



Not for Resale

Program Overview



Agenda



Vision



Overview



New! NFR Collaboration SaaS Track



Financing Options



Registering a Deal



Support & Resources



Not for Resale Program

The creation of exponential value for our Partners and Distributors through the intersection of:

**Product
Evaluations**

**Demos &
Labs**

**Learning
Options**

**Technology
Migration**



Expand your
competitive
advantage and
value exchange
with NFR Program
options

Standard Level

Over 17,000 Participating Partners

Enhanced Level

Over 600 Participating Partners

Overview

Advantages | Global Discounts | Purchasing Limits

Advantages

Not for Resale Program

Partners that are growing in Cisco bookings earn more with [Not for Resale](#) Program options.

The NFR Program provides you with generous discounts on products used in non-revenue generating activities for your own internal use, in your demo and lab environment, or to use for training purposes. Additionally, you will be rewarded for growth with the enhanced program level featuring increased annual purchasing limits for qualifying partners.



Evaluate

- Desired business outcomes
- Cisco technology in your back office
- New processes and services capabilities through test environments



Demo

- Partner Sales Engineers can learn how to effectively stand up and break down labs to ease the provisioning process
- Demonstrate your competitive advantage to customers



Learn

- Build expertise
- Learning partners leverage the latest technology to gain competitive advantage and market differentiation



Migrate

- Earn up to an extra 2% discount and support the circular economy with the [Migration Incentive Program](#) when migrating old equipment



Transform

For a list of eligible products, visit:

www.cisco.com/go/NFR

Global Discount Options

Not for Resale Program

Enrolled Partners will have access to discounts for hardware, software, and services that are available on the Cisco global price list (GPL). Everything on the Cisco GPL is eligible for NFR discount except ATP Products, Solutions Plus Products, and Incentive Restricted SKUs. For a list of Software PIDs included at a higher discount than what the base category discount offers, click [here](#). These discounts may be delivered directly by Cisco or by a Cisco authorized Distributor. Below are the Base Discounts and the demo/lab software available in by region.

Base Discount Categories (All Regions*) All NFR discounts leverage certification-level based discounts			
All Products (Core)	UCS & Hyper Converged (Compute)	Small Business Technology Group**	Technical Services
Up to 80%	Up to 70%	Up to 70%	Up to 80%
Demo / Lab Software	Americas	EMEAR	APJC
Core	80 - 100%	80 - 100% Russia 80 - 97%	80 - 100% Korea & India 80 - 90% Japan 80%
Compute	70 - 100%	70 - 100% Russia 70 - 97%	70 - 100% Korea & India 70 - 90% Japan 70-80%
Market	90 - 100%	90 - 100% Russia 90 - 97%	90 - 100% Korea & India 90% Japan 80%
Net - Network Services Orchestrator (NSO)	80 - 100%	80 - 100% Russia 80 - 97%	80 - 100% Korea & India 80 - 90% Japan 80%

*2-Tier partners must negotiate final pricing with selected distributor. ** Available through Distribution only. For a comprehensive list of PIDs, click [here](#).

Purchasing Limits

Not for Resale Program

Registered partners who are in good standing with Cisco can participate in the **Standard Level**. As your business grows, consider investing in your capabilities and competitive differentiation through Cisco Certifications, and by leveraging the additional purchasing limits to support your business and as you continue to build your practice. The **Enhanced Level** is all about the value exchange. Purchasing limits are based on certification level, list price in \$US, and on a Cisco fiscal annual basis.

Qualification Code*	Certification/Specialization Level	Standard List Price Annual Purchasing Limit	Enhanced List Price Annual Purchasing Limit
Gold	Gold Partner	\$3,000,000	\$7,000,000
Premier	Premier Partner	\$500,000	\$1,000,000
Select	Select Partner	\$300,000	\$1,000,000
Registered	Registered Partner	\$100,000	N/A
Distributor	Distributor	\$3,000,000	N/A
Ecosystem Partner	Ecosystem Partner	\$500,000	N/A
MSCP-L1	Gold Provider	\$3,000,000	N/A
MSCP-L2	Premier Provider	\$500,000	N/A
MSCP-L3	Select Provider	\$300,000	N/A
SDEVNET	DevNet Specialization	\$500,000	N/A
ASDEVNET	Advanced DevNet Specialization	\$500,000	N/A
STIMACHINE	Machine Builder	\$500,000	N/A

*If partner has more than one qualification code from the above list, they will get one (1) purchasing limit f the qualification code that gives them the highest amount.

