

VIP 28 Requirements

VIP28 SUB-TRACKS	Enterprise Networks	Security	Data Center	Collaboration	Service Provider Technology	Express Enterprise Networks	Express Collaboration	Express Security	Meraki	IoT	Collaboration SaaS	
TRACKS	ARCHITECTURE TRACK								NEW BUSINESS TRACK			
Enrollment Requirement	Advanced Enterprise Networks Architecture Specialization	Advanced Security Architecture Specialization	Advanced Data Center Architecture Specialization	Advanced Collaboration Architecture Specialization	Advanced Service Provider Architecture Specialization	Express Foundation Specialization	Express Collaboration Specialization	Express Security Specialization Next Generation Firewall	Advanced Enterprise Networks Architecture Specialization	IoT - Connected Safety and Security Specialization	SaaS Subscription Resale Program - Simple Resale or Resale w/ Lifecycle management track (including passing the COLT test that is required as per SaaS Subscription Resale Program Terms and Conditions)	
	Advanced Core & WAN Services Specialization		Advanced Unified Fabric Technology	Cisco TelePresence Video Master ATP		Small and Midsize Business Specialization		Express Security Specialization Email	Advanced Unified Access Specialization	IoT - Industry Expert Specialization		
	Advanced Unified Access Specialization		Advanced Unified Computing Technology	Advanced Video Specialization				Express Security Specialization Web		IoT - Manufacturing Specialization		
				Express Video Specialization				Express Security Specialization IPS				
				TelePresence Video Master Global ATP				Cisco Welcome Program Express ATP				
				TelePresence Video Master Multinational ATP								
		CMSP Master or Advanced or Express	CMSP Master or Advanced or Express	CMSP Master or Advanced or Express	CMSP Master or Advanced or Express	CMSP Master or Advanced or Express				CMSP Master or Advanced or Express		CMSP Master or Advanced or Express
Specialization Requirement (Maintain throughout whole VIP period)	Advanced Enterprise Networks Architecture Specialization	Advanced Security Architecture Specialization	Advanced Data Center Architecture Specialization	Advanced Collaboration Architecture Specialization	Advanced Service Provider Architecture Specialization	Express Foundation Specialization	Express Collaboration Specialization	Express Security Specialization Next Generation Firewall	Advanced Enterprise Networks Architecture Specialization	IoT - Connected Safety and Security Specialization	SaaS Incremental Growth component: SaaS Subscription Resale Program - Simple Resale or Resale w/ Lifecycle management track Churn Management component: SaaS Subscription Resale Program - Resale w/ Lifecycle management track + Become SW Lifecycle Advisor for Webex and Spark before the end of period Recurring Revenue Growth component: SaaS Subscription Resale Program - Simple Resale or Resale w/ Lifecycle management track	
	Advanced Core & WAN Services Specialization		Advanced Unified Fabric Technology	Cisco TelePresence Video Master ATP		Small and Midsize Business Specialization		Express Security Specialization Email	Advanced Unified Access Specialization	IoT - Industry Expert Specialization		
	Advanced Unified Access Specialization		Advanced Unified Computing Technology	Advanced Video Specialization				Express Security Specialization Web		IoT - Manufacturing Specialization		
				Express Video Specialization				Express Security Specialization IPS				
				TelePresence Video Master Global ATP				Cisco Welcome Program Express ATP				
				TelePresence Video Master Multinational ATP								
		CMSP Master or Advanced or Express	CMSP Master or Advanced or Express	CMSP Master or Advanced or Express	CMSP Master or Advanced or Express	CMSP Master or Advanced or Express			CMSP Master or Advanced or Express	CMSP Master or Advanced or Express		
SKU categories	2%, 4%, 6%, 8%, 10%	4%, 5%, 10%	2%, 3%, 4%, 5%, 10%	1%, 5%, 8%, 10%, 15%	1%	2%	1%, 5%	4%	2%, 4%, 6%, 8%, 10%	4%, 6%, 10%	SaaS Incremental Growth component: 5% on 12 month incremental value*** of eligible subscriptions Churn Management component: 7% on 6 month retained value of subscriptions placed on Cisco's subscription platform in CCW (Annuity) Recurring Revenue Growth component: Rebate % associated to particular tier, paid on incremental value**** of eligible subscription*	

