


CISCO
Distributor

**Your way to success in
the Security Market**



Security Market: your next big success

Tamsanqa Mbangata

South Africa – 18th April 2024

Agenda

Why are we here?

Security market? A must !

Why Cisco? For Security !

Comstor, the best way to success with Cisco

- **Unique enablement proposition.**
- **Added value for invited partners.**
- **Managed Service Provider guidance.**
- **Recurring Offers.**
- **Partner Profitability Program.**


CISCO
Distributor



Comstor

Cybersecurity Solutions


CISCO
Distributor

WHY ARE YOU HERE!



CISCO
Distributor

\$250 Billion Cybersecurity spend on the table. How much will you secure?

Join us as we introduce the biggest ever partner enablement programme for cybersecurity in our history!

Cisco are investing hugely in security, and Comstor are here to welcome you to the opportunities this enables. Come with us on the journey and maximise your security business.

Cybersecurity is opportunity



Comstor

Cybersecurity Solutions



Security Market THE place to be...

40B IoT devices by 2025

Damage from cyberattacks will amount to about \$10.5 trillion annually by 2025

85% of companies are not prepared to handle cybersecurity threats

Security Market \$250B+ by 2025


CISCO
Distributor

Cybersecurity is your opportunity!



 **Comstor** | Cybersecurity Solutions


CISCO
Distributor

WHY IS THE SECURITY MARKET COMPLEX?



Lookout

red canary

passbase

Prove

CHECK POINT

Security

Ping Identity

FusionAuth

U410

KnowBe4

hackerone

axio

deepwatch

CROWDSTRIKE

GoGuardian

VARONIS

DARKTRACE

RAPID7

NowSecure

deepwatch

HUNTRESS

Current patchwork approach exacerbates the problem

More products leads to more complexity within business and IT environment

- Exfiltration
- Ransomware
- Lateral movement
- Web threats
- Stolen credentials
- Spam



76

Average number of security tools per enterprise



78%

Organizations report that high number of security tools is driving cybersecurity complexity*

Multiple clouds makes tool sprawl worse

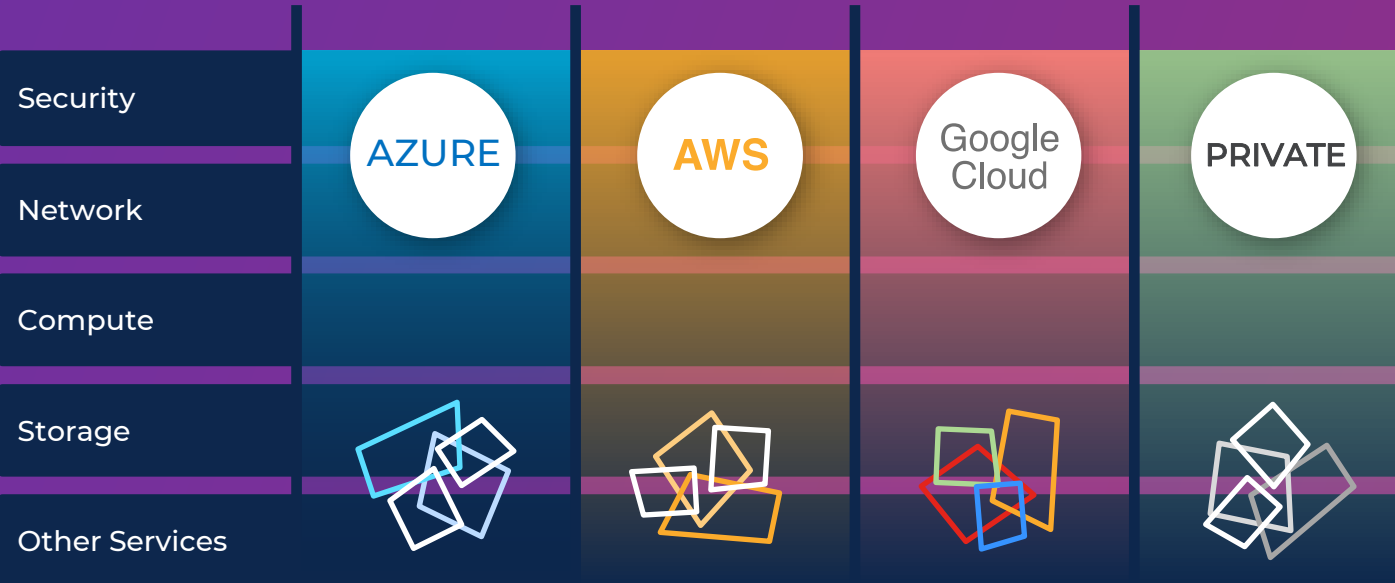
Software as a Service



Platform as a Service



Infrastructure
as a Service



Different platforms, different controls

In a hybrid, multi- vendor, multi-vector universe.....

Everyone is
an insider

+30%

of all incidents
involved stolen
credentials or
malicious insiders

**Attacks start
from anywhere**

45%

of breaches occurred
in the cloud, and 19%
due to a compromise
at a business partner

**Alert fatigue
is worse**

37%

of IT and SecOps pros
say swelling alert
volume, complexity
increases job
difficulty

**Expanding
attack surface**

22%

increase in the
average cost of a
data breach where
hybrid work was a
factor

We live in a highly-distributed, extremely diverse IT landscape, which makes secure connectivity challenging

41%

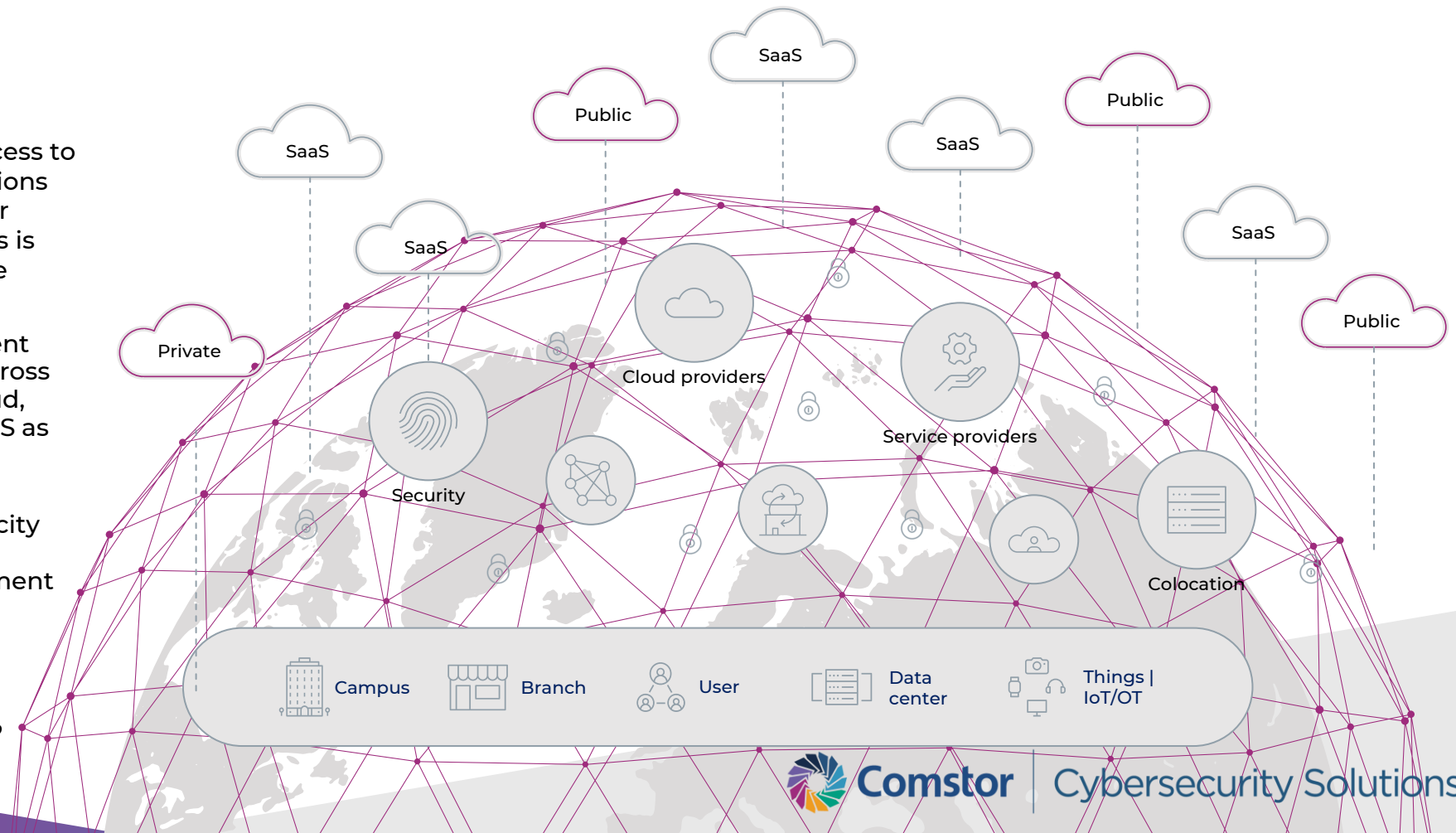
Say securing user access to cloud-based applications and mobile devices or cloud-based solutions is their biggest obstacle

86%

See having a consistent operational model across on-prem, private cloud, public cloud, and SaaS as important

85%

Say they value simplicity when it comes to technology management



Cisco Talos

the largest private threat intelligence organization on the planet

~500 full-time threat researchers and data scientists

5 Billion reputation requests and category responses per DAY

2 Billion malware samples collected DAILY

200 Million IPs & URLs blocked EVERYDAY



Talos sees more so you can block more and respond faster to threats


CISCO
Distributor



Comstor

Cybersecurity Solutions

Cisco Talos powers the Cisco portfolio with intelligence



TALOS



500

threat researchers



AI

powered algorithms



550B

security events observed daily



Comstor

Cybersecurity Solutions

Success with Comstor!

