

# VIP Simplified – Maximizing Cisco VIP Rebates



## The VIP management challenge

Navigating the Cisco® Value Incentive Program (VIP) can be daunting because of its complexity and evolving requirements. Many Partners 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 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.

Are you missing out on VIP rebates? Are you using automation to maximize your VIP payouts with minimal effort?

What if you could automatically calculate potential VIP rebates before the deal closes?

- Do you evaluate different Cisco plans to see how the resulting VIP rebate impacts bids?
- Are you manually gathering, organizing, and analyzing loads of VIP data to decide on the most profitable quote, or doing nothing?
- Are you taking advantage of uplifts and annuity recurring payments?

What if you had a full, 360-degree view of all of your VIP-eligible deals in a single dashboard?

- Are you meeting your booking targets and shipping dates?
- Have your certifications expired?
- Do you know what rebate you should be receiving? Have you received it?

Maximizing VIP rebates requires actions during both presales and postsales. To maximize VIP reward payouts, during presales Partners need to evaluate potential VIP rebates to create the most profitable bids, and then, postsales, must optimize, analyze, and track their VIP rebates.

## Increase your rebates with presales insights from analyzed and consolidated VIP data

Sales teams can have a significant impact on profitability by making decisions during presales that maximize back-end VIP rebates.

By applying instant analysis to BoMs (including Distributor data) or bids, you can always know whether you are taking best advantage of VIP rebates before you register a deal. You can also decide whether to pass the benefits on to help close the deal or retain the benefits to increase your overall margin.

Automated processes combined with comprehensive details of the continuously evolving VIP program enable you to quickly and accurately calculate your anticipated total rebate amounts and gain insights so you can make the best business decisions.

You can immediately see your potential VIP payout and the payout details for a specific opportunity by hardware SKUs, annuities, architectures, and SKUs not in VIP. It is easy to assess the financial value of adding a track certification or the bonus contributions from other Cisco programs and incentives. If the order date is within the VIP transition period, rebate estimates are given for both periods so you can choose whether to accelerate or delay the order.

Increase your VIP rebates with presales VIP insights:

- Quickly determine your anticipated VIP rebate amount, by subtracks
- See annuity monthly and total contract value (MCV & TCV) bonus rebates
- See the impact of experimenting with different Cisco plans and options
- Know if you should fulfill any specialization requirements to improve the bottom line

#### **Netformx PIT increases profitability and competitiveness**

*“Right from the start, Netformx Pipeline Insight Tool (PIT) has shown itself to be extremely useful across the sales organization and beneficial to our bottom line. By automating the process of analyzing Cisco programs, PIT enables us to choose the most beneficial SKUs and then complete the quote with lightning speed. This allows us to be more profitable and more competitive as a partner.”*

*– Ranae Johnson, Responsible for National Cisco Alliance, Logicalis*

## **Simplify VIP rebate management to drive efficiency and profitability**

Postsales, you need to quickly optimize, analyze, and track VIP rebates. Your time is valuable, so automated processes and aggregated data are essential to maximize rebate payment.

You need to ensure all VIP rebate-eligible deals are accounted for and any issues are addressed in a timely fashion, such as booking targets or shipping dates, potential VIP challenges, or expired certifications.

By providing all the data and actionable insights required to manage VIP rebates on a single pane of glass, you can focus on driving profitability instead of gathering, aggregating, segmenting, and analyzing data from multiple Cisco and Distributor sources. And avoid having to stay abreast of changing VIP program requirements.

Simplify VIP program management and maximize rebates:

- See informative VIP data and actionable insights on a single screen
- Have visibility to Cisco extended deadlines and make sure you never miss a VIP incentive due-date
- Ensure you get paid what you are owed and have the documentation to prove it

#### **VIP dashboard zeroes in on rebate status**

*“The ChannelXpert™ VIP dashboard gives us visibility into timelines for critical Cisco VIP milestones, due dates, and events in a single place. This means we can quickly and accurately zero in on the rebate status and actions needed for the current and previous VIP periods, which is fantastic. We couldn’t run our Cisco business as effectively and efficiently without ChannelXpert.”*

*– Carmen Shelton, Director of Strategic Alliances at Technogent*

# Netformx Profit Insight for VIP

Netformx Profit Insight for VIP is the solution that enables Partners to maximize VIP rebates. It helps you calculate VIP benefits during presales and to quickly analyze a BoM or bid to maximize VIP rebates. Postsales it helps you efficiently manage the VIP rebate process from tracking targets and deliverables to receiving payment.

As a result, Partners can use Netformx Profit Insight for VIP to increase VIP reward capture and, therefore, profitability.

Contact your account manager today for a demo or reach out to [sales@netformx.com](mailto:sales@netformx.com) to learn more.

## About Netformx, an Orchestra Group Company

Netformx solves business problems for Cisco Partners. Our cloud-based applications simplify how Cisco Partners can increase profitability from Lifecycle Incentives, VIP rebates, CSPP, and more throughout the pre to post sales cycle. We merge our deep expertise of Cisco programs with complete, consolidated, and digestible data from Distributors and numerous Cisco platforms to deliver the right data to the right people at the right time. Business outcomes are further enhanced with timely insights to manage customer success and renewals.

