

# Comstor Small Business Partner Guide

Guiding you to ways of being more profitable  
within the Small Business Market





# Contents

- Small Business Market.....3
- Grow your business with Comstor .....4
- Why partner with Comstor? .....5
- Products .....6
  - Product Portfolio .....7
  - Comstor Portfolio.....8
  - Comstor’s positioning.....9
- Support .....10
  - Get set for success..... 11
  - Small Business Teams ..... 12
  - Marketing Velocity Central .....13-16
  - Business product selector..... 17
  - No budget no problem..... 18
  - Cisco Capital ..... 19
  - How can financing benefit you as a partner?.....20
  - IT Investments ..... 21
  - Why choose Cisco ..... 22
  - Digital Distribution.....23-24
  - Partner View..... 25
  - Certifications..... 26
  - Service and Support..... 27
  - Presales and Postsales Support..... 28
  - Support and Training Links..... 29
- Profitability.....30
  - Be Profitable.....31-34
  - War Room Overview ..... 35







# Guiding you to ways of being more profitable within the Small Business Market

## The Opportunity in Small Business

Cisco technology is already used by companies and governments all over the world. And now, that same best-in-class technology can help your customers run and grow their small businesses. It's technology that's innovative, trusted, and sized for all customers. Jump start your practice with a new portfolio of products specifically designed and priced for small businesses.

At Comstor, we think as big as you do to ensure you're meeting the expectations of your customers, so choose us to help you capture a share of this expanding market.

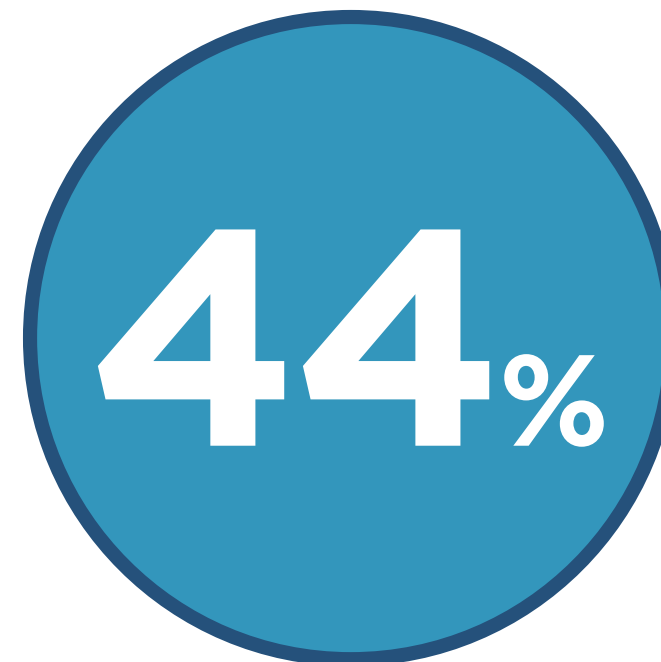
## There is nothing small about small business



**Employ 2/3 of the global workforce<sup>1</sup>**



**Create 1/2 the world's GDP<sup>1</sup>**



**Account for 44% of all IT spending<sup>2</sup>**

1. <http://thenetwork.cisco.com> 2. SMB Group, November 2018







# Quick steps to start and grow your business with Comstor

**Part of the Comstor Small Business focus involves our efforts to simplify and streamline a successful sales process for our partners.**

The sections in this guide outline the easiest ways possible to build a profitable small business practice.

This Guide provides easy access to resources with well-organised content under the areas of Products, Support, and Profitability, along with helpful getting-started guides to show exactly what you need to do, and when, to help you build a profitable small business practice quickly.



## Products

Cisco Designed: Cisco's broad portfolio of small business products to meet your customers' needs which we at Comstor have outlined in 4 key areas based on your end customers business needs.



## Support

Valuable tools, training, and support to help you sell and deliver solutions that build customer loyalty



## Profitability

A variety of programs and incentives that can quickly increase your profits



# Why partner with Comstor?



## Strategic Vendor Partnership

**We're proud to be a true extension of Cisco in the marketplace, working closely with partners to build their Cisco business.**

100% aligned, we're not only the largest Cisco-exclusive distributor, but we also have the most Cisco-trained and certified experts in the channel. A true collaborator in its go-to-market and channel strategy, learn more about how to win with Comstor.



## Extensive Expertise

With 25 years exclusive focus, we are Cisco's largest distributor with the most Cisco-accredited experts in the channel.



## High Stock Availability

We serve a huge range of customers on behalf of our vendors, from small, independent resellers to large multinational organisations. With 44 international logistics centres & stocking facilities, shipping to 180+ countries or territories.



## Market and Business Intelligence

By providing resellers with market and business intelligence we enable them to make smarter strategic decisions and facilitate the growth of their businesses



## Logistics

The 'classic' role of distribution: delivering orders to the resellers' or end user customers' premises - now evolving into the world of digital logistics.



## Professional Services

We provide technical support for a range of IT products, both pre-sale (product specifications) and post-sale (troubleshooting, configuration issues, technical training, etc.).



## Financial Support

The provision of credit allows resellers to supply, configure and install products without having to finance their entire work-in-progress and receivables from the end customer.





# Products

**Cisco Designed is a product set from Cisco that has been built and curated specifically for small business. It's the right price, the right feature set, the right size. It's also easy to buy, easy to install, easy to manage and support - perfect for small business.**

Discover information about the key architecture solutions here:

[Enterprise Networking](#)

[Security](#)

[Collaboration](#)

[Data Centre](#)

[Software and Services](#)

CISCO  
DESIGNED







# Product Portfolio

Cisco Designed is a product set from Cisco that has been built and curated specifically for small business. It's the right price, the right feature set, the right size. It's also easy to buy, easy to install, easy to manage and support.

Discover the [Cisco Designed Portfolio](#)

CISCO  
DESIGNED



## Network

**Give your customers a network that's easy to deploy, operate, manage and scale**

Meraki MR/MS/MX/MV

Meraki GO

Catalyst 1K Switch

Cisco Business Switches

Cisco Business APs

Mobility Express APs

Cisco Business Routers



## Secure

**Products to help your customers get their employees, customers and data protected**

Duo

Umbrella

AnyConnect

ASA/Firepower Advanced

Malware Protection (AMP)



## Collaborate

**Give your customers the tools for their teams to work at their best together, on any device**

Webex Teams

Webex Meetings

Hand/Headsets

Room and Desktop Systems

BE4K

WebEx Calling

UCCX WebEx CC



## Compute

**Your customers can get secure access to apps and data anywhere**

Hyperflex Edge

UCS Rack Servers

Intersight



# Capture your share of this opportunity - Discover how Comstor position the Cisco Designed portfolio

Comstor have created a positioning story by identifying the main business needs within the small business segment and in turn aligning the correct solutions accordingly.

## Buy it, Tweak it, Control it

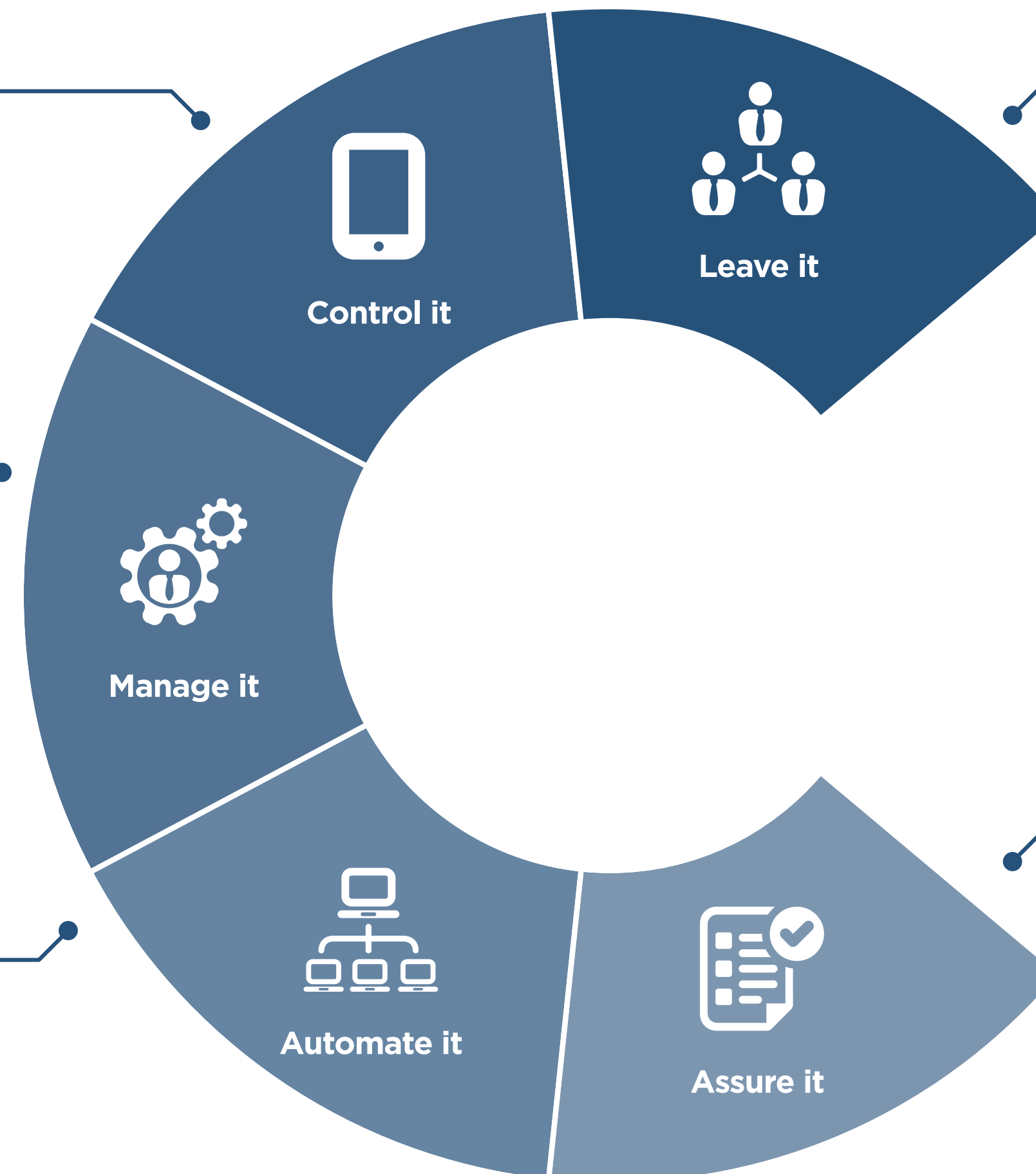
- Price sensitive
- App-based management
- Accommodate guests

