partner will not get the remaining forty-nine percentage (49%).
2. Bookings subject to a non-standard discount may be excluded from rebate payments if this is specified as part of the conditions of the non-standard deal.
3. Services bookings eligible for a payment under the Program are not eligible for any other Cisco back-end payment programs unless otherwise stated by Cisco.
4. Cisco reserves the right to deny or withhold any program rebates associated with services renewal bookings for items that have a gap in coverage.
5. Any un-fulfilled bookings, including unsubmitted POS for two tier orders.
6. Below is the list of exclusion reasons that may be presented in PXP ineligible booking detailed report:
 - **End customer is null:** A valid end-customer is not listed on the bookings line.
 - **Not a resale order:** The partner is the same as the end-customer (owned by majority share, rolling up to same Global Ultimate or GU ID), considered internal sale.
 - **Not a rebate-eligible purchase order type:** The PO type is invalid, such as demo/evaluation, infrastructure, internal business use, internal use, lab, employee, employee purchase, service provision use, or stocking.
 - **Deal ID based exclusion:** The deal ID is for a deal excluded from the Program.
 - **Deviation Authorization Request Tool (DART) ID based exclusion:** The DART ID is for a DART excluded from the Program.
 - **Promo code-based exclusion:** The promotion code is for a promotion excluded from the Program.
 - **Partner is FED SI partner:** Federal SI partners are excluded from Program rebates.

Rebate Rules

Bookings Inclusions

1. Only services bookings made directly to Cisco, or a Cisco Authorized Distributor are eligible.
2. Bookings through Authorized Distributors are governed by the DSV process and designated into two categories:
 - **Eligible bookings:** All ERP, regular POS, CBN, and DSV bookings.
 - **Fulfilled bookings:** All ERP, regular POS, CBN, and DSV bookings that are reported as POS on time; Program rebates are paid on fulfilled bookings; Eligible bookings that are fulfilled in a subsequent quarter will be considered for rebates in the subsequent quarter based on rebate percentages earned in the eligible quarter. (the quarter in which originally booked).
3. The list of eligible service levels may be updated by Cisco on a quarterly basis and published on the first business day of the Cisco fiscal quarter. Eligible GSPs and SKUs will be valid for rebate determination for that quarter. Refer to the [Global Eligible Bookings Guide](#) for more information.
4. In the case of bookings for which the flexible invoicing option has been agreed upon, Cisco reserves the right that only those amounts that have been invoiced by the time that the rebate is calculated will be eligible for a rebate payout.

Rebate Rules

Payments

Rebate Coordinator

- To be eligible to receive rebates through the Program, a rebate coordinator must be assigned for the Program. Refer to the [Partner Self Service User Guide](#) for the detailed process. Rebate payments will not be processed unless a valid rebate coordinator is assigned for that country group and within the rebate notification/payment period.

On-Hold Payments

- Payments “on-hold” due to a missing rebate coordinator will follow the same expiration (90 and 120-day expiration) policy. The on-hold payment is assigned a start date based on when the payment was ready to be processed through the global payment process. This date will act as the start date of the expiration time period. Once the 90-day expiration (non-Russia and non-Commonwealth Independent States [CIS] countries) and 120-day expiration (CIS countries) comes due, the payment will be expired.

On-hold payment transactions will be checked once weekly to confirm if a rebate coordinator has been added. As partners and distributors add or update their rebate coordinator, those impacted payments will be released automatically. If a rebate coordinator is not provided to Cisco within the 90 and 120-day expiration date, then the on-hold payment(s) will auto expire, and Cisco reserves the right to withdraw the payment permanently.

*Countries of Ukraine, Kazakhstan, Moldova, Armenia, Tajikistan, Turkmenistan & Uzbekistan.

Remuneration

- Cisco regards the payments it makes to the Partner to be remuneration for marketing penetration services performed by the Partner. Cisco expects that Partners will continue to actively participate in the Program as a condition of the incentive framework in the Program, and continue to actively promote products, services, or other Cisco offers to customers by providing activities intended to inform and create general awareness.

Other more specific obligations may be described within the Program documentation.

Rebate Rules

Payments (continued)

Payment Schedule – Round 1

- Partners will receive a rebate payment if their earned rebate amount equals or exceeds the minimum round-one payout of US \$500 (when combined with the prior quarter's round-two remainder). If partners do not meet the minimum round-one rebate amount of US \$500, the earned rebate amount is considered closed and cannot be carried over (accrued) to the next quarter. There is no maximum rebate payment amount.

Refer to the payment schedule overview in the [Operations Guide](#) and the [PXP payment calendar](#) (under the calendar icon) for more information.

Payment Schedule - Round 2

- Partners will receive a rebate payment if the earned rebate amount equals or exceeds the minimum round-two payout of US \$25K. For rebate payments less than US \$25K, they will be carried over (accrued) into the next quarter's round-one rebate calculation. Partners will receive a round-one rebate payment if their earned rebate amount exceeds the minimum round-one payout of US \$500. If partners do not meet the minimum round-one rebate amount of US \$500, the earned rebate amount is considered closed and cannot be carried over (accrued) to the next quarter.
- If a metric change causes the quarter rebate total to exceed the minimum round-one payout, the partner would be paid the revised amount as part of a subsequent rebate payment run. There is no maximum rebate payment amount.