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TRACKS	ARCHITECTURE TRACK								NEW BUSINESS TRACK			
Master Specialization/ Cisco Powered bonus	N/A	3%	1%	3%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Gold/ CMSP Master bonus	1%*	1%	1%	1%	N/A	N/A	N/A	N/A	1%*	1%*	N/A	
DNA Accelerator	1-2%**	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
UCS/HX Account Breakaway bonus	N/A	N/A	2%****	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Customer Satisfaction (CSAT) Requirement	Maintain certification or Provide minimum 30 (Gold), 10 (Premier, Select, Registered) customer contacts/email addresses by January 28, 2017										N/A	
Precedence Rules	Over Express EN and IoT	Over Express Security	N/A	Over Express Collaboration	N/A	N/A	N/A	N/A	N/A	N/A	N/A	

* On 6%, 8% and 10% rebate category products only

** Gold Certified partners only, complete list of eligible SKUs available at www.cisco.com/go/skus

*** Bookings to Cisco in form of new customer subscription or increased value of current customer subscription, placed on Cisco's subscription platform in CCW (Annuity)

**** Net Growth in Recurring Revenue to Cisco within VIP period placed on Cisco's subscription platform in CCW (Annuity)

***** New for Q2FY17

VIP28 SUB-TRACKS	Enterprise Networks	Security	Data Center	Collaboration	Service Provider Technology	Express Enterprise Networks	Express Collaboration	Express Security	Meraki	IoT	Collaboration SaaS	
Country Group	ARCHITECTURE TRACK								NEW BUSINESS TRACK			
AMERICAS												
USA	800,000	225,000	200,000	300,000	1,000,000	50,000	25,000	25,000	150,000	25,000	SaaS Incremental Growth component: Minimum Incremental committed revenue* of \$1,600 for eligible subscriptions by country/ country group	
CANADA	650,000	150,000	130,000	150,000	250,000	50,000	40,000	25,000	N/A	15,000		
MEXICO	500,000	50,000	100,000	100,000	250,000	50,000	20,000	25,000	N/A	15,000		
ARGNTNA-CHILE-PERU-URGAY-PARGAY-BLVIA	400,000	50,000	100,000	100,000	250,000	50,000	20,000	25,000	N/A	15,000		
CANSAC	400,000	50,000	100,000	100,000	250,000	50,000	20,000	25,000	N/A	15,000		
BRAZIL	400,000	50,000	100,000	100,000	250,000	50,000	20,000	25,000	N/A	15,000		
APJC												
JAPAN	2,500,000	225,000	200,000	200,000	250,000	50,000	20,000	15,000	N/A	15,000	Churn Management component: Retain 90 percent of recurring revenue within VIP period across all customers, not per end-customer, placed on Cisco's subscription platform in CCW	
AUSTRALIA	400,000	50,000	100,000	100,000	250,000	50,000	20,000	15,000	N/A	15,000		
INDIA SUB-CONTINENT	400,000	50,000	100,000	100,000	250,000	50,000	20,000	15,000	N/A	15,000		
SINGAPORE	400,000	50,000	100,000	80,000	250,000	50,000	20,000	15,000	N/A	15,000		
HONG KONG	400,000	50,000	100,000	80,000	250,000	50,000	20,000	15,000	N/A	15,000		
KOREA (SOUTH, REPUBLIC OF)	400,000	50,000	100,000	80,000	250,000	50,000	20,000	15,000	N/A	15,000		
INDONESIA	400,000	50,000	100,000	80,000	250,000	50,000	20,000	15,000	N/A	15,000	Recurring Revenue Growth component: Revenue tiers, defined by Total Monthly Recurring Revenue (MRR) Growth of qualified offers across GPL, GRA, and Cisco's subscription platform in CCW (Annuity)	
THAILAND	400,000	50,000	100,000	80,000	250,000	50,000	20,000	15,000	N/A	15,000		
MALAYSIA	400,000	50,000	100,000	80,000	250,000	50,000	20,000	15,000	N/A	15,000		
TAIWAN	400,000	50,000	100,000	80,000	250,000	50,000	20,000	15,000	N/A	15,000		
NEW ZEALAND	400,000	50,000	100,000	80,000	250,000	50,000	20,000	15,000	N/A	15,000		
PHILIPPINES	400,000	50,000	100,000	80,000	250,000	50,000	20,000	15,000	N/A	15,000		
VIETNAM	400,000	50,000	100,000	80,000	250,000	50,000	20,000	15,000	N/A	15,000		
CHINA	400,000	50,000	100,000	80,000	N/A	50,000	20,000	15,000	N/A	15,000		