## Buy it, Configure it, Manage it

- Price aware
- Full Multisite, multi-tenant management
- Interact with guests
- Secure employee access & mobile employees

## Buy it, Configure it, Automate it

- Full Multisite, multi-tenant management
- Integrate with business apps
- Guests, employees, BYOD
- Cloud managed



## Buy it, Tweak it, Leave it

- Super price sensitive
- Non to basic management options

## Buy it, Configure it, Assure it

- In-depth multisite management with machine learning
- Integrate with business apps
- Guests, employees, BYOD, critical data





# Comstor's positioning of the Cisco Designed portfolio



**Buy it, Tweak it,  
Leave it**



**WAP**  
SG100/200 | RV0/1/2



-



**AMP4E Umbrella**



**Webex Call**  
Partner Hosted gateway



**Buy it, Tweak it,  
Control it**



**Meraki GR | Meraki GS |  
Meraki GX**



-



**AMP4E Umbrella**



**Webex Call**  
Partner Hosted gateway



**Buy it, Configure it,  
Manage it**



**DNA Spaces | CBS | CBW |  
CBR | CAT1K | MobEx**



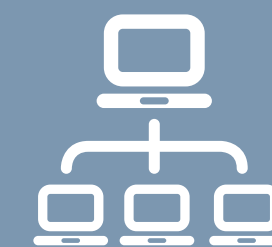
**C220/240 | HX220c Edge**



**AMP4E Umbrella |  
Meraki SM | DUO**



**Webex Call CC/Meet/Team |  
Video EP/HS | ISR4K-CUBE**



**Buy it, Configure it,  
Automate it**



**DNA Spaces ISE  
Meraki MR | Meraki MS |  
Meraki MX**



**AppDynamics  
C480-B480 |  
HX220c | HX240c**



**AMP4E Umbrella | Meraki SM  
| TreatGrid | EMAIL-DUO |  
Anyconnect FP1000 | 2000**



**Webex Call CC/Meet/Team  
Video EP/HS IPphones |  
ISR4K-CUBE**





# Support

**Part of the Cisco Small Business advantage is the support Comstor & Cisco are committed to providing our partners.**

In this section, you'll find all the tools, training, and support you need to help you sell and deliver solutions that build customer loyalty.

With specific suggestions for recommending products to small business customers, this section is helpful for Cisco partners and resellers who need a broad, high-level overview of Cisco products and solutions for small business.

For additional information, visit the following site:

**Industry-specific resources:**

Case studies, marketing content, and more.







# Get Set for Success

## Are you already a Cisco & Comstor registered partner?

We're glad you're part of the team, and we want to make sure you have everything you need to accelerate your success. The Comstor Small Business Team and Cisco Designed portfolio can offer fantastic benefits to Cisco partners who serve small businesses. You'll find a wide range of products and services designed specifically for your customers' needs—and sales incentives that reward and extend your efforts. The following is an easy quick-start plan to speed up your path to profitability and growth.

You can find more information to kick start your Small Business growth on the [Cisco Designed for Small Business site](#) or the [Comstor website](#).



## If you're not already registered – it's simple!



**1.** Go to Partner Self Service and select 'Associate Myself with a Company'.

**2.** Search for your company by Country and Company Name.

**3.** Select your company and location from the list, and then submit your request.





# The Comstor Small Business Teams

To show how dedicated Comstor are to the small business market we have assigned a team individuals, across EMEA, solely focused on helping our resellers grow and become more profitable within this segment.

The teams are formed of Internal Small Business Leads, Internal Account Managers, External Account Managers.



## Internal Small Business Leads

Will be the main point of contacts in country driving the business for small business opportunities and working with all partner types alongside Cisco to help grow opportunities.



## Internal Account Managers

A team of highly trained and highly skilled Internal Account Managers will be in place to support all Registered and Select accounts in order to highlight products, promotions and deal opportunities.



## External Account Managers

Our team of external sales specialists will help to drive your business forward by taking Cisco's portfolio on the road. This team are focused on meeting resellers face to face but can also assist over WebEx or call backs. Once our specialists understand more about your business needs, they can identify further Cisco opportunities for you.





# Marketing Velocity Central reference guide

**Cisco Marketing Velocity Central offers a variety of no-cost marketing content, services, and executable programs to help with demand generation.**

You also have access to Marketing Velocity Learning - find out more [here](#)

[This](#) is a nice video of what Marketing Velocity as a brand is (of which MVC is a part of).



## Customisable Marketing Campaigns

Browse or search campaigns and use a combination of free platform-based capabilities and paid-for agency executed demand generation services. Customize to your brand and add your messaging.

Campaigns are available in a variety of languages.



## Marketing Content

View and download a wide range of content including messaging guides, videos, third party white papers, infographics, call scripts, copy blocks, case studies and social media posts. Customize, deploy or download for use in your marketing campaigns.



## Automated Email Workflows

Email journeys are an effective way to build relationships and nurture prospects & customers while keeping your brand front and center. It's simple—personalize co-branded emails, select your contacts and execute. Activate this free, multi-touch email journey to engage with your customers and generate leads.



## Social Media Syndication

Social media syndication makes it easy to include the latest Cisco solution and industry news on your social media channels. All content is curated by Cisco and is preloaded into Marketing Velocity Central. You have complete control over content scheduling, copy, and call-to-actions. Take advantage of this service to help ensure that your company always has a social presence.

To connect social media accounts, follow the instructions or contact your administrator.



**Visit Marketing Velocity Central  
(CCO ID will be required).**





# Marketing Velocity Central reference guide

Cisco Marketing Velocity Central offers a variety of no-cost marketing content, services, and executable programs to help with demand generation.



## Content Syndication

Content syndication with Web Plugins makes it easy to include the latest product and solution information on your website. The variety of microsites, showcases and banners are easy to deploy and allow your customers real-time access to the latest Cisco content and offers.



## Create Your Own (CYO) Emails and Web Plugins

Create Your Own (CYO) templates allow you to construct entirely custom emails, microsites and landing pages.

CYO tactics are pre-structured: just add your images, contact information, logo and messaging.



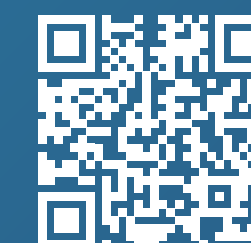
## Shared Analytics

A prospect's marketing journey is often complex yet unknown: it is hard to see their activity and topics of interest. That has changed. Shared Analytics records a prospect's presales activity on Cisco.com, action on your website and engagement with marketing tactics and activated campaigns.

View the specific [Cisco Small Business Solutions Campaign](#) now available - This campaign is built to support you to quickly and effectively drive awareness and demand for the Cisco small business portfolio and help you capture your share of this fast growing market.

Explore case studies and learn how Cisco's partners and distributors are benefiting from Marketing Velocity Central. There's also training resources and marketing tips to help guide you.

