



# Value Incentive Program 35

Collaboration

Cisco Confidential



- VIP 35 reflects the continued shift in the marketplace to cloud-based collaboration solutions, while continuing to value and reward partners for on-premises resale solutions.
- VIP 35 drives Partner profitability across the Collaboration portfolio.
- Continuing! Industry-Leading Incentives for Cloud Calling and Contact Center
- Maximize VIP 35 rebates by selling Collaboration solutions.
  - Position Webex Platform (Meetings, Teams, & Calling) with video room and huddle space systems, IP phones, headsets and applications.
- Lead with Collaboration Flex. It **is** the licensing solution for Collaboration portfolio.



# Value Incentive Program 35

## Collaboration GPL





## Endpoints/Hardware

- Video Endpoints and Devices base rebates reduced from 5% to 3%
- 78xx Series IP phones (non-3PCC, 7821, 7811, 7861, 7841) base rebate reduced from 5% to 3%
- Cisco 88xx Series excludes 8821 base rebate at 5%
- Select Servers and Headset unchanged

## Perpetual Licensing

- Rebate simplification continues; all perpetual licensing at 5%
- Contact Center base rebate: 5%
- BE6000 UWL and UCL base rebates : 5%
- Reminder: Perpetual Enterprise Agreements no longer VIP eligible
- HCS Product Family **not** VIP (GPL) eligible

## Key Information

- Featured Incentives
  - Master Collab or Cisco Powered– 2% Additional Rebate
  - Gold Certification and CMSP Master – 1% bonus on SKU's with rebates  $\geq$  3%
  - Migration Incentive Program (MIP) Bonus – earn upfront discount and addition 2% VIP bonus
- Cisco Telepresence Video Master Authorization (incl. Satellite, Multinational, Global and Remote) has been retired effective October 31, 2019; no longer qualifies for 2% Master Specialization bonus

# Earning potential

Collaboration offers	Base payout VIP 34	Base payout VIP 35	Bonuses			Earning potential (up to %)
			Gold/CMSP Master	Master Specialization/ Cisco Powered*	Migration	
<b>Endpoints/hardware</b>						
Webex DX 80	5%	3%	1%	2%	2%	8%
88xx Series IP phones (excluding 8821)		5%				10%
78xx Series IP phones (non-3PCC, 7821, 7811, 7861, 7841)		3%				8%
Webex Room 55 Single and Dual, Room 70 Single and Dual		3%				8%
Webex Board GPL 55, 70, 85		3%				8%
Webex Share		5%				10%
Select Headsets		5%				10%
Webex Room Kit, Room Kit Plus, Room Kit Pro		3%				8%
Select Server Hardware	1%	1%	-			5%

\*Cisco Telepresence Video Master Authorization (incl. Satellite, Multinational, Global and Remote) does not qualify for the Master Specialization bonus in VIP 35.  
For a complete list of SKUs eligible for VIP 35, go to [www.cisco.com/go/vioskus](http://www.cisco.com/go/vioskus).

# Earning potential

Collaboration offers	Base payout VIP 34	Base payout VIP 35	Bonuses			Earning potential (up to %)
			Gold/CMSP Master	Master Specialization/ Cisco Powered*	Migration	
<b>Perpetual software</b>						
Contact Center – CCX/CCE/CVP	8%					10%
BE6000 Cisco Unified Workspace Licenses: Meetings, Standard	10%	5%	1%	2%	2%	
BE6000 User Connect Licenses (Basic, Essential, Enhanced, Enhanced Plus)	10%					
User Connect License: Basic and Essential	5%	5%	1%	2%	2%	10%
User Connect License: Enhanced and Enhanced Plus						
Cisco Unified Workspace Licenses: Meetings and Standard						
Cisco Unity® Connection 11.x						
Cisco TelePresence Room License						
Cisco TelePresence Management Suite (TMS)						
Shared Multiparty Plus (SMP+)						
Personal Multiparty Plus (PMP+)						

\*Cisco Telepresence Video Master Authorization (incl. Satellite, Multinational, Global and Remote) does not qualify for the Master Specialization bonus in VIP 35.

For a complete list of SKUs eligible for VIP 35, go to [www.cisco.com/go/vip35](http://www.cisco.com/go/vip35).

