

# Teaming Incentive Program (TIP)

The Cisco Teaming Incentive Program (TIP) rewards partners for their pre-sales effort, value-add, and investment when teaming with Cisco on Cisco initiated deals. By teaming with Cisco early in the sales cycle, together we are more likely to win the business and successfully deploy complex architectures. Key to success for complex, architectural sales transactions is early partner engagement and teaming in the sales process.

## Program Requirements

- Cisco Gold, Silver, Premier, or Select Certified Partners and Cisco Cloud and Managed Services Program partners.
- Cisco AM deems it necessary to team with a Partner due to objective criteria
- Partner must complete 2 pre-sales activities and have Partner Value Statement
- Partner and Cisco AM must team on Joint Opportunity Plan
- All customer market segments
- \$50,000 Cisco List minimum deal; \$25,000 Cisco List minimum for first order
- Opportunity must be submitted in Cisco Commerce Workspace (CCW)

## Program Benefits

Through TIP approval, Cisco now rewards partners for the value they add via their pre-sales investment in Cisco led opportunities.  
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  
Cisco Technology Migration Program (TMP trade-in Credits) may be combined with your US TIP deal. (Pre enrollment in TMP is required by partner's CS Apps Administrator.)

## Product Eligibility

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

## Eligibility Timeframe

6 months from qualification date, with ability to request renewal

Objective	<ul style="list-style-type: none"><li>• Provide incentives for partners that actively identify, develop, and close new business through deal registration</li></ul>
Who can use	<ul style="list-style-type: none"><li>• Select, Premier, Silver &amp; Gold Certified only</li></ul>
How to use	<ul style="list-style-type: none"><li>• Register your opportunity in the Cisco Commerce Workspace</li><li>• Once an it has been approved you may offer a quote to your customer</li></ul>
Why be interested	<ul style="list-style-type: none"><li>• Deal protection</li><li>• Differential discount in competitive situations</li></ul>
Reward	<ul style="list-style-type: none"><li>• Fixed discounts up to 50% for hardware and 25% for Services</li><li>• Additional discounts for specific product families</li></ul>
Combinations	<ul style="list-style-type: none"><li>• Can be combined with VIP and CTMP</li></ul>
Promotion Validity	<ul style="list-style-type: none"><li>• On-going</li></ul>
Additional details	<ul style="list-style-type: none"><li>• Eligibility Timeframe - 6 months from qualification date, with renewal per AM approval</li></ul>
Find out More	<ul style="list-style-type: none"><li>• <a href="http://www.cisco.com/go/teaming">www.cisco.com/go/teaming</a></li></ul>

## Related URLs & Tools

[Cisco Commerce Workspace \(CCW\)](#)  
[Teaming Incentive Program \(TIP\)](#)

## Contact Details for Support or Queries

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