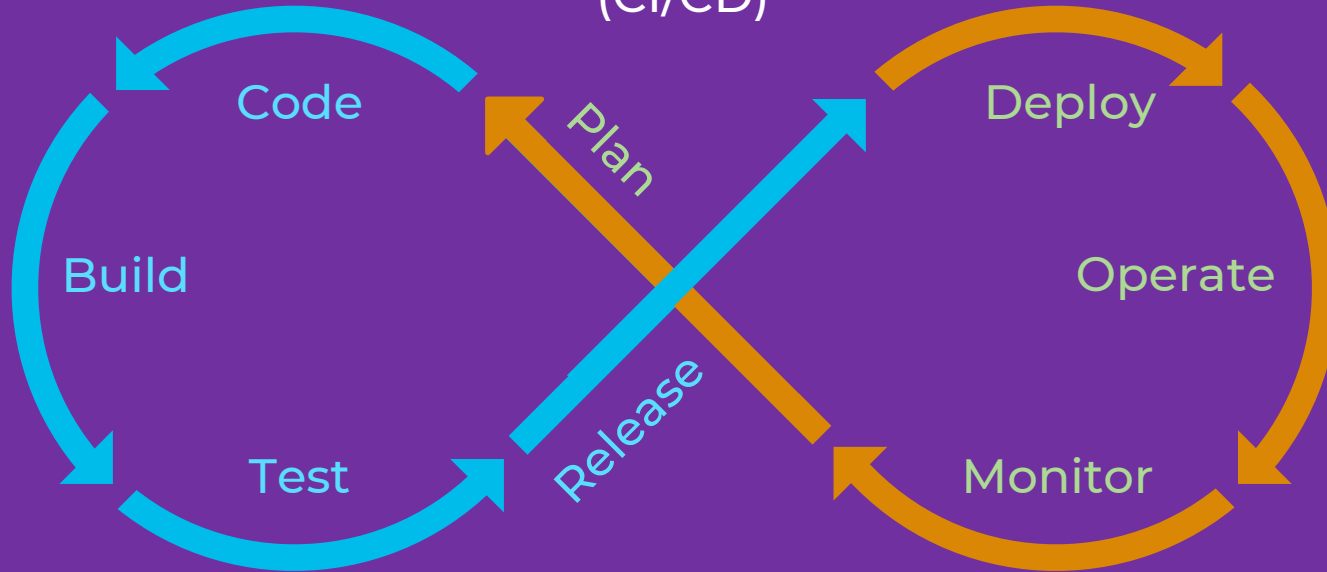
Mduduzi Nzuz

South Africa – 18th April 2024

Security must be built-in from the start



Application Development (CI/CD)



Policy as Code

Embedded into app during development

Business Risk Observability

Prioritize app vulnerabilities based on business risk

Microsegmentation

Reduce the blast radius for threats



Comstor

Cybersecurity Solutions

Eliminate un-necessary decisions



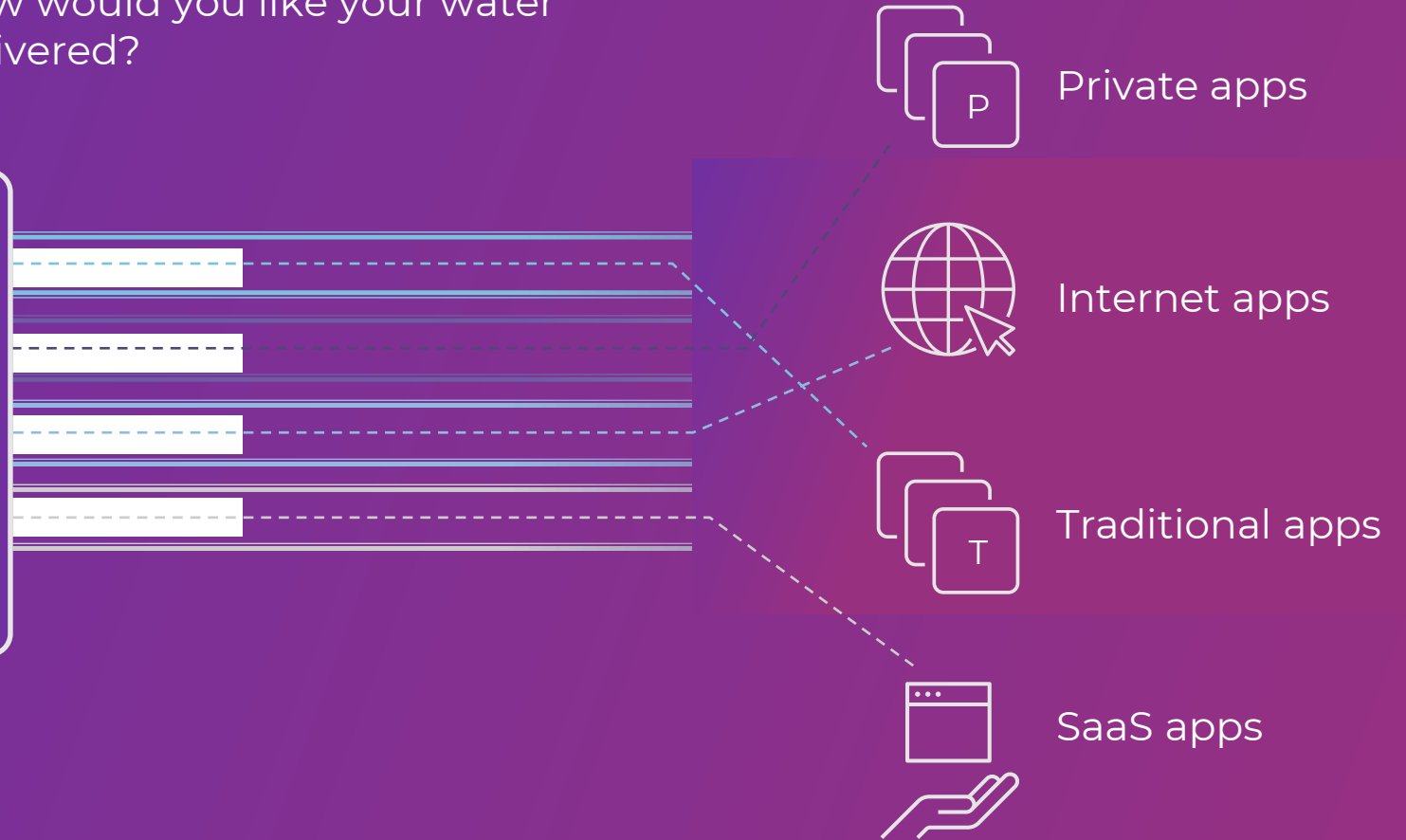
How would you like your water delivered?

VPN

ZTNA

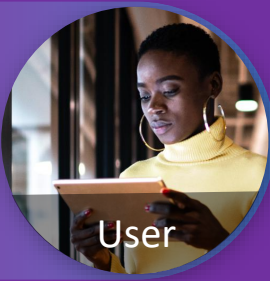
Direct

SaaS



Seamless user to app with Cisco Zero Trust





Cisco ensures a great user experience

ThousandEyes



Client



WiFi



Broadband



Network



Application

Built into Cisco
SD-WAN

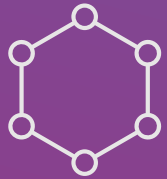
Robust, fault tolerant
global network

Target latency of ~40ms or
less for 99% of users

Built on industry leading
QUIC protocol



Cisco XDR approach



Collection of telemetry
from multiple security tools



Application of analytics to the
collected and homogenized
data to arrive at a detection
of maliciousness



Response and remediation
of that maliciousness



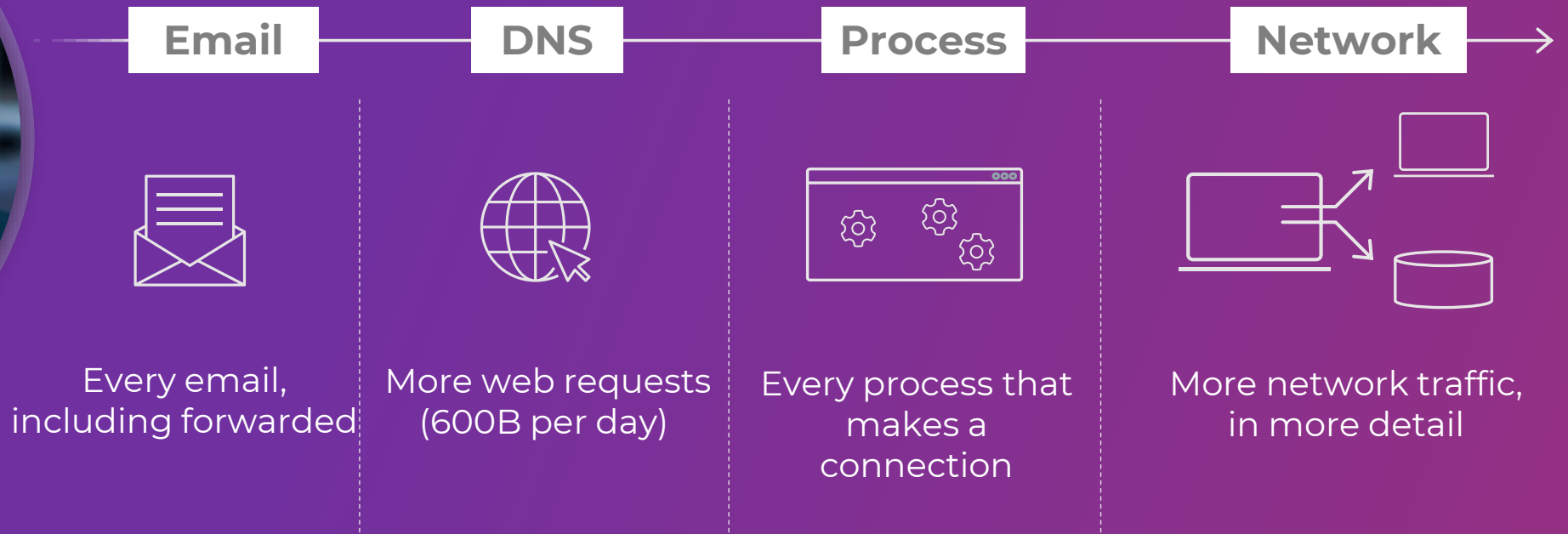
Cisco XDR has the broadest native telemetry