Enrollment

Not for Resale Program

To enroll, you must first accept the terms and conditions outlined in the Channel Program Incentive Agreement (“CPIA”). For directions, refer to the [CPIA User Guide](#).

Once the CPIA is approved, Cisco will automatically enroll you into the eligible NFR programs where the enrollment prerequisites are met. An email notification confirming enrollment will be sent. To check your enrollment status, refer to the “Enrollment Dashboard” tab in the [Partner Program Enrollment \(PPE\)](#) tool. For example: Partners who meet the eligibility requirements of the NFR Standard program will be enrolled into the Standard purchasing level, and if eligibility for the NFR Collaboration SaaS Track is met, will be enrolled in both NFR Standard and NFR Collaboration SaaS Track - Level 1.

New Collaboration SaaS Track

Overview | New Partners | Transitioning CUWP

The NFR Collaboration SaaS Track offer will optimize and simplify the partner experience when deploying Collaboration Cloud and On-premise subscriptions for internal usage.



About the New Track

- Allows partners to adopt the [Cisco Collaboration Flex Plan](#) – Cisco's industry leading Collaboration subscription offerings
- Contains both Cisco Collaboration Flex 2.0 and 3.0 subscription solutions
- Allows partners to deploy the latest features and products to their internal users
- Through a separate purchasing limit, partners can mix and match buying and deployment models to fit their needs



Impacts

- Cisco Unified Workspace for Partners (CUWP) will not be available to new partners
- All new, eligible partners will utilize the NFR Collaboration SaaS Track for internal use and demo subscription purposes
- Existing CUWP partners will have multiple opportunities to transition their current Cloud and On-premise license count to the new NFR Collaboration SaaS Track. Reference the [NFR Collaboration SaaS Track Guide](#) and other documentation for more information and transition options.

