



POWER<sup>2</sup>  
MOTIVATE<sup>®</sup>

**CISCO REWARDS - A GLOBAL CHANNEL INCENTIVE PROGRAM**

**AWARD WINNING  
CASE STUDY**



## PROGRAM OVERVIEW

Power2Motivate (P2M) was the perfect fit to enable Cisco Systems to reward their resellers for their brand loyalty and stewardship. The core objective of the program was to optimize the performance of its global Partner network. This was achieved through tactics that captured both mind-share and wallet-share in a global market with hundreds of competitors selling through an ecosystem of tens of thousands of resellers.

Leveraging the P2M in-country sourcing platform and fast connect API, Cisco easily connected to the entire global P2M rewards gallery in days. In addition to the quick turnaround time, costs were eliminated with managing reward data and orders on a local and global basis.

The global Cisco Rewards program was deployed in 17 languages with 50,000+ VAR's in 117 countries. The data captured within P2M enabled Cisco to analyze overall program ROI by region, country, product groups, as well as at the partner company, Account Manager, and Sales Engineer levels.



### THE PROGRAM REWARDED PARTNERS FOR PRODUCT SALES IN THE FOLLOWING METHODS

- ✓ ELIGIBLE SKU'S
- ✓ COMPLEX OFFERS THAT CROSS PRODUCT LINES
- ✓ ADDING LINES OF BUSINESS TO THEIR PORTFOLIOS
- ✓ CONSUMPTION OF LEARNING MODULES
- ✓ PARTICIPATION IN LIVE EVENTS
- ✓ SUBMISSION OF PROGRAM FEEDBACK AND PREFERENCES

## PROGRAM OBJECTIVES

---

The primary objective of the Cisco Rewards program was to drive sales growth by rewarding Partners for their ongoing loyalty to Cisco and for selling Cisco products and solutions to Partner companies. The velocity of the program remained strong throughout the fiscal year and the number of enrolled Partners increased to its current number.

Engagement relative to the program increased from the previous year due to tactical deployment of gamification elements that triggered calls to action that included learning modules, responses to surveys, and several other important elements that increased partner knowledge and motivation. The data gleaned from gamification informed the Cisco Rewards team of the following items: where to increase communications in specific regions; how frequently Partners visited the rewards site; and what compelled Partners to return to the site. This more holistic view of the Partners enabled Cisco to focus on qualitative communications and calls to action that were more meaningful to partners across the globe.

Local rewards procurement and distribution reduced the time between redemption and receipt of reward, thereby maximizing reward value and reducing shipping costs. By managing customer care in each respective country, P2M set aggressive Service Level Agreements that reduced inbound partner inquiries and provided a seamless experience.



### TARGET AUDIENCE

---

The target audience of the Cisco Rewards program consisted of technology resellers that specialized in one or more lines of business in the Cloud, Collaboration, Networking, and many other markets that Cisco serves.

These resellers are up to speed on the latest technology trends like the Internet of Things (IoT) and Software Defined Networks (SDN) and are hungry for information and learning opportunities that create competitive advantages in the marketplace.

The Cisco Rewards program served these needs well by providing ongoing access to the sales enablement hub and by rewarding Partners for moving through learning modules and emerging as experts in their field.

## PROGRAM DESIGN

---



### EARNING INCENTIVES

The Partners earned incentives by validating their sales of eligible Cisco products and solutions. Partners were also able to earn points for consumption of learning modules, providing ongoing feedback to Cisco, and responding to calls to action on the program website.

A dramatic increase in the frequency and types of engagement with Partners led to the creation of an alternate currency. Partner actions related to attending webinars and Cisco events earned participants badges and credits towards a quarterly draw for a host of highly sought after rewards and events.



### PROGRAM COMMUNICATION

The Cisco Rewards program communication was carried out in a variety of methods using available technology. The program was announced in an integrated marketing campaign which included the following: personal notifications from Cisco Partner and Channel Account Managers; calls to action to visit the re-branded site; direct links via single sign on from Cisco's Partner Central; and messaging from the Cisco Senior Leadership Team at both Cisco and industry events.

Program promotion was completed by Cisco Sales and Marketing personnel in collaboration with the Program Management team. Communications included monthly emails that prompted Partners to redeem their hard earned points for well-deserved rewards. These promotions were customized based on regional requirements and events. In January 2016, a New Years campaign focused on promoting the redemption of points to help users accomplish their personal fitness goals. Partners were motivated to pursue their New Years resolutions by redeeming their points for wearable technology, sports equipment, gym equipment, and more!



### ROLE OF INCENTIVES

Cisco Rewards captured the imagination of Cisco's Partner community. Partners appreciated redeeming their hard earned points for rewards that were highly desirable in their specific regional markets.

