



# Partner-led “One Year On Us”

## Partner Promotion Guidelines



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# 1

## Promotion Overview

The Cisco Secure “Partner-led One Year On Us” promotion is designed to recognize the value that Cisco Partners provide as they **hunt** for and **develop new** Cisco Secure business opportunities, reactivate inactive accounts, and drive Cisco Secure solutions for each of the opportunities. The promotion seeks to provide a neutral, fair platform for eligible Partners to **register** the opportunities via security deal registration and gain additional discount credits when they hunt for and develop new Cisco Secure business opportunities.

The purpose of this document is to highlight the promotion rules, partner eligibility requirements, opportunity eligibility requirements, registration qualification, partner compensation as well as supporting FAQ.

The Cisco Secure “Partner-led One Year On Us” promotion is designed as a discount credit for qualified Cisco Partners to hunt for new customers that have not yet purchased or have not purchased eligible Cisco Secure products within the last three years.

Partners can receive promotion discount credits on the eligible product(s) when selling to customers that have not previously purchased any additional Cisco Secure products participating in this promotion or previous customers that have not purchased participating Cisco Secure products in the previous three years.

Deal registration is required to qualify for this program. The amount of discount credit provided to the customer is passed on at the partners discretion.

# 2 Partner Eligibility

To participate and register opportunities, the Partner must meet the following Partner eligibility requirements:

The Partner has a current and valid Resale Agreement in place and is in good standing with the Cisco Channels Partner Program. The Partner has all the required Cisco certifications, specializations, and authorizations to sell and implement all of the products and services included in the Cisco solution within the Channel Partner's authorized territory\*.

The Partner has all the required government contracts and authorizations to sell and implement the entire Cisco solution for a given customer account opportunity that meets all customer eligibility requirements.

\*Note: Nothing in this section shall imply that a Partner that is eligible for this promotion may sell or implement products or services for which it does not hold the required Cisco certification, specialization or authorization.

# 3 Duo Opportunity Eligibility

When registering for the opportunity, the partner must meet the particular opportunity eligibility requirements identified below. In addition to the requirements below, all request provided by the partner through Cisco Commerce Workspace (CCW) establishes that the opportunity is qualified for the promotion.

An opportunity registration must, at minimum, include at least one eligible edition of Duo and the minimum deal size as defined below.

## Eligible Editions:

MFA

Access

## Minimum Deal Size:

International – 250 plus user licenses

United States – 1,000 plus user licenses

## Minimum Term of Contract:

3-years

By submitting a deal registration, Cisco must be able to verify that the customer and opportunity are valid:

Cisco must verify that no partner has registered the opportunity to qualify for the Partner-led One Year On Us promotion, prior to the registration date.

The partner must have pursued and is actively leading the customer's engagement while actively positioning Duo as the primary and preferred solution for the opportunity.

The partner is not precluded from offering an alternative solution in addition to the Cisco solution. However, the Partner-led One Year On Us promotion discount may only be applied to the eligible Duo editions.

An eligible opportunity must meet one of the two following conditions.

## New customer:

A new customer is defined as a customer who has not yet purchased Duo.

## Inactive customer:

An inactive customer is defined as a customer that has not purchased or renewed Duo in the last three years.

# 4 Secure Endpoint Opportunity Eligibility

When registering for the opportunity, the partner must meet the particular opportunity eligibility requirements identified below. In addition to the requirements below, all request provided by the partner through Cisco Commerce Workspace (CCW) establishes that the opportunity is qualified for the promotion.

An opportunity registration must, at minimum, include at least one eligible tier of Secure Endpoint and the minimum deal size as defined below.

## Eligible Tiers:

Essentials  
Advantage  
Premier

## Minimum Deal Size:

International: Minimum of 250 endpoints (no minimum number of users)  
United States: Minimum of 500 endpoints (no minimum number of users)

## Minimum Term of Contract:

3-year minimum (annualized)

By submitting a registration, Cisco must be able to verify that the customer and opportunity are valid:

Cisco must verify that no partner has registered the opportunity to qualify for the Partner-led One Year On Us promotion, prior to the registration date.

