



## 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 with 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 margins.	✓	✓
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 only available from Select Partner status and up: These vary from percentage discounts to rebates.		✓

### SYNNEX Comstor helps you become Select:

Plan which people will fill the required roles (Sales and Technical) and simply register for the training through SYNNEX Comstor to achieve the Select Certification.



# PROMOTIONS & INCENTIVES

Let's boost profitability together!

We have put together all of the information you need to beat the competition. We are here to support your business and drive profitability!

Cisco Promotions/ Incentive Programs	Registered Partner	Select Partner
<p><b>Value Incentive Program</b></p> <p>Earn your rewards in the Value Incentive Program (VIP). Receive more for moving your customers to new solutions, replacing competitor's equipment, and selling into new or idle accounts. Software activation is now rewarded in the new Lifecycle Incentives.</p>		
<p><b>FastTrack</b></p> <p>Boost your profitability with competitive pricing. For a limited time, you can offer industry-leading Cisco network solutions at astonishingly competitive prices. Don't wait. Take advantage of new FastTrack pricing today.</p>		
<p><b>Opportunity/Hunting Incentive Program</b></p> <p>Get rewards for larger, commercial opportunities. Contact us for country and architecture promotion specifics.</p>		
<p><b>Teaming Incentive (TIP)</b></p> <p>Work with us early in the sales cycle. Add your offerings to Cisco initiated opportunities and get perks. Let's grow together.</p>		
<p><b>Migration Incentive Program (MIP)</b></p> <p>Earn additional discounts for:</p> <ul style="list-style-type: none"> <li>• Migrating or upgrading Cisco equipment</li> <li>• Competitive replacement</li> <li>• Approvals are required from Cisco, dependent on the opportunity and solution in question.</li> </ul>		

For additional information on SYNEX Comstor Quick Start, please contact Bruce Roe, SYNEX Comstor Product Business Manager, Cisco Partner Enablement, at [brucer@synex.com](mailto:brucer@synex.com) or 385-266-1669.