

# One Year on Us Год за наш счет!

## При продаже 3-х летних подписок

Partner Programs & Incentives







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<https://www.cisco.com/c/en/us/partners/promotions/secure-one-year-on-us-offer.html>



# Partner-led 'One Year on Us'

Limited Time Partner Profitability Offer: **Partner Hunted – New Logos Only**

|  |  |  |  |  |  |
|---|---|---|---|---|---|
| Cloud Email (CES)   | Cloud Mailbox Defense (CMD)   | Umbrella Cloud Security   | Secure Endpoint   | Secure Access by Duo  | Identify Services Engine (ISE)  |
| Cloud Gateway   | CMD   | Umbrella DNS  | Endpoint  | Duo   | ISE 3.x   |
| 1,000 users   | 250   | 250   | 250 devices   | 250 users   | 250   |

## Terms:

- Available until end of Q3 FY22 (Apr 30, 2022)
- Deal registration required - **Partner Hunted Deals Only**
- **Minimum 3 yr. contract** : Annual license credit of 33% = 1 yr. on us over 3 yrs.
- Targeted at capturing **new logos only** (no renewals)
- Available in all Geos

## Partner Reward:

- For products in Core discount category (Email, Umbrella DNS & Secure Endpoint):  
*up to 65% deal registration discount\* + incremental 33% credit on Extended Net Price*
- For products in Market discount category (Duo & CMD):  
*up to 35% deal registration discount + incremental 33% credit on Extended Net Price*

\*Up to 72% discount if the deal is eligible for Account Breakaway

# How to Apply “One Year On Us” Purchase Adjustment Credit



# Purchase Adjustment Credit

## *Duo MFA Example*

| Financial Summary      |                        |          |           |                          |
|------------------------|------------------------|----------|-----------|--------------------------|
|                        | Total List Price (USD) |          | Discount  | Extended Net Price (USD) |
| Products               | 0.00                   | (0.00%)  | 0.00      | 0.00                     |
| Services               | 0.00                   | (0.00%)  | 0.00      | 0.00                     |
| Subscriptions          | 132,912.00             | (35.01%) | 46,527.00 | 86,385.00                |
| Special Line Items     | --                     | --       | --        | --                       |
| Discounts & Credits    |                        |          |           |                          |
| Discount               |                        | (35.01%) | 46,527.00 |                          |
| Credits                |                        |          | 28,507.32 |                          |
| Adjustments            |                        |          | --        |                          |
| Quote Total            | 132,912.00             | (56.45%) | 75,034.32 | 57,877.68                |
| Detailed Quote Summary |                        |          |           |                          |

Credits =  
33% of  
Extended  
Price

# Purchase Adjustment Credit

Deal

Quote

Review

Approvals

Order

Deal His

Items

Discounts and Credits

Install/Service Location

Billing

Financial and Promotional Summary ▾

View By

Rollup Price

|  | Hardware, Software, Services and Subscriptions                   | Unit List Price (USD) |
|--|--|-----------------------|
| <div><div>+</div><div>1.0</div><div>DUO-SUB</div><div>Cisco Duo subscription</div></div> | <div>30,000.00</div> <div>MRC</div>                              |                       |
| <div>PA Program Discount</div> <div>Apply Credits</div>                                  |  |                       |
| Promotion-Fast Track Base Stackable SMB--L<br>Standard-Market Category                   |  |                       |
| Requested Start Date<br>28-Mar-2021  | Requested For<br>36.00 Months From 28-Mar-2021<br>to 27-Mar-2024 | Automati<br>12 Months |

View

50

Items Per Page

Within the order screen on CCW, Purchase Adjustment requests can be entered into the product line “PA Program Discount” field.

A purchase adjustment of any amount will be routed to Commercial Finance for approval.

