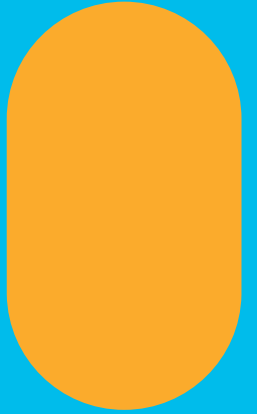


Boost Your Business by Partnering with Cisco Refresh

A Cisco Capital Company



re·fresh *verb*

1. to give new strength or energy to; to freshen up; to update or renew.

synonyms: reinvigorate, revive, restore, repair

Partnering to Sell Cisco Refresh

Customer needs are rapidly changing, thanks to today's budget demands, shorter timelines, and new government regulation. Cisco Refresh, part of the Cisco Capital organization, helps you to meet these needs by selling certified, fully warranted, pre-owned equipment.

As part of our global partner ecosystem, you can deliver additional value, optimize OpEx, and attract and retain customers through Cisco Refresh. Remanufactured gear is a rapidly growing market with significant new opportunities. Our incentives and rebates optimize your selling strategies and capture more wallet share for you.

In this guide, we share with you why you should sell Cisco Refresh, who to sell to, and how to close the deal. Good selling!

“ *Cisco Refresh partners accelerate growth and profitability in a way that is good for them and good for the planet.* **”**



Kristine (Kris) Snow
President
Cisco Capital



Business



Purpose



Social Responsibility

Why Sell Cisco Refresh?

What is Cisco Refresh?

Why “Refresh” My Customers?

Competing Against the Grey Market



What is Cisco Refresh?

Cisco Refresh is Cisco's pre-owned equipment business. Buying remanufactured gear can be a valuable option when – due to budget, timing, sustainability priorities, or other challenges – your customer needs a more flexible alternative. Cisco Refresh offers certified equipment (current and end of sale) to meet the needs of both current and legacy environments.



- Cisco Certified
- 7,000+ products
- Competitively priced with no hidden costs
- All zero-dollar accessories included
- All required engineering upgrades
- Same Cisco warranty
- Same Cisco security
- SMARTnet-eligible



Why “Refresh” My Customers?

Cisco Refresh is the only brand of pre-owned Cisco equipment that is authorized and certified by Cisco. Customers gain peace of mind, knowing that they are buying genuine products with no compromise in quality, performance, support, or value.



Price: Helps maximize limited customer budgets

Availability: Meet timelines with immediately available equipment

Certification: 100% Cisco compliant

Fully Warrantied: Same Cisco warranty as new equipment

Fully Licensed: Licensed Cisco IOS

Extend Life: Supported products for older installations

Support: Eligible for Cisco support including SMARTnet

Optimum Performance: Latest proprietary hardware and software upgrades

Lower TCO: Maximized value

Sparing Strategy: Extra support to keep systems running

Sustainability: Compliance with corporate green initiatives

Sold through Cisco Authorized Resellers

Financing available through Cisco Capital

Competing Against the Grey Market

Every year, billions of dollars of used Cisco equipment are sold through nonauthorized channels.

The Risks to You

- Customers are still buying Cisco equipment – they're just not buying it from you
- Lost sales opportunities
- Increased discount pressure
- Long-term loss of account control



The Risks to Your Customer

- **Unknown provenance or ownership history:** Customers are at risk of buying products that are counterfeit, damaged, or missing critical upgrades. As a result, they may lose security, safety, and network integrity.
- **Limited support:** Both hardware and software support are vital to maintain full network performance.
- **Higher total costs:** Inspection and relicensing fees, network outage costs (support, troubleshooting, and parts replacement), lost revenues.
- **Important:** If your customer blends grey market equipment into their network, the entire network may become unsupported.



Cisco and the Circular Economy

What is the Circular Economy?

Cisco Refresh Asset Recovery Lifecycle Pilot

Product Return Programs



What is the Circular Economy?

Our executives and customers (and their customers) increasingly focus on how to be a responsible “green” company, part of the circular, or inclusive, economy which:

- Keeps resources in use for as long as possible
- Extracts the maximum value from them while in use
- Regenerates products and materials at the end of service life

The circular economy:

- Enables new go-to-market leasing or hardware-as-a-service business models
- Uses IoT technology to improve energy management in factories
- Supports designing products to use fewer materials and last longer through maintenance and upgrades
- Offers a lower carbon footprint than buying new and supports sustainability efforts
- Increases customers’ desire to return used equipment for reuse, repair, and hardware replacement



[Learn More about Circular Economy](#)



Chuck Robbins
CEO
Cisco

“ Cisco pledged itself at Davos 2018 to create a program for 100% product returns, providing pickup and transport at no cost for any customer worldwide upon request. ”

Cisco Refresh Asset Recovery Lifecycle Pilot

Cisco Refresh adds an effective new strategy to your toolkit – the power of Asset Lifecycle Solution Selling. This pilot program gives your enterprise and service provider accounts an easy way to return old product. This allows you to start winning the deals you’re losing to the grey market by capturing more supply, as well as assuring 100% viable asset return recovery.

Cisco wants to work with partners who offer:

- **Full-scale asset recovery:** Balancing data security, logistics and fiscal needs with regulatory and environmental requirements.
- **Value estimation:** Assessing the resale potential of an IT asset by considering its age, functionality, appearance, and overall condition.
- **Trade-Ins:** Facilitating the returns process.
- **Secure data wipes and de-installation:** Uninstalling data-bearing devices and stripping them of their network access.
- **Remanufacturing:** Testing, upgrading, repairing, or refurbishing IT assets to address cosmetic defects, broken, or missing components; testing the unit prior to redeployment; or completing memory or hard drive upgrades to boost cost effectiveness and further extend the asset’s lifecycle.
- **Reselling pre-owned products:** Exploring where remanufactured products can be remarketed/resold.