Incorrect Payments

- In a scenario where rebates were calculated and/or the rebate amount paid incorrectly, Cisco reserves the right to either request that the partner return the rebate or reduce future rebates accordingly under any Cisco channel program in which the partner is participating.
- If bookings made in one quarter are booked or canceled and credited in a subsequent quarter, those bookings or credits will decrease the total eligible bookings for that quarter and will result in a lower rebate payment. If in a subsequent quarter the total eligible bookings are negative because of bookings or credits, including in situations where rebates have previously been paid, Cisco will require the partner to return those rebates, or reduce (clawback) future rebates accordingly.

Rebate Rules

Payments (continued)

Global and Multinational Partners Certified Partners

1. Cisco Branded Services bookings are eligible for sales rebates in the landing country as-long-as the country has a registered entity. Rebates will be based on the landing country's performance and geo-specific compensation structure.
2. In countries that *are* eligible for Delivery Offers, the bookings are eligible for the Delivery Rebate or the Value Based Rebate. Rebates will be based on the landing country's performance and geo-specific compensation structure. In countries that *are not* eligible for Delivery Offers, the bookings are not eligible for the Delivery Rebate or the Value-Based Rebate.
3. Cisco reserves the right to exclude the following from the booking's growth calculation: mergers, acquisitions, divestitures, spin-offs, and other similar business transformation events.
4. Where a Cisco Global or Multinational Certified Partner has elected to have their performance measured at a rolled-up level, individual country group-level partner entities with negative rebate-eligible bookings in a quarter will be excluded from the premium services ratio calculation for that quarter.
5. The Global Gold Incentive rebate is based on Technical Services net bookings growth within defined regions: US/Canada; LATAM; Asia Pacific (APAC); Japan, Greater China, Middle East and Africa (MEA), and European Economic Area (EEA). Cisco will not adjust bookings to move countries to and from regions. To earn this rebate, partners must have a bookings growth from 0 percent to 20 percent in any of the Program regions (as identified above). The rebate will vary from 3 percent to 8 percent on the partners' net bookings based on a linear calculation.
6. Eligibility to earn the Global Gold Incentive requires five (5) consecutive quarters of Technical Services bookings within the region.

Refer to the Global Gold Incentive in the [Operations Guide](#) for more information about regional rebate calculations, etc.

Delivery Offers

1. Partners will receive the standard Delivery Offer discount wherever they are qualified to purchase. Partners will also be eligible for any earned incentives available in that country or country group.
2. Performance metrics and all incentives will be determined at the country or country group level.

Rebate Rules

Discrepancies

1. If a partner believes there are discrepancies between the reports in [PXP](#) and their own sales records, they are responsible for reporting such discrepancies to Cisco by the end of the review deadline for the applicable quarter. To correct an error in your eligible services bookings, open a case via the [Customer Service Hub](#) under program performance or service metrics dispute types. Any claims outside of the official case process will not be considered.
2. Any information obtained from Cisco personnel other than program team (such as partner account managers) will not take precedence over the information in PXP and will not be honored in any disputes.
3. If a partner believes their rebate payment received via Global EasyPay (GEP) is incorrect, the payment discrepancy must be reported back to Global EasyPay support within 30 days of the payment notification. Payment discrepancies being disputed should not include bookings discrepancies. Booking's discrepancies should be submitted to the [Customer Service Hub](#) referencing Cisco Services Partner Program Performance instead.
4. Cisco may not be able to distribute rebate claim notifications for several reasons such as: incorrect banking information; a lack of required supporting documentation; and no assigned rebate coordinator for the Program. Rebate payments will not be processed unless a valid rebate coordinator is assigned for that country group and within the rebate notification/payment period. If payments cannot be made because the proper set-up has not been completed, Cisco will retain the payment for ninety (90) calendar days. If the partner does not rectify within that 90-day time period, they will forfeit any right to that specific payment. For partners in the countries of Ukraine, Kazakhstan, Moldova, Armenia, Tajikistan, Turkmenistan, and Uzbekistan only) will have an additional thirty (30) calendar days (120 days total) from first notification. If the partner does not rectify within additional 30-day time period, they will forfeit any right to that specific payment. No exceptions. Refer to the [Global EasyPay Payment Terms](#) for more information.
5. Partners purchasing from Cisco Authorized Distributors shall make sure that the sales data reported by Cisco Authorized Distributors to Cisco is correct. In cases in which sales transactions are ineligible because of incorrect data reported by a Cisco Authorized Distributor in the back-end claiming process (for example, an error in the end customer name or in the details reported in the POS claiming report), Cisco reserves the right not to pay a rebate for such transactions.

