



# Как заработать, продавая умные сети. Программы и инициативы для партнеров

Кирилл Мартин

Partner Account Manager

18 апреля 2018

# Other EN Offers and Programs Supporting DNA Center Adoption – Journey Map

Outcome:	Bundles	Partner Programs and Partner Incentives	Services
Offers & Programs	<ol style="list-style-type: none"> <li><a href="#">DNA Starter Kit</a> (Cat9K, 2800/3800 APs)</li> <li><a href="#">DNA Advantage Access Bundles</a> (Cat9k, 2800,3800 Aps)</li> <li><a href="#">Rock the Foundation Offer</a> (Cat9K, 2800/3800 APs)</li> <li><a href="#">Free DNA Center Appliance Offer</a> (Cat 3K/4K/6K, Aironet, Routing Subscriptions)</li> </ol>	<ol style="list-style-type: none"> <li><a href="#">EN Account Breakaway</a> (Switching, Routing, Wireless)</li> <li><a href="#">Migration Incentive Program</a> (Switching, Routing, Wireless)</li> <li><a href="#">EN Dynamic Offers</a> (Catalyst; ISR; ASR; WLC; Aironet)</li> <li><a href="#">VIP31</a> (Switching, Routing, Wireless, DNA/C1 Advantage)</li> <li><a href="#">VIP Activation Bonus</a> (DNA/C1 Advantage)</li> </ol>	<ol style="list-style-type: none"> <li><a href="#">Solution support promotional offer</a> (Cat9k, WLC and 3800 APs)</li> </ol>

# Other EN Offers and Programs Supporting DNA Center Adoption – Journey Map

Outcome:	Bundles	Partner Programs and Partner Incentives	Services
Offers & Programs	<ol style="list-style-type: none"> <li><a href="#">DNA Starter Kit</a> (Cat9K, 2800/3800 APs)</li> <li><a href="#">DNA Advantage Access Bundles</a> (Cat9k, 2800,3800 Aps)</li> <li><a href="#">Rock the Foundation Offer</a> (Cat9K, 2800/3800 APs)</li> <li><a href="#">Free DNA Center Appliance Offer</a> (Cat 3K/4K/6K, Aironet, Routing Subscriptions)</li> </ol>	<ol style="list-style-type: none"> <li><a href="#">EN Account Breakaway</a> (Switching, Routing, Wireless)</li> <li><a href="#">Migration Incentive Program</a> (Switching, Routing, Wireless)</li> <li><a href="#">EN Dynamic Offers</a> (Catalyst; ISR; ASR; WLC; Aironet)</li> <li><a href="#">VIP31</a> (Switching, Routing, Wireless, DNA/C1 Advantage)</li> <li><a href="#">VIP Activation Bonus</a> (DNA/C1 Advantage)</li> </ol>	<ol style="list-style-type: none"> <li><a href="#">Solution support promotional offer</a> (Cat9k, WLC and 3800 APs)</li> </ol>

# Other EN Offers and Programs Supporting DNA Center Adoption – Journey Map

Outcome:	Bundles	Partner Programs and Partner Incentives	Services
Offers & Programs	<ol style="list-style-type: none"> <li><a href="#">DNA Starter Kit</a> (Cat9K, 2800/3800 APs)</li> <li><a href="#">DNA Advantage Access Bundles</a> (Cat9k, 2800,3800 Aps)</li> <li><a href="#">Rock the Foundation Offer</a> (Cat9K, 2800/3800 APs)</li> <li><a href="#">Free DNA Center Appliance Offer</a> (Cat 3K/4K/6K, Aironet, Routing Subscriptions)</li> </ol>	<ol style="list-style-type: none"> <li><a href="#">EN Account Breakaway</a> (Switching, Routing, Wireless)</li> <li><a href="#">Migration Incentive Program</a> (Switching, Routing, Wireless)</li> <li><a href="#">EN Dynamic Offers</a> (Catalyst; ISR; ASR; WLC; Aironet)</li> <li><a href="#">VIP31</a> (Switching, Routing, Wireless, DNA/C1 Advantage)</li> <li><a href="#">VIP Activation Bonus</a> (DNA/C1 Advantage)</li> </ol>	<ol style="list-style-type: none"> <li><a href="#">Solution support promotional offer</a> (Cat9k, WLC and 3800 APs)</li> </ol>