**Visit Marketing Velocity Learning to find out more.**







# Marketing Velocity Central reference guide

The agency marketplace gives you access to Cisco preferred agencies to help you build and execute end-to-end marketing campaigns. You can order Full Service Activities ranging from interactive video, intent-based lead generation and interactive video production through to traditional content syndication.\*



## Search Engine Marketing

Paid search, also known as PPC (Pay Per Click) or SEM (Search Engine Marketing) provides the opportunity to promote your business on popular search engines. We know that the world we live in has changed – it has gone digital. Searching online for recommendations and insights before we buy is key, similarly for business buyers as it is for consumers. A fully managed service is available across EMEAR, with evaluation of existing SEM activity and development of appropriate strategies around generating BANT qualified leads via Google AdWords paid media advertising. Campaigns also guarantee brand awareness and visibility via search engine exposure.



## Prelytix Customer Intelligence

Prelytix is a software platform that enables you to identify end users who are researching your product and competitive products, across 93% of the web. It enables efficient targeted marketing through the ability to analyse real-time, streaming buying signals to dynamically identify and respond to a customer's specific buying intent as it happens. The result is meaningful customer interactions based on their digital footprint, and greater revenue via fully engaged, qualified leads delivered for a flat-rate outlay.



## Web Advertising – Digital Demand Generation

Target customers who have shown interest in Cisco products and solutions across a network of millions of opted-in IT professionals. Via digital tactics such as web content syndication, banner advertising and email promotions, suitable prospects are guided towards hosted content via registering interest. Assistance is provided on the best assets to promote and suitable follow-up approach for the BANT qualified leads that are sourced.





# Marketing Velocity Central reference guide

The agency marketplace gives you access to Cisco preferred agencies to help you build and execute end-to-end marketing campaigns. You can order Full Service Activities ranging from interactive video, intent-based lead generation and interactive video production through to traditional content syndication.\*



## Account Based Demand Generation

Narrow your lead generation criteria using a target list of named accounts and additional bespoke questioning in addition to standard BANT validation. Push your content to more relevant prospective customers that you want to work with, meaning less time is wasted sifting through leads that lack potential. Leads are driven from extensive volumes of opted-in users across the databases of various online publishers and content hubs. Syndicating content across these networks helps establish brand presence amongst IT buyers from thousands of technology brands. Associate your content to various stages of the buyer journey as registered users discover, consider and decide on new Cisco products and solutions.



## Person-Based Display Advertising

Advertise to your list of target contacts at a personal rather than account level. Track ad impressions, clicks and engagements for each target individually - by name, literally. Build brand awareness and promote your content to the hardest to reach decision-makers. Use your opted-in marketing list or use click through's on ads as a show of legitimate interest to comply with GDPR, and have your ads drive to your choice of destination. Ad creation services are included and the extensive digital footprint that is tracked indicates the engagement level of the potential customer and at what point they should be handed over to a sales team member.



## Video

Video can be one of the most powerful tools in digital marketing. Cloud video production via a managed service provides professional production resources to ensure that your video creates the greatest impact for your brand. Once completed, you can share your video via a website, social media channels or email.





# Small Business Configurator

Find the right solutions to create a secure small business network.

The screenshot shows the 'SMALL BUSINESS HUB' website. The navigation bar includes links for Solutions, Profitability, Events & Training, Tools, Resource Centre, and Small Business Hub, along with a search icon. The main content area features a video player with a 'Market Teaser' video. Below the video is a section for the 'Small Business Configurator' with a 'LAUNCH' button. To the right, there is a 'CISCO DESIGNED' section featuring John Smith, an Account Manager, with contact information and a brief description of Comstor's partnership with Cisco. At the bottom, there are buttons for 'DOWNLOAD SMALL BUSINESS GUIDE' and 'JOIN SMALL BUSINESS TRAINING TRACK'.

SMALL BUSINESS HUB

Solutions Profitability Events & Training Tools Resource Centre Small Business Hub

Market Teaser

Small Business Configurator

Identify the optimum small business solution with our easy to use configurator.

LAUNCH

Small Business Resources

CISCO DESIGNED

John Smith  
Account manager  
✉ John.smith@comstor.com  
☎ (+44) 123 4567

Comstor is pleased to work alongside Cisco to be able to assist partners focused on the small business segment.

Guiding you to being more profitable within the Small Business Market.

DOWNLOAD SMALL BUSINESS GUIDE

JOIN SMALL BUSINESS TRAINING TRACK

COMING SOON





## No budget? No Problem

**With easylease 0% financing you can remove the obstacle, offer the best payment options in the market to your Small Business Customer.**

At 0% financing and payments spread over 36 months, you will close the deal faster by removing up-front payments, you can even add up to a 30% competitive kit.

### Why add Cisco Capital to your deal?



#### Your customer wants it

8 in 10 businesses finance the purchase of their assets



#### Flexibility

Cisco Capital offers a portfolio of payment solutions to fit different requirements



#### Best in class

With Cisco **easy**lease 0% financing your customer gets a true 0% offer



#### It is easy

You focus on the sale with your Customer while Cisco Capital experts do the rest

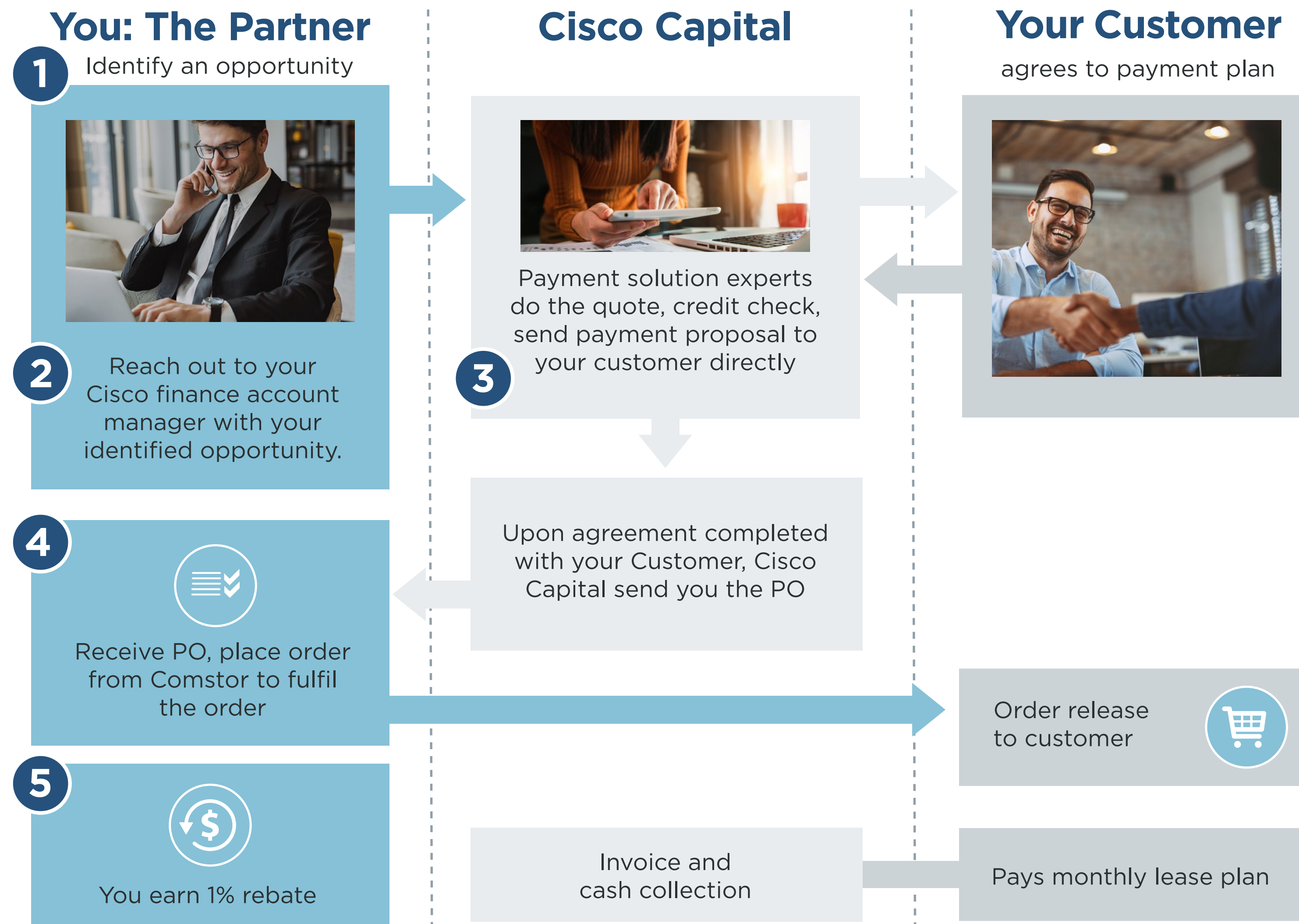
**Increase deal sizes: offer Cisco payment solutions to give your customers instant access to Cisco technology, services and software.**

PARTNER RESOURCES





# Adding Cisco Capital in 5 easy steps







# How can financing benefit you as a partner?



## Close more deals

No upfront cost, offer a periodic payment plan. Overcome objections about limited or unavailable budgets.