Product Returns Programs

Get your foot in the door with new customers.

Take Back & Recycle (TB&R)

- A global program for EOL or EOS equipment
- Cisco picks up the equipment from the customer (Cisco and competitors' equipment replaced by Cisco)
- Works with local third-party recyclers (>99% electronics recycled)
- Free of charge

[Learn More](#)

Migration Incentive Program (MIP)

- A global program that rewards customer migration to new Cisco technologies
- Incremental discount on the equipment purchase
- Customers must return displaced Cisco or competitive gear
- Free of charge

[Learn More](#)

Exceptional Pick-Up (EPUP)

- Exception-based program for product that may not yet be EOL, via request on our online tool
- Cisco picks up the equipment from the customer
- Customers are assured that gear is responsibly processed, recycled, and/or repurposed
- Free of charge

[Learn More](#)

Send IT Back

- A pilot program in the US, UK, and NL for equipment that does not qualify for MIP
- Customers take a picture of the products to be returned, upload the picture(s) to the Send IT Back app, and schedule a pick-up
- Free of charge

[Learn More](#)



Cisco is in the process of creating additional returns programs – check back with us!

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How to Order

Resources

Being a Cisco Refresh Partner

Who Are Our Partners?

Partner Rebate Programs

Partner Promotions

Who Are Our Partners?

Cisco's ecosystem of global partners plays a critical role in Cisco Refresh sales.

Partners at a Glance

- Any Cisco authorized partner is eligible to work with Cisco Refresh
- Refresh products are eligible for Cisco deal registration including Opportunity (OIP), Teaming (TIP), and Migration (MIP) Incentive Programs to win additional discounts. [Learn more](#)
- Premiere/Gold Partners: Buy from Cisco directly; make major investments, earn certifications
- Global Partners: May be multinational, national, or regional
- Distribution Partners: Move product from Cisco to the customer and provide other services

Benefits to Partners

- Protect your customer base with a trusted alternative: Win and close deals earlier and protect your deals from competitors.
- Fulfill immediate delivery orders: Offer Cisco Refresh when orders need to be shipped quickly.
- Boost the profitability of your deals: Pre-owned models let you reduce discounts and bottom-line impact for price and budget-sensitive opportunities.
- Sell more: Meet all your customer's requirements by offering additional Cisco solutions.
- Increase your double bottom line: Cisco Refresh is a powerful tool for growing sales and doing what's best for the planet.
- Enhance your value proposition with integrated solutions: By becoming a single source for both new and pre-owned Cisco products.
- Resolve challenging procurement situations: Reduce the cost of unbudgeted items or items with ROI hurdles.
- Meet customers' environmental concerns with Cisco Refresh products that don't compromise on quality.

Partner Rebate Programs

Cisco Refresh offers additional incentive programs to help our partners maximize their relationship with Cisco. Please speak to with your Cisco Refresh Sales Manager if you have any questions

Partner Growth Rebate

- Formerly RACE, aligned to Cisco's VIP Program
- Focused on strategic partners committed to Cisco Refresh growth
- This rebate is by invitation only
- Partners need to enroll via the PPE tool
- Each partner receives an invite, instructions on how to register, and individual target letters
- Individual targets based on growth
 - 4% rebate on achieving 100% of target per quarter
 - 2% rebate on achieving 120% of target annual payment

Distribution Partner Growth Rebate

- Formerly known as eGAP
- Focused on strategic distribution partners committed to Cisco Refresh growth
- This rebate is by invitation only
- Distribution partners need to enroll via the PPE tool
- Each distribution partner receives an invite, instructions on how to register, and individual target letters
- Individual targets based on growth
 - 4% rebate paid quarterly if 100% of quarterly target is achieved
 - 2% stretch rebate paid end of FY20 if 120% stretch target is achieved

Partner Promotions

Cisco Refresh Promotion

- Increased discounts on select switching, routing, collaboration, and other certified remanufactured products
- Valid October 16, 2019, through July 24, 2020
- Eligible countries: US, Canada, EMEA
- Approx 250 -RF SKUs (subject to change)
- Partner and distributor discount levels can be 60, 70, or 75% off the -RF list price
- Upfront discount
- Stacks with OIP, TIP, and MIP

[Learn More](#)

Understanding the Market

Which Industries are Best for Cisco Refresh?

Using Cisco Refresh to Close the Deal

Top 10 Sales Best Practices



Which Industries are Best for Cisco Refresh?

Cisco Refresh sells into many different markets.

Our Points of Focus for FY20



Small Business

Making Cisco networking available to organizations of every size



Commercial

Helps customers scale operations at a lower cost with improved uptime



Service Provider

Supports rapid moves into new services requiring fast network transitions



Public Sector

(Federal, State, Local, Education)
Makes the most of tight, LPTA-based budgets

- **Healthcare:** Purchase of remanufactured equipment is now a standard practice. Facilities with limited funds and declining reimbursements see this as a cost-reducing alternative.
- **Financial Services:** Banks and credit unions are more hesitant to use pre-owned equipment, but Cisco Refresh has several wins in this arena thanks to its high-quality, certified approach.
- **Retail:** Stores manage their tight-margin, rapidly transitioning business by investing in gear for popups, seasonal changes, and floor redesigns.
- **Manufacturing:** Factories lead the IoT revolution, and are building out new systems for the factory and assembly lines based on pre-owned equipment.
- **Hospitality & Entertainment:** Venues need hardened, capable networking that can achieve ROI with rapidly changing configurations for a wide variety of uses.