# Bundles

- 1 DNA Starter Kit
- 2 DNA Advantage Access Bundles
- 3 Rock The Foundation
- 4 Free 4G/LTE Offer
- 5 Free DNA Center Appliance
- 6 Solution Support Promotional Offer

# Partner DNA Starter Kit Bundles for NFR

1 Enter SKU

2 Select WLC & Appliances

3 Select Access Devices

4 Register for NFR

SDA-W-LABKIT-NFR

DNA Center Appliance +  
ISE Virtual Appliance

2 x C9300 24-Port +  
3yr C1 Advantage  
subscription

Use with NFR for up  
to 80% discount.  
[cisco.com/go/nfr](http://cisco.com/go/nfr)

SDA-WW-LABKIT-NFR

DNA Center Appliance +  
ISE Virtual Appliance +  
WLC3504 Controller

2 x C9300 24-Port +  
2 x AP3802 +  
3yr C1 Advantage  
subscription

Use with NFR for up  
to 80% discount.  
[cisco.com/go/nfr](http://cisco.com/go/nfr)

# Customer DNA Starter Kit Bundles

1 Enter SKU

2 Select WLC & Appliances

3 Select Access Devices

4 Register for SeedIT

25% Savings

SDA-W-LABKIT

DNA Center Appliance +  
ISE Virtual Appliance

2 x C9300 24-Port +  
3yr C1 Advantage  
subscription

Use with SeedIT for up  
to 70% discount.  
[cisco.com/go/seedit](http://cisco.com/go/seedit)

23% Savings

SDA-WW-LABKIT

DNA Center Appliance +  
ISE Virtual Appliance +  
WLC3504 Controller

2 x C9300 24-Port +  
2 x AP3802 +  
3yr C1 Advantage  
subscription

Use with SeedIT for up  
to 70% discount.  
[cisco.com/go/seedit](http://cisco.com/go/seedit)

- 1 DNA Starter Kit
- 2 DNA Advantage Access Bundles
- 3 Rock The Foundation
- 4 Free 4G/LTE Offer
- 5 Free DNA Center Appliance
- 6 Solution Support Promotional Offer

# Bundles

# DNA Advantage Access Bundles

1 Select platform

2 Select APs

3 Add DNA

4 Get APs

16% Savings

Catalyst 9300 48-  
port POE/mGig  
Switch

Aironet 2800  
Access Point

5 years of  
C1 or DNA  
Advantage on  
switches & APs

5 Access  
points for  
the price of

2

16% Savings

Catalyst  
9407/9410  
144-port  
Switch

Or:  
Aironet 3800  
Access Point

5 years  
C1 or DNA  
Advantage on  
switches & APs

15 Access  
points for  
the price of

6

# Bundles

- 1 DNA Starter Kit
- 2 DNA Advantage Access Bundles
- 3 Rock The Foundation
- 4 Free 4G/LTE Offer
- 5 Free DNA Center Appliance
- 6 Solution Support Promotional Offer

# Rock The Foundation – Upfront Discount Offer

1 Qualify for:

Account Breakaway  
(AB)

and / or

Migration  
Incentive Program  
(MIP)

2 Order eligible SKUs:



**GROUP 1**  
Catalyst 9K Switches  
Aironet 2800 &  
3800 Series

+

**GROUP 2**  
Appliances: DNA Center, ISE,  
StealthWatch

3 Order benefits:

**+5%**  
Incremental  
Discount on  
Cat 9K и Aironet  
2800 & 3800

[List of Eligible SKUs](#) - Refer to [Upfront Discount](#) tab for all eligible SKUs

# Bundles

- 1 DNA Starter Kit
- 2 DNA Advantage Access Bundles
- 3 Rock The Foundation
- 4 Free 4G/LTE Offer
- 5 Free DNA Center Appliance
- 6 Solution Support Promotional Offer

# Cisco ONE Bundle: Secure WAN Free 4G/LTE Offer

## What to Sell

**Sales Promotion**  
Valid from Aug 2017 to July 2018

On Premise

**Cisco ONE Foundation  
with ISR 4K**

- \$0 4G LTE Module Promotion
- Akamai Connect
- 8GB DRAM | 8GB FLASH



**\$1475  
Value!**

- Purchase a Cisco ISR 42xx, 43xx or 44xx series router with Cisco One software and get a free 4G/LTE-A Network Interface Module (NIM)
- ISR 42xx also requires Performance Licensing for the free 4G/LTE-A module.
- Promotion is valid for all worldwide customers for orders placed through July 28, 2018.

