



How to Leverage Donoma Unify in the Cisco Solution Incentive Program (SIP)

The Cisco Solution Incentive Program (SIP) rewards partners that develop and sell solutions that integrate proprietary or third-party business applications and services with Cisco technology.

Program Benefits

- Helps partners differentiate themselves
- Raises partner revenue with value-added service opportunities
- Margin protection for driving more strategic opportunities involving applications over IP – typically up to 47% off list. (discount determined at Cisco’s discretion)

How to Use the Program

First time:

Create your SIP go-to-market plan document. **Donoma Software can provide a pre-populated template that has done most of the work for you.** All you have to do is fill in the blanks for your company-specific data. Then submit your SIP market plan application to your Cisco Channel Account manager per the instructions on the document. **This is a 1 time process.** Once you receive your approval for your “plan” then you will receive a unique SIP solution ID number to use for all your Donoma related deal registrations.

Donoma Unify is a SIP pre-approved solution and can be found on the pre-approved Cisco list at

http://www.cisco.com/web/partners/sell/industry/ispn/industry_companies/donoma.html

Each time:

Register your opportunities for deal protection using the Cisco PDR tool.

www.cisco.com/go/pdr

Deal registration for SIP is almost exactly the same as the more familiar OIP program. You will just select the radio button to apply for the SIP program instead of the OIP program. During your deal registration screens, the only difference between an OIP deal registration and an SIP deal registration will be that you will be asked to input your SIP ID number, the solution name, and you will need to show the Donoma Unify licenses on your product list.

Then go win your deals and earn your program rewards!

Program Tips

- If you are not familiar with how to enter a Cisco Deal Registration, an online tutorial is available at http://www.cisco.com/web/partners/events/pdr_partner_training.html.
- Don’t forget to upload all required documentation and details into the PDR tool during deal registration to help ensure quicker approvals.
- Partners should contact their channel account manager for assistance in SIP applications and deal registrations. We are always happy to help answer any questions we can, but the approval process requires the help of your local Cisco Channel Account Manager.

Donoma Software

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