Discounts

- 1-Tier Discounts
- Services Sales Discount Incentive (SSDI)
- Alternative Discount
- People's Republic of China

Discount Rules

1-Tier Discounts

1. Initial discounts within the Program vary by services offer families and apply only to partners enrolled in the Program who have a direct service purchasing relationship with Cisco, commonly referred to as Cisco 1-Tier Partners. Refer to the [1-Tier Global Discounts](#) document for the complete list.
2. Discounts are applied to either a list or schedule price, depending on the offer. In some countries, an alternative discount may apply.
3. Cisco 1-Tier and 2-Tier Partners buying through distribution should contact their Cisco Authorized Distributor for discount information.
4. Combined Services (Advanced Services/Technical Services) follow the same discount structure used for Technical Services.
5. Network Services Orchestration (NSO) services offer SKUs will not receive a discount and will be sold at list price.

Services Sales Discount Incentive (SSDI)

Applicable to Partners located in EEA and MEA with access to PSS

1. For Partners who have one local entity that meets the SSDI performance targets in a country-group, all local entities in that country-group with access to PSS will benefit from SSDI. Distributors, please refer to the [SSDI website](#) for more information (accessible by Cisco authorized distributors *only*).
2. Entry Eligibility: Partners who meet sales performance requirements for the measurement periods will begin earning the SSDI with the next activation cycle. In the case where a partner does not have a renewal rate denominator value in PXP, the attach rate and/or renewal rate will not be used to determine eligibility for PSS.
3. **Performance Evaluation Periods (PEP):** After a partner begins earning SSDI, PEPs will serve as the basis for performance measurement toward ongoing eligibility. See Tables 7a and 7b for details.

Note: The last award of SSDI will be on January 10, 2024. This last cycle of SSDI will end on July 27, 2024, and SSDI will not be available after this date.
4. **Ongoing Eligibility:** To retain access, partners must meet all requirements for each PEP as defined in Tables 7a and 7b. Partners that do not continue to meet all the requirements in Tables 7a and 7b during a PEP will not earn SSDI during the subsequent award period, effective as of the dates in Table 7b. There is no Eligibility Bridge for the SSDI. Partners who lose SSDI, can begin earning the SSDI again effective with a subsequent PEP during which the partner meets all requirements.
5. EEA and MEA PSS partners who have opted for rolled-up metrics, are also committing to have SSDI eligibility determined at the rolled-up level.
6. SSDI provides an incremental discount on PSS and is available for eligible partners on indirect and direct orders.
7. Ongoing and eligibility metrics targets for PSS and SSDI are the same. If you meet thresholds for PSS, you have also met the thresholds for SSDI.

Discount Rules

SSDI – Delivery offer eligibility bridge for Partners who fail to meet-requirements during the PEP

7. Partners who are put onto the Delivery Offer Eligibility Bridge and have failed to meet delivery performance requirements during the PEP but met all other requirements for SSDI, where applicable, may continue to earn the SSDI during the Delivery Offer Eligibility Bridge period.

Partners who failed to meet the sales performance requirements for the SSDI during the PEP will not earn the SSDI during the Delivery Offer Eligibility Bridge period.

Table 6. Meeting SSDI Sales Performance Targets during PEP

Evaluation Phases			
Phase 1	Phase 2		Phase 3
Partner fails to meet performance requirements	Result: SSDI not applied for this period	Performance: Meets requirements	SSDI applied for this period

Table 7a. SSDI Requirements

Requirements in this table apply to all <u>phases</u> of the SSDI retirement.					
	Region	AR	IQRR	SR	RMA
Metrics Performance	EEA	≥75%	≥60%	≤75	≤130
	MEA	≥70%	≥55%		
Level, Specialization, and Training (At BEGEOID Level)	<ul style="list-style-type: none"> Gold Integrator or Gold Provider Customer Experience (CX) Specialization or Advanced Customer Experience Specialization PLS-Support Black Belt Training 				

Discount Rules

Table 7b. SSDI Requirements— Phases 1-3

Phase 1: To receive SSDI from September 25, 2022 – August 8, 2023 (Note: Phase 1 ended July 30, 2022.)

Partners must, as of July 30, 2022, complete the requirements in Table 7a and the Phase 1 requirements described in this table.

Smart Bonding	Initiate by July 30, 2022, and continue toward completion
	Complete verified test connection by October 22, 2022
Training	Single architecture track within the Black Belt PLS-Support training

Phase 2: To receive SSDI from August 9, 2023 – January 9, 2024

Partners must, as of July 29, 2023, complete the requirements in Table 7a and the Phase 2 requirements described in this table.

Complete and Maintain	PLS-Support eligibility
Achieve	<p>Achieve 10% of Technical Support Service bookings between January 29, 2023, and July 29, 2023, from the following Lifecycle Services:</p> <ul style="list-style-type: none"> • Solution Support (including Services Enrollment) • PLS-Support • Success Tracks

Phase 3: To receive SSDI from January 10, 2024 – July 27, 2024

Partners must, as of December 31, 2023, complete the requirements in Table 7a and the Phase 3 requirements described in this table.