Central data warehouse, analytics, and management in the Security Cloud



SOC



Who we are

Westcon-Comstor is a global technology provider and specialist distributor that connects IT channel partners with the world's leading IT vendors.



\$4.6B gross sales



3,600+ employees



12,000+ customer partners

FY23 data

Driving Partner Success through two lines of business



Westcon delivers a portfolio of world-leading cybersecurity, networking, and data centre & cloud infrastructure vendors to give businesses the advanced solutions they need to thrive in the digital world.

Comstor is our Cisco-dedicated business, delivering a complete portfolio of programmes, products, and promotions to ensure partners maximise every opportunity.

Redefining value-add

We've spent the last 35 years redefining what it means to add value, and creating bespoke solutions for our IT partners to **grow, buy, sell, and manage**, through our:



Partner Success powered by data

Data is deeply rooted in the way we work,
and we share our insights to help our partners.
For example:

Grow

Capitalise on new opportunities with
Intelligent Demand

Buy

Make data-driven purchasing decisions
with Partner Insights

Sell

Get the right data at the right time to land,
adopt, expand, and renew

Manage

Manage subscriptions and contracts
in Partner Marketplace

Our

Digital Ecosystem

Our integrated digital ecosystem drives efficiencies and business outcomes for our partner communities.



Cisco integration

Integrations that enable partners to take cisco offerings to market and automate sales processes



Data and analytics

Extensive data and analytics capabilities to bring valuable insights to partners throughout the customer lifecycle

PartnerCentral

A centralised marketplace that unlocks digital capabilities to help partners manage and grow their business



Lifecycle selling

A sales approach based on the way businesses are buying today, leveraging data stewardship and digital tools

PartnerCentral. Your digital gateway to Partner Success

PartnerCentral is our innovative marketplace tool that helps partners succeed in the dynamic XaaS-focused world.

Why PartnerCentral?



Accelerate XaaS transformations



Simplify complex multivendor transactions



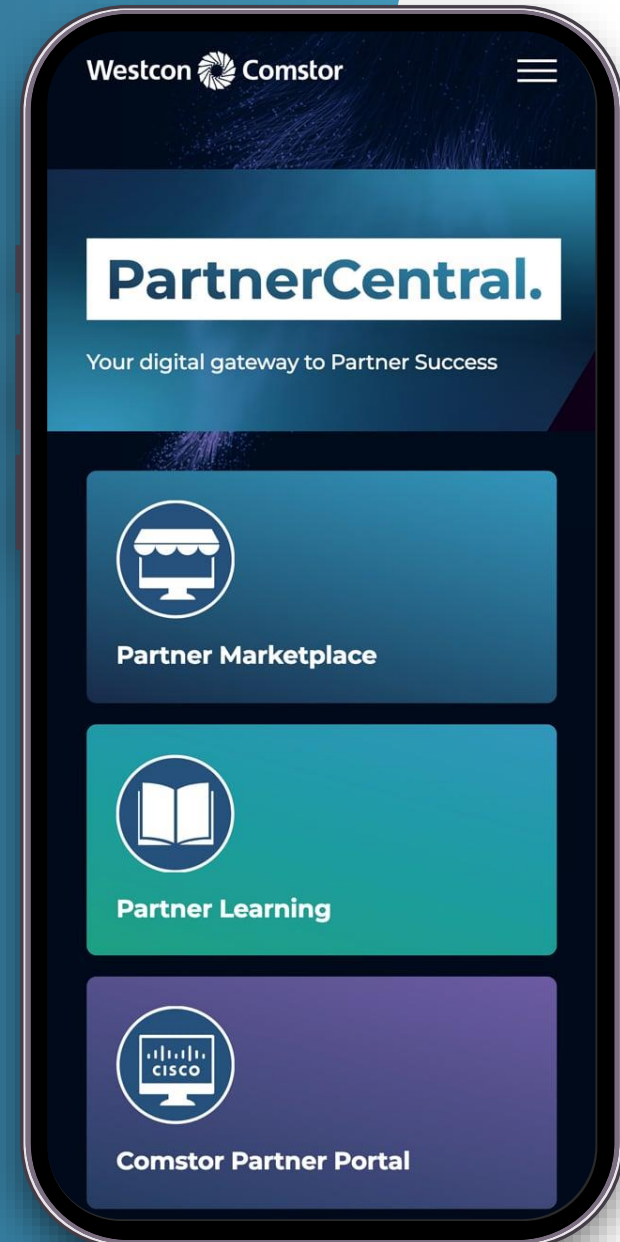
Boost productivity through self-service



Grow and optimise revenue with data and insights



Streamline sales processes with automations and integrations




CISCO
Distributor

COMSTOR, THE WAY FOR SUCCESS WITH CISCO CYBERSECURITY

You've seen what the opportunity is.
We know the challenges you face.
So, let Comstor solve them for you !



What's next? Get on board!

From Comstor

- *People and expertise.*
- *Cisco Core Specialisation support.*
- *Unique Security training programme.*
- *Growth Marketing support/funding.*
- *Lead generation data.*
- *Radius programme prioritisation.*



From you

- *Cisco Core Specialisation certification - a minimum of 2 individuals within your organisation.*
- *Completing 4/6 modules of the Comstor Security 360 - at least one individual from your organisation.*
- *Positioning Cisco security portfolio as part of solutions to end user organisations.*
- *Provide a business plan for the next 12 months to grow your Cisco Security business with Comstor .*


CISCO
Distributor



Comstor

Cybersecurity Solutions

Comstor enablement programme

1 – Comstor people and expertise

- Trained experts
- Product specialists
- Certified Engineers
- SMB, MSP and Recurring offer dedicated experts


CISCO
Distributor



Comstor

Cybersecurity Solutions

Comstor enablement programme

2 – Knowledge

Specialisation = Success

Comstor guide you through Cisco Core Specialisation and Advanced Specialisation*.

*invitation only


CISCO
Distributor

Expert knowledge is everything.
Being specialised has been proven to boost security sales by 3-5 x that of none specialised partner.



