Lifecycle Incentives

Global Operations Guide
Registering Activities & Deals
Resellers

January 2021

Welcome

We are delighted that you have chosen to participate in the Lifecycle Incentives program.

This guide is designed to provide you with information on how to effectively register activities and deals that are eligible for Lifecycle incentives, as noted in the documentation located on www.cisco.com/go/lifecycleincentives.

Important Information

This document is updated periodically by Cisco. You will be alerted to changes through notices on the www.cisco.com/go/lifecycleincentives website (access requires a Cisco.com user ID and password).

If a translated version exists, always refer to the English version found on the www.cisco.com/go/lifecycleincentives website for the most current version. In the event of a discrepancy between a translated version of the document and the English version located on the program website, the English version shall prevail.

For questions, please contact us at lifecycleincentives@external.cisco.com.

Overview

You can earn incentives for successfully driving software activation and adoption, and for expanding existing deals into new opportunities. In order to participate in the Lifecycle Incentives program, refer to the eligibility requirements in the Lifecycle Incentives Appendix document for more information.

Incentives include:

Use (Activate) Incentive

- Earn rebates for activating and scaling software in a production network
- Fixed incentive for payment predictability
- Quarterly payments that you can attribute to relevant business cost centers
- Submit Proof of Performance (POP) or telemetry data

Resellers only

Adopt Incentive

- Earn rewards for driving adoption success
- New tiered model – earn higher incentives based on your investment and performance
- New performance metrics

Resellers & Non-Resellers

Expand Incentive

- Get rewarded for expanding software bookings that result from your adoption success
- Tiered model rewards you more for higher investment & better performance
- New simplified Lifecycle Incentives offers

Resellers & Non-Resellers

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Eligibility Resources

The resources listed below define the eligibility requirements you will need to follow, as well as the necessary documented evidence (development methodologies, testing and traceability processes, etc.) to complete the activity registration process.

Eligibility resources

Title	Description
Channel Program Incentive Agreement	The first step for partner program enrollment, providing the global set of terms and conditions that govern selected incentive programs.
Appendix	
Lifecycle Incentive Appendix – Resellers and Non-Resellers	Provides information regarding enrollment, eligibility, performance management, and compensation.
Eligible SKU List	
Use (Activate)	Defines which product, services, and solutions bookings for individual service levels will be considered for Use (Activate) Adopt & Expand incentives.
Adopt and Expand	
Proof of Performance	
Lifecycle Use Incentives Proof-of-Performance	Provides information on how Proof of Performance will be measured and validated for each activity or software use case.
Activity Submissions and Proof of Performance	Platform to submit activities, plans, customer information, proof of performance.

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Other Program Resources and Administration

Title	Description
Program Training	
Lifecycle Incentives	Here you will find information on the following: - Lifecycle Incentives Overview - Customer Experience Specialization Overview
Role Assignment	
Partner Self Service User Guide	Provides you with the steps to assign a rebate coordinator and other necessary roles to be successful within the program. **Important:** Only one of the assigned Partner Administrators for your company can assign a rebate coordinator. Failing to update this information will result in payment notifications being delayed and your incentive potentially being forfeited until this action has been completed. For the steps to assign or verify that your rebate coordinator has been assigned, refer to the instructions with screen shots in the "Accountable Program Contacts" section.
Payment Set-up	
Global EasyPay	Refer to Incentive Payment Collection slide in this deck.

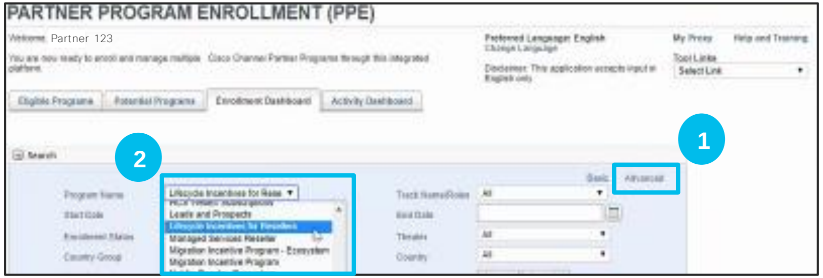
Enrollment

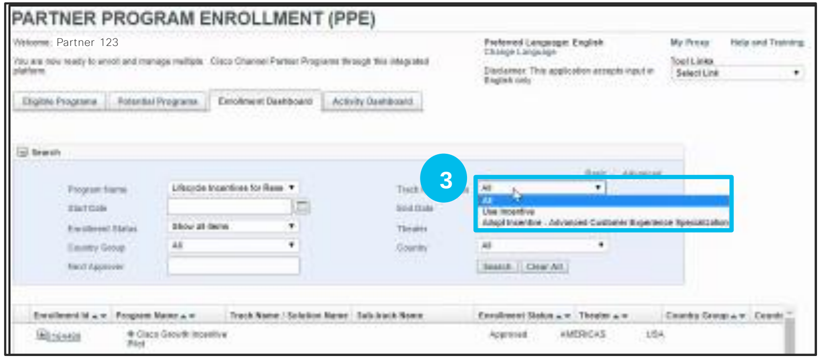
Enrollment in the Channel Program Incentive Agreement (CPIA) ensures you will be auto-enrolled into the Lifecycle Incentives program, if you meet the program prerequisites. If you are a new partner, you will need to enroll in the Channel Program Incentive Agreement (CPIA) via the PPE application. Once your enrollment is approved, Cisco will automatically enroll you into Lifecycle Incentives, if you meet the eligibility criteria for specific sub-tracks. For steps to enroll in CPIA, refer to the User Guide found here. For Lifecycle Program Enrollment Eligibility refer to the Lifecycle Incentives Appendix.

Cisco will send an email confirming enrollment into Lifecycle Incentives. To view, follow these steps:

1. Log into Partner Program Enrollment; ensure Advanced filter is selected.
2. Select “Lifecycle Incentives for Resellers” for Program Name.
3. To see the Lifecycle Incentives for which you are eligible, click Track Name. In the drop-down menu, the tracks for which you are eligible will display.
    - Use Incentive
    - Adopt Incentive - Customer Experience Specialization

Note: Each Track will have a separate Enrollment ID. Sub-tracks will be listed under each Track.





Enrollment (continued)

1. Enrollment Status will be "Approved" if all the requirements for the Track and Sub-track have been met.

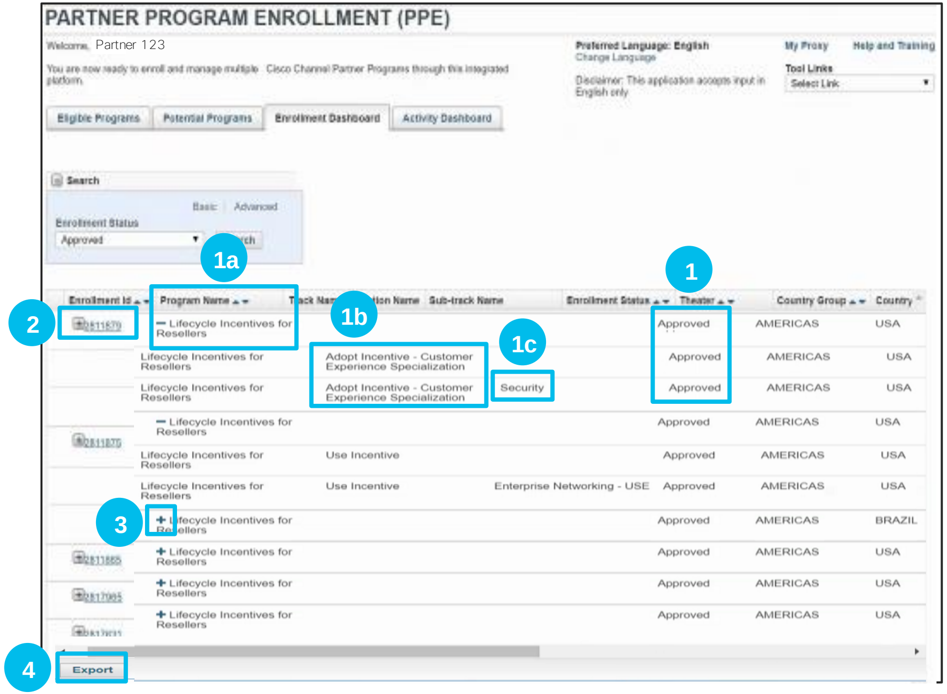
<u>Example:</u>

   a. Program Name: Lifecycle Incentives for Resellers
   b. Track Name: Adopt Incentive – Customer Experience Specialization
   c. Sub-track Name: Security

2. You will have an Enrollment ID for each Track/Sub-track for which you are eligible.

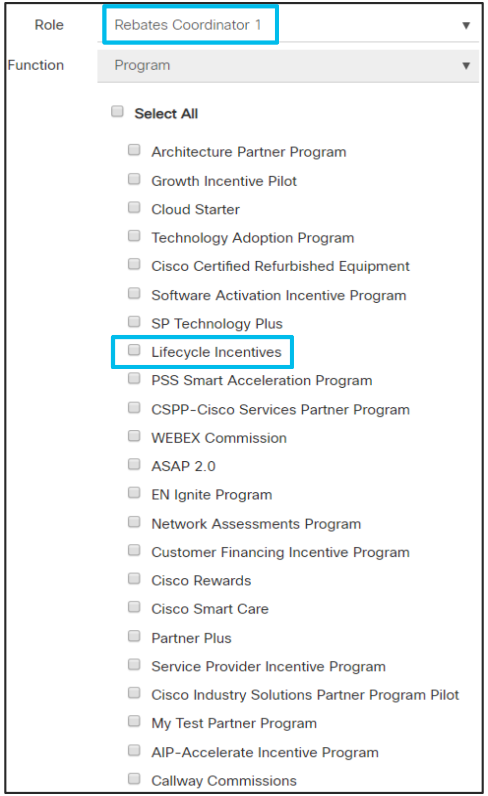
3. Expand details under each Enrollment ID by clicking on the plus (+) sign.

4. You can click the Export button to view details in Excel.



Assign a Rebate Coordinator

- Once your enrollment is confirmed, you may begin registering activities in the Partner Program Enrollment (PPE) tool. Activities can be registered by any employee of your company with a valid CCO ID and password.
- To ensure that incentives can be claimed, it is critical that a partner administrator for your company assign on Partner Self Service (PSS) a dedicated Rebate Coordinator (up to two) for the Lifecycle Incentives program.
- Only a PSS Administrator for your company can assign a rebate coordinator. Failing to update this information will result in payment notifications being delayed and your incentive potentially being forfeited until this action has been completed. For the steps to assign or verify that your rebate coordinator has been assigned, refer to the instructions with screen shots in the Accountable Program Contacts section in the [Partner Self Service User Guide](#).



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Registering Plans and Activities

Each of the processes below has unique steps that are documented in this section.

Click the button that best identifies the process you need to complete.