## Grow your profits

Retain more margin and increase deal profitability. At end-of-term, you are the first in line for repeat purchases.



## Outperform the competition

Cisco Capital provides the most competitive and flexible financing options for Cisco technology.



## Get your money faster

You will receive your payment as soon as the customer accepts the order. This avoids the need to wait for customer payments and helps improve your company cash flow.



## Improve customer loyalty

Financing aligns budgets with your customers' IT needs which leads to greater customer loyalty and increased future sale.

[Click here for flexible payment options from Cisco Capital](#)





# 75% of IT investments are leased

Payment options help...



**Align IT priorities  
with business initiatives**



**Maximise  
constrained budgets**



**Assure the success  
of IT projects**



**Allow for operating flexibility  
and technology refresh**

**Your Customers decision is not only  
'what' to buy - but 'how' to buy**

[Click here for flexible payment options from Cisco Capital](#)





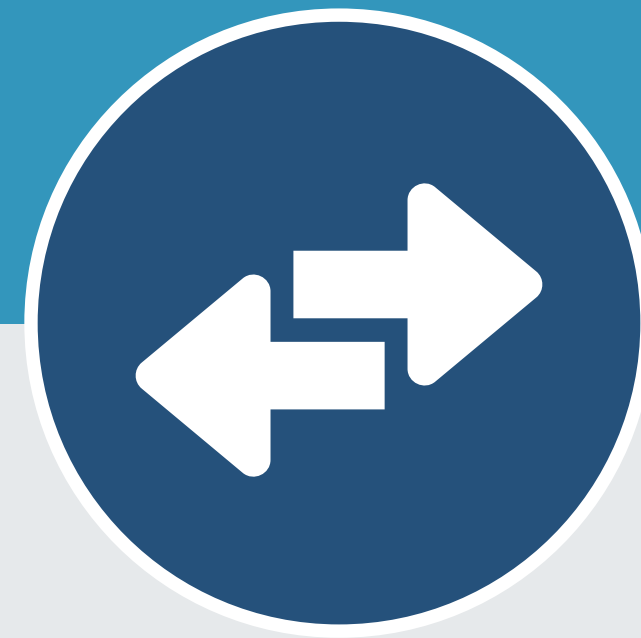
## Why choose Cisco Capital for financing



**Effective budget management**



**The technology you need when you need it**



**Alleviation of cost issues**



**Manageable technology upgrades and refresh**



**Eliminates equipment risks**

Financing provides customers flexibility to meet business demands and to take advantage of technology advances



Customers can sustain profitability while maintaining their competitive edge

[Click here for flexible payment options from Cisco Capital](#)





# Comstor's Digital Distribution

**The way technology is consumed, distributed and procured is changing.**

We're applying our experience and expertise to help partners adapt to the new digital world.

Our integrated Digital Distribution Platform delivers the tools, partner technology integration and automation partners need to grow and thrive.







# A powerful platform, built for mutual success

One platform of integrated, powerful digital toolsets across purchasing, renewals, sales management, cloud services and software – built to benefit all partners across the supply chain.



## Agility

Partners can adapt and respond quickly to customer needs with real time visibility



## Productivity

Clean and accurate data improves efficiency for faster turnaround



## Scalability

Workflow automation and functionality enables vendors and partners to scale



## Profitability

Reduces time to cash, unlocks more opportunities and recurring revenues

## Digital Distribution Platform







# PartnerView

## Making doing business even easier

- Making it even easier for partners to do business with us, PartnerView sets new standards in ease of transaction, customer insight and deal analytics. PartnerView helps partners succeed and grow.
- With PartnerView, partners can browse and order online, and confirm pricing, availability and delivery. It manages quotes, renewals, order tracking and history, and RMA submission. All in one place, 24/7.

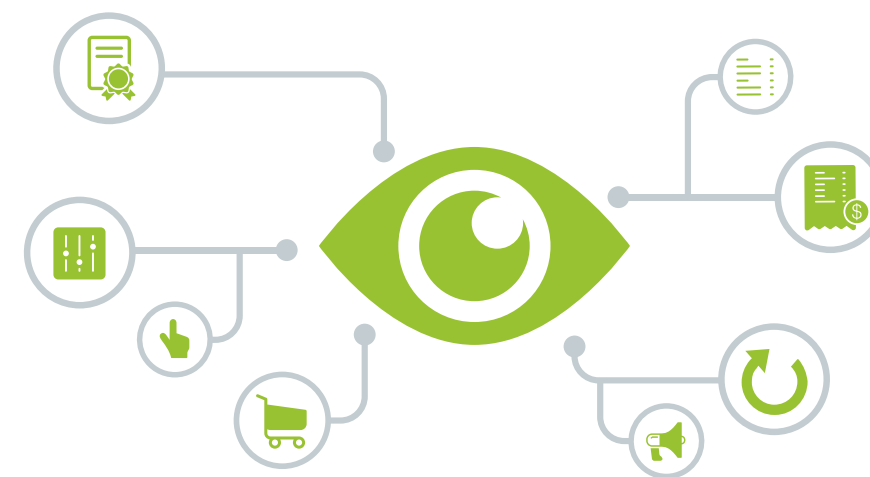


## Key benefits



### Self serve 24/7

Partners can self serve online and easily resolve everyday enquiries.



### Clear visibility

Visibility across all quotes, orders and renewals ensures no opportunity is missed.



### Simple processes

Simplified purchasing and procurement processes.

*“No need to contact my account manager to revise a quote or check the status of an order – I can find everything in PartnerView.”*

*“The best e-commerce system we have seen from our suppliers.”*

*“Seeing all our software or contract renewals in PartnerView 90 days out is critical to our recurring business. We can check in with every customer and follow up every lead in good time.”*

Visit PartnerView





# Cisco Certifications

## Show customers you can help them succeed!

Certify your skill set to show customers that you can help them become digital leaders.

A Select or Premier Certification rewards you for becoming an expert in a specific technology or business area.

Benefits	Registered Partner	Select Partner
Take Advantage of Demo Discounts: You will be able to take advantage of the Cisco Not For Resale (NFR) program which will provide you discounts on a selection of Cisco products, services and solutions	✓	✓
Increase Your Profitability: Gain access to a range of different financial rewards for selling a selection of specific Cisco Small Business products.	✓	✓
Incentives and Promotions: Ranging from simple, money-off discounts to competitive trade-in deals - get the edge over your competition and make a huge difference to your product	✓	✓
Access to Technical and Sales Training; Your company employees will be able to gain access to free focused training on Cisco services and products.	✓	✓
Payment and Financing Options: When you sign up as a Registered Cisco Partner, you will have the opportunity to maximize your sales and profits by offering Cisco Capital Finance as part of your sales strategy.	✓	✓
Be recognized in the Cisco Partner Locator: Get in front of a larger customer base.		✓
Get your Select logo: Showcase your Cisco partnership logo as recognition of your certifications and specializations.		✓
Access marketing tools: Gain access to marketing training and best practice expertise.		✓
Become eligible for a range of Cisco channel incentives that are only available from Select Partner status and up: These vary from percentage discounts to rebates.		✓