Using Cisco Refresh to Close the Deal

Your ability to react to unexpected obstacles can help close your deal. Here's how Cisco Refresh can help:



Respond to deep discounts and competitive situations

- In highly competitive situations, make sure the customer knows that Cisco Refresh is a lower-cost alternative.
- Blending certified remanufactured equipment with new reduces the total cost of the solution and helps to meet the customer's budget.
- Refresh may be the only option if customers must meet aggressive discount guidelines or timelines.



Fill product availability gaps

- If a deal is impacted by Cisco product lead times, remanufactured units may be available, enabling customers to order and ship at once.
- Thousands of end-of-sale products are available through Refresh, giving customers a reliable source for gear needed to maintain legacy network configurations.



Help bridge ROI hurdles

- Refresh can deliver the necessary return on investment for short-term, transitional projects, such as events, pop-up stores, or labs.
- Improve cash flow and align cost to use with a payment plan available through Cisco Capital. Customized solutions are available with deferred and uneven payments to maximize your customer's required ROI metrics.



Deal with sudden, unbudgeted needs

- Whether your customer suffers a system failure or on-site disaster such as a fire, Cisco Refresh is able to provide certified gear and get installations quickly back on track if new products aren't readily available.

Top 10 Sales Best Practices

[1-Click Tool Watchlist](#)**1**

Engage the Cisco Refresh team early in the sales process. We can assist you with resources, positioning, and other tools, including sales team members to help present the value of Refresh to the customer.

2

Contact Cisco Refresh if you don't see inventory using the [1-Click Tool](#), or it's not in the quantities you need. Thousands of products may not be shown due to work-in-process.

3

Work with your customers to develop a demand forecast to help us proactively source product and minimize availability issues.

4

Combine new product with Cisco Refresh to expand customer options within a fixed budget.

5

For those instances when the customer is only interested in the lowest price possible and is brand-insensitive, you can offer the end-of-sale equivalent version of the product if it meets the customer's technology requirements.

6

Sign up for inventory and pricing alerts via the [1-Click Tool Watchlist](#) on the Cisco Refresh web portal. This will let you learn of any inventory and pricing changes via e-mail.

7

Engage the [Cisco Brand Protection team](#) if you suspect that you are competing against unauthorized resellers to help with resources, strategies, positioning, and tools.

8

Lower total cost of ownership, improve cash flow, and align cost to use with a financial solution from [Cisco Capital](#).

9

Show how Cisco Refresh supports companies to help them become more environmentally friendly.

10

Suggest Cisco Refresh for XaaS business models, offering stable and reliable services at a cost-effective price point for their customer SLAs.

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[Financing with Cisco Capital](#)

[Step-by-Step Guide to Ordering](#)

[Discount Tables](#)

[Blending Cisco Refresh into Your Deals](#)

Buying Tools

Cisco Refresh products can be ordered using these tools:

Cisco Commerce Workspace (CCW)

[Cisco Commerce Workspace \(CCW\)](#) is our main ordering platform for Cisco Refresh, just as with new; you can search, quote, configure, and order Cisco Refresh equipment, as well as attach applicable services.

- View equivalent pricing
- View the available remanufactured inventory
- Request non-standard discounts
- Automatically blend Cisco Refresh (-RF) into your estimate or quote BOM

1-Click Discount Reduction Tool

Our [1-Click Discount Reduction Tool](#) shows available Cisco Refresh inventory (can be used by anyone with a CCO ID). It allows you to create a blended deal and potential discounts to help manage margin effectively (see Blending Refresh into Your Deals, [page 38](#)).

Cisco Outlet

[Cisco Outlet](#) is an e-commerce surplus platform for some partners. To access our remanufactured products at extremely competitive, pre-discounted net prices, follow the below links according to your partner status. For help, email outlet@cisco.com.

Visit [Cisco Outlet \(for 1-Tier Partners\)](#)

Visit [Cisco Outlet \(for 2-Tier EU Partners\)](#)

For additional information on Cisco Refresh in CCW, visit [Cisco Capital Financing](#).

Financing with Cisco Capital

Cisco Capital offers flexible financing programs for Cisco customers and partners enabling them to lower their total cost of ownership, realize tax savings, simplify operating budgets, and make the most of their capital budgets.