Some prime examples of items with regional appeal were Morphy Richards Vacuums in the UK, locally sourced retail gift cards in nearly every Cisco operating country, Bondi Beach Surf boards and Fisher & Paykel appliances in Australia, fresh fish in South America, biodegradable sky lanterns for Chinese lantern festivals, oriental fragrances such as Amouage and Abdul Samad Al Qurashi in the Middle East, hand-knit Alpaca sweaters and mitts in Bolivia, and FIFA World Cup soccer balls anywhere that soccer is played. Finally, the Concierge Shopper feature assisted with travel services, as well as thousands of specially priced resort property getaways. This had a special capacity in rounding out a global offer with significant local appeal.

Program themes were refreshed on a monthly basis, including seasonal reward offerings and cultural celebrations. Rewards were carefully selected to align with each monthly theme. For example, the Mother's Day theme included perfume and handbags, luxury items such as Rolex watches, designer sunglasses, and an array of necklaces and rings for the Spoil Yourself promotion.

## PROGRAM FEATURES

The complexity of the P2M platform enabled the Cisco Rewards program to include helpful features to boost engagement and ROI. Not only did the P2M platform include flexible point earning and hundreds of thousands of reward options, the program also included opportunity to include learning management modules and an employee nomination wizard.



### POINT EARNING FLEXIBILITY

Cisco was able to customize offers by certifications and have issuance based on products, bundles, sales volume, adoption of new lines of business, and many other market segment or regional nuances. Offers were tailored to associated geographies and claiming options included bulk uploads, auto-claims, social claiming, and claims by proxy.



### ASSESSMENT CAMPAIGNS

Partner sales representatives were rewarded for doing a complete review of prospect and client configurations, hardware, and software. As part of the process, representatives were able to identify end of life products and recommend product upgrades.



### LEARNING MANAGEMENT SYSTEM

Partners looking to deepen the knowledge base of their sales teams and expand their lines of business were directed to a learning management system that delivered content aimed at accelerating their product knowledge and selling skills. Account Managers and Sales Engineers were tested on their retention of the provided content and awarded both credits and points for progressing through modules. Gamification elements were used to map their progress via completion badges were displayed on their personalized program pages.



## PROGRAM FEATURES

---



### NOMINATION WIZARD

As part of the multitude of features found within the P2M reward platform, Cisco was able to use the Nomination Wizard utility. This program feature enabled any Partner to nominate their peers for employee recognition of their achievements. An example of the Nomination Wizard feature included nominating an All-star Employee of the Month for their phenomenal efforts. By implementing the Nomination Wizard feature, Cisco was able to increase employee engagement across different geographic regions.



### MAXIMUM REWARD CHOICE

For the rewards component of the Cisco Rewards program, Cisco leveraged the P2M in-country sourcing platform and, using the fast connect API, easily consolidated hundreds of customized, country-specific rewards catalogues in days. In addition to the quick turnaround time, costs were eliminated by managing reward data and orders on a local and global basis. In-country procurement and delivery enabled Cisco to save money on shipping, customs, and other factors associated with cross-border shipping. Rewards were culturally relevant, and the time between redemption and receipt of rewards was reduced from weeks to days.



### CONCIERGE SHOPPER

The Cisco Concierge Shopper program was introduced to provide even greater reward selection to high point earners. Partners were able to request unique reward items that were not found within the already robust rewards catalogue. P2M sought to provide Cisco with the best global rewards offering by providing this great opportunity for customization! Since the launch of this exciting program, dozens of unique reward requests were received and fulfilled.

Let's take a look at the world of purses. P2M understood that finding the perfect purse can sometimes be a daunting task. With the help of Concierge Shopper, Partners were able to acquire the most luxurious of purses. When a request was received to find the exclusive Gucci Testa Tigre Medium Geranium GG Blooms Shoulder Bag, that was no problem at all! This became P2M's top priority to source this special edition designer handbag.

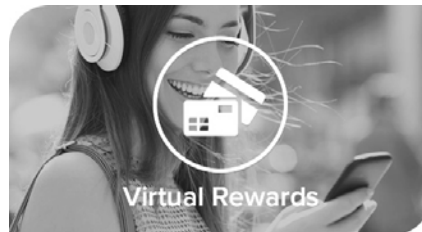


## REWARDS OFFERING

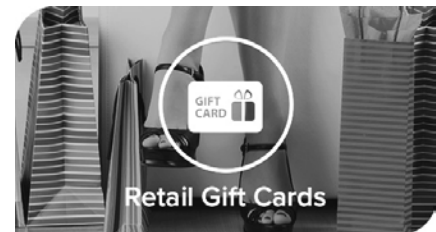
By implementing the robust P2M incentives technology solution, the Cisco Rewards program gained instant access to the widest selection of rewards available in all 117 of Cisco's operating countries. The reward categories were carefully designed to provide meaningful, region specific products and experiences. The Cisco Rewards categories were as follows:



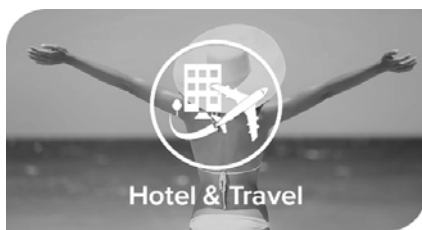
- ✓ 85+ countries featuring the world's best selling brands from Apple to Morphy Richards
- ✓ In-country sourced and shipped locally within 2-3 days
- ✓ Millions of merchandise rewards updated daily to ensure availability