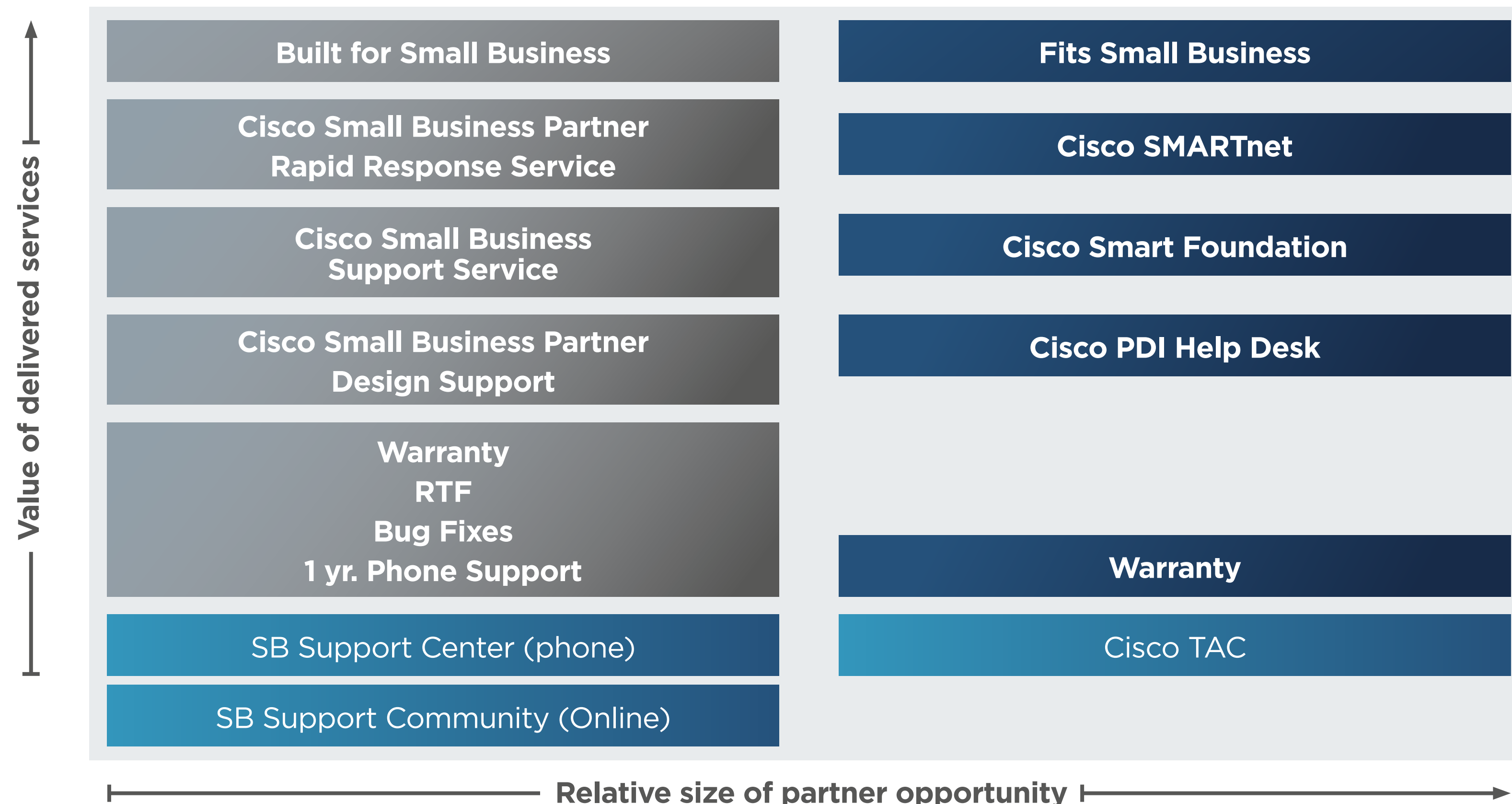




## Services and Support

Whether a customer is deploying a Cisco or Cisco Small Business solution, Cisco offers a full range of support and services across our broad product portfolio that complement our partners' own services. The offerings were designed to allow Cisco partners to combine the services they offer with Cisco Services to deliver a complete services offering (Figure 5).

**Figure 5 Cisco Services for Small Business**



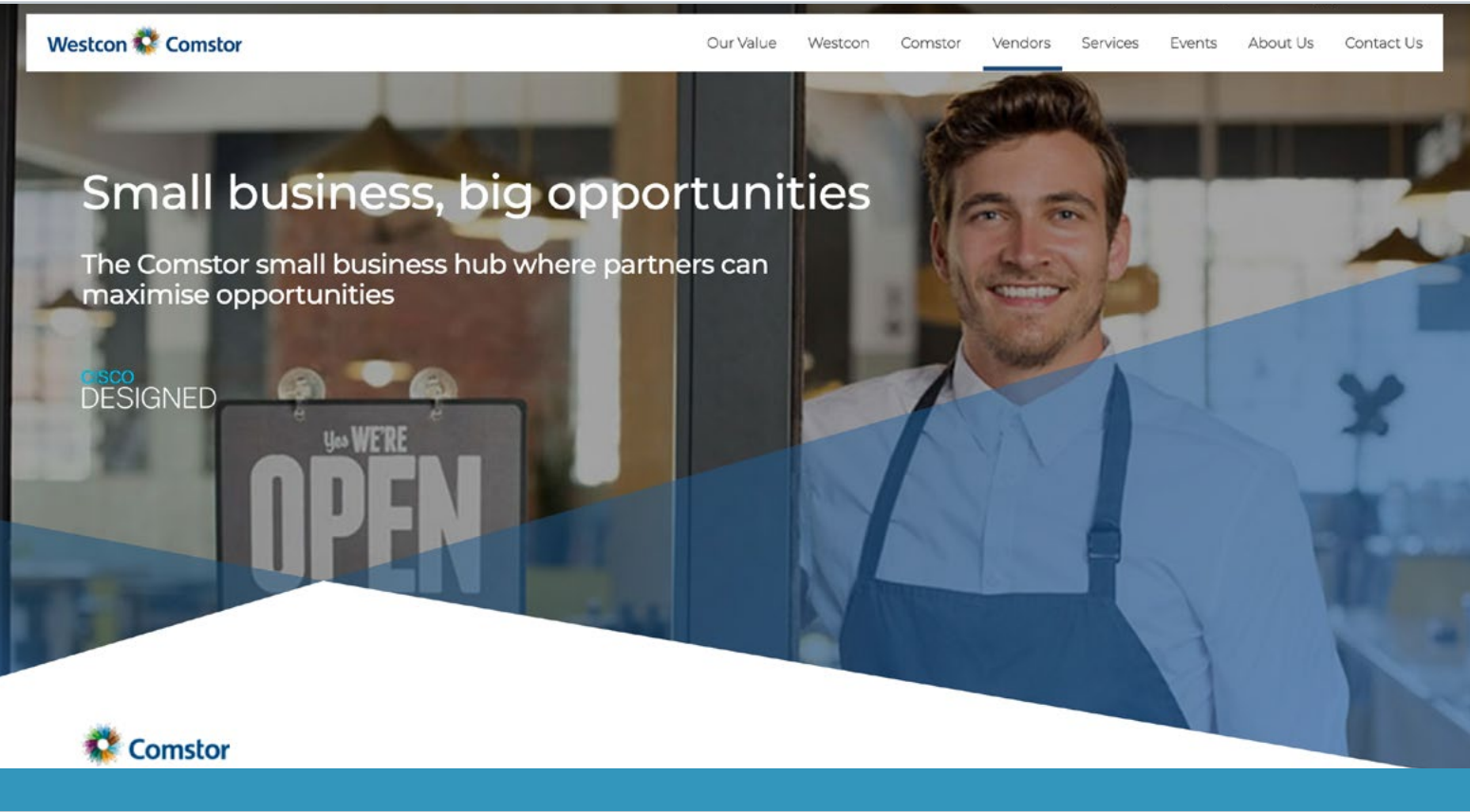
**For Cisco products that Fit Small Business, service and support are more sophisticated and customizable, just as the products are. This includes services such as Cisco Smart Foundation and SMARTnet Service.**

Cisco Small Business products that are Built for Small Business offer a level of service that is appropriate for most small businesses, provided by agents who have earned the Cisco CCNA® certification, for prompt, efficient, thorough resolution of any issue that may arise.