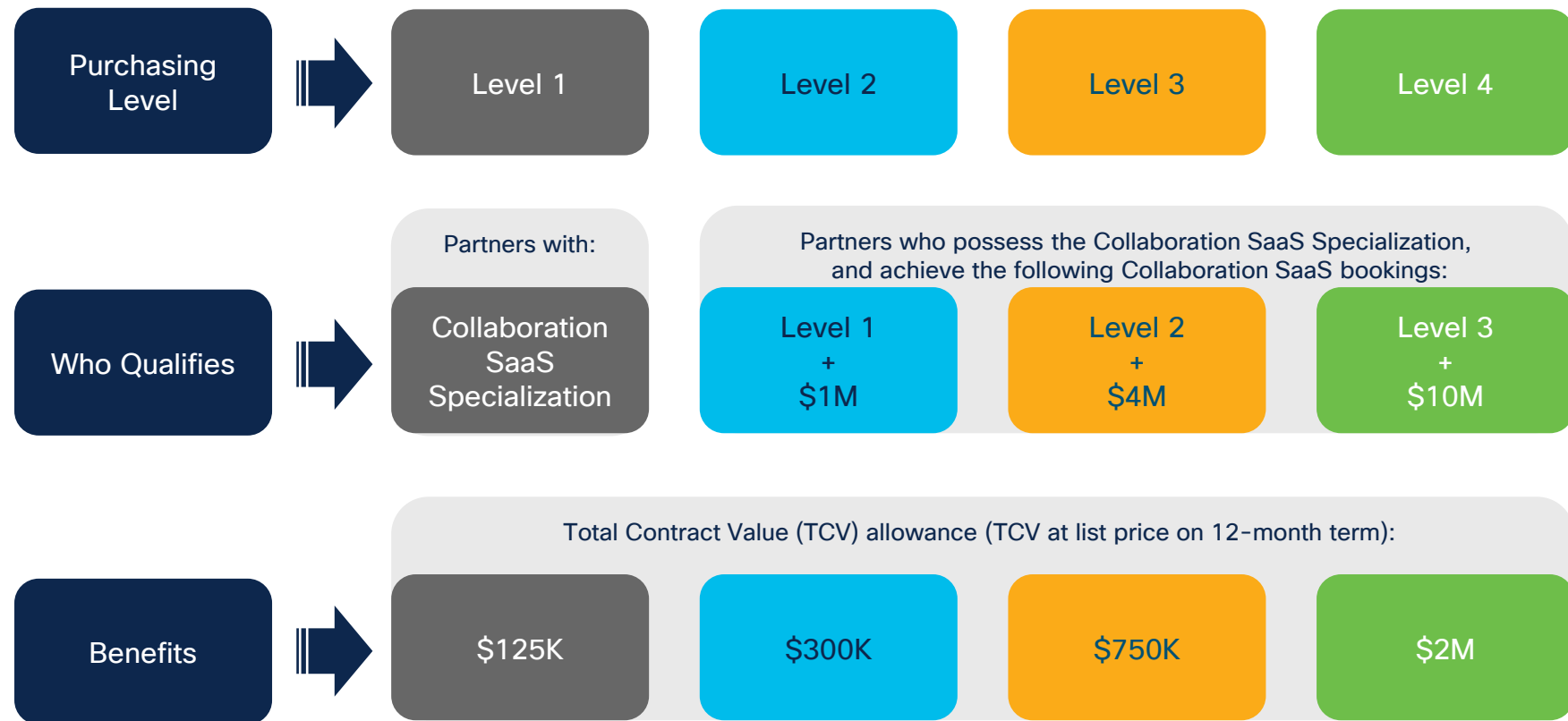


Benefits

- Available to all qualifying partners worldwide.
- Brings simplicity and automation for internal use and demo labs into one place.
- Allows partners to adopt the Cisco Collaboration Flex Plan (contains both Flex 2.0 and 3.0 subscriptions) and deploy the latest features and products to their internal users.
- Participation levels are built for new and existing partners to meet current and future internal usage needs

New Partners

Not for Resale Program

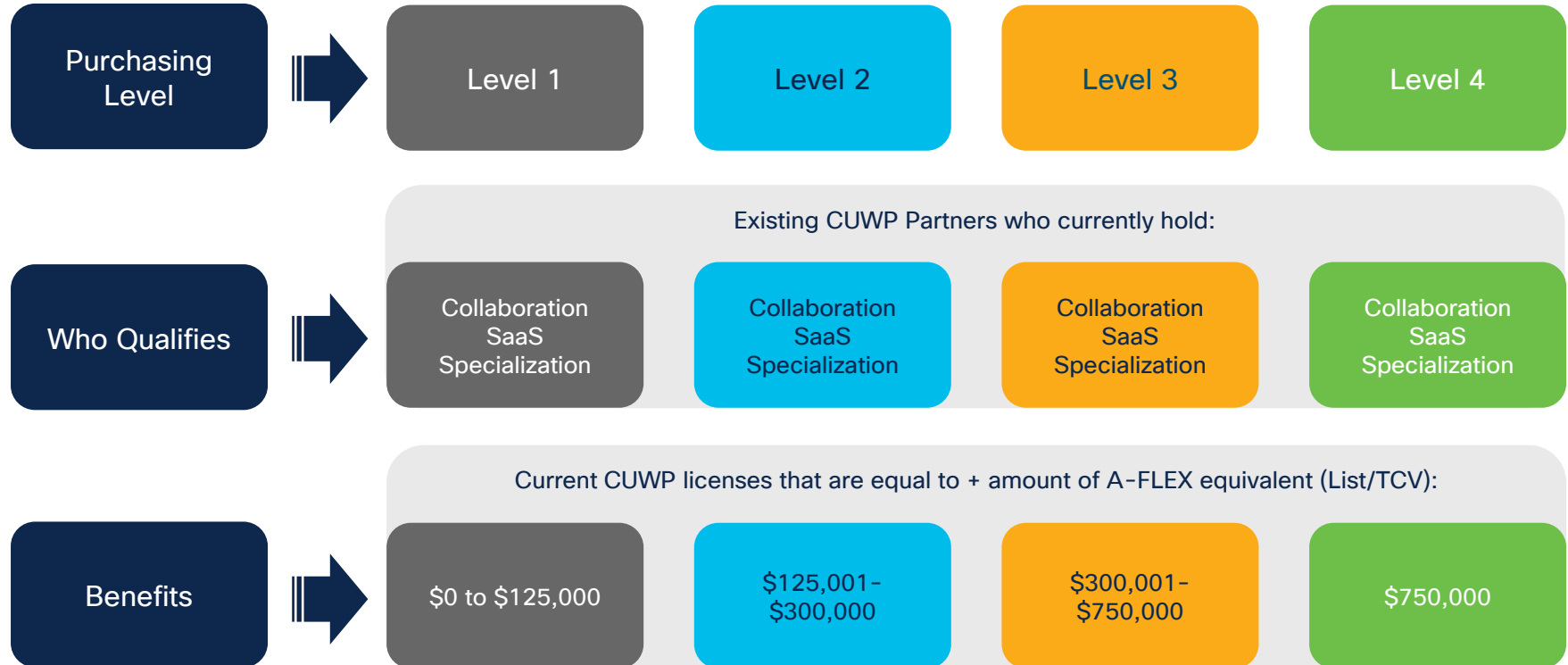


Transitioning

Cisco Unified Workspace Partners (CUWP)

