**DSV Frequently Asked Questions**

**What is DSV?**

Distribution Sales Visibility delivers process & policy enhancements and will ultimately replace Channel Bookings Neutrality (CBN). Once rolled out it will:

* Allow Distributors to choose whether to fulfill orders from stock or dropship from Cisco to best meet the needs of Partners and End Customers
* Simplify returns- DSV allows returns (standard return policy applies), unlike CBN
* Enable bookings credit for orders placed through Distribution to be recognized same-day, as quickly as Direct 1-Tier orders

**Why DSV?**

Channels Bookings Neutrality was introduced to accelerate Distributor and Partner bookings credits, and benefit Partner competitiveness for deals over $100K. However, orders of less than $100K are not eligible for CBN, and Distributors cannot ship CBN orders from stock- often resulting in delayed shipments to Partners and End Customers. DSV improves on CBN by removing the $100K order minimum, allowing fulfillment from Distributor inventory, and providing other key benefits.

**How Does DSV Improve Process & Policy Versus CBN?**

* Distributors can leverage existing inventory versus CBN’s drop ship-only policy (shipments were only direct from Cisco), improving order cycle times
* Partners can leverage volume promotions not possible with CBN, for example, Fast Track.
* No minimum order size for DSV versus $100K minimum for CBN
* DSV establishes same day booking credit vs. 2 to 5 days with CBN or up 3 weeks without CBN or DSV, improving 2-Tier competitiveness with other routes-to-market
* DSV allows returns versus CBN’s no returns policy

**What Doesn’t Change?**

* The order must provide an approved Deal ID (DART ID) – with discount, partner, and end-user identified
* Both 1-Tier and 2-Tier orders are eligible
* Both product and services can be ordered
* Distributor must be setup to participate in the DSV program

**Will Distributors Continue Placing CBN Orders Once They’ve Transitioned to DSV?**

Once a Distributor moves to DSV, all of their business flows through the DSV process using DSV enabled systems, providing same-day bookings credits (with the exception of stock replenishment orders). As a result, CBN is disabled for that Distributor.

**Where can I get more information?**

For more information, please reach out to your local WW Disti team, or navigate to the Cisco Distribution Central DSV page:

Asia Pacific, Japan, China: [dsv-apjc@cisco.com](mailto:dsv-apjc@cisco.com)

Europe, Middle East, Africa, Russia: [dsv-emear@cisco.com](mailto:dsv-emear@cisco.com)

Americas: [dsv-amer@cisco.com](mailto:dsv-amer@cisco.com)

Distribution Central’s DSV page: <https://www.ciscodistributioncentral.com/programs-and-promotions/program/distribution-sales-visibility>