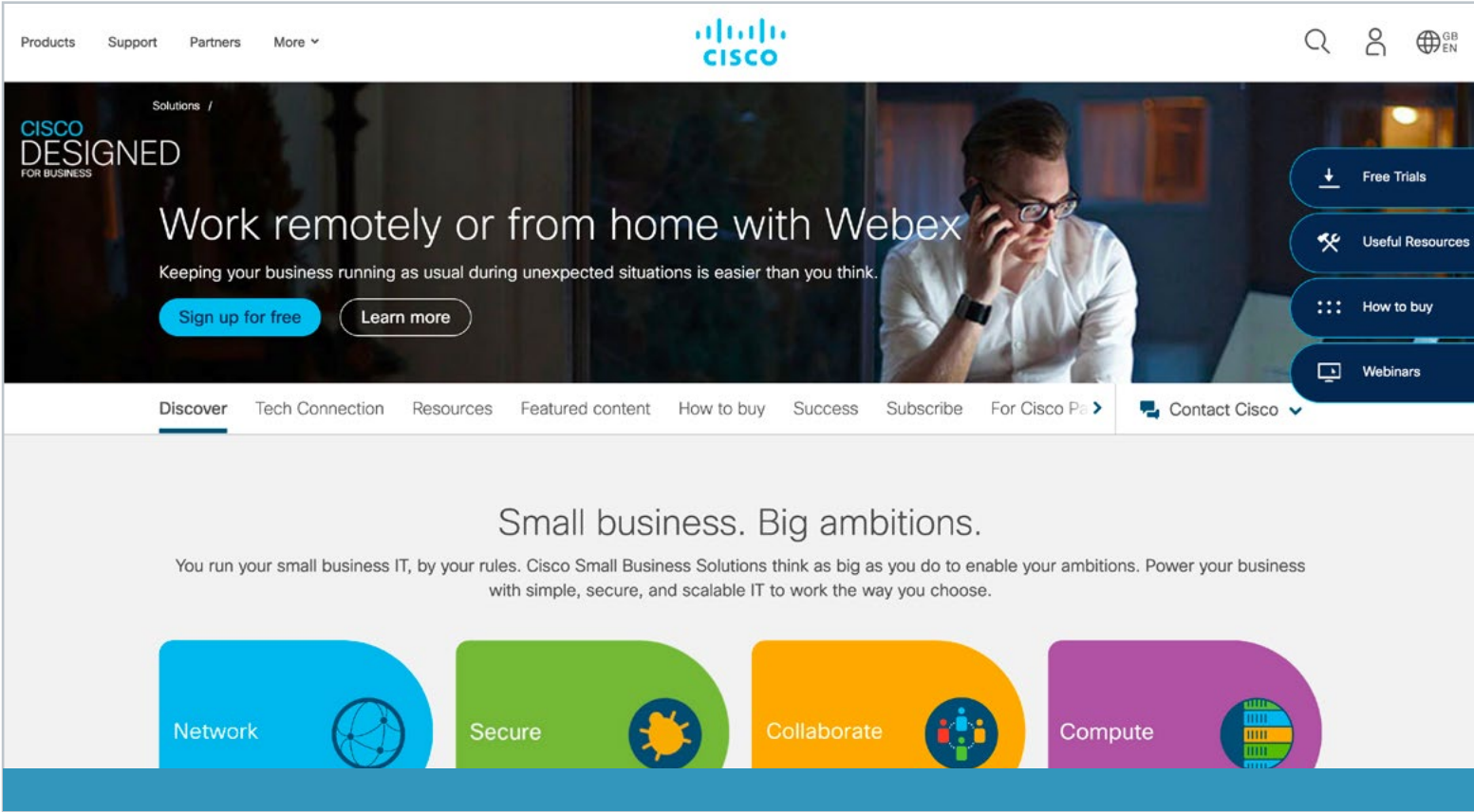
# Presales and Postsales Support



## Comstor’s Small Business Hub

A hub containing information and assets to help partners maximise small business opportunities

LEARN MORE

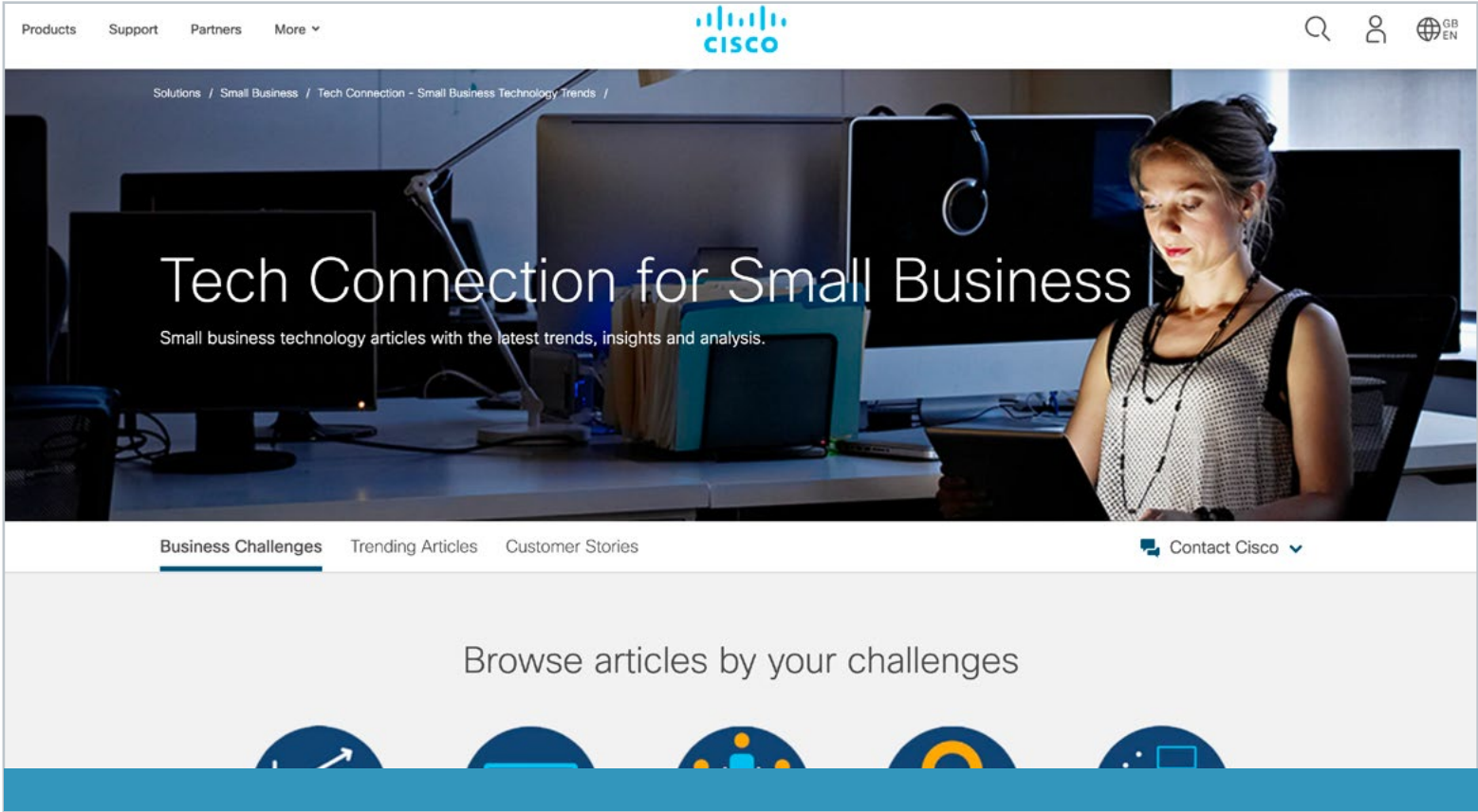


## Cisco Designed for Business Hub:

The main web pages on Cisco.com for partners serving the small business customer. From these pages you can reach all of the other resources, tools, and information pertaining to Cisco Small Business.

This site provides videos on demand (VoDs), and assets that demonstrate how partners can build a small business practice with Cisco.

LEARN MORE



## Cisco Tech Connection for Small Business

The latest technology resources, insights and trends. Read the latest business insights and digital innovation for small business to help you securely grow as big as your ambitions.

LEARN MORE





# Support and Training Links

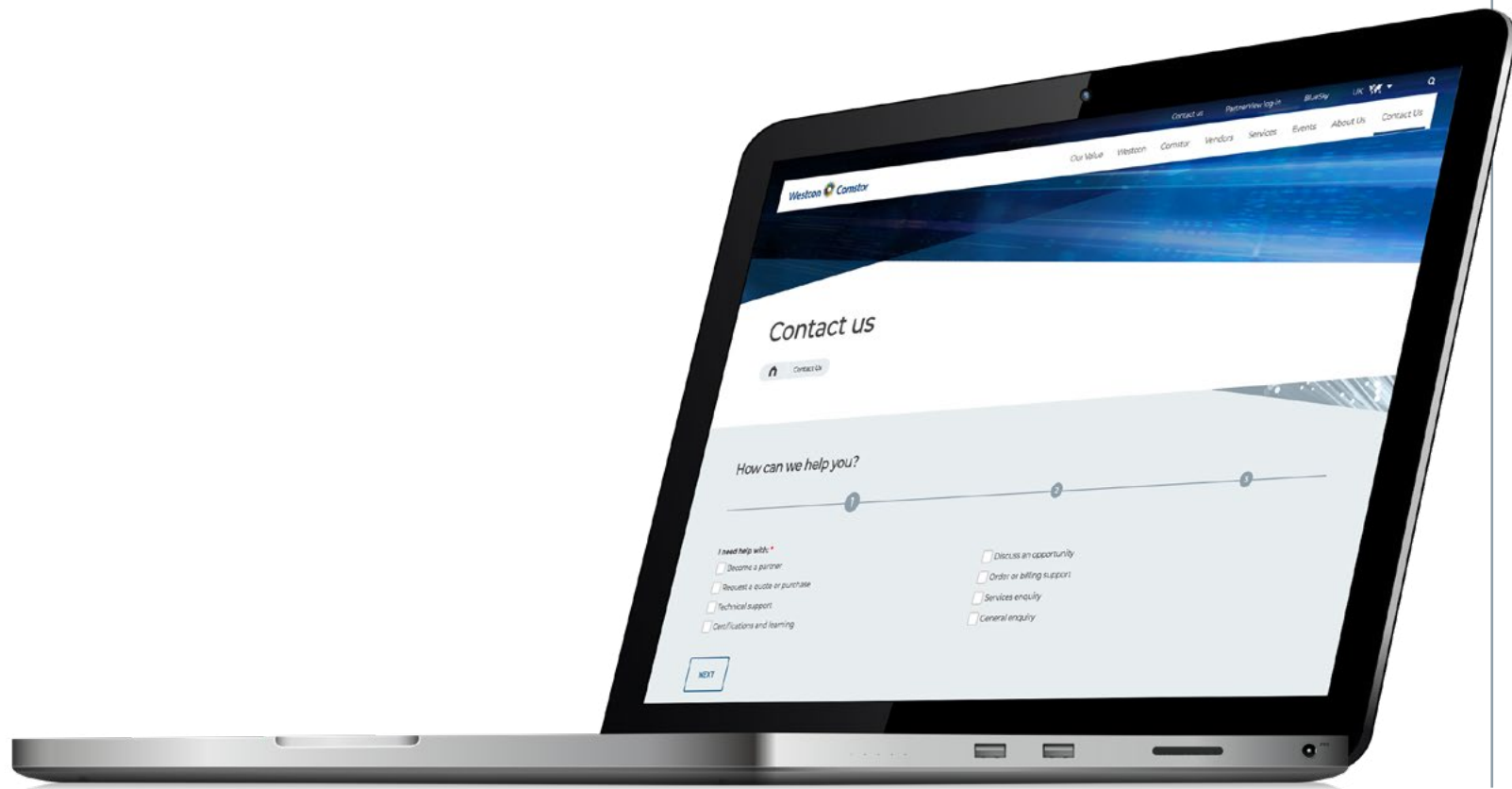
## Learn more about Comstor and our value