Use (Activate)

Adopt

Expand

Use (Activate) Incentive

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Use (Activate) – Identify Eligible Software Use Cases

To qualify for the Use (Activate) incentive, eligible software purchased must be activated for the customer as per the proof of performance measurement criteria. The table below provides a list of eligible software use cases and requirements for activation completion. A proof of performance document screenshot must be submitted via PPE (Activity Submission) to receive payout. For all Software Use Cases refer to: Lifecycle Use Incentives – Proof of Performance

Lifecycle Use Incentive Eligible Software Use Cases

Architecture	Software Use Cases
Enterprise Networks	Cisco DNA-Center - Network Device Onboarding (PnP)
	Cisco DNA-Center - Campus Software Image Management (SWIM)
	Cisco DNA-Center - Campus Network Assurance (Assurance)
	Cisco DNA-Center - Scalable Access Policy (SDA)
	Cisco Identity Services Engine (ISE)
	Cisco Stealthwatch
Data Center	Cisco Application Centric Infrastructure (ACI)
	Cisco Network Assurance Engine (NAE)
	Cisco Data Center Network Manager (DCNM)
	Cisco Intersight
Security	Cisco Tetration

Use (Activate) – End-to-End process

Cisco DNA Center and Cisco Intersight activations validated via Telemetry

1	2	3	4	✓
Partner enrolls in the CPIA once and books SKUs eligible for Use Incentives	Partner delivers solution, activates software, and completes Proof of Performance	Partner submits Proof of Performance with filtered report	Cisco processes Proof of Performance and notifies partner	Partner earns Activation bonus
Enterprise Agreements Cisco DNA-C Essentials, Premier, Advantage Cisco Intersight Cisco ACI, NAE Cisco Tetration	Cisco DNA Center Use Cases ISE Stealthwatch ACI, NAE Tetration DCNM	PoP Submission via PPE (Activity Dashboard) Must activate beyond minimum threshold	Notification via PPE (Approved, Need more info or Rejected)	Incentives paid Quarterly after the Activity approval or Telemetry Validations

- Activity Window is 12 months from the end of the quarter when software was sold

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Registering Plans & Activities

Below is the end-to-end process that will need to be completed in order to meet program eligibility requirements. Locating your customer, uploading plans and related documentation, and submission of proof-of-performance will all be facilitated using the Partner Program Enrollment tool.

1

- Identify eligible software use cases
- Locate / enter your target customer's information
- Collect your completed plan and related required information

2

- Register plan (save plan ID number)
- Complete required activities
- Verify proof of performance requirements

3

- Collect proof of performance documentation
- Submit for verification

Locating Your Target Customer

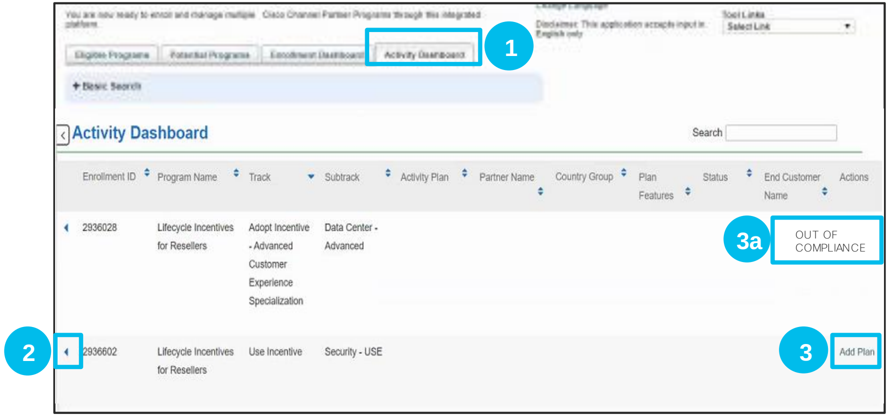
1. Log into the Partner Program Enrollment tool, then select the Activity Dashboard tab.

2. Locate the Track and Sub-track for which a plan should be registered.

Optional: Use the Basic Search area to filter by Track and Sub-track.

3. Click “Add Plan”

3a. Note: If you do not currently meet the required specialization criteria, the “Add Plan” button will be replaced with “Out-of-Compliance.” You can still edit and submit required proof-of-performance for any previously entered plans. For specialization criteria, refer to the Lifecycle Incentives Appendix.



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Locating Your Target Customer (continued)

4. When prompted, enter the company name, country, and state/province and click “search”

5. Click the “Search” button, then select your end-customer.

   If you are not able to locate your customer, click the “Create Customer” button when prompted, and enter your customer information, then click “save.” For Use (Activate), the end-customer is mandatory.

Registering Your Plan

6. You will be directed to the screen to register your plan. Click on Track dropdown.

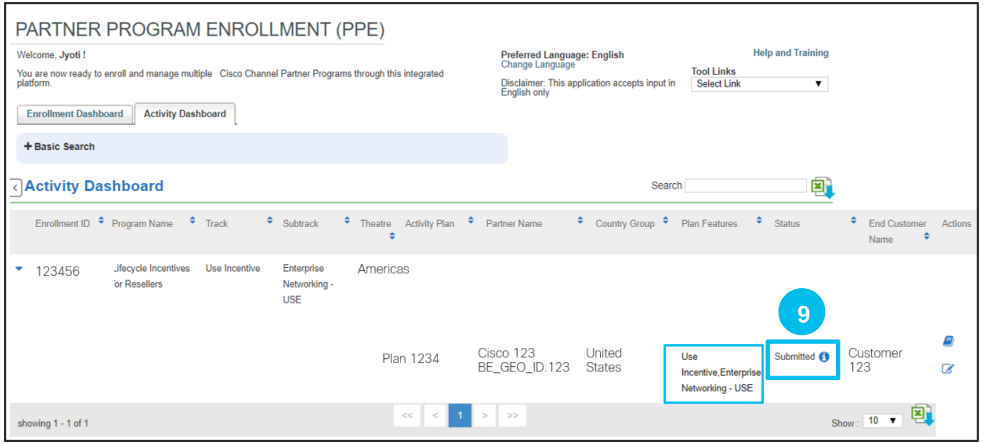
7. Next click on Sub-track, then select Use Plan from the drop-down menu.

8. If you select "Register Plan," the Cisco operations team will be notified of your submission to review and approve the plan.

9. Upon submission of your plan, you can view the status under the Activity Dashboard tab.

Note: If you are not seeing the Track and Sub-track for which you want to register a plan, this means you clicked the "Add Plan" link next to the incorrect Track and Sub-track. Go back to the Activity Dashboard to locate the correct Track and Sub-track, then click "Add Plan" to the right.

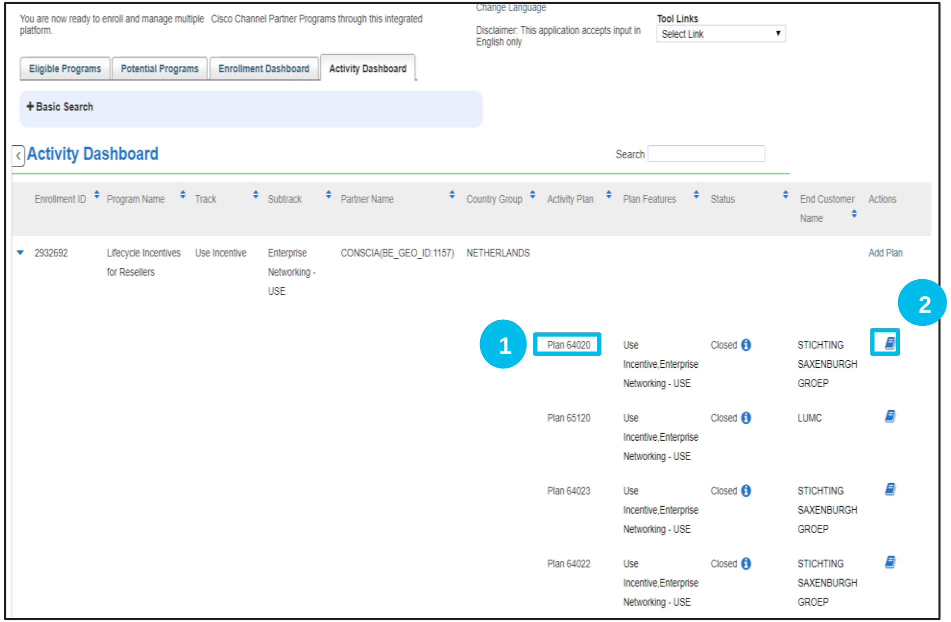
Lifecycle Incentives Status Message – Use (Activate)



Submitting Proof of Performance

Submissions of proof of performance are done via the Partner Program Enrollment tool. This can be done once your activity plan is approved in “Registered” status.

1. Locate your activity plan using the plan ID. **Note:** This must be done before submitting your proof of performance. You can also enter the plan ID from your confirmation email in the search field to locate the plan.
2. Click on the Edit Plan icon under the Actions column for activity plan details.



Note:

- Only the activity plan creator will have the option to upload and submit proof of performance for the plan.
- If you need to change or update the activity plan creator, please contact lifecycleincentives@external.cisco.com with the activity plan ID and the new creator’s Cisco.com ID for the plan that needs to be updated. In the lower right corner of your Activity Dashboard, you can click the Microsoft Excel icon to download a report showing the status and other details of your submissions, including the activity plan ID and cisco.com ID of current activity plan creator.

Submitting Proof of Performance (continued)

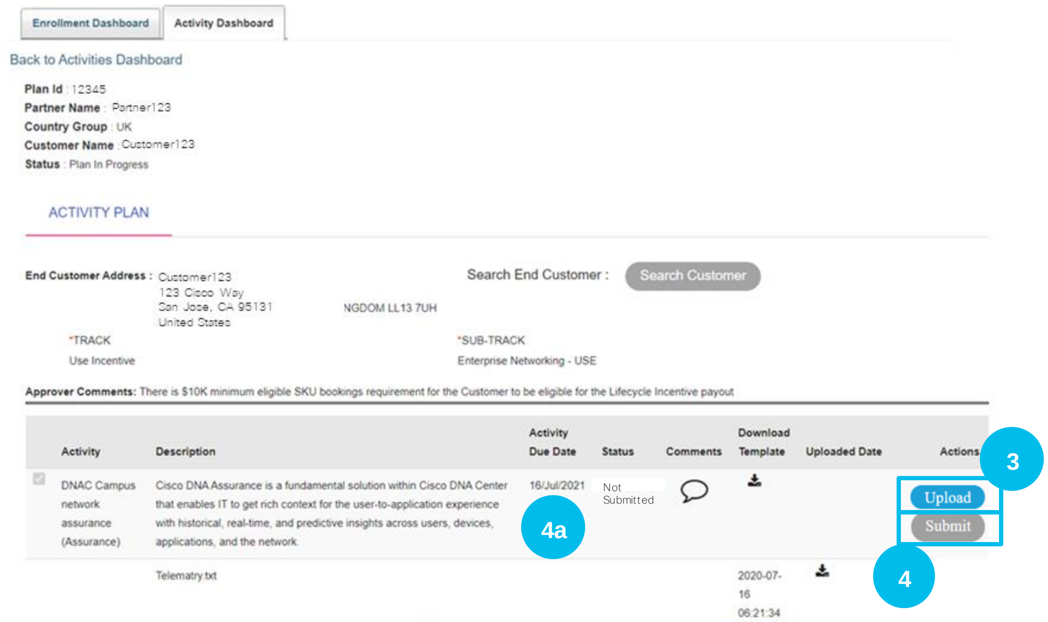
When prompted, download the template for specific proof of performance requirements per activity. Review the eligibility requirements in the Lifecycle Incentives Appendix, and Lifecycle Incentive Eligible SKU List – Use (Activate) prior to submitting, to ensure you have the correct information.

3. Upload documents for submitting proof of performance to Cisco.

4. Submit proof of performance.

4a. Each activity will have a Start Date and a Due Date. Partners are expected to complete the PoP submission before the Due Date; if the Due Date passes and the action is pending on the Partner side, the Activity status will be automatically marked as Denied. Once you have registered and submitted your activities, you will not be able to edit or delete them or register new ones.

