



Marketing Fund Builder (MFB) User Guide

Asia Pacific

Accessing the MFB Website

- 1. To access the Cisco® MFB Website visit www.cisco.com/partner/jmf**
- 2. Enter your Cisco.com user id and password.**
- 3. You will see the Cisco Joint Marketing Programs screen.**
- 4. Select your country (eg. Singapore) and click the continue button.**
- 5. Confirm that your partner information is accurate and click on the “Confirm” button.**
- 6. You will be taken to the Cisco MFB welcome page.**

MFB Tool Menu / Functionality

The MFB Tool provides the following Menu / Functionality:

- **Queries**
 - **Partners**
 - **Applications**
 - **Claims**
- **Entry / Management of Program Activity**
 - **Applications Entry**
 - **Claims Entry**
- **Program Information**
 - **Important MFB documentation and reference material**
- **Reporting**
 - **Application Summary Report**

Getting Started – the MFB Welcome Page

- Click on *Marketing Fund Builder* to open the Marketing Fund Builder main menu.
- The main menu will be available from every page on the MFB Tool.

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Partners & Resellers Select a Location / Language

PARTNERS & RESELLERS

Marketing Fund Builder

PARTNERS & RESELLERS

Marketing Fund Builder

Search:

Search All Cisco.com

[Log Out](#)

Related Tools

- [Partner Locator](#)
- [Partner Business Planning](#)
- [Partner Help Online](#)
- [Partner E-Learning Connection](#)
- [Channel Partner Tools](#)

Related Links

- [Partners & Resellers Channel Partner Program](#)
- [Promotions](#)
- [SMB Partner Connection](#)

Welcome to the Cisco Marketing Fund Builder (MFB), your new and improved online tool for co-marketing with Cisco Systems. The Cisco MFB provides funding and support for pre-approved demand-generation activities. To view a list of eligible activities, [click here](#).

Detailed program information and instructions can be found at the [Marketing Fund Builder Program](#), where you can also submit an application, query claims, and request reports on your account.

When you are ready to submit your proof of performances and fully approved application to Cisco following the completion of your marketing activity, fax or mail them to CoAMS (see contact information below). Additionally, proof of performances can be e-mailed to CoAMS at: cisco@coams.com.

For questions contact CoAMS at:
Cisco Marketing Fund Builder Program
c/o CoAMS, Inc.
175 W. Jackson Blvd.
Suite 1750
Chicago, IL 60604

Phone: 866-664-6477 or 312-243-2667
Fax: 312-235-0565
Client Services Contact: Ben Saari
E-mail: cisco@coams.com

All activity is tracked in US Dollars, but Applications and Claims may be entered in local currency.

Quick Links:	Refresh
Applications Pending Approval: 0	View Detail
Claims on Hold: 0	View Detail
Aging Applications: 0	View Detail

Getting Started – the Welcome Page

- To begin using the system, click on any menu option.

Partners: This section of the Cisco MFB tool is used for querying details pertaining to Partners within your Theatre.

Applications: This section of the Cisco MFB tool is used for submitting, querying, and editing an application.

Claims: Submit a claim against your approved application or get an update on your claim status.

Reports: Access program reporting available on the MFB Tool.

Program Information: Access guidelines and other program details.

The screenshot displays the Cisco Marketing Fund Builder (MFB) interface. At the top, there is a navigation bar with the Cisco Systems logo, a dropdown menu for 'Partners & Resellers', and a 'GO' button. A search bar is located on the right side of the page. The main content area is titled 'PARTNERS & RESELLERS' and 'Marketing Fund Builder'. It includes a 'Log Out' link and a 'Related Tools' section with links to 'Partner Locator', 'Partner Business Planning', 'Partner Help Online', 'Partner E-Learning Connection', and 'Channel Partner Tools'. A 'Related Links' section includes 'Partners & Resellers', 'Channel Partner Program', 'Promotions', and 'SMB Partner Connection'. A 'Quick Links' table shows 'Applications Pending Approval: 0', 'Claims on Hold: 0', and 'Aging Applications: 0', each with a 'View Detail' link. The footer contains 'Session Number', 'Presentation_ID', '© 2005 Cisco Systems, Inc. All rights reserved.', 'Cisco Confidential', and the page number '5'.