Not for Resale Program

Existing CUWP partners, please refer to the [NFR Collaboration SaaS Track Guide](#) and other documentation for more information.



Financing Options

Cisco Capital

Financing Options with Cisco Capital

Not for Resale Program

Make the most out of your IT budget. Our flexible and innovative payment solutions make it easier for you to grow your business and go to market faster with Cisco technologies. Finance your lab and internal infrastructure.



Flexible

Whether consumption models or pay-as-you-go, we offer more payment options to drive your business outcomes.



Close More Deals

Increase sales and profit by unlocking customer opportunity with flexible payment solutions.



Innovative

Our adaptable solutions offer new ways to consume and deliver digital transformation and avoid technology obsolescence.



Cisco Refresh

Compete with the unauthorized market and capture incremental revenue and customer wallet share with Certified Remanufactured products.



Agile

Get the technology you need quickly to adapt to market dynamics, make faster decisions, and boost ROI.



Partner Incentives

Find incentives that apply to you and the deals you are working on.



Transform

Accelerate your digital transformation: www.cisco.com/go/NFR

Registering Deals

Process Steps

Creating a Deal: Deal Screen

Not for Resale Program

Create a Deal

During this process, you will need to create the framework for your deal including your customer profile.

1. Log into [Cisco Commerce Workspace](#) (valid CCO ID and Password are required)
2. Select “Deals & Quotes” tab to create deal
3. Complete mandatory information and click “Create Deal”

Who's Involved

About the Deal

Incentives

Questionnaire

The screenshot displays the Cisco Commerce Workspace user interface. At the top, the navigation bar includes tabs for Catalog, Estimates & Configurations, Deals & Quotes (highlighted with a red box), Orders, Service Contracts, Subscriptions, and Software. Below the navigation bar, the 'Deals & Quotes' dropdown menu is open, showing options: Create Deal (highlighted with a red box), Create Quote, Access Shared Deal, View All, Recent, Shared, Saved Searches, Tags, Deviations, and Reports. The main content area features a banner for 'The New Cisco Commerce' with a 'Watch Video' button. Below the banner, there are three featured sections: 'Data Center and Virtualization', 'Borderless Networking', and 'Collaboration'. On the right side, there is a sidebar with links for 'Other, Products, Software & Services', 'Cisco Interfaces and Modules', 'Physical Security', 'Service Exchange', and 'Application Networking Services'.

Creating a Deal: Deal Screen

Not for Resale Program

About the Deal

1. Enter deal name
2. Verify partner information
3. Complete all required information in the “About the Deal” tab, including “Intended Use.”
4. For Infrastructure, choose “Internal Business Use”
5. For Demo or Lab, choose “LAB”
6. Click “Create Deal” then “Save and Continue”

Important: For Demo/Lab use, be sure to choose LAB to get the higher discount.

Who's Involved

About the Deal

Incentives

Important: NFR Standard and NFR Collaboration SaaS cannot be stacked. You can only select one incentive on each deal. If you select more than one incentive, your deal will be returned.

Deal

Quote

Review

Order

Who's Involved

About the Deal

Incentives

Questionnaire

Deal Description

Intended Use * ⓘ

Internal Business Use

Deal Category * ⓘ

Not Known

Deal Source

Other

Deal Type

Purchase

Probability of Closing

75% - High

Definitions for Intended Use

Intended Use describes how the items (SKUs) associated to this Deal will be used and who will use them.

Your selection here will determine the available promotions and applicable taxes.