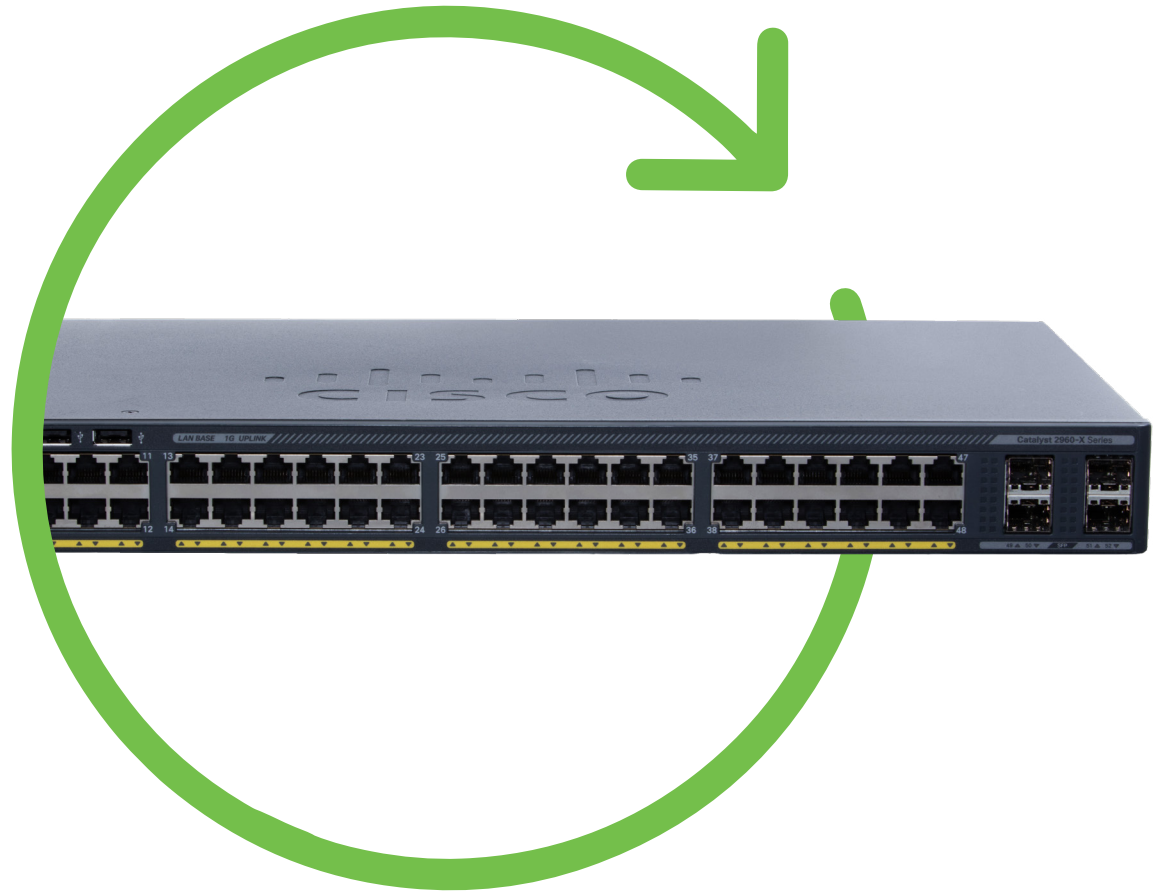
- Whether consumption models or pay-as-you-go, we offer numerous payment options to drive business outcomes
- Our adaptable solutions offer new ways to consume and deliver digital transformation while avoiding technology obsolescence
- Get the technology needed to quickly adapt to market dynamics, make faster decisions, and boost ROI

[Contact Us](#)[Learn More](#)

Step-by-Step Guide to Ordering

1 Check Inventory

- Go to <https://apps.cisco.com/ccw/cpc/home>.
- Log in to the [CCW](#) (Cisco.com user id and password required) OR select geographic region under “Quick Inventory Search” (no Cisco.com login required).
- Select appropriate “Ship to country” once in the portal.
- Enter the part number. Part numbers are similar to new Cisco numbers, except for a “-RF” at the end.
- “Immediate, ready to ship” inventory is displayed. Work-in-process inventory is not displayed.



Step-by-Step Guide to Ordering (cont.)

2 Get Pricing

- Product pricing is displayed in the CCW. DVAR1,2 (1-tier) partners will see the list price, their purchase price, and the net purchase price after promotions (if any).
- Partners entering through the Quick Inventory view will only see list prices.



Tips

- Enter a partial part number instead of the entire part number. For CISCO1801, enter CISCO18.
- Can't find the quantities or products needed? Contact us so that we can find the product your customer needs.
- Inventory changes daily. If the time period between quote and award of a purchase order is more than two weeks, please contact [Cisco Refresh](#) for options.
- Promotions may be available on select products.
- All sales are final, no returns



Step-by-Step Guide to Ordering (cont.)

3 Place Orders

- Upon receiving a purchase commitment, DVARs (1-tier partners) place orders for Cisco Refresh equipment through the CCW portal. All other partners (2-tier) must place orders through Cisco authorized distributors.

4 Receive Product

- Due to overwhelming activity during the last month of each quarter, we cannot guarantee delivery for finished goods ordered in the last two weeks. Please order early to ensure timely delivery, and mark your ship method to “overnight” or “next day.”
- Please inform your customers about the “no return” policy, and order carefully. Returns are only allowed for products shipped in error. Order status can be checked online through the CCW.



Pricing / Discounts

Discount off RF LIST	Discount off GPL	Discount off RF LIST	Discount off GPL	Discount off RF LIST	Discount off GPL	Discount off RF LIST	Discount off GPL	Discount off RF LIST	Discount off GPL	Discount off RF LIST	Discount off GPL
		51% = 70.43%		61% = 76.46%		71% = 82.50%		81% = 88.53%		91% = 94.57%	
42% = 65.00%		52% = 71.03%		62% = 77.07%		72% = 83.10%		82% = 89.14%		92% = 95.17%	
43% = 65.60%		53% = 71.64%		63% = 77.67%		73% = 83.71%		83% = 89.74%		93% = 95.77%	
44% = 66.21%		54% = 72.24%		64% = 78.27%		74% = 84.31%		84% = 90.34%		94% = 96.38%	
45% = 66.81%		55% = 72.84%		65% = 78.88%		75% = 84.91%		85% = 90.95%		95% = 96.98%	
46% = 67.41%		56% = 73.45%		66% = 79.48%		76% = 85.52%		86% = 91.55%		96% = 97.58%	
47% = 68.02%		57% = 74.05%		67% = 80.09%		77% = 86.12%		87% = 92.15%		97% = 98.19%	
48% = 68.62%		58% = 74.65%		68% = 80.69%		78% = 86.72%		88% = 92.76%		98% = 98.79%	
49% = 69.22%		59% = 75.26%		69% = 81.29%		79% = 87.33%		89% = 93.36%		99% = 99.39%	
50% = 69.83%		60% = 75.86%		70% = 81.90%		80% = 87.93%		90% = 93.96%		100% = 100%	