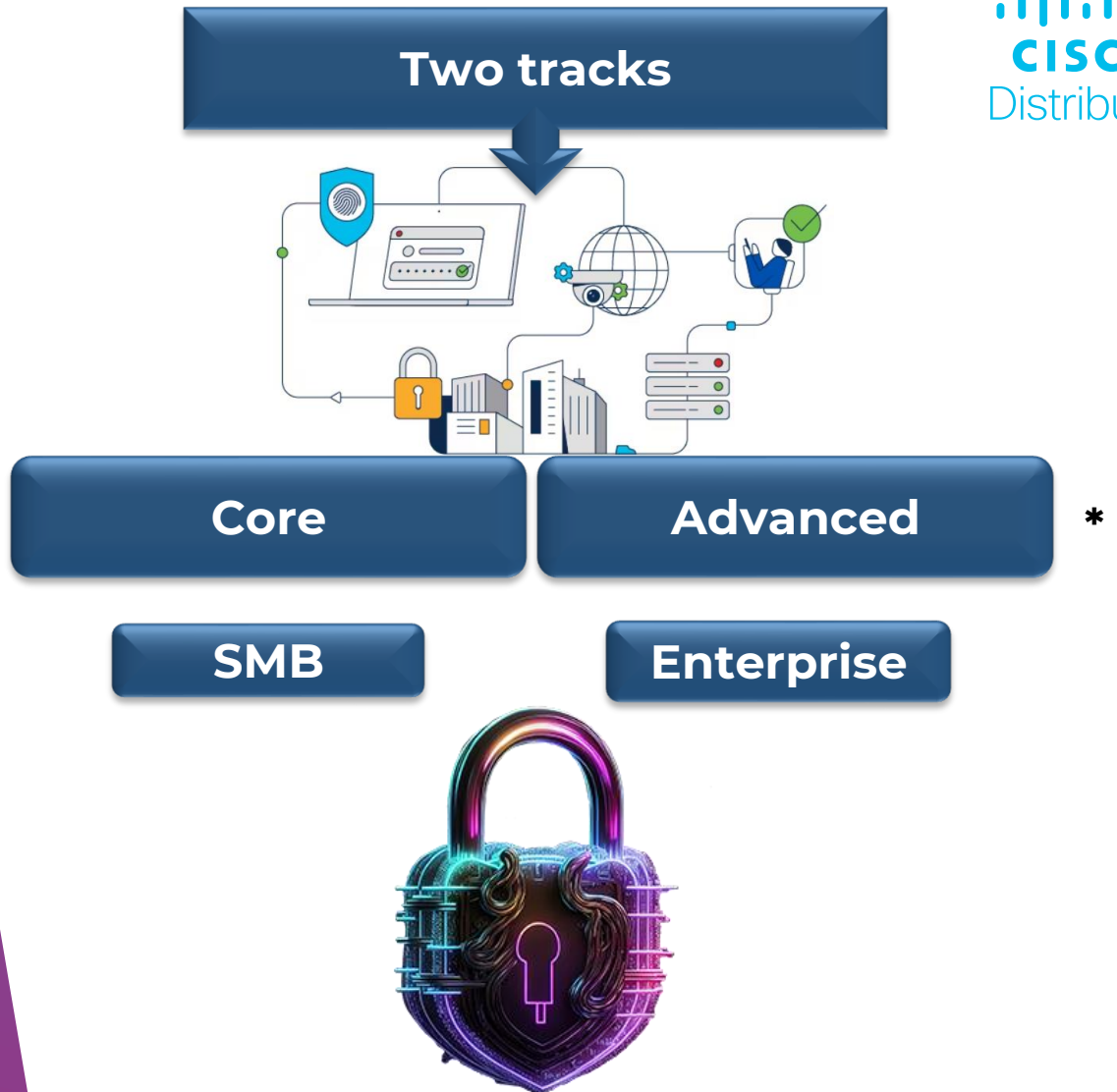
Comstor

Cybersecurity Solutions

CISCO SECURITY SPECIALIZATIONS

Show your customers that you are recognised by Cisco

With both **Sales** and **Technical** modules get your teams in **the best** possible shape !



Comstor teams will help you secure the specialisation you need

***invitation only**

CISCO CORE SECURITY SPECIALIZATION

Show your partners that you are recognised by Cisco as having the knowledge and ability to defend against threats known and unknown with the Core security specialisation.

With a combination of Sales and Technical modules it's a sure way to maximise your security market growth opportunity by getting your teams in the best possible shape to position Cisco Secure solutions.

Comstor are here to help you secure this specialisation.

AVAILABLE ON CISCO
SALES CONNECT


Distributor



Cisco Core Security Sales :

https://salesconnect.cisco.com/sc/s/learning-plan-detail-standard?ltui__urlRecordId=a1Q8c0000099FuREAU

Cisco Core Security Technical :

https://salesconnect.cisco.com/sc/s/learning-plan-detail-standard?ltui__urlRecordId=a1Q8c0000099Ft4EAE

Cisco Security Partner Journey

: <https://ciscopartnerjourneys.com/en/us/practice-builders/cisco-security-partner>

Comstor enablement programme

3 – Training

Comstor Secure 360 training programme

We know training can pave the way for your success – but which training will empower your team effectively?

Comstor is providing enhanced and exclusive training with Cisco Secure 360, our exclusive training programme.



CISCO
Distributor

\$17,000 value, free for you!



Comstor

Cybersecurity Solutions

Comstor Secure 360 – security enablement training

For your competitive edge.

Cisco Security Enablement Training

Learn to position and deploy Cisco Security Solutions.
Technical hands-on labs.

LEARN TO SECURE YOUR

	-- Branch -- Deploy SASE, SD-WAN, Cloud Security Using Meraki MX Umbrella Thousandeyes	(4Hrs -)	 +  
	-- Hybrid workforce -- Deploy Cloud Security Using Umbrella SIG Duo Secure Client	(3Hrs)	 +   
	-- 'Integrated' Branch & Hybrid workforce -- Deploy Integrated: SASE, SD-WAN, Cloud Security Using Meraki MX Cisco+ Secure Connect	(4Hrs)	 +   
	-- Catalyst Network -- Deploy Network security Using Catalyst 9K Umbrella ISE	(4Hrs)	 +  
	-- Meraki Network -- Deploy Network security Using Meraki MR, MS Umbrella ISE	(4Hrs)	 +  
	-- Cisco Firepower -- Entry + Advanced Deploy Cisco FPR Solutions Using FPR Umbrella ISE	(4Hrs) + (4Hrs)	 +  

OPTIONAL

OPTIONAL




CISCO
Distributor

Cisco Security Demonstrations

Learn the benefits of Cisco Security Solutions Demonstrations



-- Cisco XDR --	(2Hrs-)	
Monitor Detect and Response Demo session		
-- Cisco EDR --	(2HRS)	
Advanced End-point Protection and EDR Demo session		
-- Cisco Cloud Mailbox Defense --	(2HRS)	
Advanced E-Mail threat detection Demo session		



Comstor | Cybersecurity Solutions

Comstor enablement programme.

4 – Security Growth Marketing

Reaching end users with a consistent and compelling message will drive your growth.


CISCO
Distributor

End user events, telemarketing, social activity



 **Comstor** | Cybersecurity Solutions

* Limited availability!

Comstor enablement programme.

5 – Lead Generation

You want leads delivered.
We have already purchased on your behalf, and will make available, incredibly rich opportunity data from our Comstor Intelligent Demand team.


CISCO
Distributor

SMB and Enterprise opportunity data!



Comstor

Cybersecurity Solutions

Comstor Supporting 2 segments / 2 Approaches

SMB

ENTERPRISE

Comstor Partner Support

BDM – Product Specialist – Pre-sales – Training



Knowledge Transfer

Cisco Specialisation

Cisco Core Specialisation

Cisco Advanced Security Specialisation
Cisco Core Security Specialisation

Comstor Secure 360 Trainings



Dedicated SMB/MSP Lead



Partner Profitability Support

Cisco Perform Plus Program



ENABLEMENT

Advanced Specialisation cost



Marketing Growth Activities



End-user leads



Radius prioritisation



Comstor

Cybersecurity Solutions

Comstor enablement programme

6 – Radius programme prioritisation

Your opportunity for obtaining prioritisation on the highly sought after Cisco Radius programme!



* Limited availability!

**Let's take your
business to the next
level! What's next?**


CISCO
Distributor



Comstor

Cybersecurity Solutions

The Cisco logo, consisting of a stylized bridge icon above the word "CISCO" in a bold, sans-serif font, with the word "Distributor" in a smaller font below it. The background of the entire slide is a space-themed image featuring a view of Earth from space, a large glowing magenta and red wave on the left, and a glowing purple padlock with circuit-like details on the right, all set against a starry background.

CISCO
Distributor

COMSTOR, MSP

Cisco's \$22B SMB Managed Services opportunity in 2027

\$22B

Global SMB Product
opportunity for
Managed Services¹

Collaboration
\$5.5B | 9%¹

SMB (10-500) growing
1.6x faster vs. all other segments

Data Center
\$2.8B | 22%

50% CAGR for **Managed Data
Center as-a-Service (DCaaS)**

Observability
\$1.4B | 15%

MS product opportunity
almost **1.4x larger** vs. Resell

Network
\$3.2B | 12%

Managed NaaS (\$1B)
presents **11x growth
opportunity**

Security
\$9.2B | 14%

Managed SSE opportunity
growing at **36%+ CAGR**

Note: Market \$ include Cisco addressable markets only through 2027, hardware and software specifically

Source: Cisco market model with leading research firm

1. 5-Year CAGR from 2022-2027

The managed security opportunity is huge

Managed Security Services



12.3% CAGR
(2022-2027)

Source:
MarketsandMarkets

Managed SoC as a Service



10.5% CAGR
(2022-2027)

Source:
MarketsandMarkets

Managed Firewall as a Service



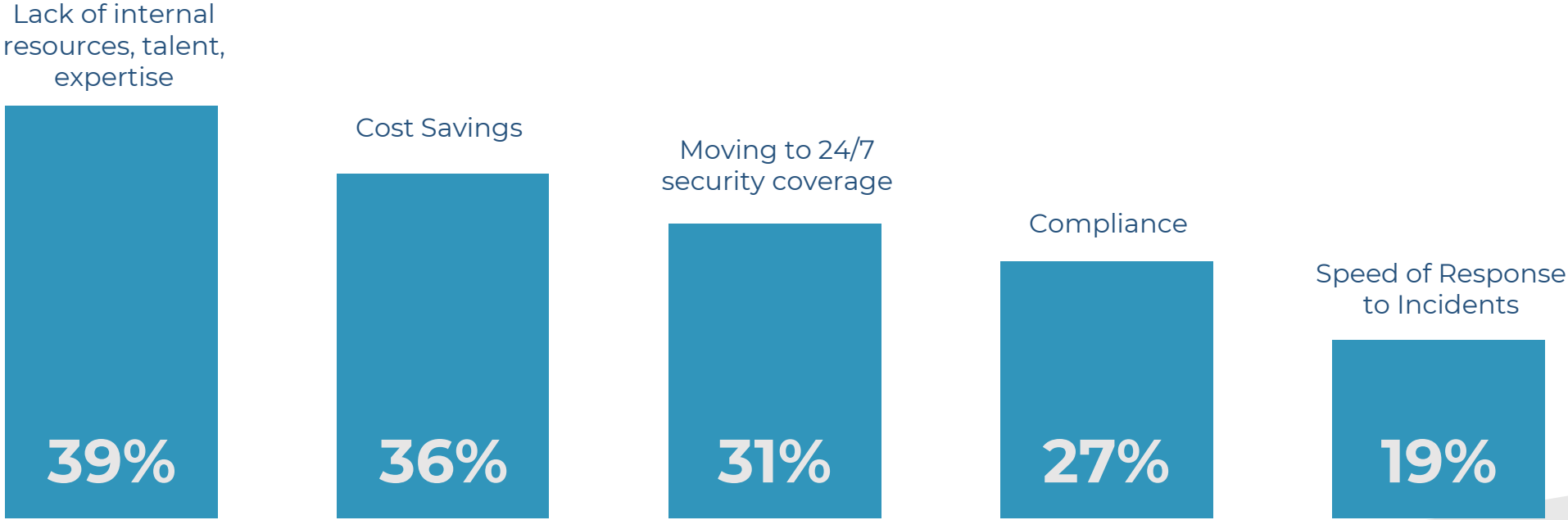
20.6% CAGR
(2022-2028)

Source: ReportLinker

Top 5 customer drivers for managed security

The predominant driver for organizations to consider managed security services is lack of internal security resources and expertise (39%) to cope with the growing demands of protecting data, systems and applications against increasingly sophisticated threats. This is closely followed by a desire to reduce the cost of security (36%), moving to continuous 24/7 security coverage (31%), improving compliance (27%), and increasing the speed of response to incidents (19%).