The partner must have pursued and is actively leading the customer's engagement while actively positioning Cisco Secure Endpoint as the primary and preferred solution for the opportunity.

The partner is not precluded from offering an alternative solution in addition to the Cisco solution. However, the Partner-led One Year On Us promotion discount may only be applied to Secure Endpoint.

An eligible opportunity must meet one of the two following conditions.

## New customer:

A new customer is defined as a customer who has not yet purchased Secure Endpoint.

## Inactive customer:

An inactive customer is defined as a customer that has not purchased or renewed Secure Endpoint in the last three years.

# 5 Secure Email Opportunity Eligibility

When registering for the opportunity, the partner must meet the particular opportunity eligibility requirements identified below. In addition to the requirements below, all request provided by the partner through Cisco Commerce Workspace (CCW) establishes that the opportunity is qualified for the promotion.

An opportunity registration must, at minimum, include at least one eligible edition of Cisco Secure Email and the minimum deal size as defined below.

Eligible Editions:

Cloud Mailbox

Cloud Gateway

Minimum Seat Count:

Cisco Secure Email Edition	United States	International Markets
Cloud Mailbox (CMD)	250 seats	250 seats
Cloud Gateway	1,000 seats	1,000 seats

Term of Contract: 3-year (annualized) term

By submitting a registration, Cisco must be able to verify that the customer and opportunity are valid:

Cisco must verify that no partner has registered the opportunity to qualify for the Partner-led One Year On Us promotion, prior to the registration date.

The partner must have pursued and is actively leading the customer's engagement while actively positioning Secure Email as the primary and preferred solution for the opportunity.

The partner is not precluded from offering an alternative solution in addition to the Cisco solution. However, the Partner-led One Year On Us promotion discount may only be applied to the eligible Secure Email editions.

An eligible opportunity must meet one of the two following conditions:

New customer:

A new customer is defined as a customer who has not yet purchase an eligible edition of Cisco Secure Email.

Inactive customer:

An inactive customer is defined as a customer that has not purchased or renewed an eligible edition of Cisco Secure Email in the last three (3) years.

# 6 Umbrella Opportunity Eligibility

When registering for the opportunity, the partner must meet the particular opportunity eligibility requirements identified below. In addition to the requirements below, all request provided by the partner through Cisco Commerce Workspace (CCW) establishes that the opportunity is qualified for the promotion.

An opportunity registration must, at minimum, include at least one eligible package of Umbrella and the minimum deal size as defined below.

## Eligible Packages:

Umbrella DNS Essentials  
Umbrella DNS Advantage

## Minimum Deal Size:

International - 250 plus user licenses  
United States - 1,000 plus user licenses

## Minimum Term of Contract:

3-year minimum (annualized)

By submitting a registration, Cisco must be able to verify that the customer and opportunity are valid:

Cisco must verify that no partner has registered the opportunity to qualify for the Partner-led One Year On Us promotion, prior to the registration date.

The partner must have pursued and is actively leading the customer's engagement while actively positioning Umbrella as the primary and preferred solution for the opportunity.

The partner is not precluded from offering an alternative solution in addition to the Cisco solution. However, the Partner-led One Year On Us promotion discount may only be applied to the eligible Umbrella packages.

An eligible opportunity must meet one of the two following conditions.

## New customer:

A new customer is defined as a customer who has not yet purchased an eligible Umbrella DNS package.

## Inactive customer:

An inactive customer is defined as a customer that has not purchased or renewed an eligible Umbrella DNS package in the last three years.



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## ISE 3.x Opportunity Eligibility

When registering for the opportunity, the partner must meet the particular opportunity eligibility requirements identified below. In addition to the requirements below, all request provided by the partner through Cisco Commerce Workspace (CCW) establishes that the opportunity is qualified for the promotion.

An opportunity registration must, at minimum, include at least one eligible tier of ISE 3.x and the minimum deal size as defined below.

