

Proof of Performance

Partner Program Proof of Performance Requirements

Recent GRC audit found that proof of performance (PoP) criteria for partner programs were generally not defined or detailed enough to validate actual performance. The attached PoP requirements table was developed to create more uniform PoP standards across programs to ensure universal enforcement.

This POP guidance is applicable to all existing activities. Please confirm with your finance counterpart that the activities below are valid for your program.

The table was reviewed by the Programs Decision Team in July 2014 and last updated March 2017. Changes or revisions to the table are reviewed by the PDT.

POP Requirements (1/10)

Sr. No	Activity	Description	Reimbursable Expense	Proof of Performance
1	Catalogue	Printed documents containing relevant marketing information	Printing Fees, Graphic Development, Author Fees	<ul style="list-style-type: none"> Supporting documentation that communicates the activity date and target audience A soft copy of the material
2	Certification / Specialist / Authorized Technology Provider Training	Certification Courses & Bootcamps	Classroom Training Fees	One of the following: <ul style="list-style-type: none"> Certificate of Completion Preliminary Exam Score Report Exam Score Report
3	Cisco Learning Credits	Partner Learning	Relevant sales and marketing training	<ul style="list-style-type: none"> Itemized invoice for purchase of Learning Credit
4	Cisco Led Training	Training led by Cisco Employees	Course fees, event planning, classroom training fees	Course completion email or certificate containing the following: <ul style="list-style-type: none"> Name of attendees Date completed Format used Name of course

POP Guidelines

POP Requirements (2/10)

Sr. No	Activity	Description	Reimbursable Expense	Proof of Performance
5	Cloud Assessment	Assessment of Cloud infrastructure at end user sites or two-day workshop at end user site	Two day workshop at end user	<ul style="list-style-type: none"> Agenda from workshop or report that shows output from the assessment
6	Collateral/Success Stories	Includes Cisco centric guides, brochures, flyers, tools, success stories, etc.	Development and Production Fees, Distribution Costs, Author Fees, Duplication Fees	<ul style="list-style-type: none"> Itemized invoice, & success story sample. Proof of Cisco representation on submitted materials.
7	Customer Case Study	Examples of implemented Cisco solutions	Customer case studies (white paper, video, etc)	<ul style="list-style-type: none"> Copy of white paper or copy of video or invoice. Proof of Cisco representation on submitted materials.
8	Deal Registration	Registration of qualified deal opportunities	None- Criteria to achieve milestone reward	<ul style="list-style-type: none"> Number of registrations per contract terms

POP Requirements (3/10)

Sr. No	Activity	Description	Reimbursable Expense	Proof of Performance
9	Demo Lab	Partner will build a demo lab	Costs associated with building out the demo lab (excludes Cisco equipment)	<ul style="list-style-type: none"> Description of lab build-out plan (which could include activities performed to build out the lab)
10	Demonstration	Partner will demonstrate Cisco solutions to a customer	Value of completed activity	<ul style="list-style-type: none"> Name of Customer, date, location and description of demo (which could include utilization of Cisco gear) <p>OR</p> <ul style="list-style-type: none"> Name of customer, date, location and copy of the presentation or agenda used for the demo
11	Direct Mail	Includes the design and development of mailer and the distribution of direct mail pieces	Postage, Printing fees, Third-party mail house fees, Graphic development, Author Fees	<ul style="list-style-type: none"> Itemized cost of activity, either in-house or external Sample of mailer/collateral Dates of execution Proof of Cisco representation on submitted materials
12	Email Campaigns	Design, development and distribution of electronic newsletter focused on a Cisco technology, product, solution or event	Email setup, Author fees	<ul style="list-style-type: none"> Itemized invoice Date of completion Proof of Cisco representation on submitted materials

POP Guidelines

POP Requirements (4/10)