Sales Model: Save End User 10-15% off new + add margin

Pricing / Discounts

Discount off GPL		Discount off RF LIST	Discount off GPL		Discount off RF LIST	Discount off GPL		Discount off RF LIST	Discount off GPL		Discount off RF LIST
0-65%	=	42%	70%	=	51%	61%	=	76.46%	71%	=	82.50%
66%	=	44%	71%	=	71.03%	62%	=	77.07%	72%	=	83.10%
67%	=	46%	72%	=	71.64%	63%	=	77.67%	73%	=	83.71%
68%	=	47%	73%	=	72.24%	64%	=	78.27%	74%	=	84.31%
69%	=	49%	74%	=	72.84%	65%	=	78.88%	75%	=	84.91%
			75%	=	73.45%	66%	=	79.48%	76%	=	85.52%
			76%	=	74.05%	67%	=	80.09%	77%	=	86.12%
			77%	=	74.65%	68%	=	80.69%	78%	=	86.72%
			78%	=	75.26%	69%	=	81.29%	79%	=	87.33%
			79%	=	75.86%	70%	=	81.90%	80%	=	87.93%



Sales Model: Save End User 10-15% off new + add margin

Blending Cisco Refresh into Your Deals

You are always encouraged to present the newest Cisco technologies to your customers. However, sometimes pre-owned Cisco is the customer's only option. A primary solution is to blend new and Refresh, keeping the prices lower and margin high.

Using the [1-Click Tool \(1CT\)](#), automatically create a blended BoM or quote. See the brief trainings to the right.

- You may be able to reduce the discount while meeting the price points on the original deal
- Gets the deal off the table quickly
- Accelerates NPI and traditional bookings, as well as incremental product and services bookings

Trainings on Blended Deals

How to use the 1-Click Tool to preview a BOM with Cisco Refresh products automatically blended in.

Learn how to automatically blend Cisco Refresh into your deals (Access key: fZYQpim3, ignore the opening message and click on Play)

[“How to Blend Cisco Refresh into Your BOM”](#)

[“How to Create and Maintain the One-Click \(1CT\) Watchlist”](#)

Top Selling Refresh SKU

Refresh and New Data Points for Reference

SKU	Refresh Discount	Cisco New Discount	Refresh ASP	New ASP	Refresh Cost	New St. Cost	Refresh Margin	New Margin	Refresh Margin %	New Margin %
ISR4331/K9-RF	65.7%	70.9%	\$679	\$961	\$120	\$348	\$559	\$613	82%	64%

Discount Impact per \$100M Incremental Refresh

Incremental Refresh Bookings (\$M)	WW	Americas	EMEA	APJC
\$100	0.04%	0.04%	0.03%	0.03%
\$200	0.07%	0.07%	0.07%	0.06%
\$300	0.11%	0.11%	0.10%	0.09%
\$400	0.15%	0.15%	0.13%	0.12%
\$500	0.18%	0.18%	0.16%	0.16%
\$215 (FY19)	0.07%	0.08%	0.07%	0.07%
\$346 (current inventory)	0.11%	0.13%	0.11%	0.11%
FY19 Fest	\$215	\$127	\$65	\$23
Current Inventory	\$346	\$204	\$105	\$37

Blending Refresh can help drive lower discounts

100% New Cisco

Part Number	Quantity	Ext List Price	Ext Net Price
ISR4331-SEC/K9	15	\$77,430	\$27,100
ISR4451-X/K9	5	\$102,530	\$35,885
WS-C3850-48U-S	20	\$392,426	\$137,349
PWR-C1-1100WAC/2	20	\$38,000	\$13,300
WS-C3850-12XS-S	5	\$97,433	\$34,101
SFP-10G-SR-S=	60	\$43,680	\$15,288
TOTAL		\$468,711	\$164,048

65% Discount Needed

Blended Cisco Solution

Part Number	Quantity	Ext List Price	Ext Net Price
ISR4331-SEC/K9-RF	15	\$30,972	\$16,725
ISR4451-X/K9	5	\$102,530	\$55,366
WS-C3850-48U-S-RF	20	\$204,726	\$110,552
PWR-C1-1100WAC-RF	20	\$23,640	\$12,766
WS-C3850-12XS-S	5	\$97,434	\$52,615
SFP-10G-SR-S-RF	60	\$26,208	\$14,152
TOTAL		\$329,906	\$163,303

46% Blended Discount

Blending in Refresh protects the pricing integrity of new products. www.cisco.com/go/1ct

Blending Example – Incremental Sale

100% New Cisco

Part No	Quantity	Ext List Price	Ext Net Price
ASR1001-X	5	\$121,120	\$70,249
SPA-1X10GE-WL-V2	5	\$295,000	\$171,100
C9300-48P-E	10	\$100,050	\$58,029
C9300-DNA-E-48-3Y	10	\$11,200	\$6,496
SFP-10G-LR-S=	20	\$40,000	\$23,200
P-8865-K9=	400	\$318,000	\$184,440
TOTAL			\$513,514

BoM above shows all new hardware at standard 42% off list price

Blended Cisco Solution

Part No	Quantity	Ext List Price	Ext Net Price
ASR1001-X-RF	5	\$63,195	\$36,653
SPA-1X10GE-WLV2-RF	5	\$177,000	\$102,660
C9300-48P-E	10	\$100,050	\$58,029
C9300-DNA-E-48-3Y	10	\$11,200	\$ 6,496
SFP-10G-LR-S-RF	20	\$24,920	\$14,453
CP-8865-K9-RF	400	\$190,800	\$14,453
SUBTOTAL			\$328,955
CS-BOARD55-K9-RF	5	\$71,700	\$41,586
AIR-AP3802I-BK9-RF	185	\$183,150	\$106,227
C1-AIR-CT5520-K9	1	\$21,912	\$12,708
AIR-DNAC1E-3Y	185	\$41,625	\$24,142
TOTAL			\$513,618