### Eligible Tiers:

Essentials

Advantage

Premier

### Minimum Deal Size:

International – 250 plus user licenses

United States – 250 plus user licenses

### Minimum Term of Contract:

3-year minimum (annualized)

By submitting a registration, Cisco must be able to verify that the customer and opportunity are valid:

Cisco must verify that no partner has registered the opportunity to qualify for the Partner-led One Year On Us promotion, prior to the registration date.

The partner must have pursued and is actively leading the customer's engagement while actively positioning Umbrella as the primary and preferred solution for the opportunity.

The partner is not precluded from offering an alternative solution in addition to the Cisco solution. However, the Partner-led One Year On Us promotion discount may only be applied to the eligible ISE 3.x licenses.

An eligible opportunity must meet one of the two following conditions.

New customer: A new customer is defined as a customer who has not yet purchased an eligible ISE 3.x license.

Inactive customer: An inactive customer is defined as a customer that has not purchased or renewed an eligible ISE 3.x license in the last three years



# Qualification, Registration, Approval, and Ordering

## Qualification

Partners must meet the partner and opportunity eligibility requirements identified above. Once these requirements are satisfied, the partner can then register the opportunity through Cisco Commerce Workspace (CCW).

See the following for more information regarding Opportunity/Hunting Incentive Program (OIP).

Overview: [Opportunity/Hunting Incentive Program Rules](#)

Registration Guide: [Deal Registration Overview](#)

## Approval

For the approval of the opportunity to be granted to the partner, the partner must submit information about the opportunity, (including but not limited to, a description of the opportunity, details on the end user project) and upload a Bill of Materials for the qualified opportunity into Cisco Commerce Workspace (CCW). Cisco sales will review the qualified opportunity so ensure that the customer and opportunity are valid. Additional information may be requested to insure the validity of the opportunity.

The approved partner may or may not have been the first partner to register the opportunity. If multiple partners have registered a single opportunity, qualified status may be granted to the Partner that discovered the opportunity and is actively engaged with Cisco in pursuing the opportunity. If multiple Partners have invested in developing the Opportunity and Cisco cannot clearly determine which Partner drove the opportunity, all registrations will be rejected.

Once approved, the qualified opportunity will be listed as “Approved” in Cisco Commerce Workspace (CCW), at which point the partner will be notified via e-mail as to the approved registration status, and their eligibility to receive the associated OIP discount for the term of the registration.

Note: Approvals other than the formal electronic notification defined above, including any verbal approvals, are not binding on Cisco.

## Valid Term of Registration

Registrations are valid for six (6) calendar months from the date that the Opportunity reaches the qualified status. Notifications will be sent to the Partner at thirty (30) calendar days and ten (10) calendar days before the expiration of the Deal Registration opportunity period. Once the six (6) calendar month registration period has ended, or once the partner has marked the deal as lost (whichever comes first), and the partner has failed to close the opportunity for the approved deal, then the opportunity is released and becomes available for any eligible partner to submit an opportunity to Cisco.

Note: Cisco reserves the right to cancel any opportunity should it be determined, in Cisco's opinion, that the partner is not actively engaged and pursuing the opportunity after a period of three (3) calendar months from the opportunity approval date.

## Extension

Extension of the Opportunity: Partners may request a one-time extension of the registration of no more than six (6) months if the sale has not closed by the end of the initial six months term. Extensions may require additional documentation and/or review as requested by the Cisco Opportunity/Hunting Incentive Program Manager and will be granted at Cisco's discretion.

Note: Extensions of the Opportunity period are not possible in the EMEAR Region.

## Ordering

Upon approval, the Partner may order products on the submitted Bill of Materials at the approved Promotion discounts in one or more orders, subject to the limitations set forth in the terms and conditions in this appendix. The order must be submitted on an approved registration with six calendar months of the approval date.

If the Bill of Materials for an approved opportunity changes prior to ordering, the partner may submit the revised Bill of Materials, provided that the total value of the extended list price of the Bill of Material has not decreased by more than the minimum threshold defined above the changes to the Bill of Materials will not affect eligibility for the Partner-led One Year On Us promotion and said changes to the opportunity will be approved by the Cisco account manager.

# 9 Partner Compensation Framework

The Partner-led One Year On Us promotion compensation model consists of special upfront discounts and credits associated with participating Cisco Secure products included in the bill of materials.