Note: If there are any discrepancies between the due dates within PPE and the due dates indicated by the Terms and Conditions, the latter will prevail.

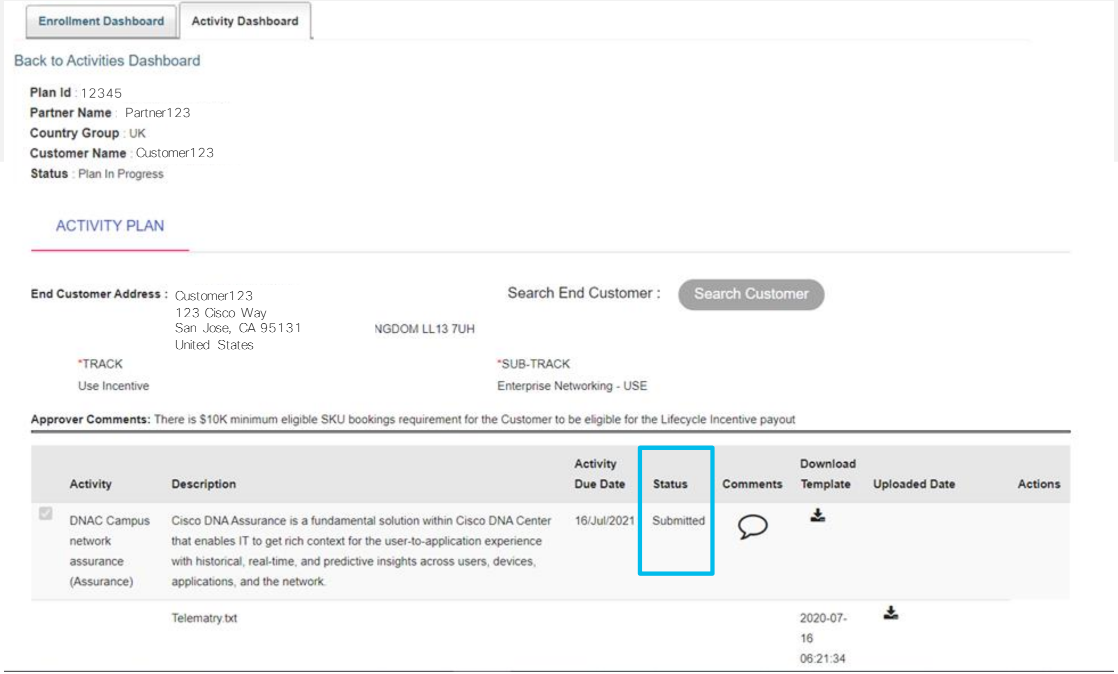


Review of Proof of Performance – Use (Activate)

Cisco Review

Upon your submission, Cisco will review the submitted documents within 5 business days.

You may be asked for additional information or customer verification.



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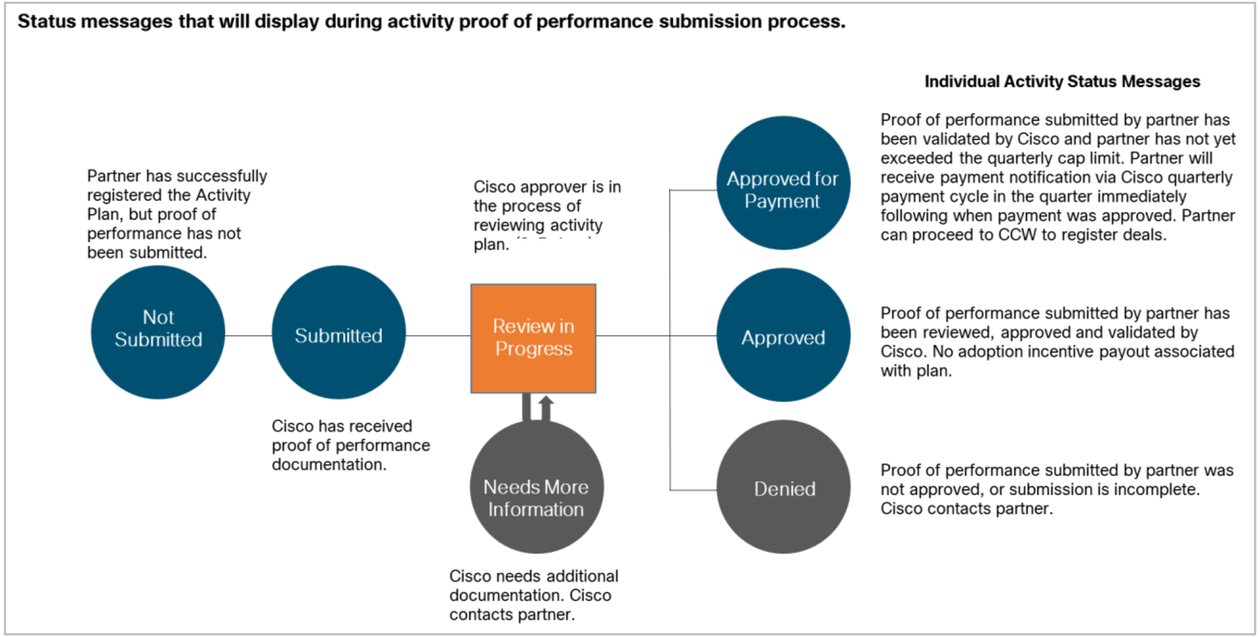
Activity Proof of Performance Status Messages – Use (Activate)

The process below demonstrates the status messages that will display as you progress through submitting your proof of performance after your activities have been completed.

Activity Proof of Performance Status Messages



Adopt Incentive

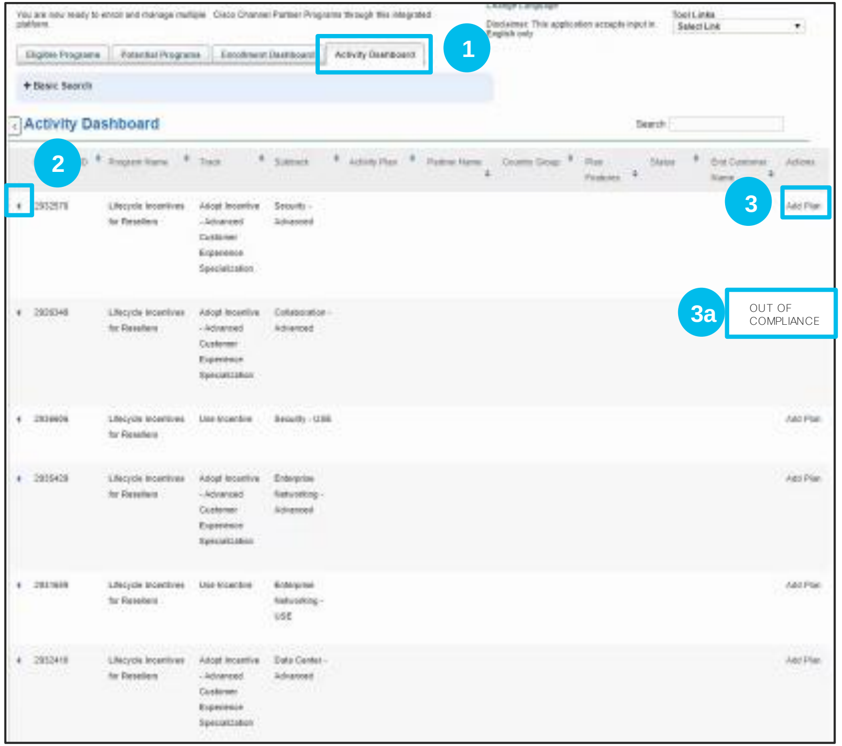
Registering an Activity Plan

1. Select the Activity Dashboard tab.
2. Locate the Track and Sub-track for which you want to register a plan.

Optional: Use the Basic Search area to filter by Track and Sub-track.

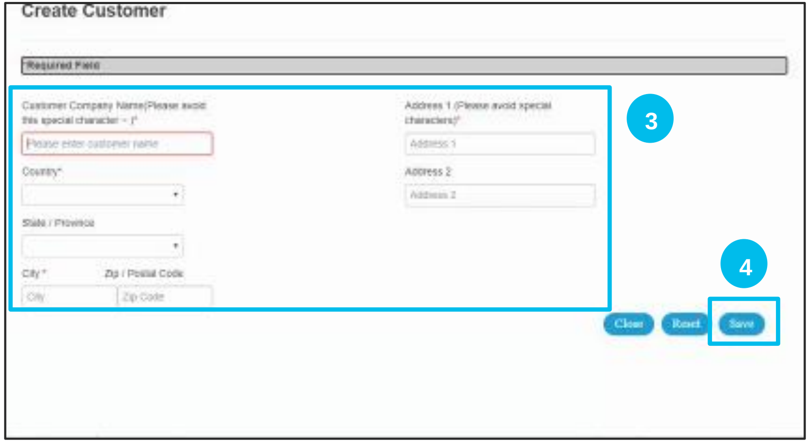
3. Click Add Plan to the right of the Track and Sub-track.

3a. **Note**: If you do not currently meet the required Track and Sub-track criteria, the “Add Plan” button will be replaced with “Out-of-Compliance.” You can still edit and submit required proof-of-performance for any previously entered plans. For Track and Sub-track criteria, refer to the Lifecycle Incentives Appendix.



Locating Your Target Customer

1. Click the “Search Customer” button to engage the lookup screen, then enter the company name, country, and state/province
2. Click the “Search” button, then select your end-customer.



3. If you are not able to locate your customer, click the “Create Customer” button, then enter your customer information.

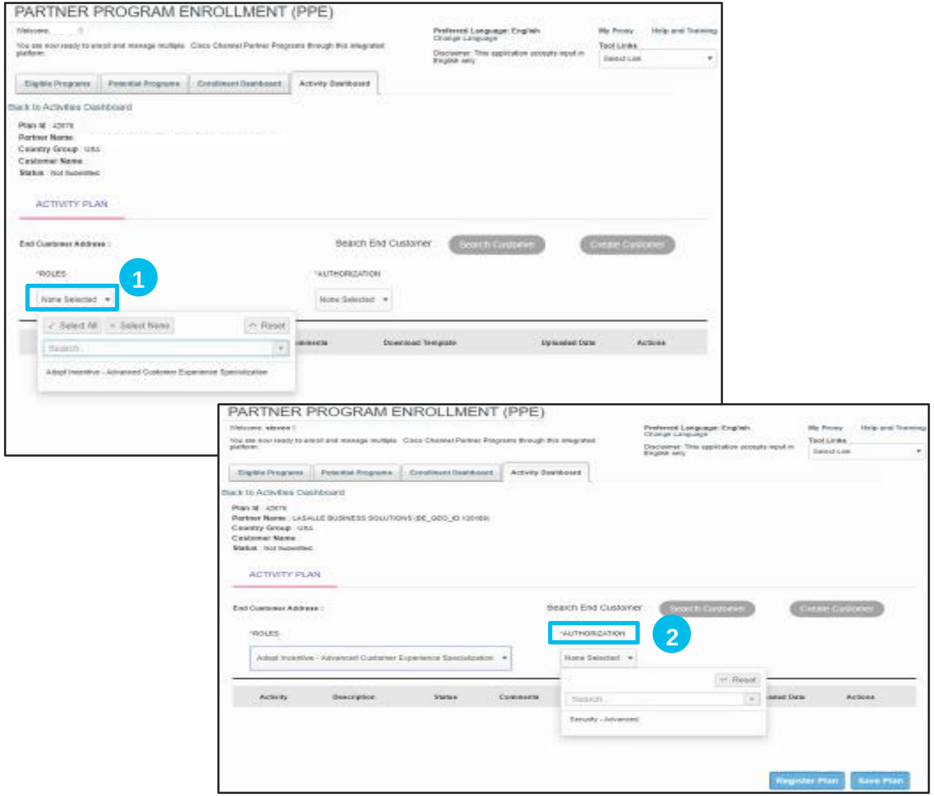
4. Click “Save,” or you can proceed without an end-customer.