# Purchase Adjustment Credit

Export Print Email Share Delete More

QUOTE NAME Test For OYOU Global Price List US Availability (USD)

DEAL ID 533

QUOTE NUMBER QUOTE STATUS SMART ACCOUNT ASSIGNMENT EXPIRY DATE

### Manage Credits (PA Program Discount)

Select a Credit Category

Select a Credit Category

Ramp Plan

Duo 1 Year on Us United States Duo 1 Year on Us for United States based customers

| Credit Name     | Requested From | Qty | Monthly Credit (USD) | Total Credit (USD) |
|-----------------|----------------|-----|----------------------|--------------------|
| No record found |                |     |                      |                    |

Done

Subscriptions (USD) Price (USD) % Amount (USD) (USD) Disc (%) Final price not as Total Of MRC

|     |                        |          |   |              |    |    |    |    |                    |
|-----|------------------------|----------|---|--------------|----|----|----|----|--------------------|
| 1.0 | DUO-SUB                | 2,840.00 | 1 | 102,240.00   | -- | -- | -- | -- | Final price not as |
|     | Cisco Duo subscription | MRC      |   | Total Of MRC |    |    |    |    | Total Of MRC       |

Select a credit category based on your end-customer region (United States or International)

# Purchase Adjustment Credit

Add Credits (PA Program Discount)

Select a Credit Category

Duo 1 Year on Us United States

Ramp Term

✓ Select

36 Months

Add

Credits

| Credit Name     | Requested From | Qty | Monthly Credit (USD) | Total Credit ⓘ (USD) |
|-----------------|----------------|-----|----------------------|----------------------|
| No record found |                |     |                      |                      |

Done

After select the credit category, then choose ramp term: default with 36 Months. Then click 'Done'.

# Purchase Adjustment Credit

Add Credits (PA Program Discount)



✓ Selected credit is successfully applied.

Select a Credit Category

Select a Credit Category

▼

Credits

| Credit Name  | Requested From | Qty  | Monthly Credit (USD) | Total Credit (USD) ⓘ |   |
|--|----------------|------|----------------------|----------------------|---|
| Duo 1 Year on Us International                             | 28-Mar-2021    | 1920 | 3,840.00             | 138,240.00           | 🗑 |
| Duo 1 Year on Us International - 36 months - Ramp Plan 1 🕒 | for 36 Months  |      |                      |                      |   |

Done



# Purchase Adjustment Credit

Deal

Quote

Review

Approvals

Order

Deal History

Items

Discounts and Credits

Install/Service Location

Billing

Save and Continue >

Financial and Promotional Summary ▾

Actions ▾

View By

Rollup Price ▾

Filter By

All Items ▾

Hide \$0 List Price Items

View

50 ▾

Items Per Page

Results 1 of 1 << < Previous

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Next >>

# Security Partner Discounts — Deal Registration

| Security Domain          | Security Hunting/Teaming | New Account Breakaway | Competitive Accounts |
|--------------------------|--------------------------|-----------------------|----------------------|
| Secure Firewall          | up to 65%                | 72%                   | 72%                  |
| Secure Email             | up to 65%                | 72%                   | 72%                  |
| Secure Endpoint          | up to 65%                | 72%                   | 72%                  |
| Secure Web Appliance     | up to 65%                | 72%                   | 72%                  |
| Cisco Kenna              | up to 65%                | n/a                   | n/a                  |
| Identity Services Engine | up to 60%                | 64%                   | n/a                  |
| Secure Network Analytics | up to 60%                | 64%                   | n/a                  |
| Umbrella and Cloudlock   | up to 60%                | n/a                   | n/a                  |
| Secure Access by Duo     | up to 35%                | n/a                   | n/a                  |
| Secure Cloud Mailbox     | up to 30%                | n/a                   | n/a                  |

↑ to **77%**

## Migration Incentive Program (MIP)

Earn incremental discounts when migrating from Cisco Firewalls or Competitive Firewalls

**+4%** when migrating from Cisco to Cisco

**+5%** when migrating from Competitor to Cisco

All discounts are for direct / distributor pricing, and all 2-tier partners must negotiate directly with their distributor.