Discounts on eligible software will be consolidated with partner's standard deal registration discounts. Discount tables located at [Global Discount Guide](#).

For more info on Security Partner Deal Registration and Promotions, review: <https://www.cisco.com/c/en/us/partners/promotions/security-ignite.html>

# 10 FAQ

Q. WHAT IS 'PARTNER-LED ONE YEAR ON US'?

A. The Cisco Secure Partner-led One Year On Us promotion is designed as an incentive for qualified Cisco Partners to hunt with Cisco for new customers that have not yet purchased or have not purchased eligible Cisco Secure products within the last three years

Q. WHEN WILL "PARTNER-LED ONE ON US" BE AVAILABLE?

A. Currently available now

Q. HOW LONG WILL 'PARTNER-LED ONE YEAR ON US' PROMOTION BE AVAILABLE?

A. Through the end of Q3 FY22 (April 30, 2022)

Q. HOW WILL CISCO SECURE DETERMINE WHAT IS A "NEW NET" CUSTOMER?

A. Net New customer is defined as a customer who has not yet purchased the participating Cisco Secure products or an inactive customer that has not purchased or renewed participating Cisco Secure products in the last three years.

Q. CAN THIS PROMOTION BE APPLIED TO DEALS IN FLIGHT?

A. No

Q. IS THERE A LIMIT TO THE NUMBER OF LICENSES?

A. There is no limit on the number of eligible licenses per customer.

Q. IS THIS A GLOBAL PROMOTION?

A. Yes, 'Partner-led One Year on Us' is available globally anywhere Cisco Secure products are sold.

Q. WHICH SKUs ARE ELIGIBLE FOR THE OFFER?

A. Duo: Duo-Sub, Duo-Fed-Sub

Secure Endpoint: AMP4E-ADV-CL-SUB, AMP4E-CL-SUB, AMP4E-SEC-SUB

Secure Email: L-CES-SUB & CMD-SEC-SUB

Umbrella DNS: UMB-SEC-SUB, UMB-DNS-ESS-K9, UMB-DNS-ADV-K9  
Identity Security Engine (ISE) 3.x: ISE-SEC-SUB

**Note:** EDU versions of the eligible products (SKUs) are not part of this offer

Q. DO ENTERPRISE AGREEMENTS QUALIFY FOR THE PROMOTION?

A. Not directly, as this promotion is designed to drive a-la-carte sales.

Q. WILL THIS PROMOTION APPLY TO A CUSTOMER LOOKING TO RENEW?

A. No, this promotion is targeted at developing net new business as defined above.

Q. HOW DO I ADD THE OFFER IN CCW?

A. This promotion will not appear in CCW and will be applied automatically. There is no change from your current deal registration process on any SKUs in CCW for this promotion.

Q. IS THIS OFFER STACKABLE WITH OTHER CISCO PARTNER PROMOTIONS?

A. Yes, this promotion is stackable with all existing Cisco partner promotions.

Q. CAN 'PARTNER-LED ONE YEAR ON US' BE SOLD TO PUBLIC SECTOR CUSTOMERS?

A. Yes

Q. DOES THE PARTNER HAVE TO TRANSFER THE DISCOUNT CREDIT TO THE CUSTOMER?

A. The amount of discount credit is passed to the customer at the partners' discretion. This promotion is intended as a partner profitability offer. Some or all the incremental discount credit can be conveyed to the customer.

Q. HOW DO I CONTACT SOMEONE WITH QUESTIONS?

A. Email:

Duo: [duogrow@cisco.com](mailto:duogrow@cisco.com)

Secure Endpoint: [ask-secureendpoint@cisco.com](mailto:ask-secureendpoint@cisco.com)

Secure Email: [cmd-inquiries@cisco.com](mailto:cmd-inquiries@cisco.com)

Umbrella: [ask-umbrella-deal-guidance@cisco.com](mailto:ask-umbrella-deal-guidance@cisco.com)

ISE: [ise-feedback@cisco.com](mailto:ise-feedback@cisco.com)