Complete and Maintain	PLS-Support eligibility
Achieve	<p>Achieve 15% of Technical Support Service bookings between July 30, 2023, and December 31, 2023, from the following Lifecycle Services:</p> <ul style="list-style-type: none"> • Solution Support (including Services Enrollment) • PLS-Support • Success Tracks

Discount Rules

Alternative Discount

The alternative discount applies to the renewal of support services of hardware and perpetual licenses.

1. Alternative discount applies for an initial 12-month support term:
 - During the ninety (90)-day period from product ship for products not originally purchased by the partner
 - For products covered by another partner and in an entitled status
2. The alternative discount is not applicable to the resale of support services to U.S. or Canada Federal Government customers and/or education customers who are funded, in whole or in part, by the U.S. or Canada Federal Governments; or deals including the educational discount.
3. In all instances, where the correct alternative discount was not applied for whatever reason, Cisco reserves the right at its sole discretion to recover outstanding service fees owed by the partner by offsetting the amount against future partner rebate payments.
4. In the case of transactions subject to non-standard discounts, the alternative discount will be the requested nonstandard discount less eight discount points.
5. Alternative discounts do not apply to sales of new software licenses purchased under Enterprise Agreements (EAs).
6. In cases where a Deal Registration discount is approved, Alternative Discount will not apply.

Discount Rules

People's Republic of China

1. Incentives are provided in the form of a discount on future purchase order(s) and must be used toward future purchase orders, cannot be “shared” with other/multiple partners. Up to 30 percent of the future order can be redeemed as a discount per transaction.
2. Discounts toward future orders for direct partners can be redeemed only against direct services purchases through Cisco. Indirect purchases through distribution will qualify for future discount consideration.
3. The amount of the incentive applied will be limited to a maximum of 30 percent of the next purchase order's value. Cisco reserves the right to amend this maximum limit when appropriate. Remaining incentives that the partner is entitled to will be carried forward to subsequent purchase orders.
4. Metrics performance under the Program will determine the discount amounts towards future orders that can be earned in a quarter.
5. Cisco will deposit earned performance discount amounts into the [Incentive Hub](#) (must have valid CCO ID and password). The partner will have 180 calendar days from the day the funds are deposited to apply the available funds against future purchases. See the [“Eligible Bookings”](#) section.
6. Direct partners can apply the incentive only for direct purchases with Cisco. Indirect partners can apply the incentive only for purchases ordered through Cisco Authorized distributors. Incentives earned in China must be used in China only.
7. Eligible partners will be notified of accrued discounts toward future orders through the [Incentive Hub](#). Any discrepancies must be reported within four weeks of the notification of the discount toward future orders. Discounts toward future order discrepancies that may be disputed do not include booking discrepancies.
8. Partners are solely responsible for the use and disbursement of discounts toward future orders. Any unintentional use by individuals within the partner entity are the responsibility of the partner.
9. Partners have a limited time to apply the incentive against their future orders. Incentives are bound by an expiration policy of 180 calendar days from the date of first notification from Cisco about the availability of the incentive. The same expiration policy applies regardless of any mergers or acquisitions.
10. If a transaction is considered outside of the recognition of Cisco China Company, Limited (思科(中国)有限公司) and Cisco (China) Innovation Technology Co., Ltd (思科(中国)创新科技有限公司), incentives for such transaction will be provided in accordance with Cisco's usual Cisco Services Partner Program rules for the applicable Cisco entity.
11. Incentive discrepancy cases MUST be opened via [Customer Service Hub](#). Discrepancies reported in any other manner will NOT be considered.
12. For the purpose of this document, all references to “Cisco China Company Limited” shall include Cisco (China) Innovation Technology Co., Ltd.

Requirements

Delivery Offers

- › Overview
- › Eligibility Qualifications
- › Entry and Ongoing Eligibility
- › Delivery Validation Requirements
- › Eligibility Bridge
- › Providers
- › Global Gold Certified Partners
- › Global and Multinational Certified Partners

Requirements: Delivery Offers

Overview

Under the program, Partners can earn Delivery Performance Rebates based on meeting specific performance metrics that measure the level of services provided to the end-customer and includes the Service Request (SR) Ratio and Return Materials Authorization (RMA) Ratio metrics.

Eligibility Qualifications

1. To gain access to a Delivery Offer

2. To become eligible for a specific Delivery Offer

3. To remain eligible for a Delivery Offer

Partners Must:

- Apply for either Partner Support Services (PSS) or Partner Lifecycle Services – Support (PLS-Support), through the [Partner Program Enrollment \(PPE\)](#) tool.
- Comply with the terms of the offer's service description for either [PSS](#) or for [PLS-Support](#), the terms of your Reseller Agreement, and any other Cisco policies or program terms as may be communicated from time to time.

Meet the offer specific qualifications in [Table 8](#).

- These qualifications include holding architectural-specific and/or region-specific required Cisco roles and/or assessments.
- Roles and assessments measure a partner's investment in Cisco specializations as well as services capabilities across multiple technologies and service delivery tools. They also measure their processes and infrastructure across the range of lifecycle services.
- These may include Program Level, Specializations, Designations, as well as Authorized Technology Provider (ATP) badges to recognize strong service delivery expertise in specific technologies.
- Meet the region-specific Eligibility Performance targets defined in the Eligibility sections of [Tables 2 - 4](#) for the measurement periods defined in [Table 11](#).