Partners - Introduction

- Click on *Partners* to access the Partners Menu. The introductory page provides a brief overview of the functionality that is available.

Options only include Partners Query.

The screenshot displays the Cisco Systems website for Partners & Resellers. The top navigation bar includes the Cisco logo, a search bar, and links for Home, Logged In, Profile, Contacts & Feedback, Help, and Site Map. The main content area is titled 'PARTNERS & RESELLERS' and features a left-hand menu with options: Partners & Resellers, Marketing Fund Builder, Partners (expanded), Partners Query (highlighted with a red box and arrow), Applications, Claims, Reports, and Program Information. The main content area shows an 'Introduction' section with the text: 'This section allows Cisco users to search for Cisco MFB partners. Please click on "Partners Query" to search.' The right-hand side of the page includes a search bar, a 'Log Out' link, and sections for 'Related Tools' (Partner Locator, Partner Business Planning, Partner Help Online, Partner E-Learning Connection, Channel Partner Tools) and 'Related Links' (Partners & Resellers, Channel Partner Program, Promotions, SMB Partner Connection). The footer contains links for Industry Solutions, Networking Solutions, Products & Services, Ordering, Technical Support, Learning & Events, and Partners & Resellers, along with copyright information for 2005 Cisco Systems, Inc.

Partners Query

- Click on *Partners Query* to access the Partner Query function. You will have access to review details relating to your partner account.

- The button “Submit Query” will prompt the tool to return query results. The button “Clear Form” will clear the search parameters that you have provided.

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Partners & Resellers Select a Location / Language

PARTNERS & RESELLERS

PARTNERS & RESELLERS

Partners Query [Back](#) [Log Out](#)

Search:
Search All Cisco.com

Related Tools

- [Partner Locator](#)
- [Partner Business Planning](#)
- [Partner Help Online](#)
- [Partner E-Learning Connection](#)
- [Channel Partner Tools](#)

Related Links

- [Partners & Resellers](#)
- [Channel Partner Program](#)
- [Promotions](#)
- [SMB Partner Connection](#)

NOTE: Users can query for partners using one or multiple search parameters. To quickly generate a list of all partners, leave parameters blank and click "Submit Query". You can also request to receive your query results in an Excel file by clicking on "Excel" in the "Results Format" field.

Partner ID:

Partner Name:

City:

State:

Theater:

Country:

Zip Code:

Certification:

Results Format:

Show # of Records Per Page:

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Partners Query Results

Click the **PARTNER ID** or **PARTNER NAME** to view specific detail relating to the Partner record.

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Partners & Resellers Select a Location / Language

PARTNERS & RESELLERS

Partners Query Results

Search:
Search All Cisco.com

Related Tools
[Partner Locator](#)
[Partner Business Planning](#)
[Partner Help Online](#)
[Partner E-Learning Connection](#)
[Channel Partner Tools](#)

Related Links
[Partners & Resellers](#)
[Channel Partner Program](#)
[Promotions](#)
[SMB Partner Connection](#)

Showing 1 - 1 of 1 results Jump to Page:

<u>PARTNER ID</u>	<u>PARTNER NAME</u> ^	<u>CERTIFICATION</u>	<u>CITY</u>	<u>STATE</u>	<u>ZIP</u>	<u>THEATER</u>	<u>COUNTRY</u>
36800	TELUS COMMUNICATIONS	GOLD	UNKNOWN	IL	99999	CAN	CANADA

Showing 1 - 1 of 1 results

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Partners Query Details

- Details of the Partner that you have selected will be returned for your review.
- Partner details are automatically updated each time a Partner contact accesses the tool.
- Click on the **Applications** or **Claims** links to view activities associated to the Partner.
- Click on **Manage Bank Account Information** to supply bank routing information for use with payments via wire transfer.

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Partners & Resellers Select a Location / Language

PARTNERS & RESELLERS PARTNERS & RESELLERS

MARKETING FUND BUILDER

PARTNERS Partners Query Detail

Partners Query [Back](#) [Log Out](#)

Applications +
Claims +
Reports +
Program Information +

Search:
Search All Cisco.com

Related Tools
[Partner Locator](#)
[Partner Business Planning](#)
[Partner Help Online](#)
[Partner E-Learning Connection](#)
[Channel Partner Tools](#)

Related Links
[Partners & Resellers](#)
[Channel Partner Program](#)
[Promotions](#)
[SMB Partner Connection](#)

NOTE: The detail page displays all information for a partner record. It also contains links to applications and claims for the partner.