Includes (5) Spark Board 55 and wireless AP/controller solution, also sold at 42% off

Catalyst 9300 Example

100% New Cisco

Part No	Quantity	Ext List Price	Ext Net Price
C9300-48U-A	20	\$221,000	\$128,180
PWR-C1-1100WAC/2	20	\$38,000	\$22,040
C9300-NM-8X	20	\$51,000	\$29,580
C9300-DNA-P-48-3Y	20	\$92,400	\$53,592
CAT-DNA-P-ADD-3Y	20	\$17,000	\$9,860
TOTAL			\$243,252

BoM above shows all new equipment at standard 42% off list price with 3-year DNA subscriptions

Blended Cisco Solution

Part No	Quantity	Ext List Price	Ext Net Price
C9300-48U-A-RF	20	\$126,120	\$73,149
PWR-C1-1100WAC-RF	20	\$23,640	\$13,711
C9300-NM-8X-RF	20	\$30,600	\$17,748
C9300-DNA-P-48-7Y	20	\$203,600	\$118,088
CAT-DNA-P-ADD-7Y	20	\$34,800	\$20,184
TOTAL			\$242,880

BoM above shows all equipment as Cisco Refresh at standard 42% off list price with 7-year DNA subscriptions

Blending Example – End of Sale

Cisco Inc. End-of-Sale Products

Part No	Quantity	Ext List Price	Ext Net Price
CTS-INTP-C60-K9=	3	\$104,310	\$60,500
N5K-C5548P-FA=	5	\$127,269	\$73,815
WS-C2928-48TC-C	20	\$26,940	\$15,625
HWIC-D-9ESW-C=	40	\$27,575	\$15,993
TOTAL			\$165,933

BoM above shows all End-of-Sale Products at standard 42% off list price

Cisco Refresh End-of-Sale Products

Part No	Quantity	Ext List Price	Ext Net Price
CTS-INTP-C60-K9-RF	3	\$62,946	\$36,508
N5K-C5548P-FA-RF	5	\$76,800	\$44,544
WS-C2928-48TC-C-RF	20	\$16,260	\$9,430
HWIC-D-9ESW-C-RF	40	\$16,640	\$9,651
TOTAL			\$100,133

Same -RF End-of-Sale Products, also sold at 42% off

\$166K End-of-Sale deal that the Cisco Partner just doesn't have the option to go after **but now they do by using -RF**

Welcome

Why Sell Cisco Refresh?

Cisco and the Circular Economy

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[How Cisco Does Remanufacturing](#)

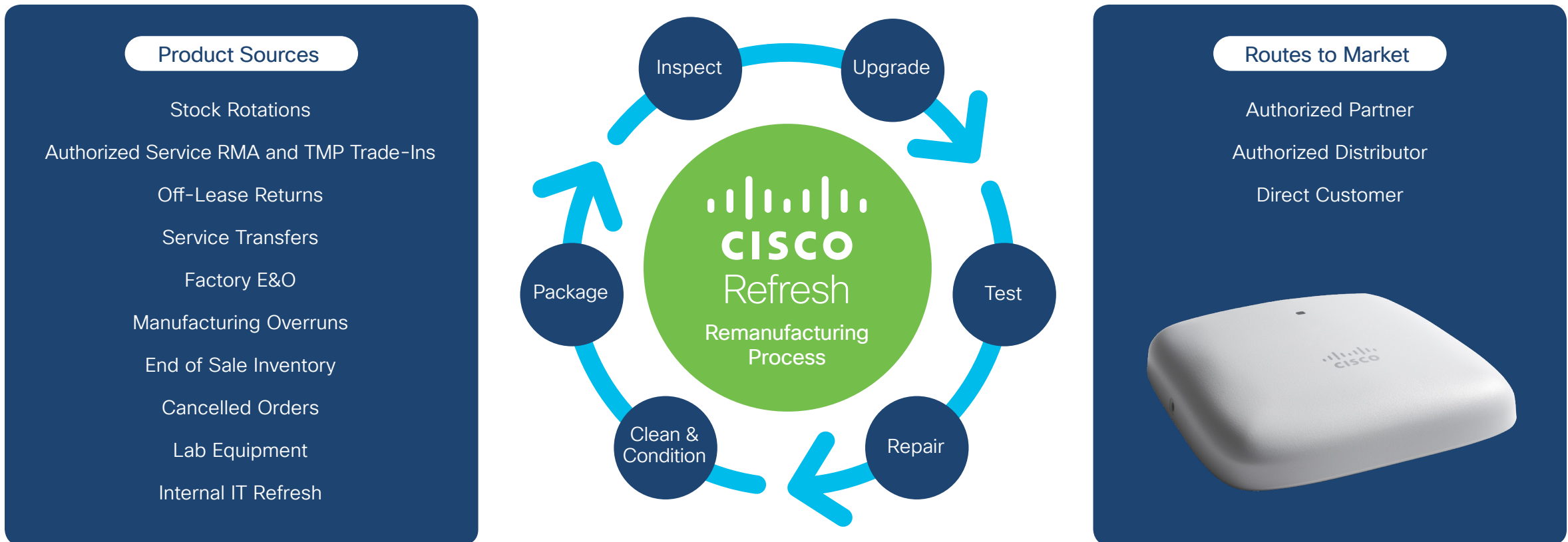
[Partner Resources](#)

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How Cisco Does Remanufacturing



How Cisco Does Remanufacturing (cont.)