Question: If you're not currently using a managed security service provider, what would drive you to?



Lack of security domain expertise 17% | Looking to shift cost from capex/headcount to opex 16% | Breach protection 15% | Lack of industry compliance expertise 11% | Other 9%

Cisco technology combined with Partner Managed Services delivers winning *Experiences* for customers

Cisco Managed Solutions

Partner Managed Services

Customer Experiences

- Secure Networking
- Secure Wi-Fi
- SD-WAN
- Security
- Zero Trust
- Collaboration

- Partner Integration Services
 - Plan
 - Design
 - Implement
- Partner Managed Services
 - Account Management
 - Operations / Service Management
 - SLAs / Risk Management

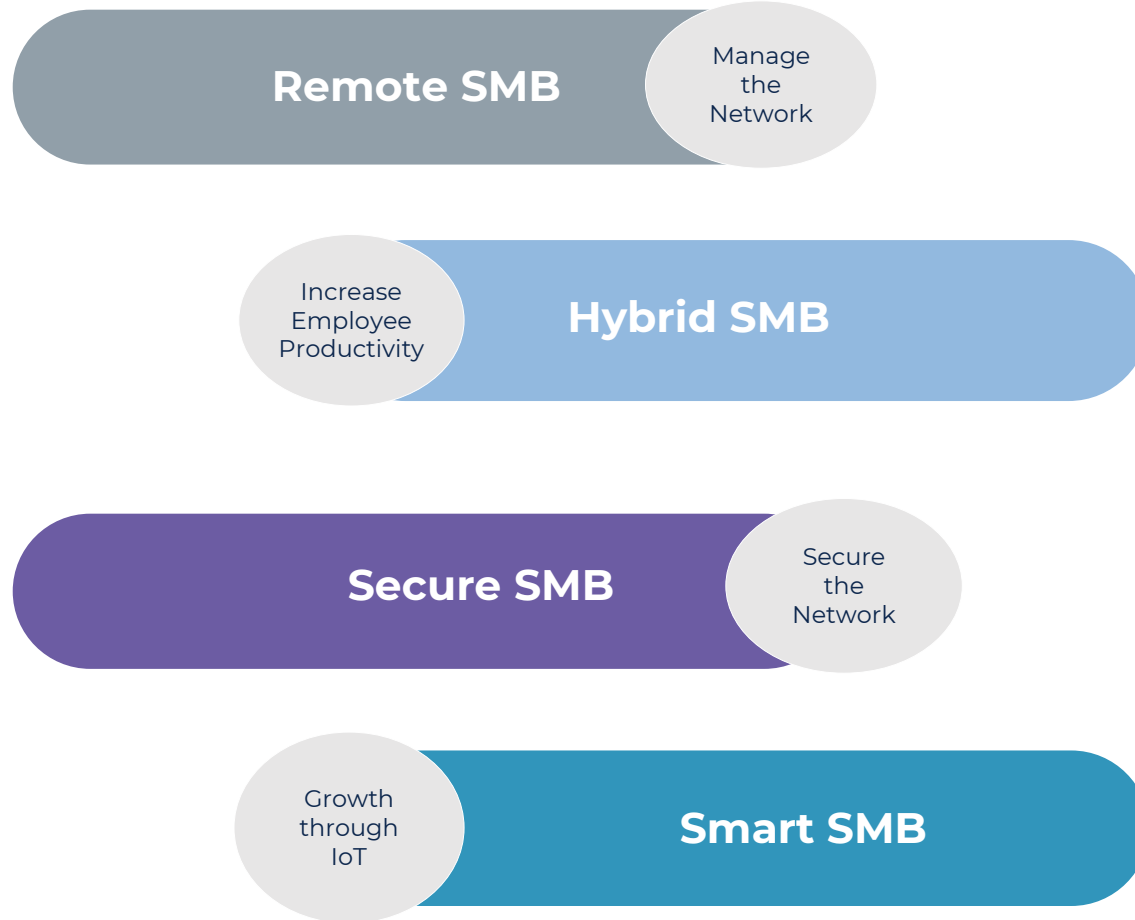
- Remote SMB
- Hybrid SMB
- Secure SMB
- Smart SMB

Land with network, expand to security and collab

Delight customers with reliable, fast, and secure connections to their network and resources

Enable People

Safeguard customers data and brand integrity while protecting against business threatening downtime



Enhance Workspaces

Bridge the gap to hybrid workers with powerful collaboration solutions

Empower IT Management

Unlock intelligent, actionable customer insights and analytics with Meraki Dashboard

Customers in SMB segment prioritize the same Experiences as Enterprise

93%

of SMBs ranked hybrid workplace as a top 3 priority



Hybrid SMB
“Work from anywhere”

75%

By 2024, 75% of startups will have a digital first strategy



Smart SMB
“Build smarter workspaces”

50%

of companies will re-organize their company structure



Remote SMB
“Keep everyone connected”

33%

By 2024, 33% of SMBs will experience security breaches every 3 months

Secure SMB
“Protect your assets”

SMBs spend on [cybersecurity](#) worldwide will grow from \$76 billion in 2022 to \$109 billion in 2026. **Analysys Mason 06/23**



Secure SMB

While cybersecurity is a critical component to protecting proprietary data and mitigating financial exposure for SMBs, a more holistic approach should account for physical security and environmental safety, as well.

Most SMBs don't have physical, environmental, and cybersecurity teams or resources to lend domain expertise, nor the know-how to architect the required architecture.

33%

By 2024, 33% of SMBs will experience security breaches every 3 months



Secure SMB

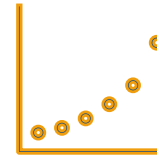
Your Managed Service Partner can deliver a holistic security strategy to keep your people, devices, and assets secure



Protect proprietary information and customer data from resulting in business threatening downtime



Protect people, property, and physical assets from actions that could cause damage or loss



Protect IT infrastructure, workspaces, and goods through environmental safety

SMB up to 50 users; mixed use
up to 15,000 square feet

Secure SMB Packages

Secure Network and Wi-Fi

Based on users and square footage

MX68 (1) UTM, LAN ports, cellular uplink

- Advanced security license
- Installation guide
- Technical configuration guide

MR44 (9) Wi-Fi 6 for SMB

- Installation guide
- Technical configuration guide

MS130-48P-HW (1) PoE Switch

- Installation guide
- Technical configuration guide



Security

Based on users

Umbrella DNS Security Advantage

- Protect remote users
- Block threats before they launch
- Reduce response times
- Deliver safe, secure internet
- Installation guide
- PoV reporting

DUO Advantage

- MFA, SSO, trusted endpoints, and device health check
- Installation guide
- PoV reporting



Physical and Environmental Security

Quantity based on factory floor plan of n square feet

Meraki MV Smart Cameras

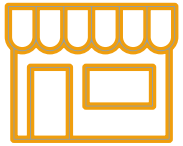
- MV12W (5) fixed lens - 114-degree horizontal field of view
- MV22 (5) varifocal lens with 3x optical zoom
- MV32 (3) Fisheye 360-degree field of view
- MV72 (2) outdoor varifocal lens with 3x optical zoom
- Technical configuration guide
- PoV: Dashboard reporting; uptime and alerts reporting

Meraki IoT environmental sensors

- MT10 (3) indoor temp/humidity
- MT11 (3) indoor water leak
- MT20 (10) door open/close
- MT30 (3) smart automation button
- Installation guides

Secure SMB

Outcomes Supported



Provide a Secure SMB that protects people, devices, and assets from damage or loss.



Transform customers into ideal Secure SMBs with a holistic approach that combines physical, environmental, and cybersecurity elements into a single strategy.