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Country Group	ARCHITECTURE TRACK								NEW BUSINESS TRACK			
EMEAR												
UK	800,000	225,000	200,000	300,000	250,000	100,000	50,000	25,000	150,000	15,000	<p>SaaS Incremental Growth component: Minimum Incremental committed revenue* of \$1,600 for eligible subscriptions by country/ country group</p> <p>Churn Management component: Retain 90 percent of recurring revenue within VIP period across all customers, not per end-customer, placed on Cisco's subscription platform in CCW</p> <p>Recurring Revenue Growth component: Revenue tiers, defined by Total Monthly Recurring Revenue (MRR) Growth of qualified offers across GPL, GRA, and Cisco's subscription platform in CCW (Annuity)</p>	
GERMANY	800,000	150,000	200,000	300,000	250,000	100,000	40,000	25,000	150,000	15,000		
FRANCE	600,000	130,000	200,000	250,000	250,000	100,000	40,000	25,000	150,000	15,000		
GULF	400,000	130,000	100,000	250,000	250,000	100,000	20,000	25,000	N/A	15,000		
SAUDI ARABIA	400,000	130,000	100,000	250,000	250,000	100,000	20,000	25,000	N/A	15,000		
ITALY	600,000	130,000	200,000	250,000	250,000	100,000	40,000	25,000	150,000	15,000		
SWITZERLAND	600,000	130,000	200,000	250,000	250,000	100,000	40,000	25,000	150,000	15,000		
SPAIN	600,000	130,000	200,000	250,000	250,000	100,000	40,000	25,000	150,000	15,000		
EMEAR												
NETHERLANDS	600,000	130,000	200,000	200,000	250,000	100,000	40,000	25,000	150,000	15,000		
BELUX	600,000	130,000	200,000	200,000	250,000	100,000	20,000	25,000	150,000	15,000		
DENMARK	600,000	130,000	200,000	200,000	250,000	100,000	20,000	25,000	150,000	15,000		
NORWAY	600,000	130,000	200,000	200,000	250,000	100,000	20,000	25,000	150,000	15,000		
SWEDEN	600,000	130,000	200,000	200,000	250,000	100,000	20,000	25,000	150,000	15,000		
EUROPE EAST	400,000	80,000	100,000	150,000	250,000	100,000	20,000	25,000	N/A	15,000		
POLAND	400,000	130,000	100,000	150,000	250,000	100,000	20,000	25,000	150,000	15,000		
RUSSIA	400,000	130,000	100,000	150,000	250,000	100,000	20,000	25,000	N/A	15,000		
MENAL	400,000	130,000	100,000	150,000	250,000	100,000	20,000	25,000	N/A	15,000		
SOUTH EAST EUROPE	400,000	80,000	100,000	150,000	250,000	100,000	20,000	25,000	150,000	15,000		
AUSTRIA	600,000	130,000	200,000	100,000	250,000	100,000	20,000	25,000	150,000	15,000		
IRELAND	400,000	80,000	100,000	100,000	250,000	100,000	20,000	25,000	150,000	15,000		
PORTUGAL	400,000	80,000	100,000	100,000	250,000	100,000	20,000	25,000	150,000	15,000		
SOUTH AFRICA	400,000	80,000	100,000	100,000	250,000	100,000	20,000	25,000	N/A	15,000		
ISRAEL	400,000	80,000	100,000	100,000	250,000	100,000	20,000	25,000	150,000	15,000		
EAST AFRICA	400,000	80,000	100,000	100,000	250,000	100,000	20,000	25,000	N/A	15,000		
CZECH REPUBLIC	400,000	80,000	100,000	100,000	250,000	100,000	20,000	25,000	150,000	15,000		
WEST ENGLISH AFRICA	400,000	80,000	100,000	100,000	250,000	100,000	20,000	25,000	N/A	15,000		
HUNGARY	400,000	80,000	100,000	100,000	250,000	100,000	20,000	25,000	150,000	15,000		
FINLAND	400,000	80,000	100,000	100,000	250,000	100,000	20,000	25,000	150,000	15,000		
GREECE-CYPRUS-	400,000	80,000	100,000	100,000	250,000	100,000	20,000	25,000	150,000	15,000		
WESTERN AND	400,000	80,000	100,000	100,000	250,000	100,000	20,000	25,000	N/A	15,000		
PAKISTAN	400,000	80,000	100,000	100,000	250,000	100,000	20,000	25,000	N/A	15,000		
EMERGING SOUTH	400,000	80,000	100,000	100,000	250,000	100,000	20,000	25,000	N/A	15,000		
BALTICS	400,000	80,000	100,000	100,000	250,000	100,000	20,000	25,000	150,000	15,000		

*Bookings to Cisco in form of new customer subscription or increased value of current customer subscription, placed on Cisco's subscription platform in CCW (Annuity)