# Collaboration GPL Rebate Model – VIP 35

**Value Incentive Program 35**  
Architecture Track: [Collaboration GPL](#)

Customers	Endpoints/SW	Value	Base Rebate %	Base Rebate	Gold/CMSP	Master Specialization	Migration	Cumulative Rebate
Customer 1	88XX Series	\$ 75,000	5%	\$ 3,750	\$ 750	\$ 1,500	\$ 1,500	\$ 7,500
Customer 1	CUWL License	\$ 25,000	5%	\$ 1,250	\$ 250	\$ 500	\$ 500	\$ 2,500
Customer 2	Webex Boards 85	\$ 150,000	3%	\$ 4,500	\$ 1,500	\$ 3,000	\$ 3,000	\$ 12,000
Customer 3	Select Servers	\$150,000	1%	\$1,500	-	\$ 3,000	\$ 3,000	\$ 7,500
Customer 3	78XX Series	\$50,000	3%	\$ 1,500	\$ 500	\$ 1,000	\$ 1,000	\$ 4,000
Customer 4	UCCX Enhanced	\$45,000	5%	\$ 2,250	\$ 450	\$ 900	\$ 900	\$ 4,500
								\$ 38,000

## Base Payout

88xx Series: **5%**  
CUWL License: **5%**  
Webex Boards 85: **3%**  
Select Servers: **1%**  
78XX Series: **3%**  
UCCX Enhanced: **5%**



## Gold/CMSP Master

Total Value eligible for rebate = \$345,000  
Excludes Servers (less than 3% Base Rebate)  
 $\$345,000 \times 1\% = \mathbf{\$3,450}$



## Master Specialization

Total Value eligible for rebate = \$495,000  
 $\$495,000 \times 2\% = \mathbf{\$9,900}$



## Migration

Total Value Eligible for Migration = \$495,000  
 $\$495,000 \times 2\% = \mathbf{\$9,900}$

**Total Collaboration VIP 35 GPL Rebate = \$38,000**



# Value Incentive Program 35 Collaboration Annuity





## Annuity

- ***8% Land/Expand Bonus on new Webex Calling and Webex Contact Center into New or Existing Customers Continues***
- Obtain and/or maintain the Collaboration SaaS Authorization for VIP 35 Annuity Track eligibility (SaaS Simple Resale retired, no longer valid)
- Position the Webex Platform to drive new and/or additional recurring revenue
- Maximize rebates by attaching devices to all Flex Plan subscriptions
- Capitalize on the changing workplace and how customers are purchasing hardware by leveraging the new Hardware-as-a-Service (HaaS) solution
- UCM Cloud and UCM Cloud-G are eligible for Annuity VIP!

## Annuity Offers – Key Notes

- Collaboration Annuity Land/Expand moves from 3% to 2%
- Annuity Renewal Bonus, up to 2%, continues
- Land/Expand, Renewal and Master VIP Bonuses paid on TCV
- For a complete list of SKUs eligible for VIP 35, go to [www.cisco.com/go/vipskus](http://www.cisco.com/go/vipskus)

# Earning potential

**Value Incentive Program 35**  
Annuity track: [Collaboration Annuity](#)

Collaboration Annuity offers	Bonuses					Earning potential (up to %)
	Base payout VIP 34	Base payout VIP 35	Land and Expand*	Renewal** (up to %)	Master Specialization	
Collaboration Enterprise Agreement: Cisco Collaboration Flex Suites	2%	2%				6%
Cisco Collaboration Flex (Active User or Named User)						
Cisco Hardware-as-a-Service (HaaS)						
Cisco Webex Flex Plan Subscriptions (Flex Plan Meet, Flex Plan Teams, Flex Plan Calling and Flex Plan CC)						
UCM Cloud and UCM-G Cloud						
Cisco Webex and BroadCloud Calling			10%	2%	2%	14%
Cisco Webex Contact Center (formerly CJP)						

Note: Cisco Webex Calling, BroadCloud Calling and Webex Contact Center will receive an additional 8% rebate in Land and Expand bonus during VIP 35 (10% Total)

\*Customer Experience specialized and/or approved full Lifecycle Management (FLCM) partners are paid 2%, all other eligible partners receive 1%.

\*\*Cisco Telepresence Video Master Authorization (incl. Satellite, Multinational, Global and Remote) does not qualify for the Master Specialization bonus in VIP 35.

For a complete list of SKUs eligible for VIP 35, go to [www.cisco.com/go/vip35](http://www.cisco.com/go/vip35).

