



Partner Development Funds



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Partner Development Funds Overview

PDF is a channel partner payment program designed to increase partner **profitability** expanding Cisco Small Business or Commercial practice



Key features:

- **Quarterly** Payments on purchases of Cisco SB and Commercial products
- **Tracks** designed to benefit partners based level of Cisco **specialization**
- Program Duration - **FY10**,
- Enrollment on : www.cisco.com/go/ppe,

FY10 Enhancements

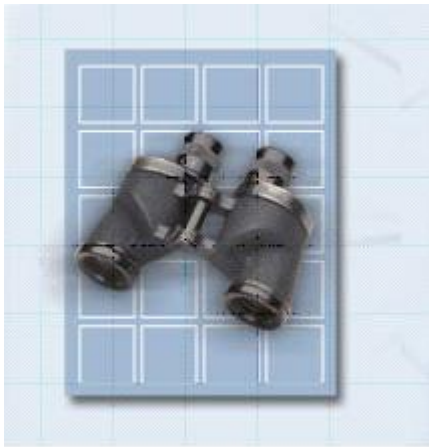
MORE : RESELLERS INCLUDED — ADDING REGISTERED, UC & BE SPECIALIZED

MORE : PRODUCTS REWARDED — ADDING SB, EUC & BE VIP13 SKSs

MORE : MONEY — INCREASED REWARD PERCENTAGE 2%, 3%, 5%, 10%, 16%

NEW : PROGRAM TOOL — CONSISTENT TOOL **PPP** FOR ALL PROGRAMS IN CISCO

FY10 PDF Tracks



**Express UC
Specialized
Or
Business Ed.
Specialized**

Commercial PDF Express UC

10% foundation, 16% Advanced
CUCME, VTG Phones

Replaces VIP
EUC & BE

Commercial PDF - BE

10% foundation, 16% Advanced
UC Mgr BE,ISR Gateways,VTG Phone

**SMB
Specialized
Or
Expr. Foundation
Specialized**

SB PDF - Core

5% backend payment
SB,SMB Classic PDF

SB PDF Pro Basic

10% backend payment
SB Pro,UC 520,7900xx

1 additional
track by
Spec.

**\$5-\$70
Flat**

**Unique
Registered
Reseller**

SB PDF – CASH BACK BASIC

2-5% backend payment
SB, SB Pro (no voice),SPA Phones,
Top 20 Classic products

Replaces
SBPA &
RRPP

1 additional
track by
invitation

UP TO 2 TRACKS FOR A RESELLER

Enrollment process

Enroll into PDF **now** and get your **whole** FY10 **sales rewarded!**



Partners follow these steps:

1. Go to www.cisco.com/go/ppe
2. Choose **enroll** in a New Program from the Quick Start and **click Go**
3. Choose PDF program

SB PDF Cash Back or

SB PDF Core or

SB PDF Pro or

Commercial PDF

4. Verify your contact details
5. **Click to Accept** terms and conditions
6. **Submit** your enrollment

1. Address <http://www.cisco.com/go/ppe>

2. Quick Start
Enroll in a New Program

3. SB PDF Core
 SB PDF Pro

4.

5. 6.

AVAILABLE IN 16 LANGUAGES

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