### Find resources to support your presales process with the Partner Helpline

The [Cisco Partner Helpline](#) is a direct path for partners to receive presales support, product design assistance, or help with partner tools and programs.

### Find Answers Fast Online

Use the Comstor website to find a list of useful Comstor [contacts](#) and direct any enquiries you may have to the correct individuals. You can also quickly get to information on the [Cisco Support website](#). Select an issue organised by task or by product. You can find instructions and links, tools and utilities, consolidated peer and expert wisdom, and technical documents.



## Join Cisco Communities

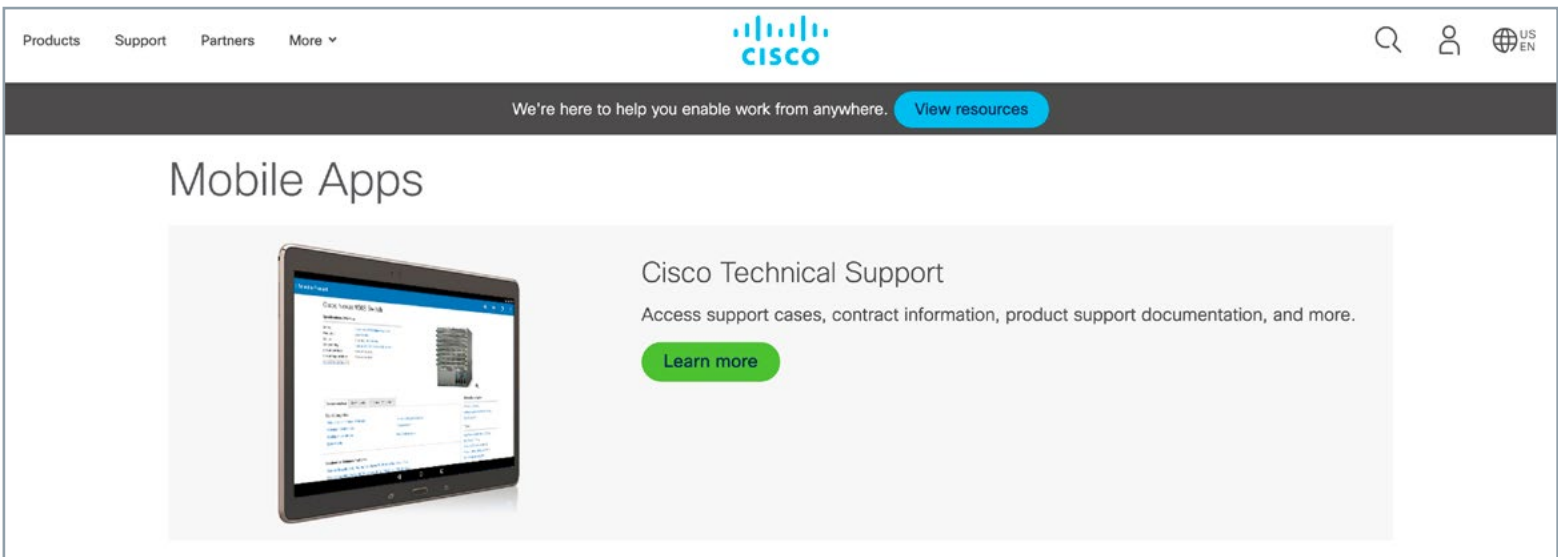
Prepare your team for sales success by connecting them to a variety of Cisco communities. Find out how to make your business more profitable with discussion posts, documents, and videos. Cisco partner communities also give you the chance to share experience and knowledge. There is no better place to go for help than to the people working in the field.

- Collaborate with Cisco’s Small Business solution and support experts, and with other Cisco partners. Cisco [Small Business Support Community](#) provides practical information with technical discussions, news, contacts, and resources, including break-fixes and product warranty information.
- Learn more about all Cisco technologies customers, plus partner services and programs through the [Partner Central Community](#).
- The [Cisco Services Community for Partners](#) helps partners build or grow a services practice. A watch list lets you track updates and discussion threads.
- [Cisco Support Community \(NetPro\)](#) is a Cisco discussion forum that can help answer difficult questions.
- A special “Ask the Expert” feature offers deeper information about a specific Cisco technology every two weeks.

## Get Free Training at the Partner Education Connection and Small Business University

The [Partner Education Connection](#) is an online tool that provides training on products, tools, and solutions.

[Small Business University](#) offers training and classes for the Cisco Small Business Specialization and much more.



## Prepare for Customer Success with Technology Labs

Cisco maintains hundreds of web-based labs for partners. Use them for hands-on experience to build familiarity and confidence before going to a customer site.

Cisco Technology Labs are regularly updated and help partners improve their skills in designing and deploying Cisco technologies, and for specializations or career certifications.





# Profitability

## Incentives, Promotions & Programmes

Enrol for incentives once, then never again. Spend less time enrolling, and more time earning. Through a single Channel Program Incentive Agreement for certain incentive programs, you enroll once and stay enrolled. Plus, Cisco will auto-enroll you into additional incentive programs you're eligible for. [Find out more](#)

### The programs included are the following:

[Cloud and Managed Services](#)

[Hunting Incentive Program \(OIP\)](#)

[Migration Incentive Program \(MIP\)](#)

[Not for Resale \(NFR\)](#)

[Seller Rewards Program](#)

[Teaming Incentive Program \(TIP\)](#)

[Value Incentive Program \(VIP\)](#)

[Lifecycle Incentives Program](#)

[Perform Plus Program](#)







# Be Profitable

**Earn higher discounts, rebates, and other benefits with the Value Incentive, Solution Incentive, and Pay for Performance Programs**

## **Value Incentive Program (VIP)**

As you achieve new levels of technology specializations, your business can participate in award-winning Cisco partner programs. Earn cash payments with the Value Incentive Program (VIP).

## **Solution Incentive Program (SIP)**

Earn joint marketing funds and other benefits with the Solution Incentive Program (SIP).

## **Pay for Performance (P4P) Service Incentive**

The Pay for Performance (P4P) Service Incentive Program pays you for making sure your customers get great service. Sign up now and boost your margins right away.







# Mentor

Expertise for profitable growth

To help you grow your Cisco business more profitably, regardless of where you are on your journey, we have developed the Comstor Mentor Program, an added-value program designed to grow your business. Comprising of three levels, it sets the industry benchmark for growth.

## Mentor

Essentials

### Comstor Mentor Essentials

A tried and tested framework backed by our expert knowledge across the entire Cisco portfolio to enable partners to grow and make their Cisco business more profitable.

COMSTOR MENTOR PROGRAM

## Mentor

Core

### Comstor Mentor Core

Partners that meet the criteria and that have committed to the program requirements are set up for accelerated growth. Through intensive consultancy on business planning, setting goals and implementation, participating partners can expect to outperform the market by 20%.

## Mentor

Alumni

### Comstor Mentor Alumni

This invite-only level is designed to ensure continued success and privileged access to expert knowledge, tools and executive engagement.





# Be Profitable

## Incentives, Promotions & Programmes



### Comstor Radius Digital

Are you interested in participating in a digital marketing demand generation program to help drive awareness and demand about Small Business to your end customers?

