



Cisco Customer Loyalty: About the Program

Last Updated: 02/12/2014



The Cisco Customer Loyalty program is Cisco's newest program that rewards you with loyalty points redeemable for valuable learning rewards. These points accumulate quarterly, and are based on the customer's quarterly purchases of products and services with Cisco. Customers can view their balances, and redeem their points for various offers through an easy to use, flexible and secured website.

More information about the program is found at: <http://www.cisco.com/web/learning/customerloyalty/index.html>

The program focus is on customers, and it is a way to:

- Thank you for your business with Cisco
- Give you incentives to educate your employees on Cisco products
- Provide a flexible, easy-to-use program

Program Overview

- One loyalty point is valued as one USD.
- Points automatically expire in 18 months, starting from the date the points are added to the account.

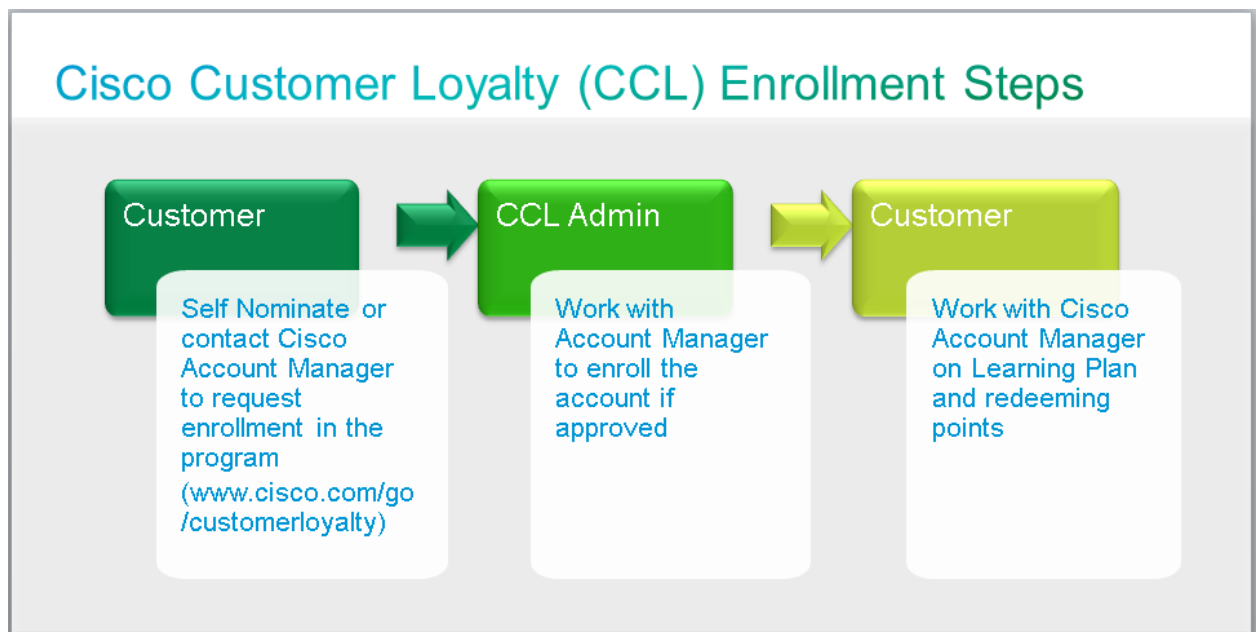
Enrollment

To enroll in the program, start by nominating your company by submitting a [nomination request](#). Visit the [Cisco Customer Loyalty website](#) for nomination information. You will be eligible to earn or receive loyalty points under this program if nominations are approved by Cisco, and your company account is activated in the Cisco Customer Loyalty Customer Portal.

Cisco will determine, in its sole discretion, the criteria for approving enrollment and loyalty points accumulation, which may include, but is not limited to the following:

- Total annual purchases of Cisco's products and services and forecasts for such purchases in the future
- A determination by Cisco that this Program will be a good fit for your company's training plan
- Cisco account team's confirmation

Enrollment Process



Available Points

Each quarter, based on your spending with Cisco, you will be eligible to receive points from your Cisco account manager. Please work with your Cisco account manager to get details on points that may be available to you.

Using Points

You redeem points through the Cisco Customer Loyalty Customer Portal. Please work with your Cisco account manager for more details on redeeming points.

Loyalty points can be used to purchase rewards listed on

http://www.cisco.com/web/learning/customerloyalty/docs/CiscoCustomerLoyalty_LearningPlans.pdf

Terms and Conditions

Enrollment

Cisco reserves the right to approve enrollment and rescind participating customer's ("Participating Company") participation in the program at Cisco's discretion at any time with or without notice.

Points Available to Participating Companies

- Eligible quarterly purchase amounts and other criteria for points availability are determined by Cisco.
- The points will be made available quarterly at the discretion of the Cisco account manager.
- Cisco, in its discretion, may reward points availability to include Cisco products and services purchased from Cisco channel partners.
- Does not include purchases made for the purpose of resale, managed services or other sell-through purchases.

Using Points

- Cisco Customer Loyalty program management reserves the right to change educational offerings without notice as part of the ongoing management of the program.
- Offers cannot be combined with other discounts and offers outside of the program offerings.
- The time period for processing eligible points and each offer varies and the estimated redeem date is for reference. It can change without notice, including accommodating holidays and non-business days.
- Points can only be redeemed for then-current program offerings.
- Points can be converted to Cisco Learning Credits. For more information about Cisco Learning Credits, please visit web site: <http://www.cisco.com/web/learning/le31/159/index.html>

Termination

Cisco reserves the right to disqualify any company participating in this program (“Participating Company”) and cancel all rewarded points (in each instance without any liability to Cisco) if Cisco determines in its sole discretion that the Participating Company’s participation in the program is in violation of any program terms, or if Cisco determines that the Participating Company is ineligible.

Void Where Prohibited: Enrollment of a Participating Company is subject to compliance with all applicable laws and regulations of the United States and the countries where you or Cisco may operate. Cisco may choose to change the terms of this program at any time, or may chose to terminate this program at any time. Cisco may restrict countries in which this program and any points are made available based on applicable law or other factors that may impact Cisco. This Program offer is void where prohibited.

Cisco is not responsible for any additional costs incurred by a Participating Company as a result of this program and expressly disclaims all liability, whether direct or indirect, related in any way to your enrollment in this program or use of the loyalty points.

For More Information

If you have any questions about the Cisco Customer Loyalty contact your Cisco Account Manager, or open a case at [Certification and Communities Online Support](#), select “Cisco Customer Loyalty” for Product field.



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: www.cisco.com/go/trademarks. Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company (1110R)