Required investment to build your managed service practice

What resources will you need to get your offer ready

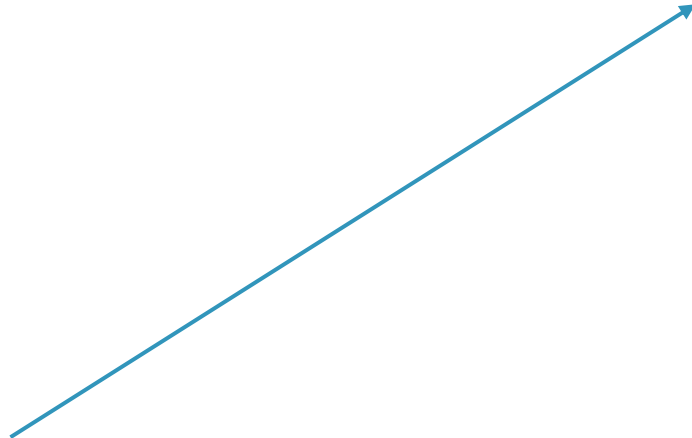



Let us help with building your service

Both Comstor & Cisco can support you with preparing for your Security Managed Service with:

- Service Development
- Service Build
- Operational Assessment
- Sales Readiness
- Service Launch

Register your interest [here](#)





MSP Expressway for SMB

- Anchored on SMB Experiences, MSP Expressway for SMB is built on a set of Managed Ready Offers that MSPs can develop for their managed service catalog
- SMB Experiences capture the outcomes we know SMBs are looking for based on the research we have done within this segment
- A full lifecycle play with resources, tools and best practices across the partner journey to support Offer Development, Service Creation, Sales Acceleration and Sales Execution

If you're interested in receiving further Cisco/ Comstor support please complete the form below.

Full Name *

Job title *

Email Address *

Company Name *

Country *

Which offer(s) are you interested in? *


Remote SMB

Hybrid SMB

Secure SMB

Smart SMB

Send me a copy of my responses

Powered by  smartsheet
[Privacy Notice](#) | [Report Abuse](#)



CISCO
Distributor

Provider Partner

Benefits



Comstor

Cybersecurity Solutions

Provider

Deliver as-a-service and managed solutions with flexible consumption options, powered by Cisco.



Select

Get business development and lead-generation resources including Market Development Funds (MDF) and Provider Pricing.

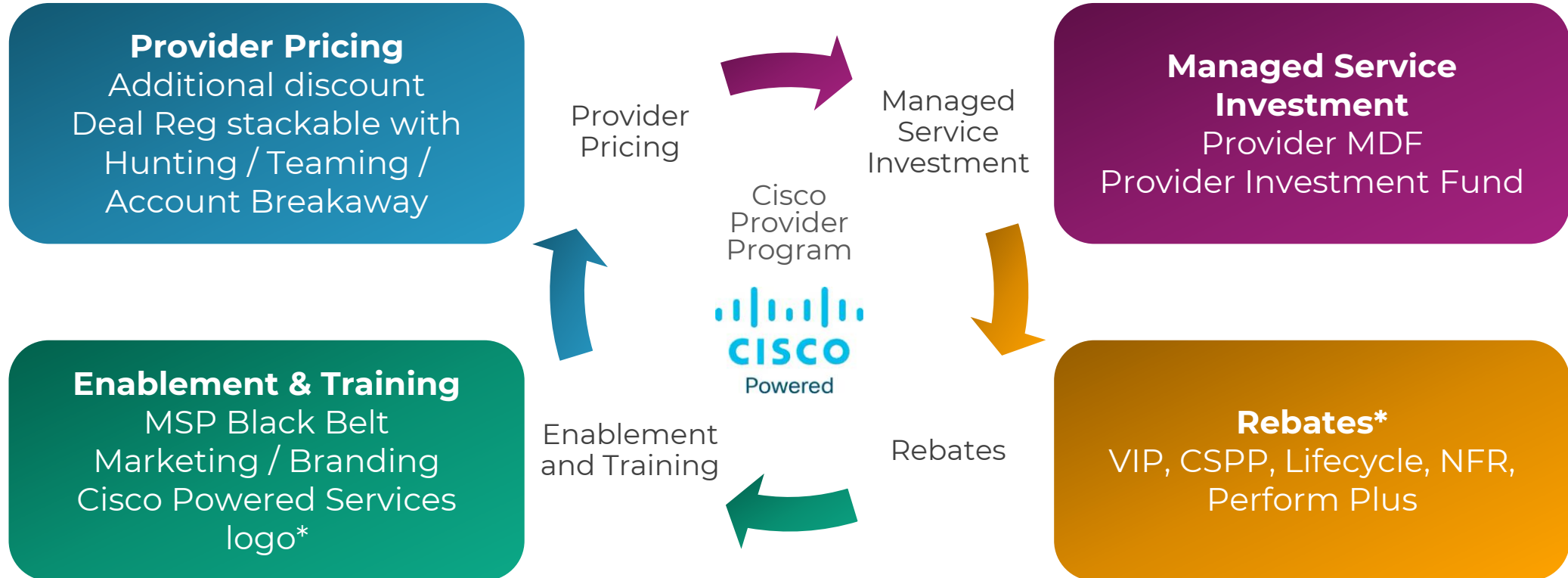
Premier

Access enhanced MDF and enhanced Provider Pricing. Enjoy Cisco Powered Service Specialization, practice development, and service creation.

Gold

Unlock the Cisco Powered Service bonus in the Value Incentive Program (VIP), plus all the benefits from the Select and Premier levels.

Managed Services Life Cycle



*Dependant on Provider Level

Summarising how Comstor can help you

- **Program application**

Comstor has a team of people responsible for MSP in each of the countries we operate who are here to support you with anything to do with Cisco

- **Utilising MDF**

Our teams can assist with guiding you on how to identify if you have MDF and how best to use it

- **Radius**

Comstor is responsible for nominating partners to be part of the Radius program and will guide you throughout the duration of the program