[Applications](#) | [Claims](#) | [Manage Bank Account Information](#)

Partner ID: 36800
Partner Name: TELUS COMMUNICATIONS
Full Address: UNKNOWN
UNKNOWN
UNKNOWN
UNKNOWN, IL 99999
Country: CAN
Theater: CAN
Contact Name:
Phone Number:
Fax Number:
Default Email Address:
Certification Level: GOLD
Last Updated By: fileload

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Bank Account Management

- Please review the text provide on the page.
- Information provided may only be updated by a user who has been granted access at the Partner level to manage this information.
- You are in no way obligated to provide this information, but this information must be provided in order to qualify for payment via wire transfer.

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Partners & Resellers GO Select a Location / Language

PARTNERS & RESELLERS

MARKETING FUND BUILDER

Partners + Applications + Claims + Reports + Program Information +

PARTNERS & RESELLERS

Partner Bank Account Management - Wire Transfer

[Back](#) [Log Out](#)

NOTE: In the area below, please provide bank account information required for payment via Wire Transfer. As a partner in the Cisco MFB Program, this information is required in order to issue payment via Wire Transfer for approved claim submission. Only contacts within your organization are able to enter and edit this information. Cisco personnel do not have access to this detail. CoAMS may, when necessary, access this detail for the purpose of issuing payment.

The Cisco MFB Tool supports information for one bank account per program partner. Fields denoted with a * are required. This information will be used in conjunction with approved claim payment details to issue payments processed as payable by Wire Transfer.

Partner # 36800
Partner Name TELUS COMMUNICATIONS

Beneficiary Account # *required Beneficiary Account Name *required Swift # *required

[Return to Detail](#) [Cancel](#) [Submit](#)

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Applications - Introduction

- Click on *Applications* to access the Applications Menu. The introductory page provides a brief overview of the functionality that is available.

- Options include:

- Applications Query
- Applications Submission
- Applications Edit

The screenshot shows the Cisco Systems website interface for Partners & Resellers. The top navigation bar includes the Cisco logo, a dropdown menu for 'Partners & Resellers', and a 'GO' button. Below this is a search bar with a 'GO' button and a dropdown for 'Search All Cisco.com'. The main content area is titled 'PARTNERS & RESELLERS Introduction'. On the left, a sidebar menu lists various options: 'PARTNERS & RESELLERS', 'MARKETING FUND BUILDER', 'Partners', and 'Applications' (highlighted with a red box and a red arrow). Below 'Applications' are sub-options: 'Applications Query', 'Applications Submission', 'Applications Approval', 'Claims', 'Reports', and 'Program Information'. The main content area provides an introduction to the Cisco MFB tool, explaining its use for submitting, querying, and editing applications. It also includes a section titled 'To Submit an Application' with a numbered list of steps: 1. Contact your Cisco channel account manager (CAM) to get verbal approval for your activity; 2. To be eligible for reimbursement, go to the 'Application Submission' page and fill out a new application for the marketing activity; 3. Complete the application and submit; 4. Completed applications are processed and sent to your Cisco CAM, MCO and channel program manager (CPM) before it becomes a pre-approved application; 5. Once your application is fully approved, an e-mail will be generated alerting you to the approval status; 6. Once your activity has occurred, go to the 'Claim' section to submit a claim. On the right side, there are sections for 'Related Tools' (Partner Locator, Partner Business Planning, Partner Help Online, Partner E-Learning Connection, Channel Partner Tools) and 'Related Links' (Partners & Resellers, Channel Partner Program, Promotions, SMB Partner Connection). The footer contains a navigation bar with links for 'INDUSTRY SOLUTIONS', 'NETWORKING SOLUTIONS', 'PRODUCTS & SERVICES', 'ORDERING', 'TECHNICAL SUPPORT', 'LEARNING & EVENTS', and 'PARTNERS & RESELLERS | ABOUT CISCO'. Below this is a footer with 'Home | Logged In | Profile | Contacts & Feedback | Help | Site Map' and a copyright notice: '© 1992-2004 Cisco Systems, Inc. All rights reserved. Terms and Conditions, Privacy Statement, Cookie Policy and Trademarks of Cisco Systems, Inc.'