- Continue to meet the offer specific qualifications in [Table 8](#).
- Meet the region-specific Eligibility Performance targets defined in the Eligibility sections of [Tables 2 - 4](#) for the measurement periods defined in [Table 11](#).

Requirements: Delivery Offers

Entry and Ongoing Eligibility Qualifications

Table 8. Offer Specific Qualifications

	PSS Broad				PSS Architecture-based ¹ Technologies within Architectural Portfolio		PLS-Support	
Partner Type	Integrator (US/Canada)	Integrator (Rest of World)	Provider ² NOC	Provider ² Satellite	Cisco Telepresence Technology	Unified Contact Center Enterprise and Unified Contact Center Products	Integrator	Provider
Level	Gold Integrator	Gold Integrator	Gold Provider	Premier or above	None		Gold Integrator	Gold Provider
Specialization & Authorization	Master Security Specialization Master Collaboration Specialization	None			Advanced Collaboration Architecture Specialization	Cisco Unified Contact Center Enterprise ATP	Customer Experience Specialization	
Delivery Qualifications ³	TS Delivery Validation				TS Delivery Validation		Smart Bonding TS Delivery Validation TS Delivery Validation Advanced⁴	Smart Bonding TS Delivery Validation Advanced⁵
Qualify at	BEGEOID Level		BEGEOID Level or per rules in Table 9		BEGEOID Level		BEGEOID Level	BEGEOID Level or per rules in Table 9

¹ PSS Architecture-based has sometimes been called PSS Deep.

² A Provider partner's single entity (BEGEOID) can opt for local delivery capabilities validation if the entity wants to qualify for PSS (Broad/Architecture-based) via the resale path.

³ See [Table 9](#) for exceptions.

⁴ Gold Integrators are required to complete Smart Bonding and TS Delivery Validation as prerequisites for TS Delivery Validation Advanced. They may complete TSD Validation prior to Smart Bonding but must have Smart Bonding in place before TSD Validation Advanced.

⁵ Gold Providers are required to complete Smart Bonding as a prerequisite for TS Delivery Validation Advanced.

Table 9. Delivery Validation Requirements

Delivery Validation Requirements	
Offer - Level	Delivery Validation Requirements
PSS <ul style="list-style-type: none"> • Gold Provider¹ 	<ol style="list-style-type: none"> 1. Cisco assigns the Delivery Qualification to each BEGEOID that is Premier or better. 2. If set up to provide global delivery for all other Provider locations that qualify to sell PSS, the validation is only required for the global NOC location. This set up will be verified by NSF in order to begin the validation.
PLS-Support <ul style="list-style-type: none"> • Gold Provider • Global Gold 	<ol style="list-style-type: none"> 1. The TS Delivery Validation Advanced is required by at least one partner entity within a specific Program region: (US/C, LATAM, EEA, MEA, APAC, Japan, or Greater China)² 2. The standard TS Delivery Validation is <u>not required</u> of Gold Providers.

1. A Gold Provider partner's single entity (BEGEOID) can opt for local delivery capabilities validation via a separate TS Delivery Validation if the entity wants to qualify for PSS (broad/deep) via the resale path.

2. Partner can open a case to combine regions, depending on delivery deployment, i.e., EEA, MEA

Requirements – Delivery Offers

Entry Eligibility Performance Requirements

Partners can qualify for access to Delivery Offers by meeting the offer specific qualifications outlined in [Table 8](#). In addition, these partners must meet the region-specific sales performance requirements for the measurement periods defined in [Tables 2-4](#) prior to requesting access. Table 10 provides the performance metrics and measurements period for entry eligibility. Program enrollment will take place on a rolling schedule.

Table 10. Performance Metrics and Measurement Periods for Entry Eligibility for Delivery Offer and PLS-Support

Performance Metric Measured	Metric Period Assessed
Sales Performance Metrics	
Attach rate	Consolidated attach rate (limited lifetime warranty [LLW] adjusted) as of the quarter prior to the partner's application for access to Delivery Offers
In-Quarter Renewal Rate (IQRR)	For Partners qualifying during Cisco fiscal Q1: In-Quarter Renewal Rate year-to-date (YTD) as of the end of the previous fiscal year. For Partners qualifying after Cisco fiscal Q1: the sum of covered divided by the sum of the opportunity for the two most recent full quarters prior to the partner's application for access*
Delivery Performance Metrics**	
Service Request	Service request ratio rolling cumulative is the rolling annualized average, using results of the most recent full quarter prior to the partner's application for access to Delivery Offers*
Return Materials Authorization (RMA)	RMA ratio rolling cumulative is the annualized average, using results of the most recent full quarter prior to the partner's application for access to Delivery Offers *

*As an example: A partner qualifying in Q3 would be measured based on (Q1 IQRR numerator + Q2 IQRR numerator) divided by (Q1 IQRR denominator + Q2 IQRR denominator).