Term	Definition
Resale	If SKUs on the Quote will be resold to an end user. Example of eligible promotions: OIP, Erate, PSPP, SIP, SMB, Migration, Outsourcing.
Service Provision Use	If SKUs on the Quote will be installed in a service provider facility that delivers network access to an end customer.
Internal Business Use	If SKUs on the Quote will be installed in your facility for demonstration or infrastructure purposes. Example of eligible promotions: NFR
Lab	If SKUs on the Quote will be used in a laboratory. Example of eligible promotions: Network Academy and NFR
Managed Service	If SKUs on the quote are Customer Premise Equipment (CPE), being managed by Managed Service Provider(MSP). Example of eligible promotions: OIP, SIP, TMP.

About the Deal

1. Under “[Not for Resale](#)” section, the applicable reward will be available for you to select based on your intended use
2. **Remember:** Selecting Internal Business Use will populate the [NFR Internal Infrastructure](#) reward, while Lab will populate the [NFR Demo Lab](#) reward
3. For Collab SaaS-NFR, select the Standalone Incentive, “[Collab SaaS – NFR](#)”
4. Click “[Save and Continue](#)”

Who's Involved

About the Deal

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Not for Resale

☐ Not for Resale [View Stack](#)
(NFR Demo Lab - LATAM)

☐ Not for Resale ⓘ
(NFR Internal Infrastructure - LATAM)

Public Sector Partner Pricing

☐ NetHope ⓘ
(NetHope - LATAM)

Standalone Incentives
Collab SaaS – NFR

Registering a Deal: Deal Screen

Not for Resale Program

Complete Questionnaire

1. Begin the questionnaire by acknowledging that you understand your yearly purchasing limit
2. Complete all required fields as designated with **red asterisk***
3. Click **“Save and Continue”**

Who's Involved

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Who's Involved

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Save

Save and Continue >

*Required Field

⊖ Not for Resale

Track	Program	Reward Code	Reward Name	Try and Buy Eligible
Not for Resale	NFR - Americas	BR-NFRD-251231-04854	NFR Demo Lab - LATAM	No

Annual allowances are calculated on Cisco Fiscal Year. Please note that the yearly allowances are in LIST price. *

☐ Yes

Please explain in detail the exact use and location of this equipment. *

Registering a Deal: Quote Screen

Not for Resale Program

Discounts and Credits

- Under “[Discounts and Credits](#)”, you will see the new NFR discount along with your certification base discount
- Click “[Save and Continue](#)”

Note: You can earn additional discount if you return your old equipment by stacking with [Migration Incentive Program \(MIP\)](#)

Items

Discounts and
Credits

Install

Billing

	Hardware, Software, Services and Subscriptions	Unit List Price (USD)	Qty	Extended List Price (USD)	Total Discounts		Credits (USD)	Extended Net Price (USD)
					%	Amount (USD)		
1.0	ASA5506-K9 ASA 5506-X with FirePOWER services, 8GE, AC, 3DES/AES	995.00	1	995.00	80.00	796.00	0.00	199.00
					Core Category - SI - Internal - USD	42.00%	417.90	
					NFR Internal Infrastructure Standalone - LATAM BA-NFRI-190727-04942	2.00%	19.90	
					NFR Internal Infrastructure - LATAM BR-NFRI-251231-04855	36.00%	358.20	
1.0.1	CON-SSNT-ASA5506K SOLN SUPP 8X5XNBD ASA 5506-X with FirePOWER services 8GE A Duration: 12.00 Months	207.63	1	207.63	80.00	166.10	0.00	41.53
					Promotion-NFR Internal Infrastructure - LATAM BR-NFRI-251231-04855	48.00%	99.66	
					Standard-Standard Service Discount - USD	32.00%	66.44	
1.1	SF-ASA-FP6.2.2-K9 Cisco FirePOWER Software v6.2.2 for ASA 5500-X	0.00	1	0.00	80.00	0.00	0.00	0.00
					NFR Internal Infrastructure Standalone - LATAM BA-NFRI-190727-04942	2.00%	0.00	
					NFR Internal Infrastructure - LATAM BR-NFRI-251231-04855	36.00%	0.00	
					Core Category - SI - Internal - USD	42.00%	0.00	
1.2	CAB-AC AC Power Cord (North America), C13, NEMA 5-15P, 2.1m	0.00	1	0.00	80.00	0.00	0.00	0.00
					NFR Internal Infrastructure Standalone - LATAM BA-NFRI-190727-04942	2.00%	0.00	
					Core Category - SI - Internal - USD	42.00%	0.00	
					NFR Internal Infrastructure - LATAM BR-NFRI-251231-04855	36.00%	0.00	
1.3	ASA5506-CTRL-LIC Cisco ASA5506 Control License	0.00	1	0.00	80.00	0.00	0.00	0.00
					Core Category - SI - Internal - USD	42.00%	0.00	
					NFR Internal Infrastructure - LATAM BR-NFRI-251231-04855	36.00%	0.00	
					NFR Internal Infrastructure Standalone - LATAM BA-NFRI-190727-04942	2.00%	0.00	