# Bundles

- 1 DNA Starter Kit
- 2 DNA Advantage Access Bundles
- 3 Rock The Foundation
- 4 Free 4G/LTE Offer
- 5 Free DNA Center Appliance
- 6 Solution Support Promotional Offer

# Free DNA Center Appliance Offer Brownfield Offer for Existing Cisco Infrastructure

**BUY**

**\$300,000** *(Promotional FY2018 Offer)*

~~\$500,000~~ in USD List Price

Eligible DNA Advantage or C1 Advantage Subscriptions\*

**GET A FREE**

DNA Center Appliance\*\*



\* Catalyst 3K/4K/6K, Aironet Wireless, Enterprise Routing. Does not include Cat9k.

\*\* Limit one per customer

© 2018 Cisco and/or its affiliates. All rights reserved. Cisco Confidential

Available Globally. Expires end of FY18

[Learn more](#)

Questions? Contact [dna-offers-pm@cisco.com](mailto:dna-offers-pm@cisco.com)

# Free DNA Center Appliance Offer

## How to Order Guide

1. Add “**FREE-DNAC-OFFER**” to BOM in CCW
  - Add DNA Center Appliance DN1-HW-APL-U (required)
    - This PID will have automatic compliance hold in order to verify adherence to the program rules
  - Add desired spare subscriptions terms (3Y/5Y/7Y) for brownfield
  - Validate in CCW
2. Push estimate to **full quote**
  - If threshold of \$300K in eligible subscription SKUs is met, DNA Center Appliance added in #1 above will be discounted by 100%

- 1 DNA Starter Kit
- 2 DNA Advantage Access Bundles
- 3 Rock The Foundation
- 4 Free 4G/LTE Offer
- 5 Free DNA Center Appliance
- 6 Solution Support Promotional Offer

Service

# EN Solution Support promotion

**15%  
OFF**

## Accelerate Adoption



**Simplify the selling process!**  
Accelerate EN SDA sales and move customers to Solution Support for DNA



## Unlock Value



**15% off 36-month or more Solution Support contract** for a purchase of eligible Catalyst 9000 and 3800 Wireless Access Point and Controllers, thereby roughly achieving **price parity with Smart Net Total Care**

- Available in the Americas, EMEAR and Greater China. Refer partners to our [Incentives and Promotions page](#) for promotion details.
- FOR SELLERS ONLY: The [Cisco Solution Support](#) promotion on Jive
- You may also visit: <http://www.cisco.com/go/incentives>

## Reap Benefits



- Solution-level expertise across all DNA ecosystem hardware and software
- Primary point of contact accountable for resolving issues
- Consultative engagement to accelerate solution deployment and adoption included ([JumpStart Program](#))
- Faster solution-level issue resolution time (43% faster on average than product support alone)

