

Maximize Deal Margins During the Presales Process



Automatically analyze your VIP rebates and gain insights on potential payouts

Calculate accurate VIP Annuity & Architecture Rebates to maximize rebates and increase competitiveness

Virtually all partners know about Cisco® Value Incentive Program (VIP) rebates. Many accept their rebate checks without question. They often assume they received their full amount without validating the accuracy of the Cisco payout calculation. Others don't maximize their full rebate potential because the list of VIP-eligible products and criteria are constantly changing and because they don't understand the rules for annuity rebates.

Netformx VIP Calculator enables you to quickly calculate your anticipated total rebate amounts for a deal and the breakdown by annuity and architecture rebates. It provides you with insights, so you always know whether you are taking best advantage of Cisco programs.

Extending the power of the Partner Incentive and Margin Analysis Tools

Netformx VIP Calculator is linked to the [Netformx Partner Incentive Tool](#) (PIT), which highlights all Cisco promotions, incentives, and other profit rewards that apply to a Cisco Commerce Workspace (CCW) Estimate. As a result, the Estimate cost structures created by user analysis within PIT are immediately available to VIP Calculator. That way you are ensured of having the appropriate cost structures for the VIP analysis. Together with the [Netformx Margin Analysis Tool](#) and Lifecycle Services Tool, you can perform complete analysis of a deal so that you can position it most competitively and profitably.

Quickly see your potential VIP payout

With VIP Calculator you can quickly see—even before the deal is registered—your potential VIP payout and the payout details for a specific opportunity by hardware SKUs, annuities, architectures, and SKUs not in VIP. You can also assess the financial value of adding a track certification by performing a what-if analysis with and without the certification. When you do the analysis early in the VIP period, you have time to fulfill any certification requirements that will improve the bottom line. VIP Calculator also analyzes the impact of Cisco's Migration Incentive Program (MIP) and Account Breakaway incentives to drive additional bonus dollar contributions.

Netformx VIP Calculator enables you to quickly calculate your anticipated rebate amount and provides you with insights, so you always know whether you are taking best advantage of Cisco programs.

VIP Calculator Summary

The monthly rebate calculation, VIP Period rebate calculation, and VIP Transition Period analyses performed by VIP Calculator are based on the expected Cisco order execution date that you enter in the dashboard. The summary section shows the Tracking Estimate cost determined in PIT and the analyzed rebate.

During a VIP transition period the anticipated rebate is calculated based on the previous VIP Period's SKU payout formulas as well as the adjusted rebate calculation outside of the transition period. That way you can compare payouts to determine the preferred date to place the order.

Partner Status Control Panel & Options

The Partner's Cisco certification status, such as Gold Partner, Master Certification(s), and Lifecycle Advisor, influences the VIP rebate calculation. The default values entered by your Tenant Administrator can be modified to conduct "what-if scenarios" to determine how each certification or specialization affects the analyzed rebate for the Estimate under review.

Annuity Rebate

VIP Calculator uses a one-time calculation based on the Estimate's Total Contract Value (TCV) or Monthly Recurring Revenue (MRR) stream to derive the total dollar contribution per track. Clicking on the "More Info" link in the Annuity Analyzed Base Rebate (MRR) module exposes the per sub-track one time and monthly rebate calculations for the current and future VIP Periods.

Architecture Rebate

The analyzed rebate for one-time equipment sales is presented by technology sub-tracks, such as Enterprise Networks, Collaboration, and Security. When you select the options to incorporate Migration Incentive Program (MIP) or Account Breakaway incentives VIP Calculator highlights the additional bonus dollar contributions those incentives would add to the total Architecture calculation. Associated Estimate SKUs appear in the detail pane, broken out by sub-track.

Transition Period UI Updates

Cisco's 60-day Transition Period allows them to introduce SKU payout formula modifications between the existing and upcoming VIP Period. Based on the expected order date entered, the Transition Period information will appear on the VIP Calculator dashboard 14 days in advance of the start date for both the next VIP and Transition Periods or the last 14 days of the Transition Period. During the last 14-days, if the payout decreases in the next VIP Period, the Partner should encourage the customer to book the business before the Period ends to attain the best Analyzed Rebate. Once the current calendar date exceeds the transition date range, the reference to the Transition Period is removed.

Export to Excel

A simple export to Excel feature enables you to capture all aspects of the VIP Rebate calculation to share with your team.

Are you ready to automatically analyze your VIP Annuity and Architecture rebates and gain insights on potential payouts? To get started today, talk to your Netformx Account Manager or contact sales@netformx.com.

About Netformx

Netformx enables partners to design and deliver multi-vendor IT solutions quickly and effectively. It helps the Cisco channel increase revenues and create an improved buying experience for their customers. Developed in close collaboration with Cisco, the Netformx application suite streamlines the sales lifecycle for pre-sales, post-sales, and subscription and renewal management. It grows profit margins by optimizing use of Cisco incentives, promotions, discounts, and rebates. Automation and powerful analytics provide business intelligence and actionable insights that enable partners to eliminate manual work, improve efficiency, collaborate, and achieve better business outcomes and customer success. Netformx has 2,000+ customers globally including ALE, AT&T, Bell Canada, BT, Cisco, Dimension Data, Insight, Optus, and Telstra. Our multi-vendor KnowledgeBase™ contains client and vendor products, services, and program compliance data from vendors such as Cisco, ALE, Check Point, Juniper, and Riverbed..