Registering a Deal: Review & Submit Screen

Not for Resale Program

Review & Submit

1. Click “Submit Quote for Approval” then “Save and Continue”

Note: Your deal will be reviewed by Cisco internal operations and your Partner Account Manager

Reminder: You will be sent a notification once the deal is approved, however you can check on your deal’s progress at any time.

The screenshot displays the 'Review and Submit' interface. At the top, a navigation bar includes tabs for 'Deal', 'Quote', 'Review and Submit' (which is active and highlighted with a red box), and 'Order'. Below this is a progress bar with seven steps: 'Who's Involved', 'About the Deal', 'Incentives', 'Quote', 'Trade In Items', 'Install Site', and 'Billing'. The 'Review and Submit' step is currently selected. A blue button labeled 'Submit Quote for Approval' is located in the top right corner, also highlighted with a red box. The main content area is divided into two summary tables. The 'Quote Summary' table on the left lists various components and their totals, with a final 'Quote Total' of 189,605.50. The 'Deal Summary' table on the right shows the 'Expected Cisco Hardware and Software List Amount' and 'Expected Cisco Service List Amount', leading to a 'Deal Total' of 10,043,807.00. A note at the bottom of the deal summary states 'User currency dictated by promotion rules and country policy'. At the very bottom, a 'Try and Buy' section contains a warning icon and text indicating that the deal is not eligible for this option.

All prices shown in US\$		
Configured Hardware and Software List Total		346,950.00
Configured Service List Total		0.00
Special Items List Total:		0.00
Discounts	(51.00%)	197,344.50
Product Total Discount	(51.00 %)	197,344.50
Service Total Discount	(0.00 %)	0.00
Credits		-
Adjustments		-
Quote Total		189,605.50

Expected Cisco Hardware and Software List Amount	10,009,807.00
Expected Cisco Service List Amount	34,000.00
Deal Total	10,043,807.00

User currency dictated by promotion rules and country policy

Try and Buy ⓘ
ⓘ This deal is NOT eligible for Try and Buy
ⓧ Selected Promotion is not eligible with Try and Buy

Support & Resources

Support & Resources

Magnify Your Options

- Visit the [Incentives website](#)
- Review the [Cisco Partner Programs Guide](#)

Increase Your Knowledge

- Visit the [NFR website](#) for program documentation and the new Collaboration SaaS Track, and information to join

Expand Your Business

- Bring your ideas to life with more opportunities within the [Cisco Partner Ecosystem](#)

Get Help

- Ask the team: asknfr@external.cisco.com
- For questions or assistance, open a support case through [Customer Service Hub](#)



Why Not Participate?

There are over 17,000 Standard Level and over 600 Enhanced Level Partners who are actively participating in Cisco's NFR Program option – Consider stretching your competitive advantage!

Support Case Scenarios

Not for Resale Program

Upon submission of your case, you will receive a response from Cisco within 2 business days with a status. To submit and check the status of your case, refer to the Customer Service Hub: <https://customerservice.cloudapps.cisco.com/>

Support For:	Description	Location
Partner Program Enrollment (PPE) Tool	Access and enrollment guidance for PPE tool	Customer Service Hub (search Partner Program Enrollment)
CCW Orders	Creating and/or modifying an existing NFR order and subscriptions	Customer Service Hub (search XaaS Ordering Guidance)
CCW Ordering Tool	Technical support and guidance for CCW ordering tool	Customer Service Hub (search CCW Order Tool Support)
Post-order	Technical issues and feature / functionality questions	Technical Assistance Center (TAC)
Control Hub	Subscription support in Control Hub	Cisco Webex Help Center
Subscription Changes	Changes to XaaS subscriptions including Cancellations, True Forward, Change to Term and Configuration, Merger and Acquisitions, Subscription Transfers, Product setup issues	Customer Service Hub (search Subscription Changes)
Provisioning Assistance	Provisioning email or setup support	Customer Service Hub (search Provisioning)
Cisco Webex Training	Get the most out of all that Webex has to offer	Cisco Webex Help Center Training