Adding an Activity Plan

1. To Add Plan, click on Track.
2. Next click on Sub-track.

Note:

- If you are not seeing the Track and Sub-track for which you want to register a plan, this means you clicked the “Add Plan” link next to the incorrect Track and Sub-track. Go back to the Activity Dashboard to locate the correct Track and Sub-track, then click “Add Plan” to the right.
- Some mandatory activities will be preselected for you, and you also can choose from the list of activities displayed. These will be activities for which you will have to submit proof of performance. Anyone associated with your BE GEO ID is eligible to submit an activity plan.



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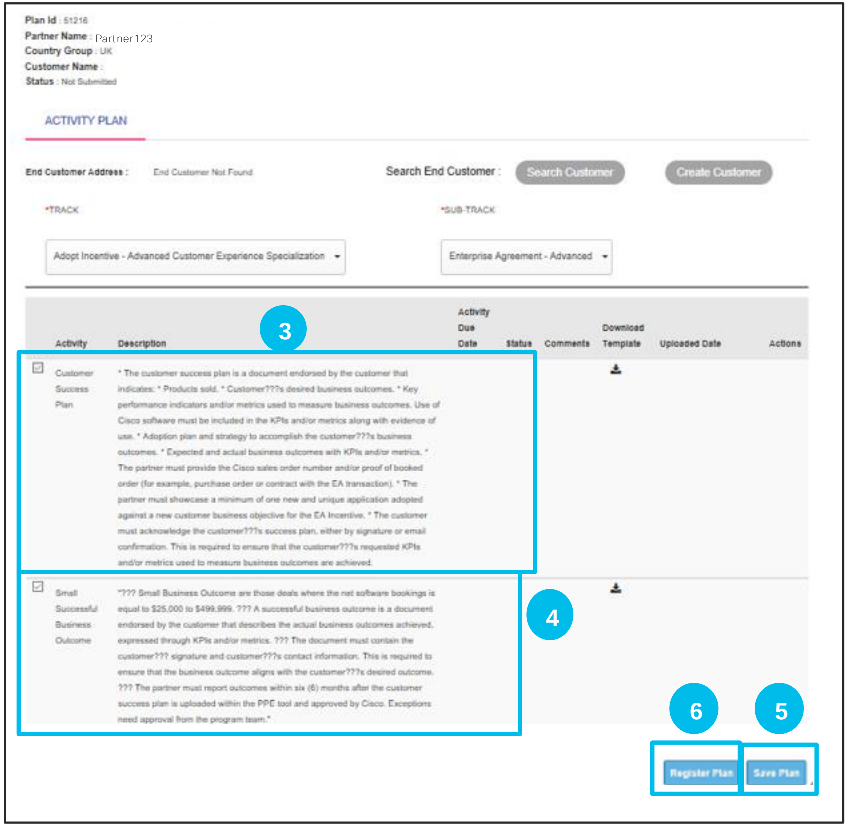
Adding an Activity Plan (continued)

3. Select Customer Success Plans.

4. It is required to select only one of the applicable Successful Business Outcomes (Small, Medium, Large).

5. You may select “Save Plan” to come back later to finish updating and registering your plan.

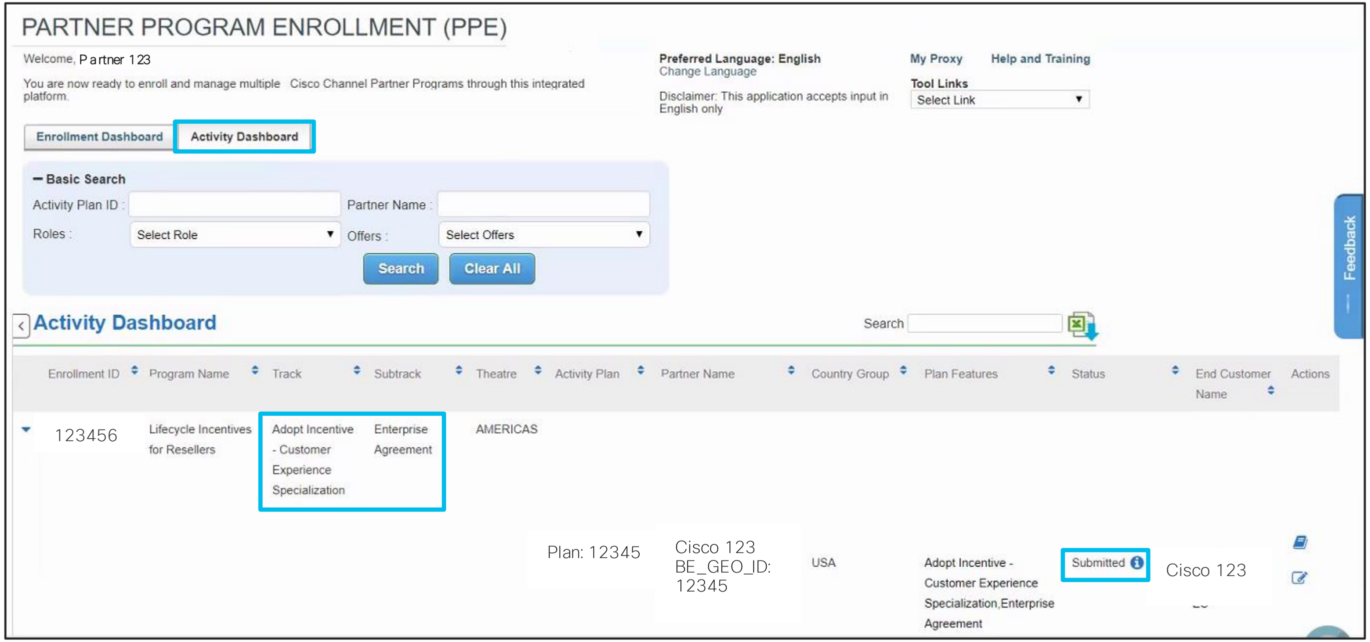
6. When complete, you must click “Register Plan” to submit your plan for review. Once the plan is submitted, Cisco will review program eligibility to make sure the plan is entered correctly. You will be notified via email when the plan has been reviewed and registered. Upon receipt of this notification, you will be able to upload your Proof of Performance.



For more information, please refer to the [Lifecycle Incentives Appendix](#) located at: www.cisco.com/go/lifecycleincentives.

Activity Dashboard view for submitted Activity plan

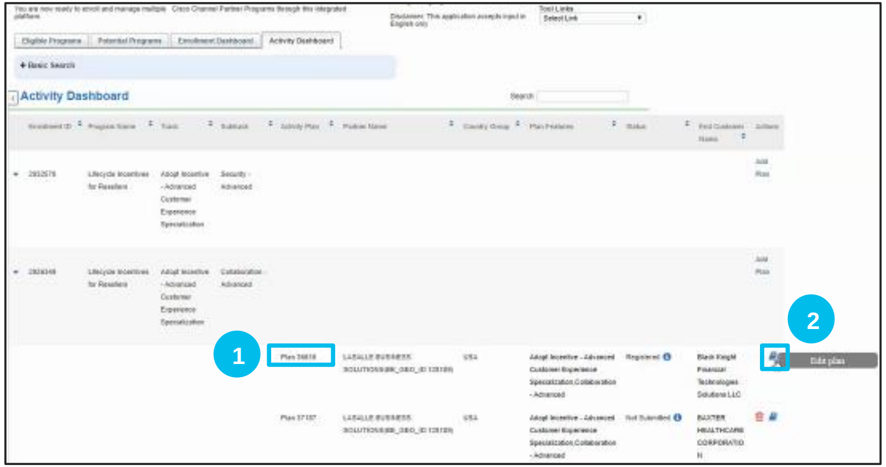
Lifecycle Incentives Status Message (Adopt)



Submitting Proof of Performance

Proof of performance submissions are done via the Partner Program Enrollment tool. This can be done once your activity plan is approved, and in “Registered” status.

1. Locate your activity plan using the plan ID. **Note:** This must be done before submitting your proof of performance. You can also enter the plan ID from your confirmation email in the search field to locate the plan.
2. Click on the detail icon under the Actions column for activity plan details.



Note:

- Only the activity plan creator will have the option to upload and submit proof of performance for the plan.
- If you need to change or update the activity plan creator, please contact lifecycleincentives@external.cisco.com with the activity plan ID and the new creator’s Cisco.com ID for the plan that needs to be updated. In the lower right corner of your Activity Dashboard, you can click the Microsoft Excel icon to download a report showing the status and other details of your submissions, including the activity plan ID and cisco.com ID of current activity plan creator.

Submitting Proof of Performance (continued)

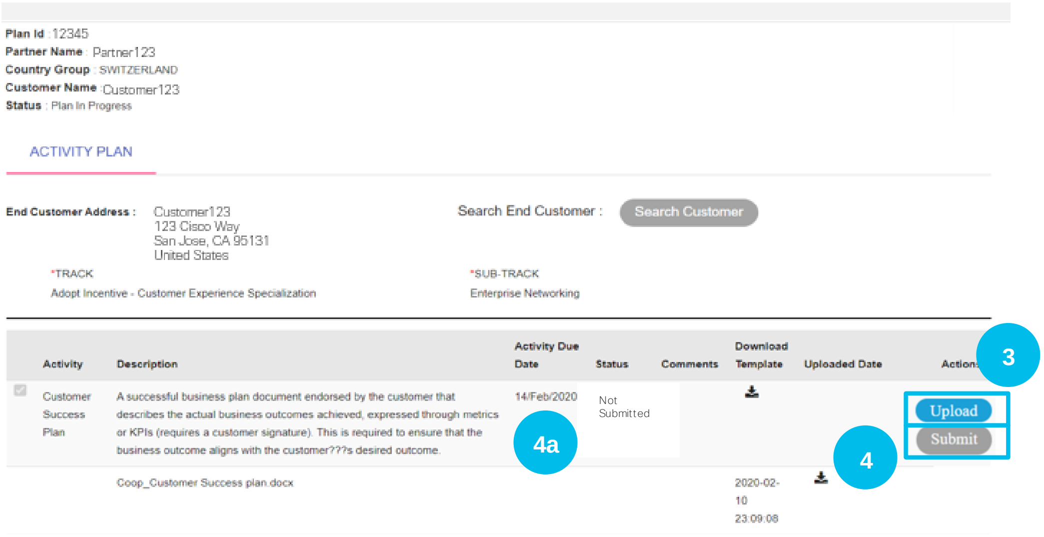
When prompted, download the template for specific proof of performance requirements per activity. Review the eligibility requirements in the Lifecycle Incentives Appendix, and Lifecycle Incentive Eligible SKU List (Adopt and Expand) prior to submitting, to ensure that you have the correct information.