**Requirements apply only to those partners who previously had access to co-delivery offerings. In the case where a partner does not have an IQRR denominator value in the PXP tool, the attach rate and/or IQRR will not be used to determine eligibility. PXP does merge historical data for partners, therefore, if two non-Delivery Offer partners merge, the performance data of the BEGEOID partner that the entity will be under will be used to determine Delivery Offer eligibility performance requirements.

Requirements: Delivery Offers

Ongoing Eligibility

Refer to the [Metrics Guide](#) for details regarding the measurement periods.

1. Upon gaining access to a Delivery Offer, partners will be reassessed on an annual basis to ensure that they meet the minimum metric requirements for continued access. The Performance Evaluation Periods (PEPs) will serve as the basis for the performance measurement under the Program and is aligned to Cisco's fiscal year with all the other Delivery Offer-enabled partners. If a partner gains access to a Delivery Offer after February 1st, they will not be reassessed until the following year's assessment (in effect, granting up to a year and a half before the reassessment).
2. Partner must maintain entry eligibility requirements and meet **both sales and delivery** performance thresholds (see table below) as defined in the eligibility sections of [Tables 2-4](#).
3. Partners who fail to maintain all qualifications—whether as part of the annual Performance Evaluation or quarterly for Smart Bonding—will be removed from the offer.

Table 11. Measurement Periods for Ongoing Delivery Offers Eligibility

Performance Metric	Metric Period Assessed Under the Program
Attach rate	Attach rate result by the end of PEP. <ul style="list-style-type: none"> • Consolidated attach rate (LLW adjusted) as reflected in the "Metric Scorecard"
IQRR	IQRR YTD (TOTAL): Annual view as of the end of the PEP.
Service Request (SR)	SR ratio rolling cumulative, using results as of the end of the PEP.
Return Materials Authorization (RMA)	RMA ratio rolling cumulative, using results as of the end of the PEP.

Eligibility Bridge

1. Delivery Offer partners failing to meet the performance targets for ongoing eligibility will be automatically placed on the Delivery Offer Eligibility Bridge. Partners who fail to meet the performance targets and have no bookings for the last two quarters (Q3 and Q4) can be denied the Delivery Offer Eligibility Bridge at Cisco's discretion.

During the six-month Delivery Offer Eligibility Bridge period, partners will continue to have access to the offer. By the end of the Delivery Offer Eligibility Bridge period, partners must have met all ongoing eligibility requirements for continued access following the Delivery Offer Eligibility Bridge period.

Partners will not receive a Delivery or Value Based Rebate while on the Delivery Offer Eligibility Bridge.

2. Performance will be assessed after the completion of the Delivery Offer Eligibility Bridge period as follows: **Sales Performance:** (A) Attach Rate: Measurement at end of Cisco fiscal quarter 2 (B) In-Quarter Renewal Rate (IQRR): $Q1 \text{ IQRR numerator} + Q2 \text{ IQRR rate numerator} \div Q1 \text{ IQRR rate denominator} + Q2 \text{ IQRR rate denominator}$. **Delivery Performance:** Service Request and **RMA:** Annualized service request and RMA rolling cumulative metrics measured at the end of Cisco fiscal quarter.
3. Partners failing to meet performance requirements at the end of the Delivery Offer Eligibility Bridge period will have ordering access removed effective as of the start of the third month of Cisco fiscal quarter 3. Where access is removed, protection for existing Delivery Offer quotes will not be available. ([See Table 12](#)).

Requirements: Delivery Offers

Eligibility Bridge (continued)

4. Disputes raised and approved prior to the dispute deadline may better position partners to meet the Delivery Offer requirements (Delivery Offer Eligibility Bridge or PEP).
5. Cisco reserves the right to delay removing offer access for those partners pending resolution. Where valid metrics disputes get resolved after a partner accepts the Delivery Offer Eligibility Bridge, and the approved metric adjustment leads to the partner meeting all metrics eligibility requirements for the PEP in question, the partner will be considered as having met the ongoing eligibility requirements for the previous PEP and will no longer be considered on the Delivery Offer Eligibility Bridge. If the disputed issue is raised correctly prior to the dispute deadline, and it will not change the partner's standing sufficiently for the partner to pass the eligibility targets, a delay removing offer access will not be considered.

Delivery Offer Eligibility Bridge Scenarios: (1) Participating Partners: During fiscal year 1 will not be offered this option the following fiscal year. (2) Non-participating Partners: Either by choice or because of Incentives Framework the previous fiscal year, will have offer ordering access removed effective as of the start of the third-month of the current Cisco fiscal year and can reapply in Q3 after all entry eligibility requirements are met.