We will work with you to create your own recorded webinar and promote it on your behalf- at no cost to you!

Contact us to find out more about how to enrol.



### Boost profits with promotions

A wide variety of Cisco partner product promotions are available to help you sell and increase your margins.

Check with your Comstor Account Manager to see which programs are available in your area.



### Get on the fast track to discounts

Respond quickly to customer requests and deliver the solutions they demand with the Fast Track Promotions and Cisco Business Fast Track.

This end-to-end program speeds availability and simplifies delivery and pricing.

Fast quoting and optimized pricing will improve your deal flow and revenue potential.





# Be Profitable

## Win Together with the Global Competitive War Room from Cisco!

The War Room is a support resource for all Cisco Partners who have access to the landing page [cwr.cisco.com](http://cwr.cisco.com) for engagement (as Partner Plus status no longer exists).

Get in touch via email [cwrhelp@cisco.com](mailto:cwrhelp@cisco.com)

The War Room helps you set the agenda with your customer. Reach out as early as possible in the stage of the deal.

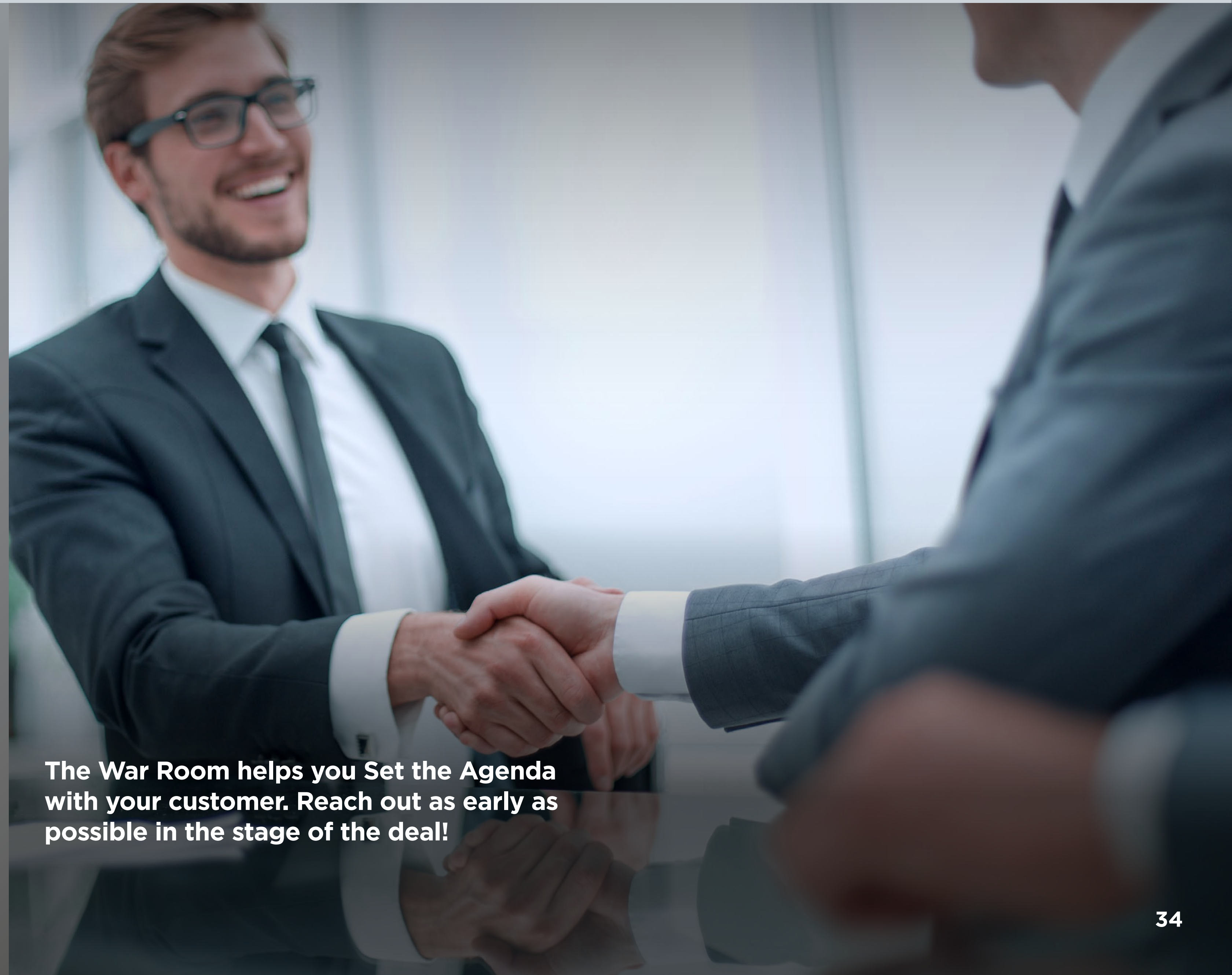
### Did you know?

**Deals coming in the WAR Room have a 70% WIN Rate.**

### Top services:

- Cisco Product positioning
- Competitive Selling Points
- Feature Analysis/Comparison
- BoM Analysis
- RFP support

...And More



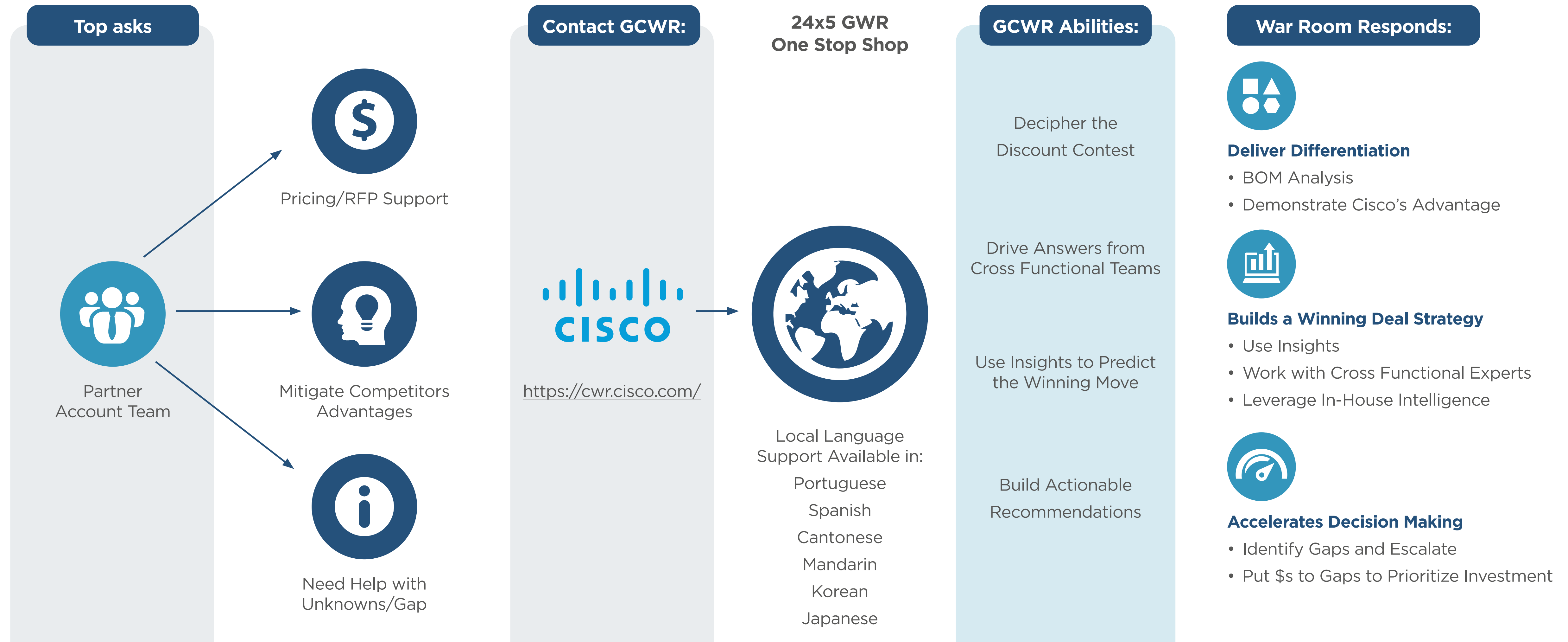
**The War Room helps you Set the Agenda with your customer. Reach out as early as possible in the stage of the deal!**





# Global Competitive War Room Overview

The Global Competitive War Room is now open to all Cisco Partners.





# Useful links



Don't miss any promotion,  
product or training updates.  
[Sign Up for our communications](#)

Support Communities where partners  
can get an answer to all their questions:

[CISCO BUSINESS \(aka SBTG\)](#)

[MERAKE GO](#)

[MERAKE](#)