# Collaboration Annuity Rebate Model- VIP 35

**Value Incentive Program 35**  
New Business Track: [Collaboration Annuity](#)

Customers	Annuity	TCV	Subscription type	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Cumulative MRR
Customer 1	Flex Plan EA	-	Existing	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$30,000
Customer 2	Flex Plan Meetings	-	Expired	\$8,000	\$8,000	Subscription not renewed				\$16,000
Customer 3	Flex Plan Teams	\$120,000	Renewed (in M4)	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Customer 4	Webex Calling	\$21,000	Expanded	\$7,500	\$7,500	\$7,500	\$7,500	\$9,250	\$9,250	\$48,500
Customer 5	Webex Calling	\$120,000	Land (New)	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Customer 6	Webex Calling	\$360,000	Land (New)				\$30,000	\$30,000	\$30,000	\$90,000
				\$40,500	\$40,500	\$32,500	\$62,500	\$64,250	\$64,250	\$304,500

**MRR Payout**

Cumulative MRR x  
Base rebate %  
\$304,500 x 2% = **\$6,090**

**Land and Expand Bonus**

TCV of new and expanded  
subscriptions x bonus rebate %  
\$501,000 x 10% = **\$50,100**  
(10% = 2% Land/Expand + 8%  
Webex Calling and BroadCloud  
Calling Bonus)

**Renewal Bonus**

TCV of renewed subscriptions x  
bonus rebate %  
\$120,000 (Sub 3) x 2%  
(FLCM) = **\$2,400**  
Provided cumulative base MRR at the  
end of VIP 35 is greater than or equal  
to base MRR entering VIP 35

**Master Bonus**

TCV of new and expanded  
subscriptions x bonus rebate %  
\$501,000 x 2% = **\$10,020**  
Provided partner maintains Master  
Collaboration Specialization  
throughout the entire VIP period

Note: MRR calculation example: Total Contract Value: \$120,000 | Term: 12 months | MRR: \$10,000  
 Note: Land and Expand calculation example: \$501,000= \$360,000 (Customer 6) + \$120,000 (Customer 5) + \$21,000 (Customer 4)

Total Collaboration VIP 35 Annuity rebate = \$68,610



# Value Incentive Program 35

## Collaboration Annuity Rebate Details





# Collaboration Annuity Rebate Model- VIP 35

Value Incentive Program 35

Customers	Annuity	TCV	Subscription type	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Cumulative MRR
Customer 1	Flex Plan EA	-	Existing	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$30,000
Customer 2	Flex Plan Meetings	-	Expired	\$8,000	\$8,000	Subscription not renewed				\$16,000
Customer 3	Flex Plan Teams	\$120,000	Renewed (in M4)	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Customer 4	Webex Calling	\$21,000	Expanded	\$7,500	\$7,500	\$7,500	\$7,500	\$9,250	\$9,250	\$48,500
Customer 5	Webex Calling	\$120,000	Land (New)	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Customer 6	Webex Calling	\$360,000	Land (New)	-			\$30,000	\$30,000	\$30,000	\$90,000
				\$40,500	\$40,500	\$32,500	\$62,500	\$64,250	\$64,250	\$304,500

### MRR Payout

Cumulative MRR x  
Base rebate %

**\$304,500 x 2% = \$6,090**

Note: MRR calculation example: Total Contract Value: \$120,000 | Term: 12 months | MRR: \$10,000  
 Note: Land and Expand calculation example: \$501,000= \$360,000 (Customer 6) + \$120,000 (Customer 5) + \$21,000 (Customer 4)

**Total Collaboration VIP35 Annuity Base Payout Rebate = \$6,090**

# Collaboration Annuity Rebate Model- VIP 35

Value Incentive Program 35

Customers	Annuity	TCV	Subscription type	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Cumulative MRR
Customer 1	Flex Plan EA	-	Existing	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$30,000
Customer 2	Flex Plan Meetings	-	Expired	\$8,000	\$8,000	Subscription not renewed				\$16,000
Customer 3	Flex Plan Teams	\$120,000	Renewed (in M4)	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Customer 4	Webex Calling	\$21,000	Expanded	\$7,500	\$7,500	\$7,500	\$7,500	\$9,250	\$9,250	\$48,500
Customer 5	Webex Calling	\$120,000	Land (New)	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Customer 6	Webex Calling	\$360,000	Land (New)	-			\$30,000	\$30,000	\$30,000	\$90,000
		\$501,000		\$40,500	\$40,500	\$32,500	\$62,500	\$64,250	\$64,250	\$304,500

## Land and Expand Bonus

TCV of new and expanded subscriptions x bonus rebate %  
 $\$501,000 \times 10\% = \$50,100$   
 (10% = 2% Land/Expand + 8% Webex Calling and BroadCloud Calling Bonus)