3. Upload documents for submitting proof of performance to Cisco.

4. Submit proof of performance.

4a. Each activity will have a Start Date and a Due Date. Partners are expected to complete the PoP submission before the Due Date; if the Due Date passes and the action is pending on the Partner side, the Activity status will be automatically marked as Denied. Once you have registered and submitted your activities, you will not be able to edit or delete them or register new ones.

Note: If there are any discrepancies between the due dates within PPE and the due dates indicated by the Terms and Conditions, the latter will prevail.



Review of Proof of Performance - Adopt

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Cisco Review

Upon your submission, Cisco will review the submitted documents within 5 business days.

You may be asked for additional information or customer verification.

Plan Id : 12345
Partner Name : Partner123
Country Group : SWITZERLAND
Customer Name : Customer123
Status : Plan In Progress

ACTIVITY PLAN

End Customer Address : Customer123
123 Cisco Way
San Jose, CA 95131
United States

Search End Customer : Search Customer

*TRACK
Adopt Incentive - Customer Experience Specialization

*SUB-TRACK
Enterprise Networking

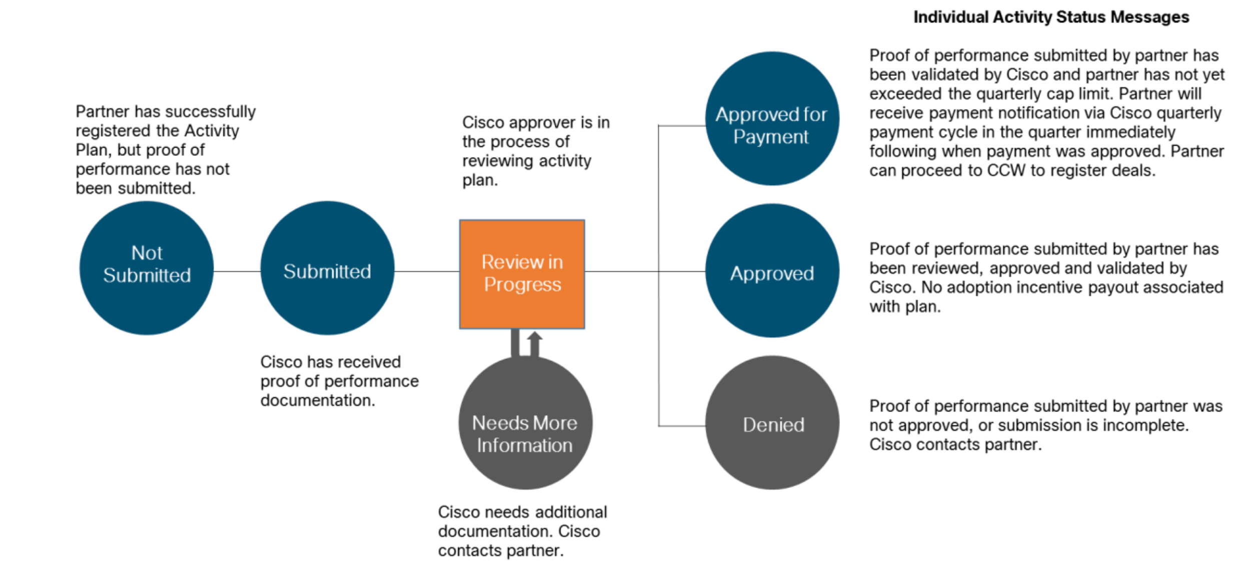
Activity	Description	Activity Due Date	Status	Comments	Download Template	Uploaded Date	Actions
Customer Success Plan	A successful business plan document endorsed by the customer that describes the actual business outcomes achieved, expressed through metrics or KPIs (requires a customer signature). This is required to ensure that the business outcome aligns with the customer???s desired outcome.	14/Feb/2020	Approved For Payment				
	Coop_Customer Success plan.docx				2020-02-10 23:09:08		
Large Successful Business Outcome	"* Large Business Outcome are those deals where the net software bookings is equal to $2,000,000 plus. * The partner must report outcomes within 9 months after the Customer Success Plan is uploaded within the PPE tool and approved by Cisco. "	10/May/2021	Submitted				

Activity Proof of Performance Status Messages – Adopt

The process below demonstrates the status messages that will display as you progress through submitting your proof of performance after your activities have been completed.

Activity Proof of Performance Status Messages

Status messages that will display during activity proof of performance submission process.



Expand Incentive

- Creating a referral deal
- Linking a referral deal
- Guided deal registration
- Quick quote
- Incentive payment collection

Creating a referral deal

Referral partners

Creating a Cisco Lifecycle Incentives program deal

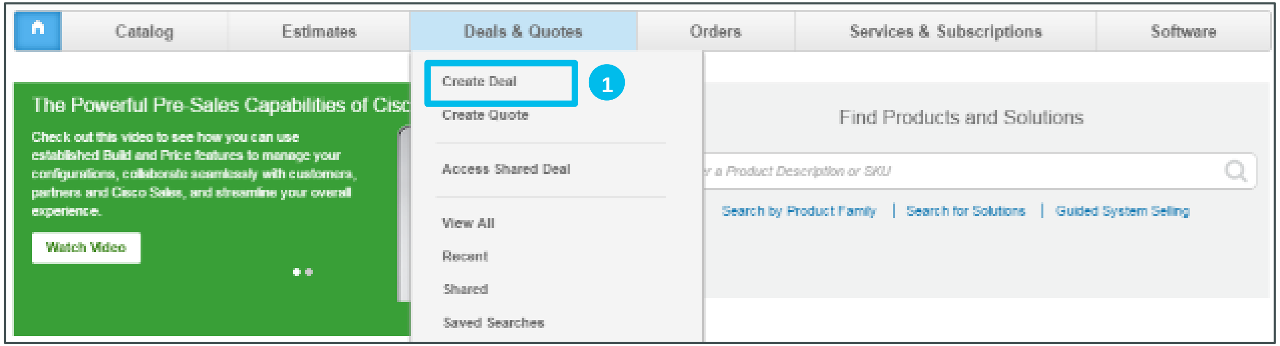
As a referring partner under the Lifecycle Incentives program, you can create a deal and submit it for approval via the Cisco Commerce Workspace (CCW) tool. If your deal is approved by Cisco and you are assigned a reseller partner to close the deal, you will be able to take advantage of associated bookings referral fees.

For further training on capabilities and processes in CCW, see the Cisco Commerce Operations Exchange.

Location: www.cisco.com/go/ccw (access requires a Cisco.com ID and password)

1. Select “Create Deal” under the Deals & Quotes tab.

Creating a deal



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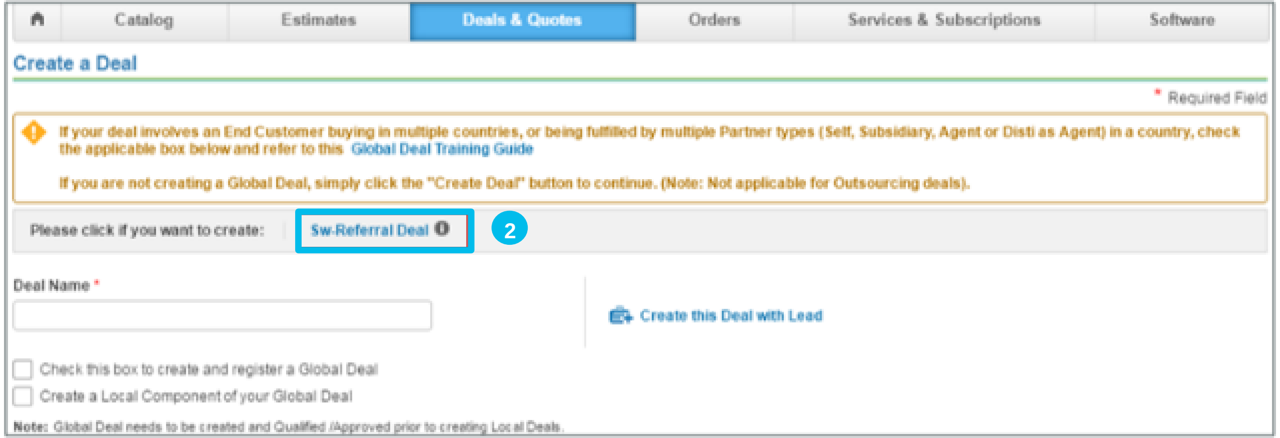
Creating a Cisco Lifecycle Incentives referral deal (continued)

2. Click the “SW-Referral Deal” link. **If you are not currently enrolled in the Cisco Lifecycle Incentives program, you will not see the link,** and will need to enroll in order to create a deal. For more information about enrollment, refer to https://www.cisco.com/go/lifecycleincentives. If you are already enrolled and do not see the correct link, see the [Support and Resources tables](#) for directions on opening a support case.

Selecting Your Deal Type



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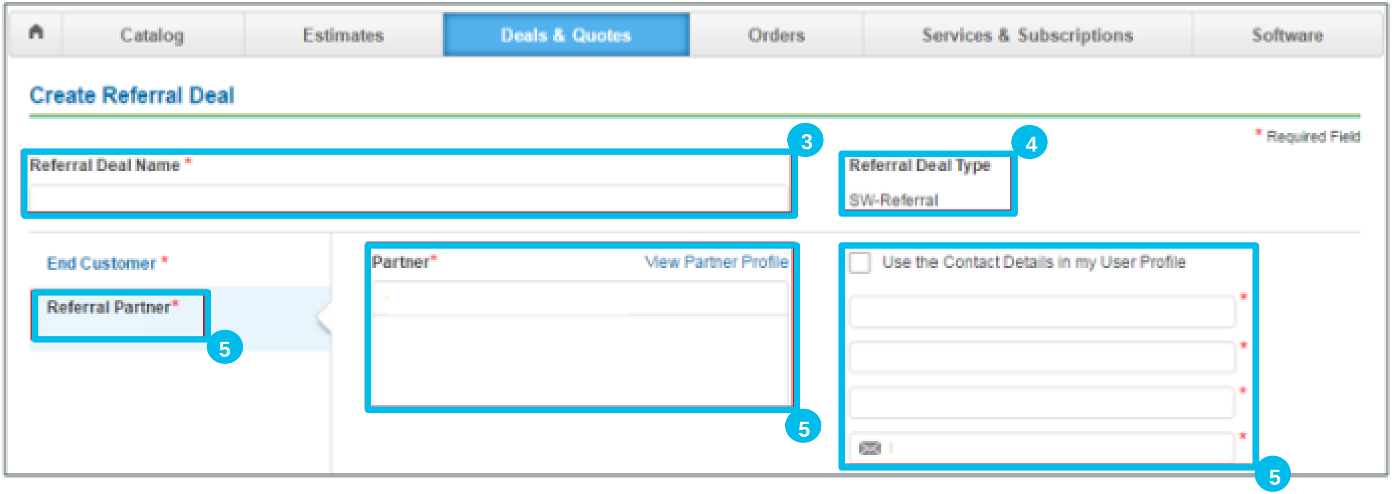
Creating a Cisco Lifecycle Incentives referral deal (continued)

3. Create a Referral Deal Name.
4. The Referral Deal Type will be displayed as SW-Referral.
5. Your information will be automatically populated.