Applications Query

- Click on **Applications Query** to access the Application Query function.
- Access to Application records is limited to those applications associated to your company.
- Use the query parameter options to narrow the results that the tool will return.
- The button “Submit Query” will prompt the tool to return query results. The button “Clear Form” will clear the search parameters that you have provided.

The screenshot displays the Cisco Systems Partners & Resellers portal. At the top, there is a navigation bar with 'Partners & Resellers' and a 'GO' button. Below this is a search bar with 'Search All Cisco.com' and a 'GO' button. The main content area is titled 'PARTNERS & RESELLERS Applications Query'. On the left, a navigation menu lists various options, with 'Applications Query' highlighted in red. The main content area contains a 'NOTE' and a form with the following fields:

- Application #:
- JMF App #:
- Partner ID:
- Partner Name:
- Status:
- Country:
- Theater:
- Budget:
- Activity Type:
- Activity Start Date On or After:
- Activity End Date On or Before:
- Technology:
- Results Format:

At the bottom of the form, there is a 'Show # of Records Per Page: 25' dropdown and two buttons: 'Clear Form' and 'Submit Query'.

Applications Query Results

- The tool will return Application records that match your search parameters.
- If the Application was migrated from the old JMF Tool, the JMF Application # will be listed.
- Click the **PARTNER NAME** to view specific detail relating to the Partner associated to the Application.
- Click the **APP #** to view specific detail relating to the Application record.

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Partners & Resellers GO Select a Location / Language

PARTNERS & RESELLERS
Applications Query Results

Search: GO
Search All Cisco.com

Related Tools: Partner Locator, Partner Business Planning, Partner Help Online, Partner E-Learning Connection, Channel Partner Tools

Related Links: Partners & Resellers, Channel Partner Program, Promotions, SMB Partner Connection

NOTE: View the results from your query here. You can resort the data by clicking on any of the column headings. To view all details for an application, click on the application number.

Showing 1 - 6 of 6 results Jump to Page: 1

APP#	JMF APP#	PARTNER NAME	STATUS	COUNTRY	THEATER	ACTIVITY TYPE	ACTIVITY START DATE	ACTIVITY END DATE	REQUESTED	APPROVED
516V		VA PACKET SYSTEMS, LLC	Pending MCO Approval	BRA	LAT	EMAIL BLAST/CAMPAIGN	05/05/2005	05/05/2005	\$1,111.00	\$111.00
5178		VA PACKET SYSTEMS, LLC	Fully Approved	BRA	LAT	PRINT PLACEMENT AND PRODUCTION	05/05/2005	05/05/2005	\$1,111.00	\$111.00
5177		VA PACKET SYSTEMS, LLC	Fully Approved	BRA	LAT	EMAIL BLAST/CAMPAIGN	06/03/2005	06/04/2005	\$1,000.00	\$900.00
5176		VA PACKET SYSTEMS, LLC	Fully Approved	BRA	LAT	TRAINING	06/01/2005	06/02/2005	\$5,751.72	\$2,300.69
5171		VA PACKET SYSTEMS, LLC	Fully Approved	BRA	LAT	TRADE SHOWS	05/23/2005	05/27/2005	\$355.00	\$200.00
5073		VA PACKET SYSTEMS, LLC	Fully Approved	BRA	LAT	WEB PLACEMENT AND PRODUCTION	04/22/2005	05/31/2005	\$20,338.00	\$5,000.00

Showing 1 - 6 of 6 results

Done Internet

Applications Query Details

- Details of the Application that you have selected will be returned for your review.
- You may also choose to Cancel the Application or view the history of the Application from this page.
- **Application Status Definitions:**

Cancelled

Closed: **A claim has been processed and paid.**

Denied: **A Cisco employee denied the Application.**

Expired: **The approved Application was never claimed for reimbursement.**

Pending CAM Approval: **Approval from the CAM is required.**

Pending MCO Approval: **Approval from the MCO is required.**

Pending Exception Approval: **Approval from the Cisco theatre Manager is required.**

