

Incentives & Programs

Partner Programs are the best way for your partner to achieve profitability when selling Cisco. It is important for System Engineers, Partner Account Managers, Sales Account Managers to understand how these programs are governed and what the partner and internal requirements are.

You can take part in long-term incentives that reward you for the value you add to a deal. And increase your profitability and win competitive deals by taking advantage of short-term promotions. Click [Explore incentives](#) to know about all the Incentive programs available for you.

Incentives Website List of incentives by Architecture	Access here
Promotions Cheat Sheet Quarterly updated pdf with latest available promotions	Access here
Incentives Snapshot Monthly updated pdf summarizing all available incentives	Access here
Stackable Incentives Slide deck with visual of slides that can be stacked	Access here
OIP - Account Breakaway One pagers with what you need to know about these programs	Access here

Most Visited Programs
Account Breakaway Program
Cisco Rewards
Collaborate Everywhere Promotion
Enterprise Networks Bundles
Fast Track
Nexus Promotions
Not for Resale (NFR)
SmartPlays
Value Incentive Program (VIP)

****Data related to incentives, such as discounts or payment percentages, shown in this document is a snapshot of programs’ rules at a given date. Please refer to Programs’ Terms and Conditions for the latest updates. Terms and Conditions take precedence over this document.**