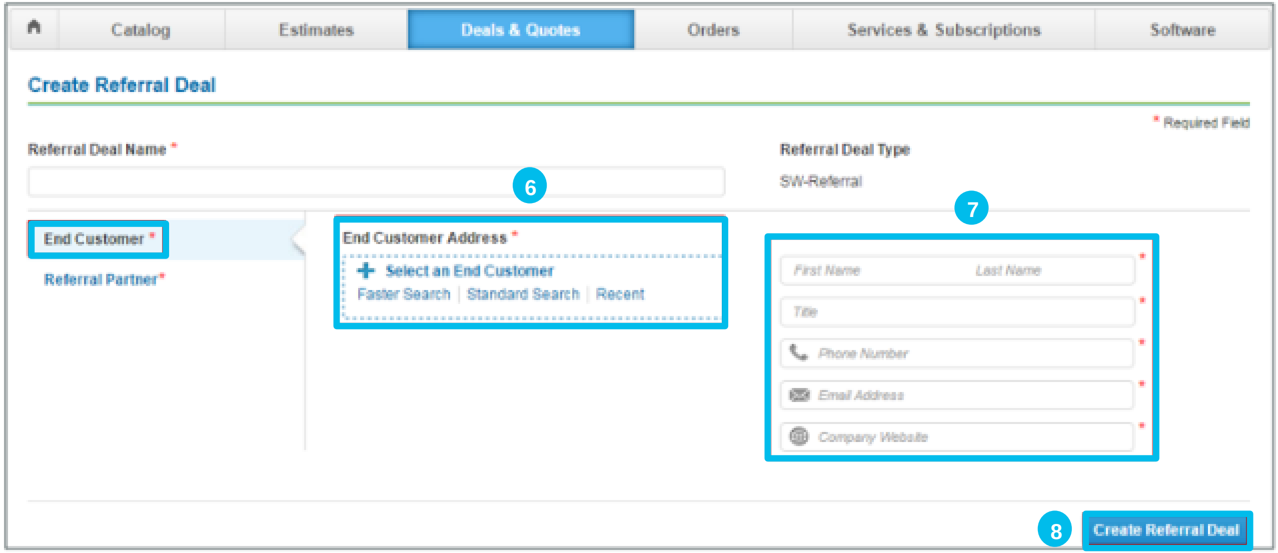
Entering a Deal Name



Creating a Cisco Lifecycle Incentives referral deal (continued)

6. Select the end customer.
7. Enter the end-customer information.
8. Click “Create Referral Deal.”

Entering End-Customer Details



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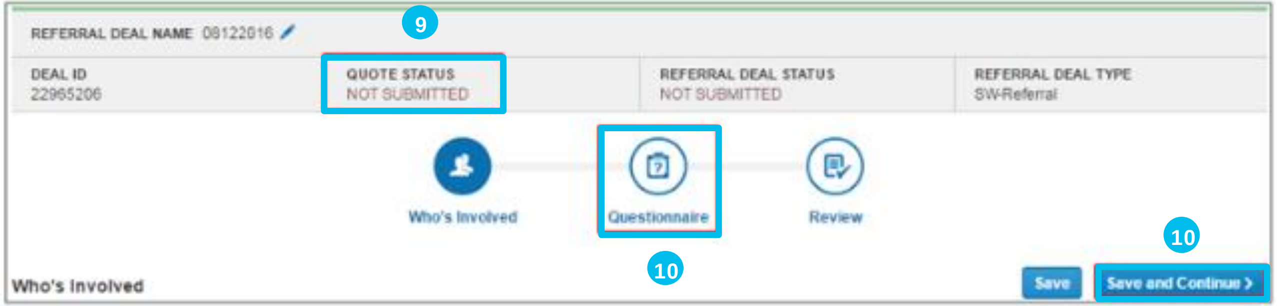
Creating a Cisco Lifecycle Incentives referral deal (continued)

9. Quote Status will display as “Not Submitted” until a reseller partner submits the deal.
10. Click “Questionnaire” to proceed with submitting the deal, or click “Save and Continue” to complete the deal registration process at a later time.

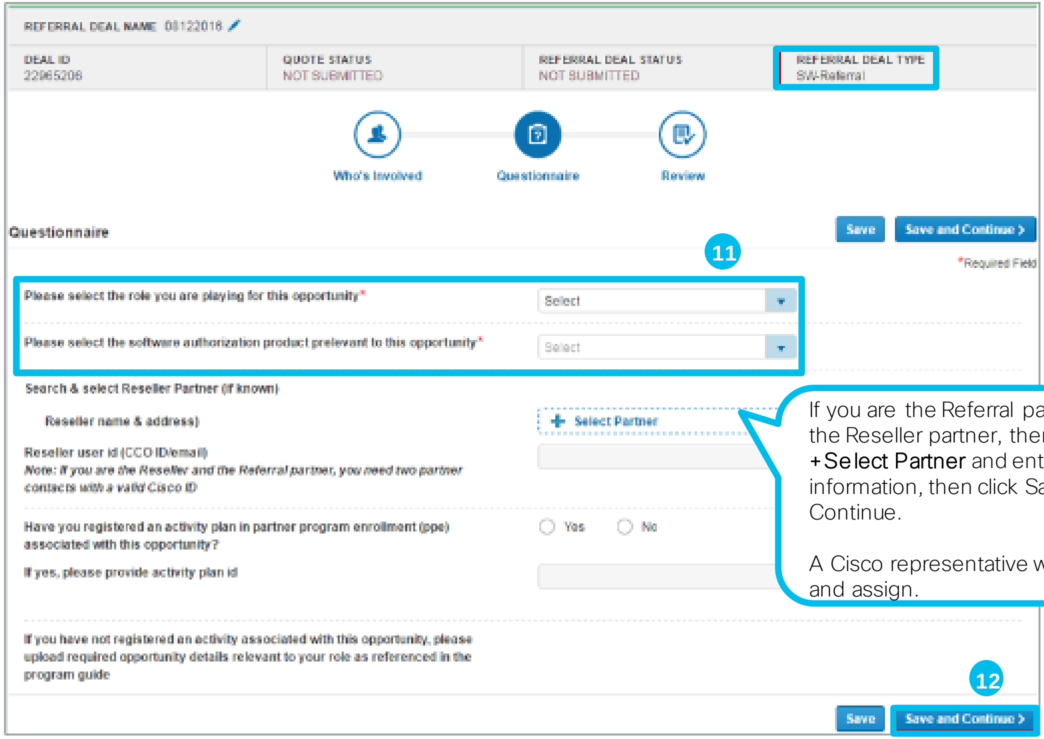
Opening the Questionnaire and Saving Work-In-Progress Quotes



Creating a Cisco Lifecycle Incentives referral deal (continued)

11. Answer all mandatory fields in the questionnaire to continue.
12. Click “Save and Continue.”

Completing the Questionnaire



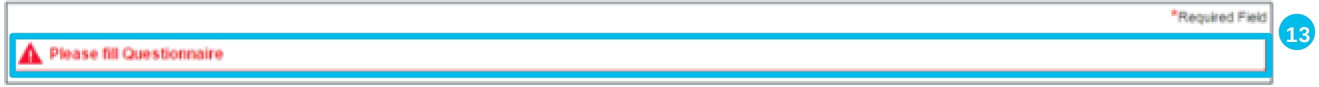
If you are the Referral partner AND the Reseller partner, then choose +Select Partner and enter your information, then click Save and Continue.

A Cisco representative will review and assign.

Creating a Cisco Lifecycle Incentives referral deal (continued)

13. An error message will display if you have failed to complete all mandatory fields in the questionnaire.

Error message

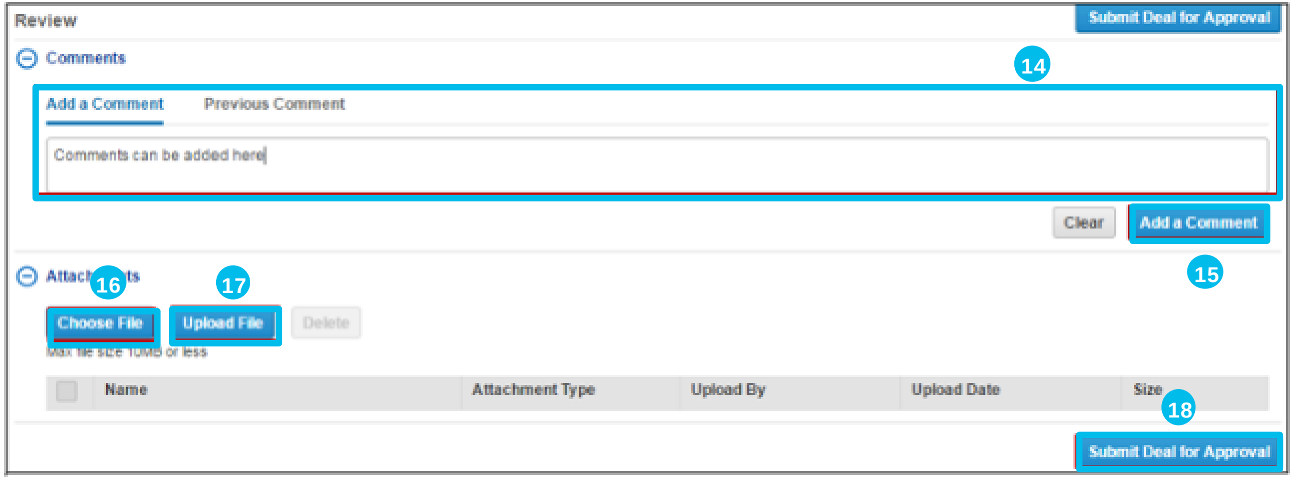


Creating a Cisco Lifecycle Incentives referral deal (continued)

You will be able to revisit the questionnaire and make changes until your deal is approved. Once your deal is approved by a Cisco representative, the questionnaire will be read-only.

14. To add comments, type them in the comments field.
15. Click “Add a Comment.”
16. To upload attachments, click “Choose File.” You will be prompted to select a file from your desktop or other location. Select the file you wish to add and click “Open.”
17. Click “Upload File.”
18. Click “Submit Deal for Approval.”

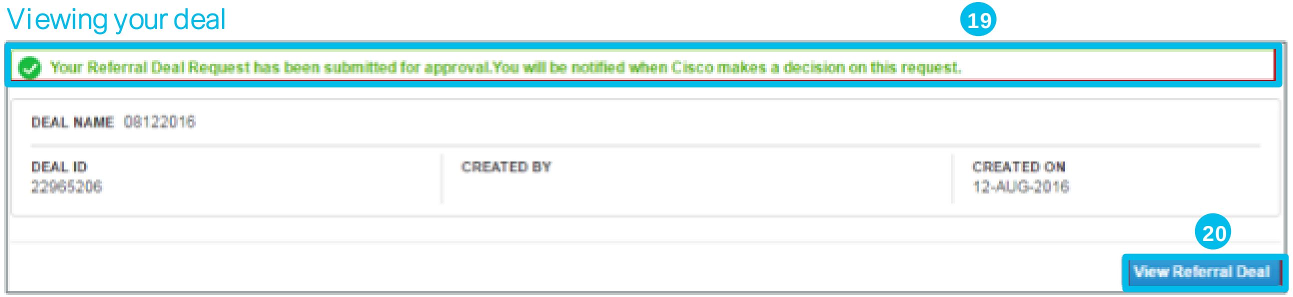
Uploading attachments



Creating a Cisco Lifecycle Incentives referral deal (continued)

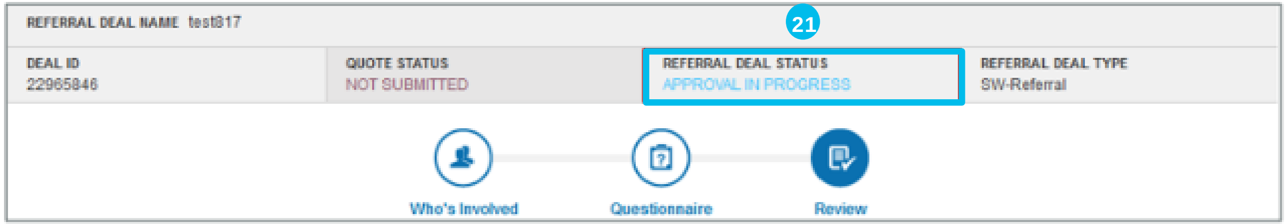
19. You will see a success message.
20. Click “View Referral Deal” to view a read-only version of your deal.

