

Solution Incentive Program (SIP)

The Cisco Solution Incentive Program (SIP) rewards partners that invest in the development and sales of total solutions that integrate vendor-partner business applications and services with Cisco technology. The program recognizes partners for their efforts and expertise in developing solution opportunities and understands the benefits a business impact with a total solution sell for Cisco, our partners, and our customers.

Program Requirements

- Cisco Gold, Silver, Premier, or Select Certified Partners, Cisco Cloud and Managed Services Program partners.
- Solution must be repeatable.
- Solution must be no more than 80% Cisco.
- Partner must provide Go-To-Market Business Plan which includes information about partner certifications, specializations, customer reference, pipeline of solution, implementation strategy, support services, etc.
- All customer market segments.
- \$10,000 Cisco List minimum deal.
- Repeatable solution is submitted and approved in Partner Program Enrollment (PPE).
- Individual opportunities are submitted and approved in Cisco Commerce Workspace (CCW).

Program Benefits

Through SIP approval, Cisco addresses the profitability and success of Cisco's highest-value partners that can sell the total business solution. Incremental and fixed discount off Cisco list price on eligible products; 2-tier partners will negotiate their discount with a Cisco US Authorized Distributor. Up to 25% discount off Cisco list for eligible services*; 2-tier partners will negotiate their discount with a Cisco US Authorized Distributor. ** Services not available for LATAM* Increase incremental revenue in major markets, elevate business relevance of networks by implementing applications, and boost partner profitability for partners that integrate Cisco technology into their solution sales.

Product Eligibility

All products on the Cisco Global Price List except SolutionsPlus products, Incentive Restricted SKUs, and refurbished equipment.

Eligibility Timeframe: Solution is approved for 12 months from approval date.

Objective	<ul style="list-style-type: none">• Reward partner for deploying a complete packaged solution:[software business app + network infrastructure components + lifecycle services]
Who can use	<ul style="list-style-type: none">• Select, Premier, Silver & Gold Certified only
How to use	<ul style="list-style-type: none">• Simply enroll the solution into PPE – requires Cisco approval• Once approved, register opportunities in CCW
Why be interested	<ul style="list-style-type: none">• Competitive advantage, highest discounts of Incentive programs• Differential discount in competitive situations
Reward	<ul style="list-style-type: none">• Fixed Discount off of List Price• Standard discounts are up to 54% for hardware and 25% for Services
Combinations	<ul style="list-style-type: none">• Can be combined with VIP
Promotion Validity	<ul style="list-style-type: none">• On-going
Additional details	<ul style="list-style-type: none">• Solution approved for 12 months and may be renewed
Find out More	<ul style="list-style-type: none">• www.cisco.com/go/sip

Related URLs & Tools

[Cisco Commerce Workspace \(CCW\)](#)
[Solution Incentive Program \(SIP\)](#)
[Partner Program Enrollment \(PPE\)](#)

Contact Details for Support or Queries

If you have any questions about SIP or a specific deal, contact your Cisco Partner Account Manager (PAM) or send an email to apo-program-help@cisco.com