

Partner Development Funds.

Introducción a PDF:

Partner Development Funds es un programa de canal que proporciona incentivos por ventas de productos Cisco SMB a sus partners especializados en la PyME y registrados en el programa.

Beneficios para el Partner:

- Formación gratuita.
- Obtención de equipamiento demo o de uso interno.
- Financiación de actividades de Marketing.

Versiones del programa:

■ SMB PDF:

SMB Partner Development Funds está disponible para los partners con la Especialización SMB y Partners Select.

El incentivo consiste en un 2% de reembolso cada trimestre para los clientes que adquieren ciertos productos Cisco. Estos productos se encuentran en la lista Eligible SMB Product SKU List, descargable en: <http://www.cisco.com/go/pdf>

Los beneficios empiezan el primer mes después del registro en el programa y hay que mantener la especialización SMB durante el periodo de solicitud para continuar en el programa.

■ UC PDF:

Partner Development Funds UC es un incentivo trimestral diseñado para recompensar a los partners especializados en la PyME por ofrecer la Serie UC500 de Comunicaciones Unificadas de Cisco. El programa está abierto a partners especializados SMB que no cuentan con ninguna otra especialización de Comunicaciones Unificadas.

Además, son seleccionables todos los teléfonos IP y todas las aplicaciones como Unified CallConnectors.

El incentivo consiste en un 8% de reembolso cada trimestre de los productos incluidos en la promoción. Es necesario vender un mínimo de \$10,000 USD en producto neto durante el periodo del programa (6 meses).

Los beneficios empiezan el 1er mes después del registro del programa. Los partners deben mantener su especialización SMB durante el periodo del programa.

Diferencias:

Eligibility Requirements	PDF	PDF-UC
Eligible Partners	SMB Specialized that are Select or Premier Certified	SMB Specialized who are not Express, Advanced or Master UC Specialized
Eligible Products	SMB specific products	UC500, IP Phones, and associated applications
Partner Registration Period	Eligible partners must register prior to the end of Cisco's fiscal month	Eligible partners must register prior to the end of Cisco's fiscal month
Accrual Begins	Beginning of the month after program registration	Beginning of the month after program registration
Payment Percentage	2% +1% above \$100k revenue	8%
Quarterly Payout Cap	\$5,000US	NA
Minimum Sales to Receive Payment	NA	\$5,000 US
Payout Timing	Quarterly	Quarterly

¿Cómo se usa?

Para registrarte en este programa entra en: <http://www.cisco.com/go/pdf>

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Partner Development Funds

Cisco is focused on supporting and encouraging the profitability of our partners who are serving the small and medium-sized business (SMB) market. With the SMB Specialization, two new incentive programs are available to qualifying partners. Contact your Cisco sales representative for theater-specific criteria.

Partner Development Funds
Partner Development Funds is an incentive program with a quarterly payment that rewards partners for their sales of Cisco SMB products. Cisco encourages partners to use the Partner Development Funds for marketing and demand generation activities, training, and demo equipment.

Partner Development Funds - Unified Communications
Partner Development Funds - Unified Communications is a quarterly incentive program designed to reward SMB Specialized partners for selling Cisco Unified Communications 500 Series for Small Business. The program is open to SMB Specialized partners that do not hold any other Unified Communications specializations. In addition to the Unified Communications Series 500, all IP phones and related applications such as Cisco Unified CallConnectors are eligible for the incentive.

Please note: Cisco is partnering with a company named Grass Roots America to provide the online PDF Tool. Partners will be required to provide their company banking information to complete their registration in the online PDF Tool. Cisco has verified that Grass Roots America is in full compliance with our strict data security requirements to ensure the integrity of partner banking information. APAC partners will receive invitation emails from their CAMs and ICAMs and notification emails will come from the following email address: ciscoappopdf@gra.com.

Register Here — Para realizar tu registro

Program Resources — Recursos del Programa

[Overview Presentation for US and Canada](#)

rs/pr47/events.html



Calendario:

Es necesario registrarse antes de 5 días hábiles del fin de cada mes fiscal de Cisco.

First Quarter							Second Quarter							Third Quarter							Fourth Quarter										
Su	M	T	W	Th	F	S	Su	M	T	W	Th	F	S	Su	M	T	W	Th	F	S	Su	M	T	W	Th	F	S				
August							November							February							May										
Jul	27	28	29	30	31	1	2	Oct	26	27	28	29	30	31	1	Jan	25	26	27	28	29	30	31	Apr	26	27	28	29	30	1	2
Aug	3	4	5	6	7	8	9	Nov	2	3	4	5	6	7	8	Feb	1	2	3	4	5	6	7	May	3	4	5	6	7	8	9
	10	11	12	13	14	15	16		9	10	11	12	13	14	15		8	9	10	11	12	13	14		10	11	12	13	14	15	16
	17	18	19	20	21	22	23		16	17	18	19	20	21	22		15	16	17	18	19	20	21		17	18	19	20	21	22	23
September							December							March							June										
Aug	24	25	26	27	28	29	30	Nov	23	24	25	26	27	28	29	Feb	22	23	24	25	26	27	28	May	24	25	26	27	28	29	30
Sept	31	1	2	3	4	5	6	Dec	30	1	2	3	4	5	6	Mar	1	2	3	4	5	6	7	June	31	1	2	3	4	5	6
	7	8	9	10	11	12	13		7	8	9	10	11	12	13		8	9	10	11	12	13	14		7	8	9	10	11	12	13
	14	15	16	17	18	19	20		14	15	16	17	18	19	20		15	16	17	18	19	20	21		14	15	16	17	18	19	20
October							January							April							July										
Sept	21	22	23	24	25	26	27	Dec	21	22	23	24	25	26	27	Mar	22	23	24	25	26	27	28	June	21	22	23	24	25	26	27
Oct	28	29	30	1	2	3	4	Jan	28	29	30	31	1	2	3	Apr	29	30	31	1	2	3	4	July	28	29	30	1	2	3	4
	5	6	7	8	9	10	11		4	5	6	7	8	9	10		5	6	7	8	9	10	11		5	6	7	8	9	10	11
	12	13	14	15	16	17	18		11	12	13	14	15	16	17		12	13	14	15	16	17	18		12	13	14	15	16	17	18
	19	20	21	22	23	24	25		18	19	20	21	22	23	24		19	20	21	22	23	24	25		19	20	21	22	23	24	25

Enrollment Closure Dates:
 August 23, 2008 November 22, 2008 February 21, 2009 May 23, 2009
 September 20, 2008 December 20, 2008 March 21, 2009 June 20, 2009
 October 25, 2008 January 24, 2009 April 25, 2009 July 25, 2009

Preguntas frecuentes:

- ¿Qué pasa si me registro tarde?
Tu programa tendrá validez en el siguiente mes fiscal de Cisco.
- ¿Qué cantidad puedo recibir por trimestre?
Puedes recibir hasta \$5.000 por cuatrimestre.
- ¿Para el PDF-UC existe alguna restricción?
Sí, no ser UC Express, Avanzed o Masters UC Specialized.

Links relacionados:

- Partner Enablement:
<http://www.cisco.com/web/partners/sell/enablement/index.html>
- Channel Partner Program:
<http://www.cisco.com/go/partner>
- Channel Incentive Programs:
<http://www.cisco.com/web/partners/pr11/incentive/index.html>
- SMB Smart Designs:
http://www.cisco.com/web/partners/sell/smb/tools_and_resources/validated_commercial_solutions.html

