

Cisco Lifecycle Incentives (LCI) Program Overview

Purpose:

The Cisco Lifecycle Incentives (LCI) program aims to reward partners who support customers throughout the lifecycle of Cisco solutions. The program is designed to ensure that customers realize the full value of their investments through continued adoption and optimization of Cisco technologies.

Key Objectives:

1. Encourage Partner Engagement:

Cisco encourages its partners to offer services that drive software adoption, consumption, and expansion.

2. Customer Success Focus:

The LCI program promotes ensuring customers gain the most from Cisco solutions, aiding in product usage and encouraging continuous customer engagement.

3. Incentivized Milestones:

Partners are rewarded at different stages of the customer lifecycle, from onboarding to renewals, providing ongoing value.

Incentive Structure:

1. Activation Milestones:

Partners help customers activate and deploy purchased Cisco software and services to unlock early incentives.

2. Adoption & Usage:

Additional incentives are earned when partners assist customers in adopting and utilizing more features and capabilities.

3. Renewal & Expansion:

Further rewards are offered when customers renew their contracts or expand their investments in Cisco solutions.

Program Phases:

1. Prepare: Understanding the customer's needs and ensuring they are ready to use Cisco solutions.
2. Onboard: Helping customers deploy their purchased solutions successfully.
3. Adopt: Driving customers to use the full set of features and expand their usage.
4. Optimize: Continuous support to ensure customers get maximum value and efficiency.
5. Renew: Ensuring customers renew their Cisco services or products.

Eligibility:

- Cisco partners who are registered and authorized in the program.
- Active engagement with Cisco customers is mandatory.
- Partners must meet specific milestones and KPIs, including timely onboarding, adoption, and renewal activities.

2023 Updates:

In February 2023, Cisco made key updates to the program, enhancing the rewards for partners that focus on renewal and expansion efforts. These updates ensure that partners can provide better value while increasing their incentives.

Program Benefits:

- Financial incentives for key lifecycle milestones.
- Deeper engagement with Cisco customers, fostering long-term relationships.
- Opportunities to differentiate partner services with Cisco solutions.