

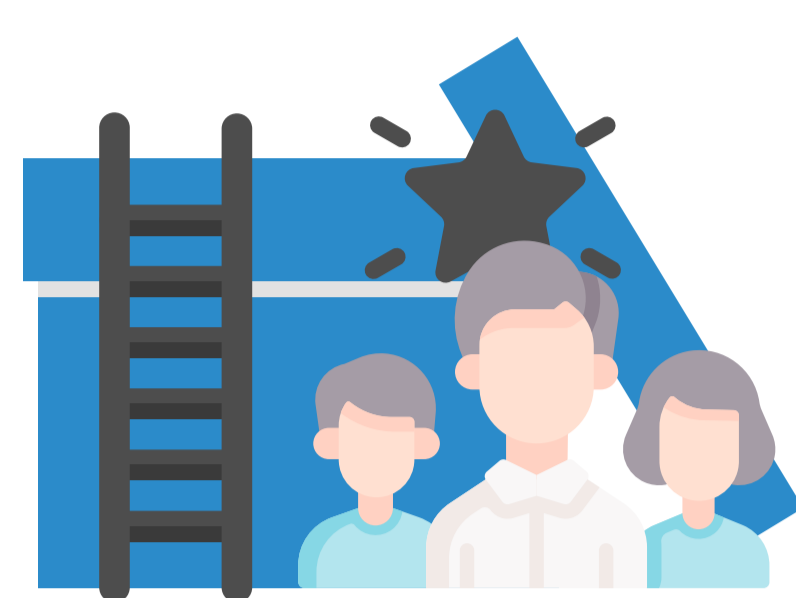
Incentives that Cisco uses to drive their channel partners' performance

Discount



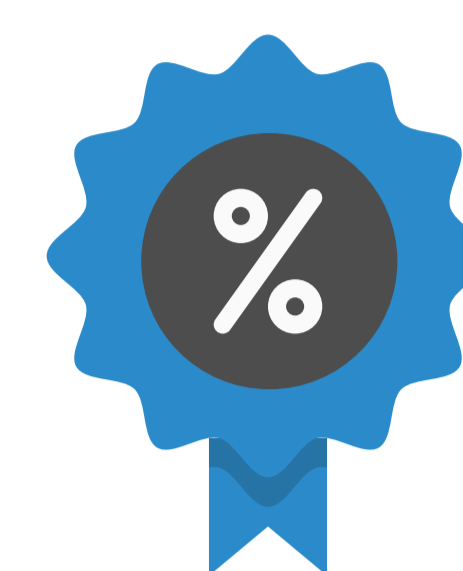
Opportunity Incentive Program

Opportunity Incentive Program (OIP): Supports channel partners who invest in developing new opportunities for Cisco.



Teaming Incentive Program (TIP)

Promotes early sales cycle engagement with Cisco.



Account Breakaway

This rewards partners for finding and developing opportunities to sell their latest solutions.



Migration Incentive Program (MIP)

(MIP): Encourages returns - and corporate responsibility - when partners migrate customers to Cisco's latest technology as part of a refresher course.



Migration Incentive Program (MIP)

It offers generous discounts on products used in non-revenue-generating activities.

Rebates



Cisco Service Partner Program (CSPP)

This program rewards partners for selling services and meeting delivery performance metrics.



Performance Plus

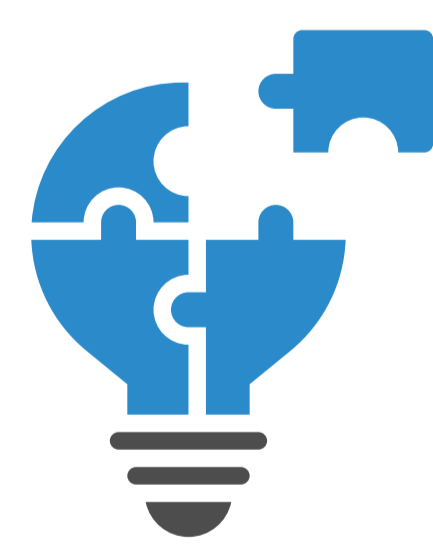
It is a global incentive that rewards partners for growing their overall product business. Additional bonuses are available for those selling across architectures and focusing on small and midsize customers.



Value Incentive Program (VIP)

Rewards eligible partners who sell and drive adoption of new, advanced, and high-value tech products across all architectures, promoting profitable growth.

Rewards



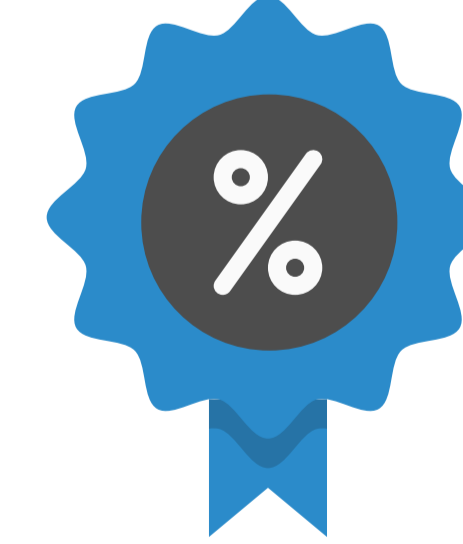
Solution Starter

Rewards partners for taking the first steps in onboarding and implementing customer equipment.



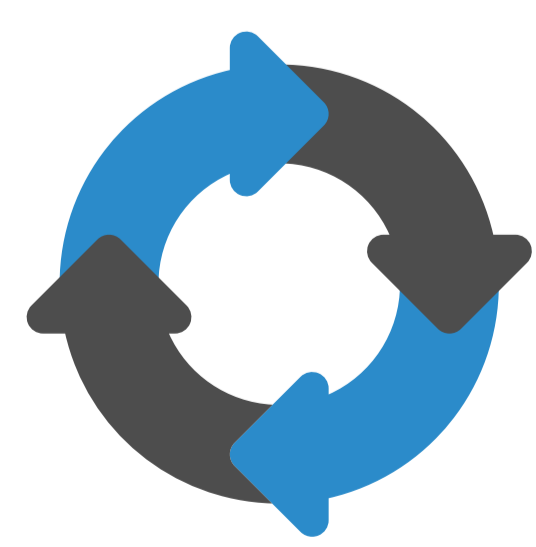
Market Development Funds for Providers (MDF)

Enables partners to earn MDF based on critical CMSP investments and bookings.



Cloud and Managed Services Program (CMSP)

Enables and rewards partners who offer cloud, managed, or virtual managed services based on Cisco technologies.



Lifecycle Incentive Program

Rewards those partners that successfully drive software activation and adoption and those who expand existing deals into new opportunities.



Solution Partner Program

Connects non-traditional partners (like ISVs and IHVs) with traditional partners to drive and customize Cisco-based solutions.



Seller Rewards

Directly reward partners for selling Cisco products and services and for training, activation, and complying with SPIFFs.