

# Opportunity Incentive Program (OIP)

The Cisco Opportunity Incentive Program (OIP) rewards Cisco channel partners who actively identify, develop, and win new business opportunities when selling Cisco advanced, emerging, and core technologies in all markets. This program incorporates deal registration to protect and reward partners' presales investments, enabling partners to focus on their added value to win opportunities

## Program Requirements

- Cisco Gold, Silver, Premier, or Select Certified Partners, Cisco Cloud and Managed Services Program partners as well as partners with Advanced Data Center Architecture, Unified Fabric Technology (UFT), or Unified Computing Technology (UCT) specialization
- Partner must have completed presales sales milestones and any required documentation
- Partners must attach a high level design of proposed solution on every deal submitted above \$500,000 List
- All customer market segments
- \$10,000 Cisco List minimum deal
- Not in Cisco Sales Forecast or previously approved in OIP
- Opportunity must be submitted & qualified prior to an End User's issuance of an RFP/RFQ/RFI
- Opportunity must be submitted in Cisco Commerce Workspace (CCW)

## Program Benefits

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 OIP 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  
Additional renewals for leasing

Objective	<div>•Provide incentives for partners that actively identify, develop, and close new business through deal registration</div>
Who can use	<div>•Select, Premier, Silver &amp; Gold Certified only</div>
How to use	<div>•Register your opportunity in the Cisco Commerce Workspace •Once an it has been approved you may offer a quote to your customer</div>
Why be interested	<div>•Deal protection •Differential discount in competitive situations</div>
Reward	<div>•Fixed discounts up to 50% for hardware and 25% for Services •Additional discounts for specific product families</div>
Combinations	<div>•Can be combined with VIP and CTMP</div>
Promotion Validity	<div>•On-going</div>
Additional details	<div>•Eligibility Timeframe - 6 months from qualification date, with renewal per AM approval</div>
Find out More	<div>•<a href="http://www.cisco.com/go/oip">www.cisco.com/go/oip</a></div>

## Related URLs & Tools

[Cisco Commerce Workspace \(CCW\)](#)  
[Opportunity Incentive Program \(OIP\)](#)

## Contact Details for Support or Queries

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