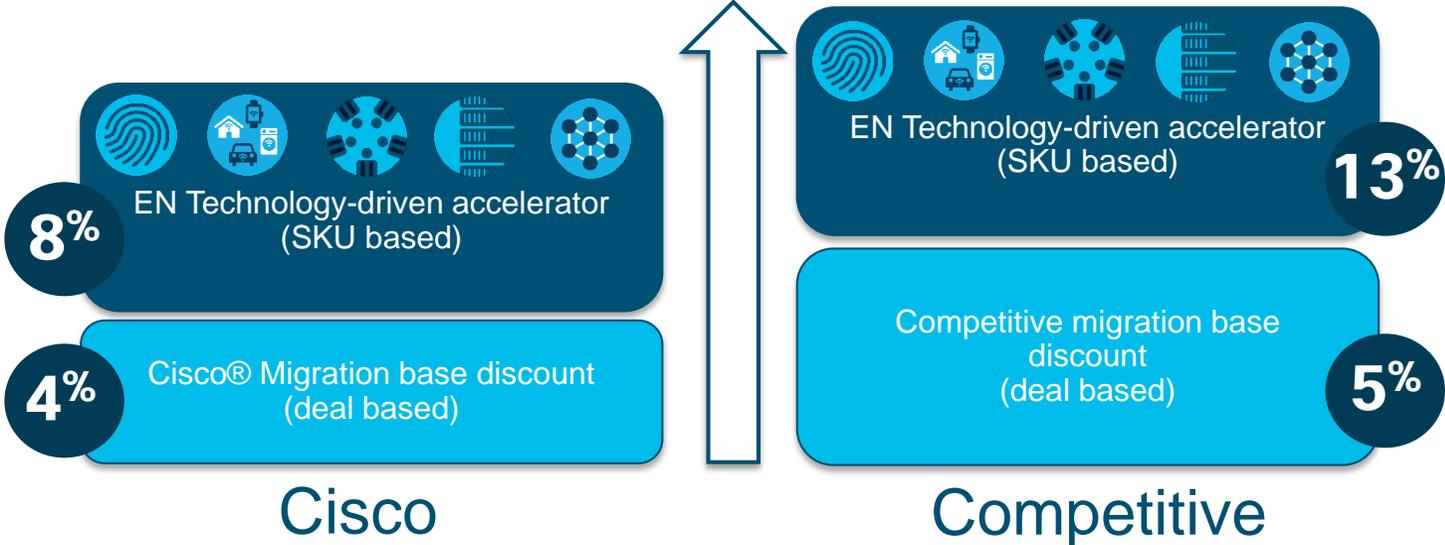
# Partner Programs

- 1 Migration Incentive Program
- 2 Account Breakaway
- 3 EN Dynamic Offers
- 4 VIP Activation Bonus

# Migration Incentive Program

Help your customers stay ahead of the competition by refreshing their infrastructure, allowing them to get their business into the digital world.

## Discount Framework



EN Accelerators Categories
Cisco Catalyst 9000
Cisco DNA Center Appliance
Cisco One & DNA Advantage SW
Cisco Aironet 3800 Series APs
Select Wireless LAN Controllers
Cisco 4000 Series ISR*
Select ASR 1000 Series Routers*
Select 800 Series Routers*

\*Routing products capped at 8%

[www.cisco.com/go/mip](http://www.cisco.com/go/mip)

# Partner Programs

- 1 Migration Incentive Program
- 2 Account Breakaway
- 3 EN Dynamic Offers
- 4 VIP Activation Bonus

# EN Account Breakaway

## Reigniting Dormant Accounts

Customers that have not purchased in 2 years\*:

Wireless: 802.11ac  
or

Routers: ISR 4K  
or

Switches: Catalyst 3K, 4K, 6K, 9K



Get a

# 60%

Discount\*



## \$100K

list min. combined eligible SKUs

**6 Month Up-front Deal Protection**

**Plus 2% VIP Kicker**

[www.cisco.com/go/ab](http://www.cisco.com/go/ab)