Sr. No	Activity	Description	Reimbursable Expense	Proof of Performance
13	Funded Heads	Individual employed by partner to direct, promote, and sell Cisco products, dedicated to the initiative specified in contract	Salary	<ul style="list-style-type: none"> Statement of Work (SOW) and/or signed offer letter from company official containing the following: Job Description, Name of Employee, date of assignment, and initiative dedicated to
14	List Acquisition	Development, purchase, rental or subscription of contact lists used for development of client base, event attendance generation, and so on	Cost of creating list in-house, or acquiring/renting from third party	<ul style="list-style-type: none"> Invoice or Itemized cost of activity (in-house or external) Number of names Dates of list purchase
15	Localization / Translation	Translating or localizing collateral, communications, or marketing collateral	In-house or external translation expenses	<ul style="list-style-type: none"> Supporting documentation that communicates the activity date, number of collateral, or number of web pages
16	Market Research	Third party market research conducted by a vendor to show market opportunity	Fee charged to conduct the market research	<ul style="list-style-type: none"> Invoice or copy of the market research deliverable

POP Requirements (5/10)

Sr. No	Activity	Description	Reimbursable Expense	Proof of Performance
17	Merchandising	Merchandise which includes either the Cisco Partner Relationship logo or Co-branded with Cisco Partner Relationship logo and Partner logo	Promotional items such as pens, pencils, t-shirts, hats, etc. displaying either the Cisco Partner Relationship logo or Co-branded with Cisco Partner Relationship logo and Partner logo	<ul style="list-style-type: none"> Copy of Invoice Dates for merchandising, Cisco co-branding
18	Outside Advertising	Outdoor banner ads, including stationary and moving billboards, internal advertising banners, posters and plasma screens	Development and production of ad	<ul style="list-style-type: none"> Copy of Invoice Date Proof of Cisco representation
19	Passing of Audit	An onsite audit is conducted to determine if a partner's offer includes service provisioning, change management, proactive monitoring, etc. in order to determine if the partner qualifies for a Cisco powered cloud or managed service	Testing and certification of new systems, training and certifying members of staff (CCIE, ITIL, etc.), technical training in support of solutions, pre-sales training, updating tools and documentation, program manager headcount	<ul style="list-style-type: none"> Email from Cisco Partner Certification Team confirming passing of audit or screenshot from PSS tool showing Cisco Powered status (or independently verified by Cisco) For PM Headcount, see Funded Heads requirements

POP Guidelines

POP Requirements (6/10)

Sr. No	Activity	Description	Reimbursable Expense	Proof of Performance
20	Partner-led Training	Training led by third party partners	Course fees, event planning, classroom training fees	<ul style="list-style-type: none"> • Invoice with costing, with name of people trained, date of training, training course content or partner letter with name of people trained, date of training, training course content
21	Print Advertising	Includes advertising for articles placed within newspapers, trade magazines, business journals, catalogs and so on	Development, production, and placement of ad	<ul style="list-style-type: none"> • Photograph or copy of ad/artwork or agency tear sheet • Date of creation • Proof of Cisco representation
22	Proof of Concept	Partner will complete of Proof of Concept of a Cisco solution	Value of completed activity	<ul style="list-style-type: none"> • Proof of Concept documentation or presentation showing how it utilized Cisco gear to perform PoC <p>OR</p> <ul style="list-style-type: none"> • Name of customer, date, location and description of PoC
23	Radio/TV/Video Advertising	Includes all forms of TV, radio, and video advertising including co-branded videos, etc.	Development, production, and placement of ad	<ul style="list-style-type: none"> • Invoices • Copy of Script and/or copy of video • Date • Proof of Cisco representation on submitted materials

POP Requirements (7/10)

Sr. No	Activity	Description	Reimbursable Expense	Proof of Performance
24	Sales Incentives	Contest, incentive and promotion activity in the form of cash rewards, SPIFFS, including gift cards redeemable for cash	Contest and/or SPIFF, administration fees paid, cash or cash redeemable prizes (incl. gift cards redeemable for cash), non-cash prizes (such as product gift cards)	<ul style="list-style-type: none"> • Itemized invoice or receipt • Itemized list of prices and quantities • List of winners (listing the amount paid to each individual) • Description and objective showing Cisco focus • Dates of execution (beginning and end dates)
25	Sales & Marketing Training	Sales training conducted by an authorized training Partner or consultant	Course fees, event planning costs	<ul style="list-style-type: none"> • Description of the training • Event planning costs (see Seminars, Events, & Webinars) • List of attendees • Date/location held • Proof of Cisco representation on submitted materials • Completion certificates if applicable

