### illiilli CISCO

# Cloud and Managed Services Program







### Financial benefits

Migration Incentive Program

Receive perks when you move your customers to new technologies.







# Simplified Pricing\*

Receive predictable upfront discounting on cloud and managed deals.

\*Stack MIP with Simplified Pricing







#### **MDF** for Providers

Earn MDF funding when you meet the eligibility criteria.



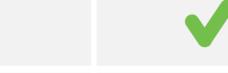




# Marketing Benefits cisco

### Cisco Powered

Increase your brand presence with access to Cisco Powered branding.





#### Marketing Velocity Central

Create more demand for your solutionswith our marketing tools.







#### Marketing Velocity

Webex Validation

In-person Audit

Learn new skills; connect with experts. Get what you need for success.







## Requirements

| Managed Service Practice  Managed Service Platform/Automation  Marketing/GTM  1 ITIL v2 or v3 Foundation Certified Staff Member | Requirements  | At least 1 Managed Service based on Cisco EN, Meraki, or Security technologies | 1 Cisco Powered Service | 2 Cisco Powered Services |
|---|---|--|-------------------------|--------------------------|
| Platform/Automation  Marketing/GTM  1 ITIL v2 or v3 Foundation  | Managed Service Practice  |  |                         |                          |
| 1 ITIL v2 or v3 Foundation  | - Carlotte | <b>✓</b>   |                         |                          |
|   | Marketing/GTM   |  |                         |                          |
|   |   |  |                         |                          |



Cisco Powered services may have specific specialization and personnel training requirements.