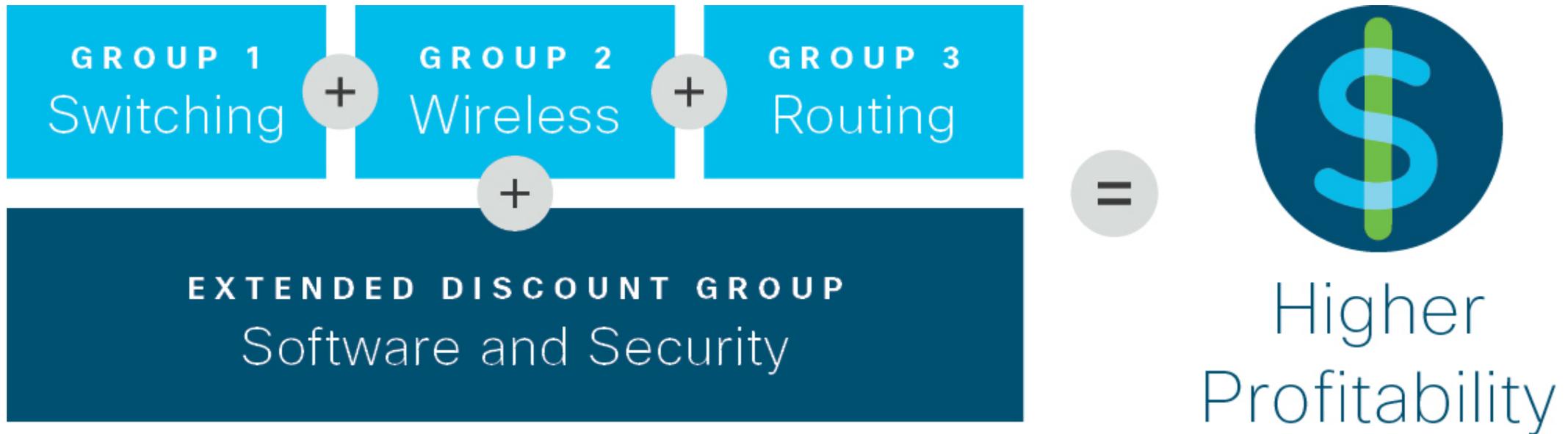


# Partner Programs

- 1 Migration Incentive Program
- 2 Account Breakaway
- 3 EN Dynamic Offers
- 4 VIP Activation Bonus

# Cisco Enterprise Dynamic Offers

Rewarding partners for Cross-Architecture Selling



A dynamic discount model that rewards partners that cross sell select routing, wireless and switching products.

# Enterprise Networks Dynamic Offers

**Group 1**  
Catalyst Switches



**Group 2**  
Aironet APs/WLCs, Mobility  
Express APs



**Group 3**  
Cisco ISRs/ASRs



**Optional Group**  
PI/ISE/CMX

Total Deal Size (Eligible SKUs List Price)	Purchase Any 2 of 3 Groups	Purchase All 3 Groups	Add Optional Components
\$25K - \$49K	+4%, Min \$10K/group	+5%, Min \$10K/group	+5%
\$50K - \$99K	+5%, Min \$15K/group	+6%, Min \$15K/group	+5%
\$100K - \$399K	+6%, Min \$25K/group	+7%, Min \$25K/group	+5%
\$400K - \$999K	+7%, Min \$70K/group	+8%, Min \$70K/group	+5%

[www.cisco.com/go/dynamicoffers](http://www.cisco.com/go/dynamicoffers)

# Partner Programs

- 1 Migration Incentive Program
- 2 Account Breakaway
- 3 EN Dynamic Offers
- 4 VIP Activation Bonus

# VIP Activation Bonus

## Putting it all Together



Partner books SKUs eligible for Activation Bonus

Cisco ONE Advantage licenses



Partner delivers solution and activates software



DNA Center



ISE



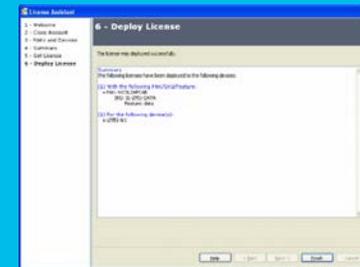
Stealthwatch



Partner pulls VIP report for customer with SO & SKUs



Partner submits Proof of Performance with SO & SKUs



Must activate at least 15% (ISE Plus, ISE Base), 30% (Stealthwatch) of licenses/flows, 50 devices (DNA Center)



Partner earns Activation Bonus

DNA Center	3%*
+ ISE	7%*
+ Stealthwatch	7%*
	<hr/>
	17%*

[www.cisco.com/go/vip](http://www.cisco.com/go/vip)

# Resources

- All FY2018 Featured Offers: [cs.co/enpromotions](https://cs.co/enpromotions)
- Solution Support Promotion
  - [Solution Support](#)
  - [Selling Services for DNA](#)
- Sales Incentives
  - [WW Incentives & SPIFF](#)
  - [SalesConnect Sales Compensation](#)