POP Guidelines

POP Requirements (8/10)

Sr. No	Activity	Description	Reimbursable Expense	Proof of Performance
26	Sales Meetings	Internal partner meetings focused on sales strategy, review and future goals where there is a strong Cisco advertising element	Event location, Speaker fees, Food and non-alcoholic drinks, Audio/Visual fees, Event related equipment rental, Event Planning	<ul style="list-style-type: none"> Description of the event Copy of presentation or agenda Date List of attendees Invoice Proof of Cisco representation on submitted materials
27	Search Engine Optimization	Search engine marketing (SEM) advertising is a type of online marketing that increases visibility of your company website in search engine results	Search engine fees	<ul style="list-style-type: none"> Invoice Date of execution
28	Seminars, Events, Webinars	Partner hosted event at a rented space (e.g., sporting venues) with formal presentations	Event location, Speaker fees, Food and non-alcoholic drinks, Event planning, Event related equipment, broadcast fees, subscription fees. Cancellation fees incurred due to Cisco request.	<ul style="list-style-type: none"> Itemized invoice List of attendees Proof of Cisco representation (ex: photo of merchandise display) Date of event

POP Requirements (9/10)

Sr. No	Activity	Description	Reimbursable Expense	Proof of Performance
29	Sponsorships	Fees associated specifically with event sponsorships, such as golf, tradeshow, or charity sponsorships, excluding Cisco hosted events. Events must be owned and executed by third parties	Participation fees, Cost of securing booth	<ul style="list-style-type: none"> Receipts and/or invoice Description of event Date
30	Telemarketing	Outbound telephone calling campaigns	Call center charges, collateral development, list acquisition	<ul style="list-style-type: none"> Itemized cost of activity, either in-house or external Proof of Cisco representation on submitted materials Dates of execution
31	Tradeshows / Vendor Days / Floor Day	Specific investment to allow the participation and promotion of Cisco's presence at exhibitions, fairs, events or activities that are not driven by Cisco but are owned and executed by third parties	Booth Space, Furnishing Costs, Shipping, Signage, Event planning, branded/co-branded merchandise	<ul style="list-style-type: none"> Itemized vendor invoice(s) Dates of execution (official flyer or sponsorship documentation)

POP Guidelines

POP Requirements (10/10)

Sr. No	Activity	Description	Reimbursable Expense	Proof of Performance
32	Web Advertising	Includes advertising for Web banners, sidebar, pop-ups, full-page ads, Web Collage, campaign website content, content syndication	Development & production fees, agency fees, web space fees	<ul style="list-style-type: none">• Screenshot of web ad/page, including view of URL or Production copy of ad/artwork• Invoices• Date• Proof of Cisco representation on submitted materials
33	Web Newsletters & Communications	Regularly distributed web based publications or announcements providing information to subscribers	Subscription or Program participation cost, Author Fees	<ul style="list-style-type: none">• Itemized invoice• Copy of newsletter or communication• Date• Proof of Cisco representation on submitted materials
34	Social Media Campaign	Promotion of Cisco's product or solution by partner on social media platforms	Cost pertaining to setting up of these campaigns	<ul style="list-style-type: none">• Invoice or Twitter / LinkedIn / Facebook / Google+ pages with Cisco representation
35	JAPs	Joint account planning sessions where partner and Cisco create a detailed plan on set of activities that needs to be completed	Cost pertaining to setting up of these sessions	<ul style="list-style-type: none">• Invoice or Topics/agenda• List of attendees
36	Sales Enablement Sessions		Cost pertaining to setting up of these sessions	<ul style="list-style-type: none">• Invoice or Topics/agenda• List of attendees

Roles & Responsibilities

Role	Description
Program Managers or Operations	Validate that evidence provided for proof of performance is consistent with standards outlined
Partner Finance	Audit the completeness of proof of performance