- **Service creation**

Together with Cisco we have created a program to assist with service creation



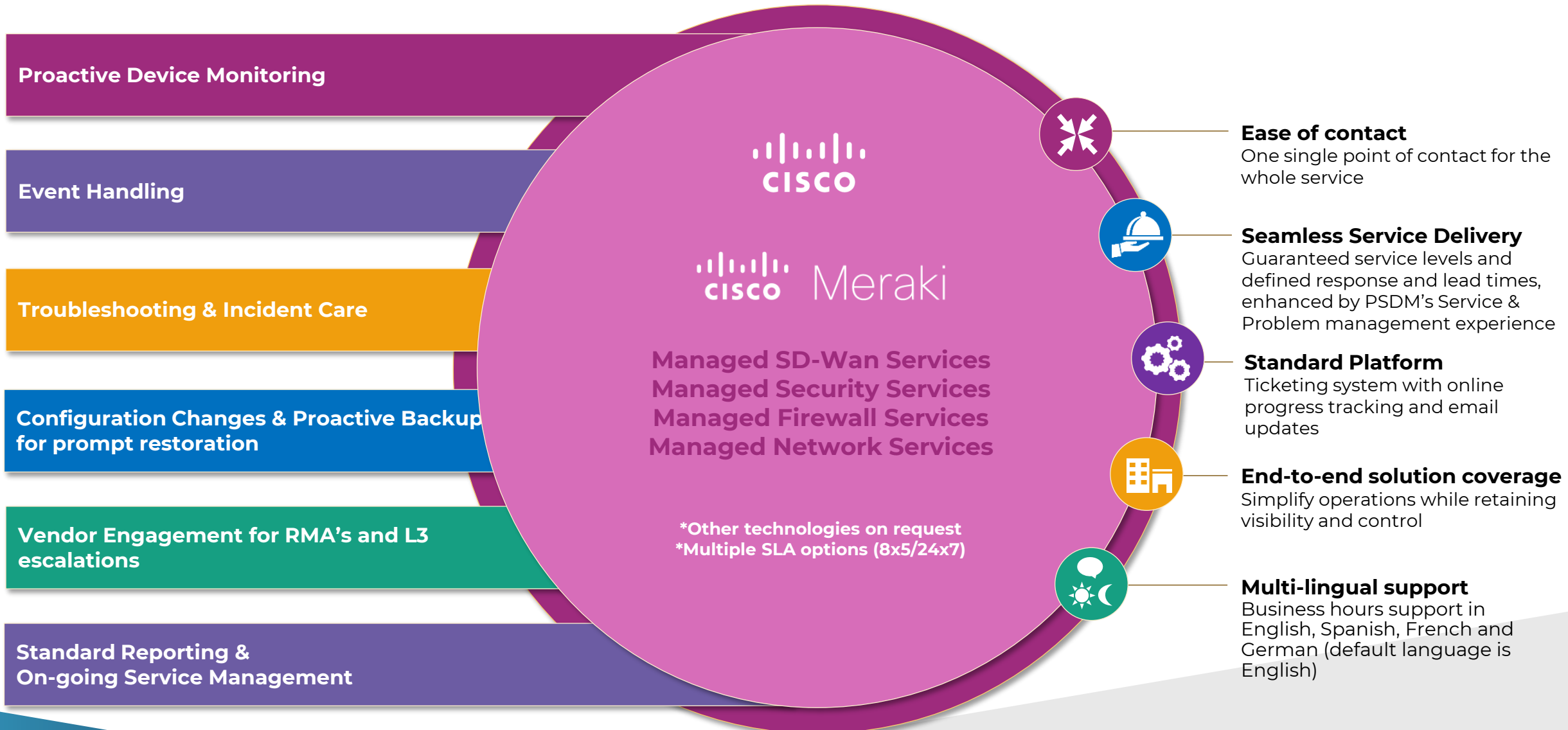
CISCO
Distributor



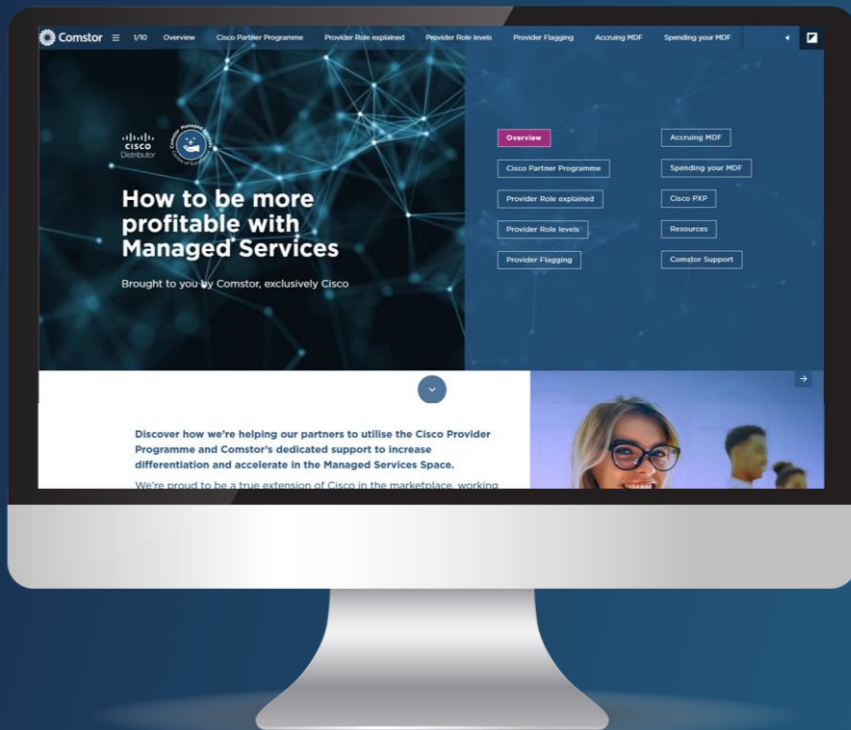
Comstor

Cybersecurity Solutions

Managed Services in a nutshell



Comstor MSP Guides



Everything you need to know about Cisco Managed Services under one roof.

- ✓ UK and EMEA versions available now
- ✓ Explanation of provider role
- ✓ How to flag deals
- ✓ How to accrue MDF
- ✓ How to spend MDF
- ✓ PXP intro
- ✓ Resources
- ✓ Comstor Value Prop

EMEA MSP Guide: <https://westcon-comstor.foleon.com/comstor/emea-cis-msp-provider-programme>

UK MSP Guide: <https://westcon-comstor.foleon.com/comstor/uk-cis-msp-provider-programme>



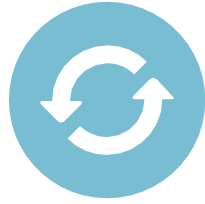
CISCO
Distributor



COMSTOR, RO

Overview on How Cisco Sells Software

Cisco currently sells software in three ways:



Perpetual

- A piece of software or a license that does not need to be renewed
- Once a customer buys it they have it for as long as they need it
- Perpetual licences are being phased out and will soon be replaced by term-based and/or SaaS
- It does not auto renew



Term-based

- A software solution that is sold for a fixed duration (normally 3, 5 or 7 years) and is paid for up front in one go
- It is renewable, but does not contain consumption charges and cannot be paid for periodically (unless using Cisco Capital)
- It does not auto renew



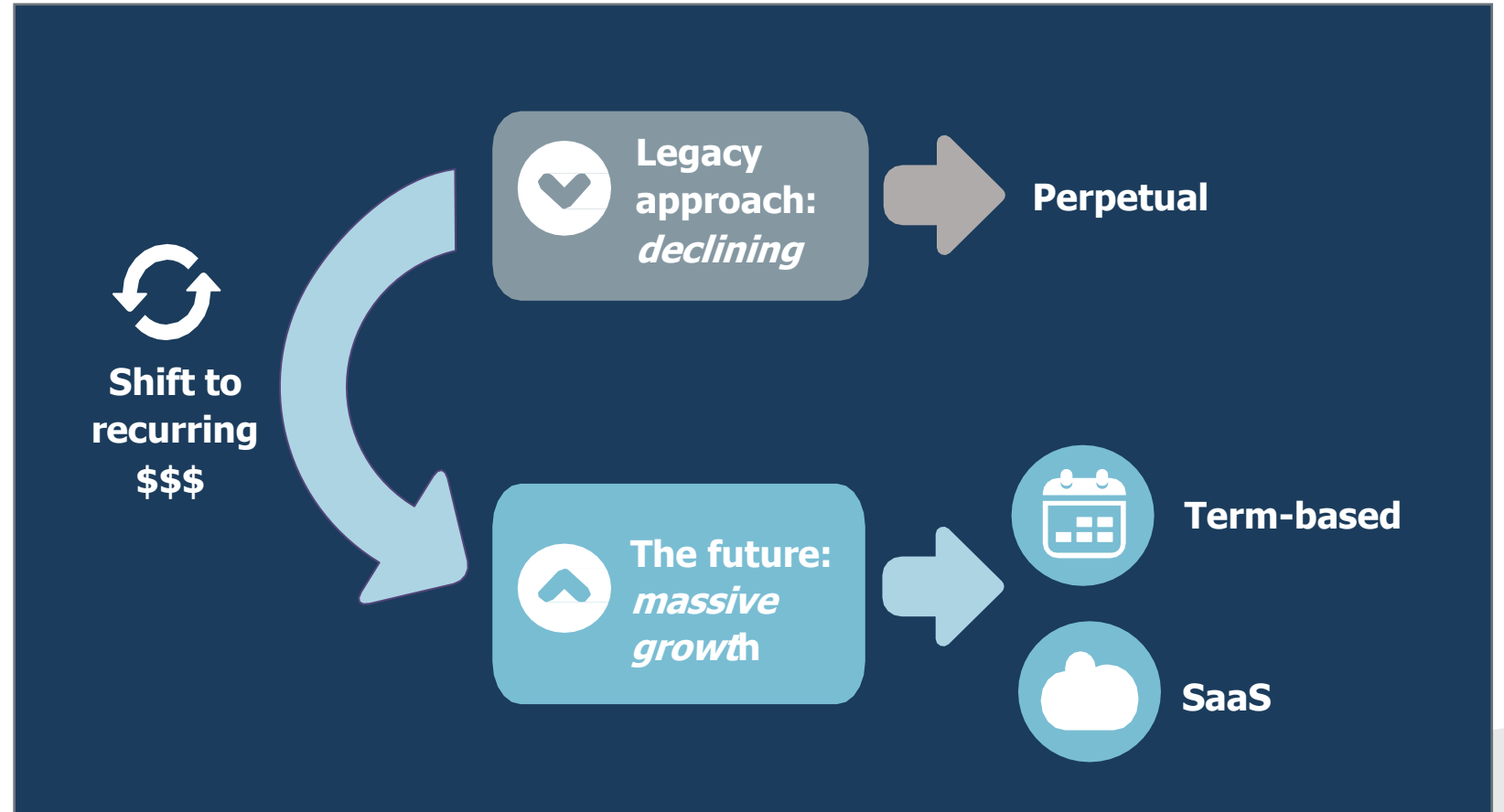
SaaS

- Software purchased as a subscription
- Can be paid for periodically (monthly or annually)
- Can sometimes contain consumption charges
- The customer must renew it to continue using the product
- SaaS subscriptions automatically renew by default, but this can be disabled. All SaaS products have a Sub ID

Cisco Software Go to Market Strategy

Term based or SaaS, the recurring software model provides you with an on-going revenue stream that will keep growing

**Build your
revenue stream**



What are Comstor Recurring Offers “RO”?

Services and Software

Cisco Software and Services, available for all architectures and delivering highly profitable recurring annuities



SERVICES

Services available

- Smart Net Total Care
- Solution Support
- Software Support Services



SOFTWARE

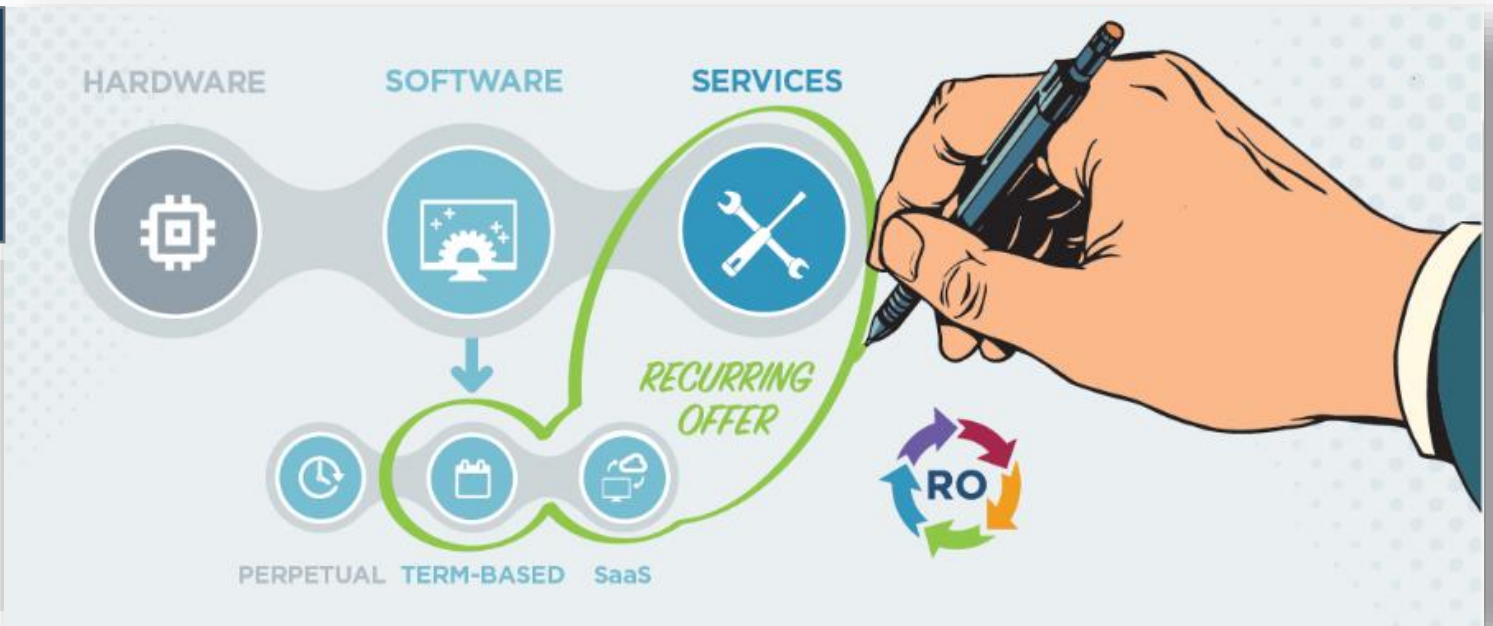
Perpetual
Licence that does not expire, not a RO

Term-based

Licence that lasts for a fixed duration Billed up front Comstor manages notification to Partners for an effective on time

SaaS; Software as a Service

These are the licences purchased as a subscription with periodic billing and auto-renew features Comstor e-cloud billing is perfect for these RO



Why an Enterprise Agreement with Comstor?