Viewing your deal



21. Prior to any referral approver action, the Referral Deal Status will be “Approval in Progress”.

Viewing deal status



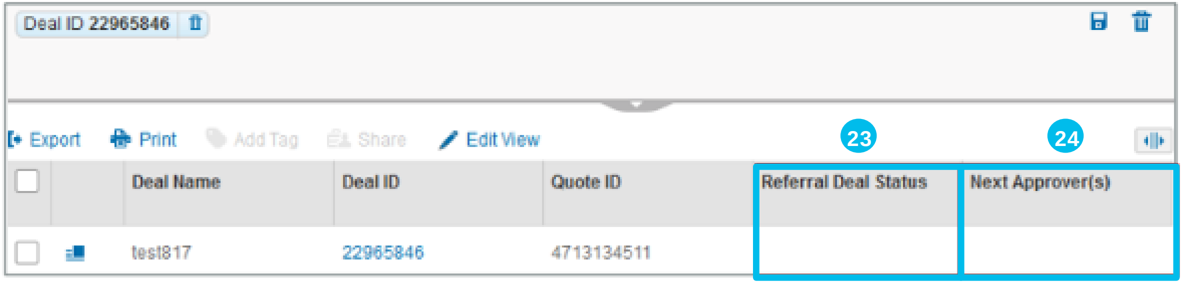
Creating a Cisco Lifecycle Incentives referral deal (continued)

22. At the bottom of the screen, you will be able to identify the approvers of your referral deal.

Identifying deal approvers

23. When viewing your deals, the Referral Deal Status column shows the approval status of your deal.
24. In the Next Approver(s) column, you will see the approver(s) associated with your deal.

Viewing referral deal status

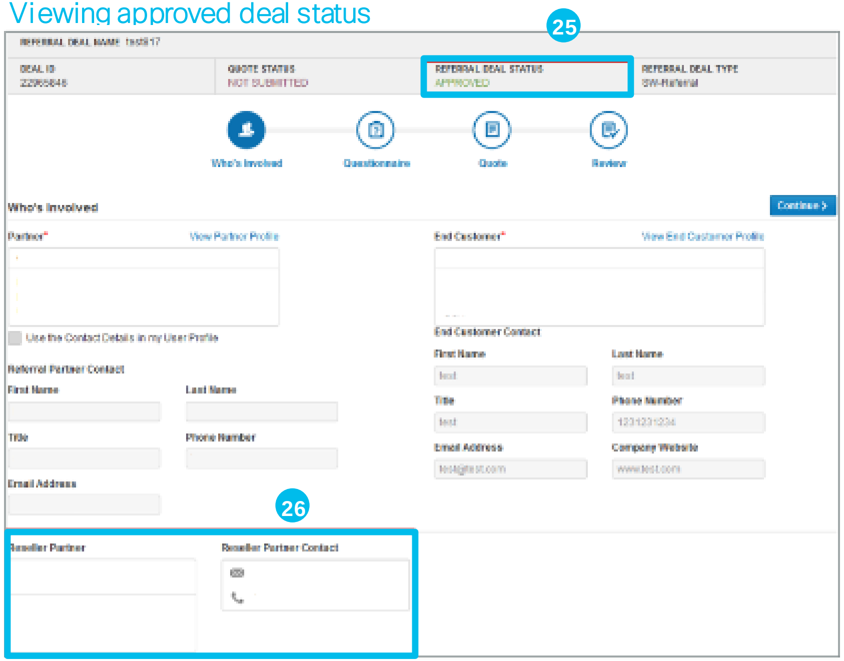


Creating a Cisco Lifecycle Incentives referral deal (continued)

25. If your deal is approved, you will be notified of the approval, and it will be booked by an assigned reseller partner. You will then be eligible for incentives based on that booking. If your deal is rejected, you will receive notification of the deal rejection. Approved deals will be indicated in the Referral Deal Status column.

26. If your deal is approved, and if the approver has assigned a reseller partner to the deal, you will be able to view the contact details for the reseller partner.

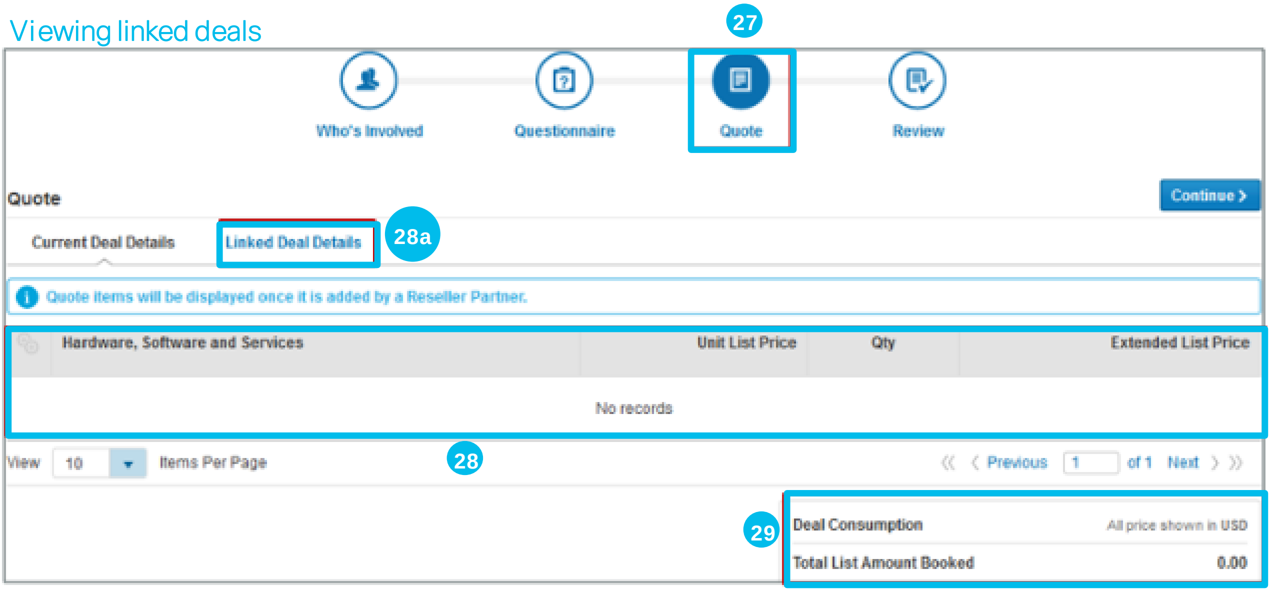
Viewing approved deal status



Creating a Cisco Lifecycle Incentives referral deal (continued)

27. When a reseller partner has been assigned to your referral deal, you will have an additional Quote tab added.
28. You will be able to view the details of product and service SKUs that the reseller partner adds to the deal.
    a. You can also view the details of any linked reseller deals.
29. Total List Amount Booked will give you a general idea of your incentives for this particular booking.

Viewing linked deals



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Linking a referral deal

Process Steps

Linking existing reseller deals to referral deals

Before submitting a request to link an existing reseller deal to a referral deal, it is recommended that you follow these steps:

1. Create a referral deal and submit it using the processes outlined earlier.
2. After Cisco approval, and assignment of the reseller, the reseller deal can be created.

In the event that the reseller deal has been created before a referral deal, follow these steps to have a Cisco representative link the deals together:

1. Send the Deal IDs in writing to Cisco via this alias: lifecycleincentives@external.cisco.com.
2. In the subject line, include the following: Request: Link Existing Reseller Deal to Referral Deal.
3. A Cisco representative will review the request and link the deals, if all requirements are met. The Partner will receive a confirmation email after the deal has been linked, and the linked deal will be visible in the CCW tool.

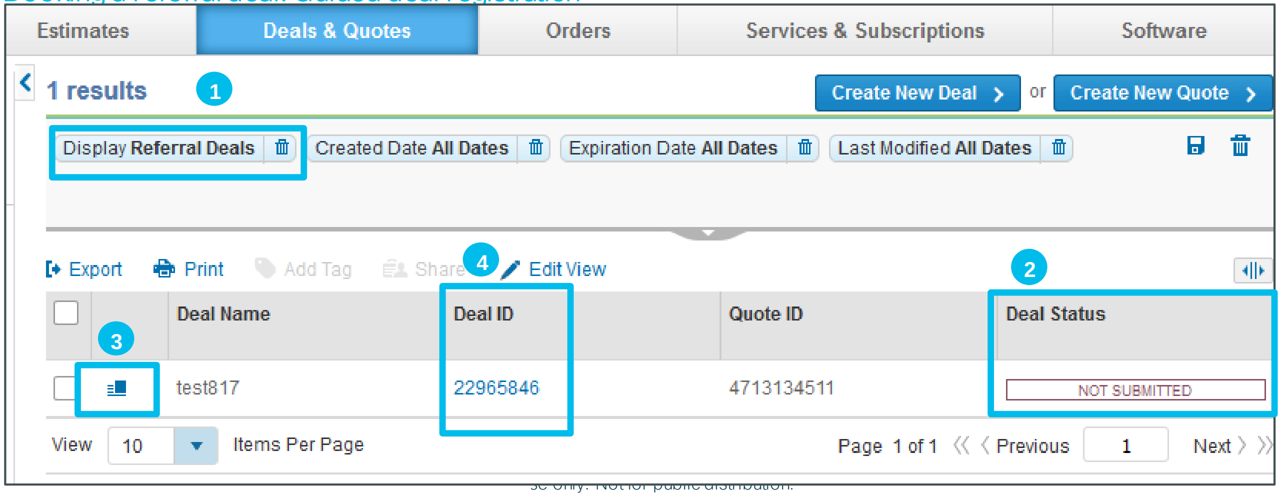
Important: The End Customer Name on the reseller AND referral deals need to be the same. This will help ensure that the deals are linked properly and will help with eligibility for referral incentives.

Booking a referral deal – Guided deal registration

Guided deal registration

1. On the Deals & Quotes tab, you will have access to filters to view referral deals.
2. Deal Status will show you which referral deals are pending submission.
3. Click the (≡■) icon for a summary of the referral deal.
4. Click the referral deal ID to proceed.