Table 12. Delivery Offer Eligibility Assessment Rules

Evaluation Periods (3-year window)	Q1 Aug - Oct	Q2 Nov - Jan	Q3 Feb - Apr	Q4 May - Jul
Period 1 (Fiscal Year 1)	Partner fails to meet performance requirements			
Period 2 (Fiscal Year 2)	Delivery Offer Eligibility Bridge Period Scenarios		Results In	
	Scenario 1: Partner meets required performance levels		Scenario 1: Partner's access to Delivery Offer ordering maintained	
Period 3 (Fiscal Year 3)	Scenario 2: Partner fails to meet required performance levels		Scenario 2: Partner's access to Delivery Offer ordering suspended Effective the third month of Cisco's third quarter (fiscal year) after performance for the Delivery Offer Eligibility Bridge Plan period has been finalized.	
	Partner can reapply for access to the Delivery Offer. Entry eligibility rules apply. Delivery Offer ordering reinstated no earlier than the third month of Cisco fiscal Q1.			

Requirements: Delivery Offers

Providers

1. Partners participating in the Program that have met eligibility requirements for a Delivery Offer under the [Provider](#) eligibility path, at any location globally may take advantage of their Gold Provider role and request to purchase the offer in another location.

See [Eligibility Requirements Table 8](#)

- Has a purchasing relationship and is in good standing with Cisco in the country or country-group of purchase;
- And that Partner Support Service offers are available within that location.

Global Gold Certified Partners

1. To qualify for a Delivery Offer globally, Global Gold Partners must pass the [Technical Services Validation audit](#) in each of the regions defined for the Global Gold (Americas, EMEA, APJ, and Greater China).
2. Qualified Global Gold Partners can order a Delivery Offer from any registered country into any registered country for any customer. Architecture-based PSS offers are not included; eligibility to Architecture-based PSS offers is earned at the local level.
3. When ordering Delivery Offer across borders as stated above, Program theater-based discounts for all services apply based on where the services are being delivered.
4. Global Gold partners who are Delivery Offer eligible in a specific region can designate any location within that region as eligible for that offer regardless of that specific site's qualifications by notifying Cisco at least 30 days prior to the effective date. (Note: future eligibility determination will include the new site's metrics).
5. Cisco Global Gold Partners selling a Delivery Offer can opt to enable their new location for that Delivery Offer when the partner's entity meets all other entry eligibility requirements through either the Integrator or Provider roles. The partner's new program entity will not be required to meet the entry eligibility metrics thresholds when the partner does not have any sales metrics in PXP.

Refer to the [Global Gold](#) website for additional information.

Requirements: Delivery Offers

Global and Multinational Certified Partners

1. Cisco Global and Multinational Certified Partners who have elected to have their performance metrics measured at a rolled-up level and who fail Delivery Offer eligibility will be provided a Delivery Offer Eligibility Bridge.

If they fail the Delivery Offer Eligibility Bridge and want to reapply the following year, the partner can either:

- (A) Continue with a rolled-up view and assess their rolled-up metrics to determine if they re-qualify as a rolled-up entity, **or**
- (B) Elect to not be rolled-up and request Delivery Offer reinstatement at the individual country group level.

Cisco will not use the rolled-up performance for individual country group Delivery Offer reinstatement. If Partner is not rolled-up and some of its countries fail ongoing eligibility, each failing country will receive the normal Delivery Offer Eligibility Bridge. If the partner then elects to be rolled-up for the Delivery Offer for the following year, Cisco will consolidate the partner's metrics to determine if the partner has collectively met that offer's requirements.

2. If a Global or Multinational Certified Partner is rolled-up for performance purposes in year one and fails to meet Delivery Offer eligibility, they are provided the opportunity to participate in the Delivery Offer Eligibility Bridge as follows:
 - If after the Delivery Offer Eligibility Bridge period the partner's rolled-up view meets eligibility, the partner will continue with the Delivery Offer in year two.
 - If after year two it appears the partner's rolled-up view will again fail that Delivery Offer requirements, the partner can elect to have each country group evaluated independently for that offer for year three.
 - Country groups that **meet** Delivery Offer targets will maintain that offer in year three.
 - Country groups that **miss** the Delivery Offer targets will not get access to that offer in year three and are not eligible for the Delivery Offer Eligibility Bridge because the partner was on the Delivery Offer Eligibility Bridge in the previous year. Country groups that miss Delivery Offer targets can "re-apply" based on the process identified earlier for those partners failing the Delivery Offer Eligibility Bridge process.
 - When an acquisition or merger occurs and partner A (either Delivery Offer enrolled, or non-Delivery Offer enrolled) acquires and/or merges with partner B who:
 - ✓ Is a Delivery Offer enrolled partner
 - ✓ No longer exists on its own
 - ✓ Failed PEP for the previous year
 - ✓ Was enrolled in or was in the process of being enrolled in the Delivery Offer Eligibility Bridge, then partner A assumes the Delivery Offer Eligibility Bridge as a result of the merger and/or acquisition and is expected to meet the thresholds at the end of the Delivery Offer Eligibility Bridge period.

If the partner chooses not to request an assessment on the selective BIDs, they will be assessed on the collective (both the acquired and the parent company) performance under the BEGEOID results listed in PXP at the end of the Eligibility Bridge. Refer to the [Multinational and Global](#) website for additional information.