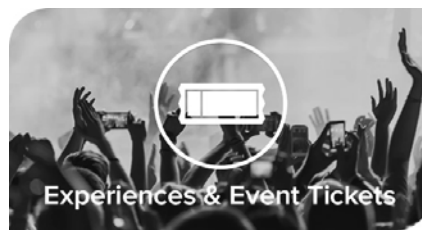
- ✓ Globally available digital books, magazines, games, mobile top-up and retail gift cards from universal retailers
- ✓ Movies, TV shows, and music available in select markets including US, Canada, and UK
- ✓ Online hotels and travel delivers real-time selection everywhere



- ✓ 65+ countries
- ✓ Over 850 retail brands globally
- ✓ Digital and physical gift cards available



- ✓ 400,000 discounted hotels
- ✓ Savings displayed within each search
- ✓ Global airlines, cruises, car rentals, and experiences
- ✓ Hundreds of thousands of highly discounted resort properties globally
- ✓ Daily specials featuring amazing last minute deals!



- ✓ 17,000+ activities and excursions plus thousands of unique, guided tours
- ✓ Tickets to sports, concerts, and theatrical events from around the globe
- ✓ Tickets to hundreds of the world's biggest events from the Super Bowl to the Monaco Grand Prix, and much, much more!



- ✓ Instantly available in over 85+ countries
- ✓ Real-time mobile credits and rate plans available from over 260 carriers globally

## IN-COUNTRY REWARD PROCUREMENT

The complexity of P2M's global rewards platform allowed for in-country reward procurement and shipping. As a result, this provided Cisco with the best value possible by eliminating costly shipping and duty fees. In addition, rewards were specific to each geographic region, ensuring each reward would be desirable and meaningful. There are a number of benefits to in-country procurement and shipping including:



### SPEED-TO-MARKET

Cisco Rewards delivered incentives within 2 - 3 days in many markets.



### LOCAL

Incentives were purchased in local currencies, in the Partner's language with recognizable brand names and valid warranties.



### HASSLE-FREE

With in-country delivery, users are confident that the right reward will always be shipped.



### SAVINGS

Avoid costly cross-border shipping, taxes, duties and delays. Delivering locally is green, with less impact on the environment than shipping from overseas.



## REGION SPECIFIC REWARDS

As part of the appeal of the P2M reward solution, the focus was to provide rewards that appealed to each global geographic region. Examples of region-specific items included:

- ✓ GOATS IN BANGLADESH
- ✓ FRESH FISH IN SOUTH AMERICA
- ✓ BIODEGRADABLE SKY LANTERNS IN CHINA
- ✓ HAND-KNIT ALPACA SWEATERS AND MITTS IN BOLIVIA
- ✓ FIFA WORLD CUP SOCCER BALLS ANYWHERE THAT SOCCER IS PLAYED



In the United States and Canada, the Cisco Rewards Fashion selection featured thousands of items from popular, in-demand brands including: Burberry; Coach; Ferragamo; Fossil; Furla; Kate Spade; Marc Jacobs; Michael Kors; Maui-Jim; Ray-Ban; and Tory Burch.

In Latin America, reward offerings are typically limited due to the constraints of the rewards technology in place. However, by using P2M, Cisco was able to offer the largest selection of retail gift cards from leading international brands, including: Americanista; Bajalibros; Cinopolis; Club Penguin; Convergencia LD; Fatura Fiel; iTunes; Kaspersky; Nintendo; Play Station; Skype; Sony Plus; 3 Meses; and Xbox.

As part of the global reach of the Cisco Rewards program, Power2Motivate was able to develop a comprehensive rewards offering in the Middle East, with leading brands, including: Apple; Samsung; Coach; Michael Kors; Aqua Therapy from Dead Sea Products; A Yashmagh from Al Bassam; Versace; Club Rivera; Valentino; Dunhill; and Pierre Cardin.

## REWARD TRENDS

---

A common problem with reward incentives providers is infrequent product catalogue updates. No one wants to choose from the same-old rewards year after year! P2M maintained a current catalogue of rewards by sourcing the latest and highly coveted rewards in local markets. A unique global product offering was mobile top-up. This was a popular reward option as it allowed any Partner, even those without a mobile plan, to instantly add coverage minutes. Additionally, merchandise and digital media continue to be an integral part of the catalogue assortment.

## PROGRAM RESULTS

---

Cisco was elated with the global incentives program results and recognizes Cisco Rewards as a key driver to realizing their business goals. The Cisco Reward program was documented as a significant driver behind meeting business objectives, as confirmed by survey responses from the Cisco Rewards Partners. The complexity of the P2M software solution enabled Cisco to implement a global incentives program in 17 languages, across 117 countries – this had never been done before! Today, the program continues to keep pace with the lightning fast changes in the technology sector and bring significant value to Cisco, their resellers, and their end user companies.