The Cisco logo, consisting of a stylized signal tower icon above the word "CISCO" in a bold, sans-serif font, with the word "Distributor" in a smaller font below it.

CISCO
Distributor

A futuristic, glowing padlock with a keyhole, surrounded by vibrant, multi-colored neon lines (red, purple, blue) that resemble a signal or data waveform. The padlock is positioned on the right side of the image, set against a background of a starry space scene with the Earth's horizon visible on the right.

PERFORM PLUS ACTIVATE

The Comstor logo, featuring a stylized camera shutter icon to the left of the word "Comstor" in a bold, sans-serif font, followed by a vertical line and the text "Cybersecurity Solutions" in a smaller font.

Comstor | Cybersecurity Solutions



Perform Plus Activate Incentive



Comstor


CISCO
Distributor

Get rewarded for consistent bookings

Experience tells us that consistency fuels longer-term growth. That's especially true when you are just starting your journey with Cisco. Perform Plus Activate is designed to reward you for consistent quarterly business with Cisco.

What is the difference between: Perform Plus Activate & Perform Plus

#	Program	Who is eligible?	How does it work?
1	<p>SMB FOCUS</p> <p><u>Perform Plus Activate</u></p>	<ul style="list-style-type: none"> • Available to Integrators and Providers who are Select, Premier, or Gold • Must have \$70K-\$500K annual bookings (based on previous four quarters) • All hardware, software, SaaS bookings are eligible 	<ul style="list-style-type: none"> • Perform Plus Activate is globally available • Cash rebates are paid on product shipments. Meet target, earn the rebate! • The more consistently a Partner meets quarterly targets, the more they can earn • Shipment targets and rebate amounts vary by volume band
2	<p>COMMERCIAL FOCUS</p> <p><u>Perform Plus</u></p>	<ul style="list-style-type: none"> • Available to Integrators and Providers who are Select, Premier, or Gold • Must have \$500K-\$10M annual bookings (based on previous four quarters) • All resale and managed services hardware, software and SaaS bookings are eligible 	<ul style="list-style-type: none"> • Perform Plus is globally available • Partner earns up to 3.5% rebate on overall product shipment growth • Unlock an additional 1% bonus for growth in midsize & small customer segments • Quarterly cash rebates are paid on incremental product shipment growth (quarterly caps vary by role/level) • Incremental growth is measured Y/Y based on previous four quarters of product shipments • Shipments must be invoiced in the current quarter

What's New with Perform Plus Activate in FY24

1. Minimum quarterly shipment has been increased to \$40k from \$30k
2. There are three annual revenue bands for determining enrollment:
 1. **\$350k-\$500k (new)**
 2. **\$200k to \$350k (new)**
 3. **\$70k-\$200k**

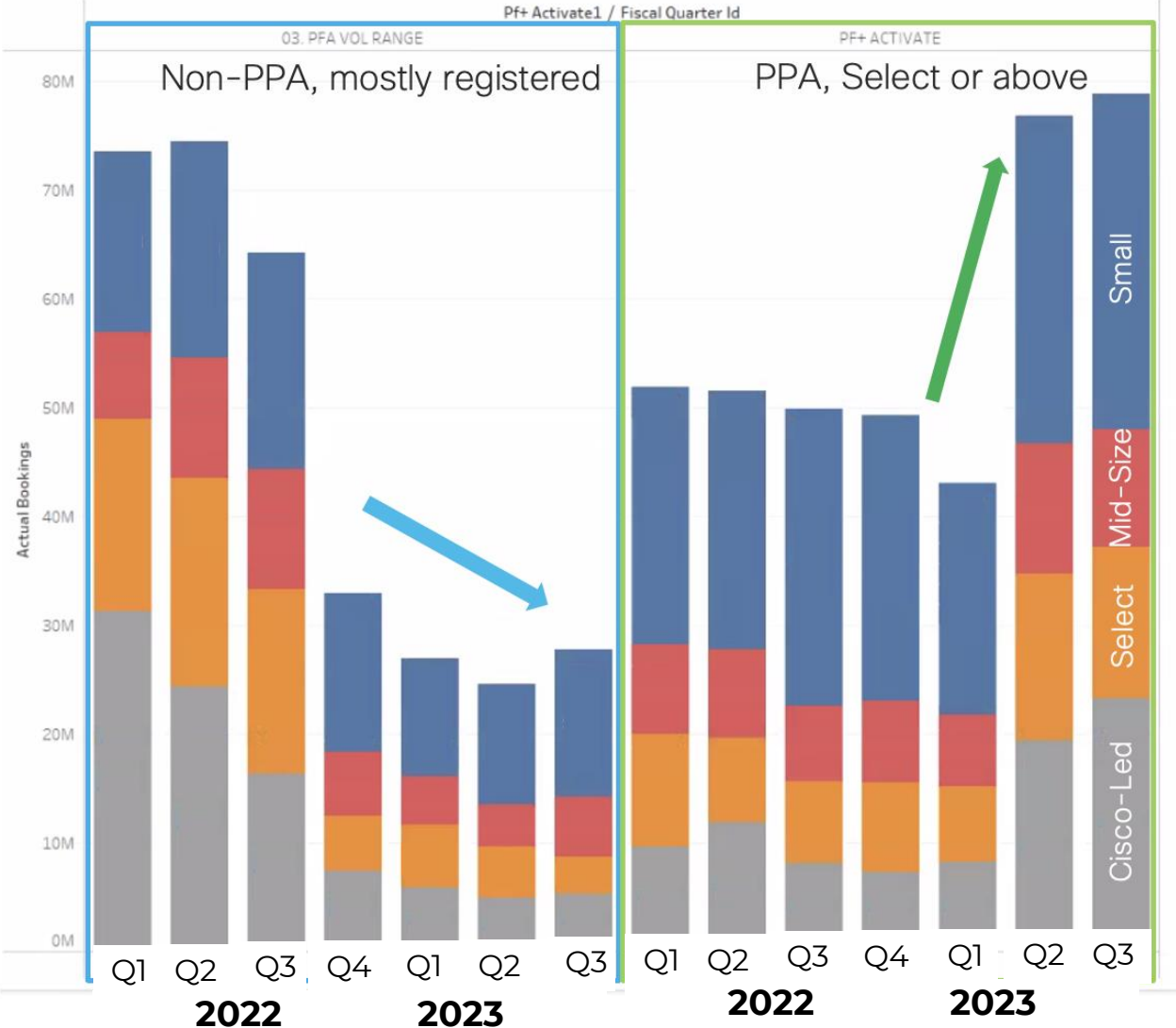
The total rebate opportunity for Perform Plus Activate varies based on the volume band and how consistently the Partner achieves quarterly shipment targets.

Volume Band	Quarterly Shipment Target	Rebate Amount (1 Quarter)	Rebate Amount (2 Consecutive Quarters)	Rebate Amount (3 Consecutive Quarters)	Rebate Amount (4 Consecutive Quarters)	Total FY24 Annual Potential Rebate	
						1st year enrolled	2nd year enrolled
\$350k to \$500k Band 3	\$135k	\$1,500	\$3,000	\$4,500	\$6,000	\$15k	\$24k
\$200k to \$350k Band 2	\$85k	\$1,000	\$2,000	\$3,000	\$4,000	\$10k	\$16k
\$70k to \$200k Band 1	\$40k	\$500	\$1,000	\$1,500	\$2,000	\$5k	\$8k

PPA vs Non-PPA Performance Contrast

Focus on FY23

OVERALL GROWTH COMPARISON



Partners that enrolled into Perform Plus Activate saw business growth compared to those that didn't.

PS:

1. Data Source Cisco
2. Data is for FY22, FY23
3. PPA stands for Perform Plus Activate

Perform Plus Activate Call-To-Action

1

Learn about the New Perform Plus Activate Program details in the [E-BOOK HERE.](#)

2

Understand Perform Plus Activate eligibility and enroll by signing the [Channel Program Incentive Agreement \(CPIA\)](#).

3

Drive sales and hit your quarterly targets to earn rebates.

4

If no rebate coordinator is assigned, you can assign one on [Partner Self Service \(PSS\)](#).

5

Monitor your quarter-to-date progress of US\$40K target attainment on the [Partner Experience Platform \(PXP\)](#).