Booking a referral deal: Guided deal registration



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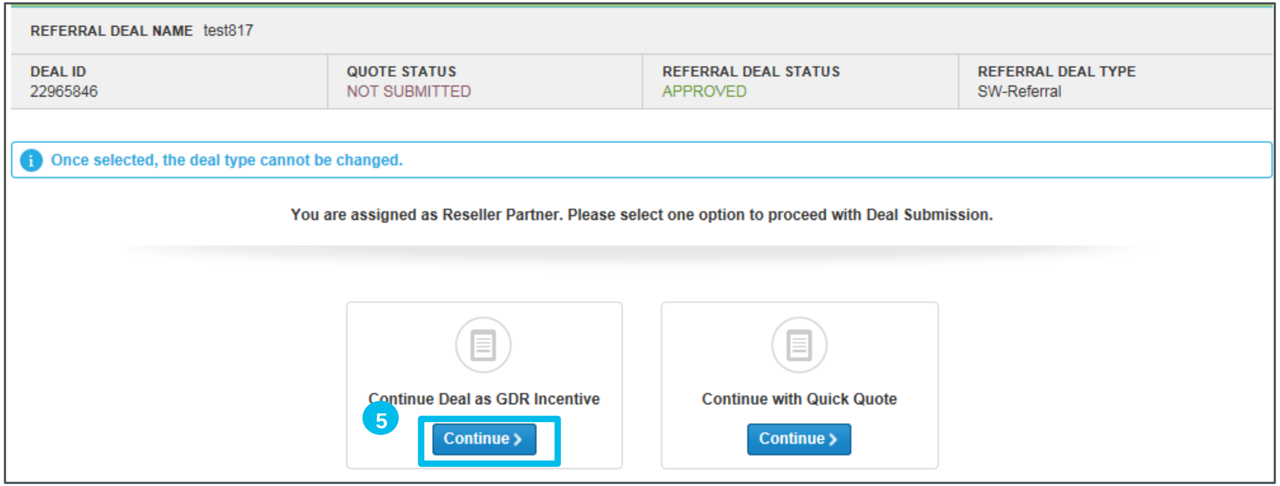
Booking a referral deal – Guided deal registration (continued)

5. Click “Continue” in the “Continuing the deal as GDR Incentive” box.

Note: Once you have initiated the guided Deal Registration (GDR) incentive process, you will be unable to reverse this action.

Booking a Referral Deal: Continuing the deal as a GDR incentive



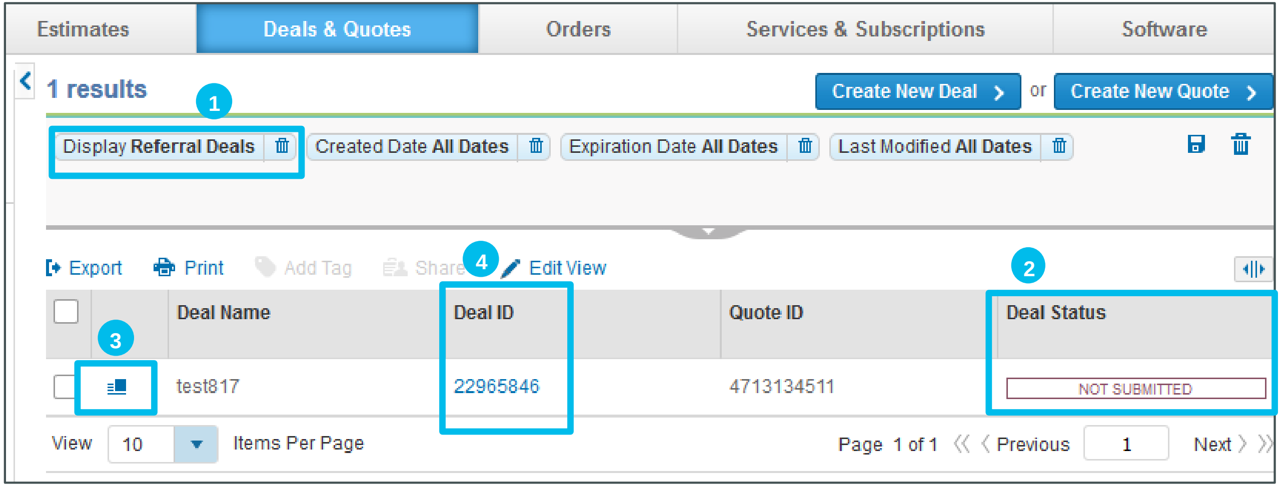
- Continue through the normal guided Deal Registration incentive process.
- For more details on building a quote, see the Cisco Commerce Deals and Quotes User Guide.
- For details regarding Enterprise Agreement Deal Registration, email us at expand_deal_registration_for_ea@cisco.com

Booking a referral deal – Quick Quote

Quick quote

1. On the Deals & Quotes tab, you will have access to filters to view referral deals (Figure 28).
2. Deal Status will show you which referral deals are pending submission.
3. Click the (≡■) icon for a summary of the referral deal.
4. Click the deal ID to proceed.

Booking a referral deal: Quick quote

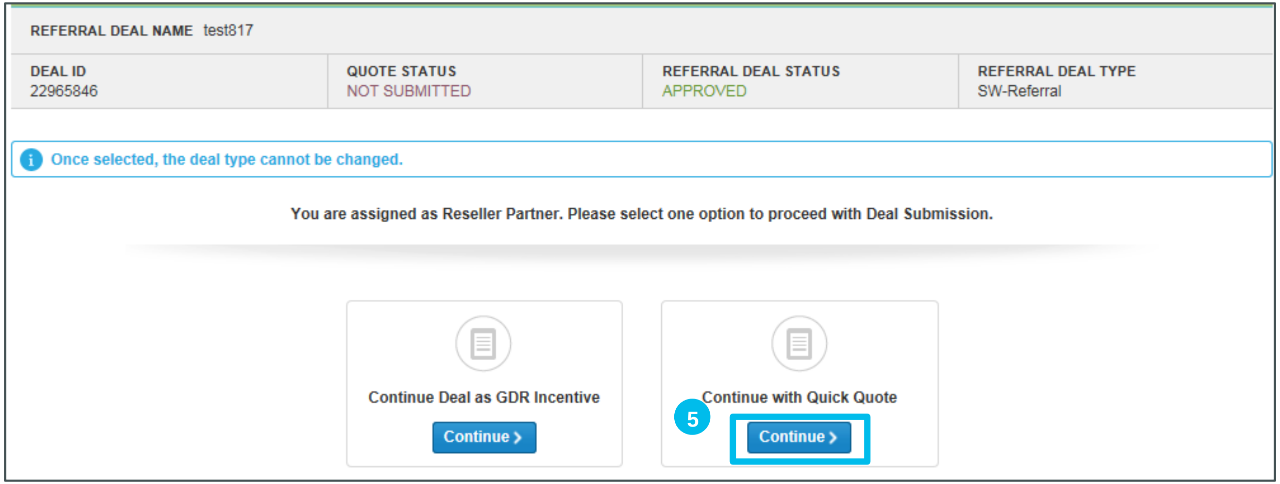


Booking a referral deal – Quick quote (continued)

5. Click “Continue” in the “Booking a referral deal: Quick quote” box.

Note: Once you have initiated the quick quote process, you will be unable to reverse this action.

Booking a referral deal: Quick quote



- Continue through the normal quick quote process.
- For more details on building a quote, see the Cisco Commerce Deals and Quotes User Guide.

Incentive payment collection

Cisco will make quarterly payments in the form of cash wire transfers to partners who have earned a Lifecycle Incentive – Adopt Incentive, Use (Activate) Incentive, or Expand Incentive.

Incentive payment: The rebate coordinator for your company will receive a Global EasyPay (GEP) email with a unique security PIN and instructions to claim the payment.

Disputes: If you believe there are discrepancies between Cisco's records and yours, please open a support case. Before submitting a case, refer to the eligibility documentation found on www.cisco.com/go/lifecycleincentives and ensure that you have met the criteria within the required timeframe to qualify.

Invoicing: For detailed information on the Global EasyPay claiming process, go to Global EasyPay (GEP) and reference the Global EasyPay Training section for invoice instructions and tax guidelines.

Scenarios that can affect Incentive payment collection

1. **Rebate coordinator has not been assigned:** If you have not already assigned or updated the contact information for your company's rebate coordinator for Lifecycle Incentives program, complete this requirement before proceeding. If no rebate coordinator is assigned, you will not be able to claim your incentives for the program.
2. **Incorrect information such as** banking information, lack of required supporting documentation, and contacts.
3. **Failure to respond to Cisco inquiries**: Cisco cannot make Global EasyPay payments to you if you fail to respond to Cisco's requests for payment details or do not provide Cisco with correct payment details.

What will result: Cisco will retain the payment for ninety (90) calendar days after Cisco's first attempt to notify you that additional information is needed to process the payment. If you do not remedy the issue by providing correct payment details in that 90-day time period, you will forfeit any right to that specific payment. If you have initiated the claim for payment within the ninety (90) calendar days, but payment delivery has failed as a result of incorrect or incomplete information, you will have additional time from the first notification that payment delivery failed to resolve the issue. If you do not respond to support inquiries and requests, you will forfeit any right to that specific payment. For specific details, refer to the Global EasyPay Program Payment Terms.

Support and resources

Common support case types

The table below provides guidance for some of the most common support case issues and recommendations for resolving an issue before submitting a case. **To open a support case go to:** Customer Service Hub.

Quick Reference Table for Common Support Issues

Issue	How to resolve in advance	Correct Pathway to Choose
Tool-related support: Upon submission of your case, you will receive a response back from Cisco within two business days with a status. To check the status of your case, refer to "My Cases" under the Customer Service Hub: https://customerservice.cloudapps.cisco.com/.		
Tool support (Access, partner registration, assign partner administrator, associate contacts, assign rebate coordinator, other tool related support)	Visit the "Help" section of the Partner Self Service tool for a complete list of available resources.	Open a Partner Tools support case
Enrollment and activity plan submission support on Partner Partner Enrollment tool	Review the appropriate section on this guide for step-by-step instructions	Open a Program Enrollment support case
Activity Plan support Program related inquiries	Visit program website www.cisco.com/go/lifecycleincentives and review program documentation	Send email to lifecycleincentives@external.cisco.com
Lifecycle Use Incentives Proof-of-Performance support	Review the Proof-of-Performance guidelines https://www.cisco.com/c/dam/en_us/partners/downloads/lifecycle-use-incentives-pop.pdf	Open a Program Payment support case
Can no longer see PPE Activity Dashboard or Lifecycle Incentives enrollment(s) and previously entered activity plans under PPE Activity Dashboard.	Partner must be compliant with CPIA at all times to continue to participate in Lifecycle Incentives. Please check if you are still a registered partner with Cisco and are in compliance with CPIA.	Open a Program Enrollment support case.

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Issue	How to resolve in advance	Correct Pathway to Choose
Eligibility		
If a partner terminates employment for one of the individuals filling the required roles for the practice, they will have 30 days to notify Cisco of the non-compliant individual for the assigned role and practice.	Visit program website to review program documentation: www.cisco.com/go/lifecycleincentives The partner must report the role requirement status change; failure to do so can result in disqualification as a Lifecycle Incentives. Upon notification, Cisco will allow the partner 90 days to train and assign a new person to fulfill the required role.	Send email to: lifecycleincentives@external.cisco.com
Reward Payments		
Dispute regarding payment	Review program documentation: Lifecycle Incentives Appendix	Send email to: lifecycleincentives@external.cisco.com
Payment claim notification not received due to incorrect/missing contact information	Visit the "Help" section of the Partner Self Service tool for instructions on how to assign Rebate Coordinator For detailed information on Global EasyPay Process go to www.cisco.com/go/gep	Open a Program Payment support case.
Rebate coordinator on PSS for Lifecycle Incentives not assigned		
Incorrect beneficiary name on claim notification		

Support and resources

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Important Information

This document is updated periodically by Cisco and posted on the Lifecycle Incentives website (access requires a Cisco.com user ID and password).

If a translated version of this document exists, always refer to the English version on the Lifecycle Incentives website for the most current edition. In the event of a discrepancy between a translated version of the document and the English version, the English version shall prevail.