8 Steps to Remanufactured Equipment

- 1. Inspection:** Each unit is subjected to a thorough screening and physical inspection at every step of the process.
- 2. Upgrades:** The serial number of each unit is checked against the Cisco database to determine if engineering change orders (ECOs) apply. Software and hardware upgrades are performed in compliance with ECOs.
- 3. Restoration of default configuration:** Previous configuration and owner information is removed and the unit is returned to its default settings. Previous owner data is purged and cleansed, and support entitlements are enabled.
- 4. Testing:** A comprehensive set of diagnostic, functional, and network traffic system tests is performed. Burn-in and/or thermal cycling tests are performed to help ensure quality.
- 5. Repair:** Units failing any inspection and testing are repaired to Cisco factory specifications, with the faulty components and boards replaced using parts from Cisco OEM vendors as applicable. The units are then subjected again to functional, network traffic system, burn-in, and thermal cycling tests as applicable.
- 6. Software:** New IOS software license is installed to ensure maximum performance and network compatibility.
- 7. Cleaning:** Each unit is cleaned, detailed, and cosmetically reconditioned. Old labels are removed and new labels are applied. New fasteners and panels are installed as appropriate. Casings are cleaned, touched up, or repainted as applicable. Peripheral cables are replaced.
- 8. Packaging:** Units are labeled with distinctive “Cisco Refresh Equipment” logos and identification. Units are carefully wrapped, placed in a new protective shipping box, and sealed in preparation for delivery.



Partner Resources

Marketing Velocity

Discover best practices, connect with experts, and get always-on, personalized marketing enablement through Marketing Velocity.

[Learn more](#)

Lifecycle Advantage

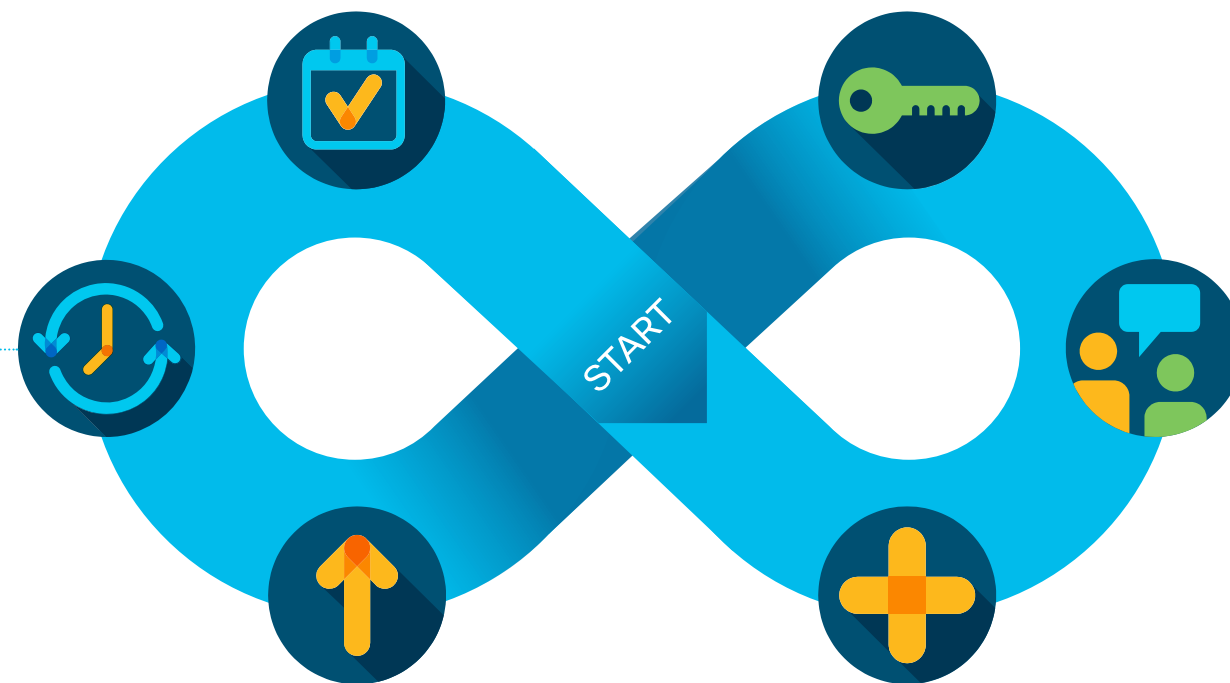
Cisco Lifecycle Advantage is a customer engagement program for partners that promotes adoption, simplifies renewals, and upsells to higher value solutions - contributing value to a customer's business outcomes over time.

[Learn more](#)

Success Hub

Grow customer loyalty, improve retention rates, and create a culture of customer success within your organization. Use these resources to help build your customer success practice.

[Learn More](#)



Your Frequently Asked Questions

Are Cisco Refresh products reliable?

Yes. Cisco Refresh products have been remanufactured, had critical engineering change orders made, and been thoroughly tested and retested to meet stringent Cisco specifications. Our rigorous and proprietary process ensures that our customers get genuine Cisco products, certified by Cisco.

Are Cisco Refresh products with a warranty? Can I get support?

All Cisco Refresh units are shipped with a valid software license and come with the same full Cisco warranty as the equivalent new equipment, including limited lifetime warranties, where applicable. Also, Cisco Refresh products carry the same Cisco SMARTnet support options as the equivalent new product.

What is an end-of-sale product?

Cisco designates a product as having reached its end of sale (or end of life) when it is no longer being manufactured by Cisco. Although no longer in production, end-of-sale products are still remanufactured by Cisco Refresh and are available for sale. Cisco warranties and Cisco SMARTnet support apply to both current and end-of-sale products. Cisco continues to support and service end-of-sale products until an announced end-of-hardware support date (typically five years after the end of sale).

What is the difference between refurbished and remanufactured?

