



Cloud and Managed Services Program



Express tier



Advanced tier



Master tier

Financial benefits

Value Incentive Program Earn rebates for selling our technologies in key growth areas.		✓	✓
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 Powered Increase your brand presence with access to Cisco Powered branding.		✓	✓
Marketing Velocity Central Create more demand for your solutions with our marketing tools.	✓	✓	✓
Marketing Velocity Learn new skills; connect with experts. Get what you need for success.	✓	✓	✓

Requirements

Requirements	At least 1 Managed Service based on Cisco EN, Meraki, or Security technologies	1 Cisco Powered Service	2 Cisco Powered Services
Managed Service Practice	✓		
Managed Service Platform/Automation	✓		
Marketing/GTM	✓		
1 ITIL v2 or v3 Foundation Certified Staff Member		✓	✓
Webex Validation		✓	
In-person Audit			✓

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



Find out more information [here](#)