Revision History

> Historical revisions

Revision History

Change	Slide #	Description	Effective Date
<ol style="list-style-type: none"> Update subscript #4 Add a subscript #5 	34	<ol style="list-style-type: none"> Update subscript #4 with the following: "Gold Integrators are required to complete Smart Bonding and standard TS Delivery Validation as prerequisites for TS Delivery Validation Advanced. They may complete TSD Validation prior to Smart Bonding but must have Smart Bonding in place before TSD Validation Advanced." Add a subscript #5 to "TS Delivery Validation Advanced" in the "Provider" cell of the table including the following disclaimer: "Gold Providers are required to complete Smart Bonding as a prerequisite for TS Delivery Validation Advanced." 	January 30, 2023
<ol style="list-style-type: none"> Retiring Coverage Transfer Discount Global Gold - Updating Bookings Exclusion Language Update to PLS-S Eligibility 	6, 27 24 35	<ol style="list-style-type: none"> Removal of coverage transfer discount from terms. Cisco reserves the right to exclude the following from the bookings growth calculation: mergers, acquisitions, divestitures, spin-offs, and other similar business transformation events. Added Customer Experience Specialization. 	October 30, 2022
Greater China AR decrease	7	In FY23, the Greater China AR % eligibility threshold will be 80% and increase to 85% in FY24	September 30, 2022
Greater China AR increase	6	Greater China AR increases to 85% in Q1FY23	August 1, 2022
Global Gold Incentive eligibility requirements	10, 24	Eligibility to earn the Global Gold Incentive requires five (5) consecutive quarters of bookings within the region	August 1, 2022
Global & Multinational Customer List update	19, 41	Removal of reference to Global & Multinational Customer list	August 1, 2022
Services Sales Discount Incentive (SSDI) updates	27-30	SSDI PEP, activation cycle dates, and ongoing eligibility	August 1, 2022

Revision History

Change	Slide #	Description	Effective Date
Alternative Discount update	31	Alternative Discount rules added to Terms & Rules	August 1, 2022
Requirements for Delivery Offers	31-39	Integration of Partner Lifecycle Services – Support into CSPP portfolio	May 1, 2022
Services Sales Discount Incentive (SSDI)	26-29	Applicable to Partners located in EEA and MEAR with access to PSS	May 1, 2022
New Rebate rule added	11	Cisco may elect to exclude certain services from CSPP metrics, which may affect the numerators and/or denominators of both Incentive Metrics and/or Operational Indicators which may or may not be used to determine your eligibility, entitlement to receive a rebate and/or the amount of any rebate you may earn. Cisco may choose to exclude SKUs for any reason, including, but not limited to changes to Cisco's services and/or selling strategies. Any such removal may be a benefit or detriment to your current metrics performance, based on the prevalence of these SKUs in your existing metrics.	January 30, 2022
Minimum bookings definitions	6	<ul style="list-style-type: none"> US/C equals the sum of fulfilled bookings for Sales Performance plus Total Value Rebate (as displayed in PXP) APAC, Greater China, Japan, EEA, MEAR and LATAM equals the sum of fulfilled bookings for Sales Performance plus Delivery Performance plus Total Value Rebate 	January 30, 2022
Service Request (SR) and Return Materials Authorization (RMA)	15	Japan Thresholds have changed for SR and RMA to align throughout APAC. See Change of Scope	January 30, 2022
Total Partner View (TPV) to Partner Experience Platform (PXP)	Various	Changed TPV references, updated slides to reflect PXP (see Announcement: Total Partner View Retirement).	January 30, 2022

Revision History

Change	Slide #	Description	Effective Date
Annuity rebates calculation for contractual start and end dates	18	Annuity Rebates are only paid on services contracts with valid contract start and end dates. The contract start date triggers the calculation of the annuity rebates.	January 30, 2022
Change to bookings expiration date from “under a year” to approximately 300 days.	18	All distributor bookings data (POS and CBN) must be received prior to the booking’s expiration date (by final payment run four or approximately 300 days) to be considered for program rebate.	October 31, 2021
Update to entry eligibility for Partner Support Service performance requirements.	31-32	Partners can qualify for access to Partner Support Service by meeting the defined breadth and/or architecture-based eligibility requirements.	October 31, 2021
End of Life (EOL) Premium Software Accelerator Rebate (SWAR).	13-15	Removed reference to SWAR	October 31, 2021
Cap to Global Gold Incentive rebate.	9	The Global Gold Incentive has a quarterly maximum of \$1M per partner per Program region.	October 31, 2021
Minimum eligibility requirements for Level, Bookings, and Attach Rate minimums.	5-6, 11	Cisco will pay quarterly rebates in the form of cash wire transfers to Partners who are Select level or above and who have met the minimum Bookings eligibility and the Attach Rate percentage (%) requirements as defined in Table 1 (as measured on the last day of the quarter).	October 31, 2021
Finalization of Terms and Rules for August 2021 launch Addition of annuity rebates.	All 16	Terms and Rules document finalized for August 2021 launch date. Addition of annuity rebates that apply to Cisco Success Tracks offer.	August 1, 2021
Introduction of new consolidated and navigable format.	All	This new document incorporates content from the Performance Management Appendix, the Program Guide and Build Your Services Portfolio and will take precedence on effective date.	May 20, 2021