“Remanufacturing” is the rebuilding of a product to specifications of the original product using a combination of reused, repaired and new parts. It requires the repair or replacement of worn out or obsolete components and modules. A remanufactured machine from Cisco matches the exact same customer expectation as new machines. “Refurbished” is the repair and distribution of products that have been previously returned. Cisco refurbished products are thoroughly tested before resale and verified to function properly.

How do I know what Refresh inventory is available for purchase?

One way to check for Refresh inventory is to use Cisco Commerce Workspace (CCW) to check inventory. Once you have the required Cisco Refresh (-RF) products on your quote you can navigate to the ‘Actions’ menu at the top right. Within that menu you’ll find a link for ‘Remanufactured Availability’ that shows stock levels and lead times for all -RF SKUs on the quote. Another option is to download the inventory report from the [1-Click Tool](#) (see page 21 for more details). If you have any questions or are not seeing something in stock, get in touch with the Cisco Refresh team, who can frequently help you find gear or make good cross-sell suggestions.

Your Frequently Asked Questions (cont.)

[Do we have a way to reserve inventory for a pending opportunity?](#)

We found that reserving products was not working for everyone. With a real-time system, we can provide better visibility of hot products and increase short-term sales. It also aligns our ordering process across all of Cisco. However, let us know the orders you anticipate as part of your regular sales forecasting, and our sourcing team will help to assure their availability.

[I just checked stock and don't see inventory. What options do I have?](#)

Please check in with us at refreshquestions@cisco.com whenever you don't see inventory. We have achieved great success by finding products in process or suggesting another option in stock.

[How is Cisco Refresh different from what is sold on the secondary \(grey\) market?](#)

It is very different. As the original manufacturer, Cisco is able to remanufacture and certify our products to the same quality standards as a new product, including valid licensing from Cisco. Nothing sold outside of Cisco channels has this. We do not support products sold outside of our normal channels until it's relicensed and inspected.

[My customer needs older end-of-sale products. For how long are Cisco products sold?](#)

Cisco designates a product as having reached its "end-of-sale" and "end-of-life" when it is no longer being manufactured. However, end-of-sale products are still remanufactured by Cisco Refresh and are usually available for sale. Cisco warranties and Cisco SMARTnet support still apply. Cisco continues to support and service end-of-sale products until an announced end-of-hardware-support date (typically five years after the end of sale).

[Does Cisco Refresh buy back my customer's used Cisco equipment?](#)

Cisco Refresh has launched an Asset Recovery pilot, and in FY20 we will take back eight technology estates. This is part of a longer-term effort to implement a new Asset Lifecycle Management program. In the meantime, you can still leverage the Cisco Technology Migration (trade-in) Program or the Cisco Take-Back and Recycle Program. [Learn more](#)

[What is Cisco Smart Licensing and how does it apply to Cisco Refresh products?](#)

Cisco Smart Licensing is a flexible software licensing model that simplifies the way customers activate and manage licenses across their organization. This is done through a customer-specific "smart account" and/or Cisco Smart Software Manager (CSSM). Smart Licensing allows customers to more easily see what they own licenses for and how it ties to the company, not a specific device. Smart Licensing for Cisco Refresh products is exactly the same as for new products, with the same user experience.

Your Frequently Asked Questions (cont.)

How is licensing generally sold and what are the licensing opportunities with Cisco Refresh?

Cisco licensing is sold either as perpetual (customers buy and own the license in perpetuity) or as a recurring subscription (sold in different yearly increments). The lower hardware costs of Cisco Refresh present a unique value proposition in either case:

Perpetual: When a license is included with a Cisco Refresh product, we can often allow customers to purchase a higher-end license that will provide increased functionality and more features. For example, a customer can purchase a basic LAN Base (“Layer 2”) license with a new switch, or an IP Base (“Layer 3”) license with Cisco Refresh. This is good for Cisco and its partners, as it can create more “stickiness” to the solution by adding features.

Recurring Subscription: A strong example is in how our Cisco Refresh team works with Cisco AMs to position -RF Catalyst 9K switches with a longer subscription term; this has gained very positive feedback. For example, a Cisco AM positioning a new switch with a 3-year DNA subscription may see customer pushback over an additional license cost in three years when the subscription expires. However, they can leverage Refresh switches to increase that subscription to five or even seven years. This results in more recurring software as a percentage of revenue.

Additional Resources

Understanding Refresh

[Cisco Refresh Difference](#)

[Cisco Refresh Process](#)

[Quick Refresh Comparison Guide](#)

[Cisco Refresh FAQ](#)

[Cisco Refresh Inventory Snapshot](#)

[Cisco Refresh Disclaimer](#)

[How to Buy](#)

[Paper: "Remanufacturing: A Primer \(What you really need to know in under 1500 words\)"](#)

Being a Cisco Refresh Partner

[Who are Our Partners?](#)

[Cisco Partner Page](#)

[Video: Cisco Refresh Asset Recovery Lifecycle](#)

[How to Sell: Budget Pressure Use Case](#)

[How to Sell: Sparing Strategy Use Case](#)

[How to Sell: XaaS Use Case](#)

[How to Sell: Current Grey Market Customers](#)

[How to Sell: Public Sector LPTA Projects](#)

[What is Refresh? \(Infographic\)](#)

[Cisco's Circular Economy Advantage](#)

More

[External Refresh site](#)

[Cisco Commerce Workspace \(CCW\)](#)

[1-Click Buying Tool \(1CT\)](#)

[Sales Connect](#)

[Cisco Warranties](#)

[Brand Protection](#)

[Take Back and Recycle Program](#)

[Video: Circular Economy 101: Circular Consumption](#)

[Video: Circular Economy 101: Circular Solutions](#)





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