Note: MRR calculation example: Total Contract Value: \$120,000 | Term: 12 months | MRR: \$10,000

Note: Land and Expand calculation example:  $\$501,000 = \$360,000$  (Customer 6) +  $\$120,000$  (Customer 5) +  $\$21,000$  (Customer 4)

**Total Collaboration VIP 35 Annuity Land & Expand Rebate = \$50,100**

# Collaboration Annuity Rebate Model- VIP 35

Value Incentive Program 35

Customers	Annuity	TCV	Subscription type	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Cumulative MRR
Customer 1	Flex Plan EA	-	Existing	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$30,000
Customer 2	Flex Plan Meetings	-	Expired	\$8,000	\$8,000	Subscription not renewed				\$16,000
Customer 3	Flex Plan Teams	\$120,000	Renewed (in M4)	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$60,000
Customer 4	Webex Calling	\$21,000	Expanded	\$7,500	\$7,500	\$7,500	\$7,500	\$9,250	\$9,250	\$48,500
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Customer 6	Webex Calling	\$360,000	Land (New)	-			\$30,000	\$30,000	\$30,000	\$90,000
				\$40,500	\$40,500	\$32,500	\$62,500	\$64,250	\$64,250	\$304,500

**Renewal Bonus**

TCV of renewed subscriptions x  
bonus rebate %

**\$120,000 (Sub 3) x 2%**  
(FLCM) = **\$2,400**

Provided cumulative base MRR at the  
end of VIP 35 is greater than or equal  
cumulative base MRR entering VIP 35

Note: MRR calculation example: Total Contract Value: \$120,000 | Term: 12 months | MRR: \$10,000  
 Note: Land and Expand calculation example: \$501,000= \$360,000 (Customer 6) + \$120,000 (Customer 5) + \$21,000 (Customer 4)

**Total Collaboration VIP 35 Annuity Renewal Rebate = \$2,400**

# Collaboration Annuity Rebate Model- VIP 35

Value Incentive Program 35

Customers	Annuity	TCV	Subscription type	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Cumulative MRR
Customer 1	Flex Plan EA	-	Existing	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$30,000
Customer 2	Flex Plan Meetings	-	Expired	\$8,000	\$8,000	Subscription not renewed				\$16,000
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Customer 6	Webex Calling	\$360,000	Land (New)	-			\$30,000	\$30,000	\$30,000	\$90,000
		<b>\$501,000</b>		\$40,500	\$40,500	\$32,500	\$62,500	\$64,250	\$64,250	\$304,500

**Master Bonus**

TCV of new and expanded subscriptions x bonus rebate %  
 $\$501,000 \times 2\% = \$10,020$

Provided partner maintains Master Collaboration Specialization throughout the entire VIP period

Note: MRR calculation example: Total Contract Value: \$120,000 | Term: 12 months | MRR: \$10,000  
 Note: Land and Expand calculation example: \$501,000= \$360,000 (Customer 6) + \$120,000 (Customer 5) + \$21,000 (Customer 4)

**Total Collaboration VIP 35 Annuity Master Bonus Rebate = \$10,020**



# Collaboration Annuity Rebate Model- VIP 35

Value Incentive Program 35

Customers	Annuity	TCV	Subscription type	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Cumulative MRR
Customer 1	Flex Plan EA	-	Existing	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$30,000
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		<b>\$501,000</b>		\$40,500	\$40,500	\$32,500	\$62,500	\$64,250	\$64,250	<b>\$304,500</b>

**MRR Payout**

Cumulative MRR x Base rebate %  
 $\$304,500 \times 2\% = \$6,090$

**Land and Expand Bonus**

TCV of new and expanded subscriptions x bonus rebate %  
 $\$501,000 \times 10\% = \$50,100$   
 (10% = 2% Land/Expand + 8% Webex Calling and BroadCloud Calling Bonus)

**Renewal Bonus**

TCV of renewed subscriptions x bonus rebate %  
 $\$120,000 \text{ (Sub 3)} \times 2\% \text{ (Lifecycle Advisor)} = \$2,400$   
 Provided cumulative base MRR at the end of VIP 35 is greater than or equal to base MRR entering VIP 35

**Master Bonus**

TCV of new and expanded subscriptions x bonus rebate %  
 $\$501,000 \times 2\% = \$10,020$   
 Provided partner maintains Master Collaboration Specialization throughout the entire VIP period

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**Total Collaboration VIP 35 Annuity rebate = \$68,610**