Fully Approved

The screenshot shows the Cisco Systems Partners & Resellers interface. The main content area is titled 'PARTNERS & RESELLERS Applications Query Detail'. A navigation sidebar on the left includes sections for 'PARTNERS & RESELLERS', 'MARKETING FUND BUILDER', and 'APPLICATIONS'. The 'APPLICATIONS' section is expanded to show 'Applications Query' as the active item. The main content area contains a 'Back' link, a 'Log Out' link, and a 'NOTE' stating: 'NOTE: View all information on your application record here. Authorized users can edit applications that have not yet been approved or cancel applications that have not yet been claimed by using either the "Edit" or "Cancel" options available. If these options are not available for an application record, it means that the application is closed to these functions.' Below the note are two buttons: 'Cancel' and 'View Application History'. The 'Application Information' section displays the following details:

JMF App #:			
App #:	5176	Requested Amount:	\$2,300.69
Status:	Fully Approved	Approved Amount:	\$2,300.69
Submitted Date:	06/01/2005	Paid Amount:	\$0.00
Who Submitted:		Available Amount:	\$2,300.69
Reviewed Date:	06/01/2005	Budget:	2005 MF Q4
Who Reviewed:		CAM:	mleven@cisco.com
Reviewed Notes:	THIS APPLICATION HAS BEEN APPROVED MLEVEN entered by on 06/01/2005 APPROVED BY MCO RARRENDE entered by on 06/01/2005		

The 'Partner Contact Information' section displays the following details:

Partner ID:	100482	Partner Contact Name:	Kevin Gerber
Partner Name:	VA PACKET SYSTEMS, LLC	Partner Contact E-mail:	kevin@vapacket1systems.com
Country:	BRA	Theater:	LAT

Applications Query Detail - History

- The history of the Application that you have selected will be returned for your review.
- Details on when the Application was submitted and when it was approved or denied will be provided.

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Select a Location / Language

Partners & Resellers GO

PARTNERS & RESELLERS +
 MARKETING FUND BUILDER
 Partners +
 APPLICATIONS
 Applications Query
 Applications Submission
 Applications Edit
 Claims +
 Reports +
 Program Information +

PARTNERS & RESELLERS

Applications Query Detail - History

Back [Log Out](#)

Search: GO
 Search All Cisco.com

App #: 10312

Status	Approved	Activity Type	Start Date	End Date	Updated	Who Updated	Revision #
Pending CAM Approval	CAN \$0.00	CATALOGS	07/18/2005	07/29/2005	07/07/2005	uatcanpartner	0
Pending MCO Approval	CAN \$1,500.00	CATALOGS	07/18/2005	07/29/2005	07/07/2005	uatcanmco	1
Fully Approved	CAN \$1,500.00	CATALOGS	07/18/2005	07/29/2005	07/07/2005	uatcanmco	2
Pending Exception Approval	CAN \$1,500.00	CATALOGS	07/18/2005	07/29/2005	07/07/2005	uatcanmco	3
Fully Approved	CAN \$1,500.00	CATALOGS	07/18/2005	07/29/2005	07/07/2005	uatcanmgr	4

Related Tools
[Partner Locator](#)
[Partner Business Planning](#)
[Partner Help Online](#)
[Partner E-Learning Connection](#)
[Channel Partner Tools](#)

Related Links
[Partners & Resellers](#)
[Channel Partner Program](#)
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Claims - Introduction

- Click on **Claims** to access the Claims Menu. The introductory page provides a brief overview of the functionality that is available.

- Options include:
 - Claims Query
 - Claims Submission

The screenshot shows the Cisco Systems website interface for Partners & Resellers. The top navigation bar includes links for Home, Logged In, Profile, Contacts & Feedback, Help, and Site Map. A search bar is located on the right. The main content area is titled 'PARTNERS & RESELLERS' and features a sidebar menu with options: PARTNERS & RESELLERS, MARKETING FUND BUILDER, Partners, Applications, Claims (highlighted with a red box and a red arrow), Claims Query, Claims Submission, Reports, and Program Information. The main content area displays the 'Introduction' section, which includes a 'Log Out' link, a 'Submit a Claim' section with a list of bullet points, and a 'Submit a Claim' section with a list of bullet points. The footer contains links for Industry Solutions, Networking Solutions, Products & Services, Ordering, Technical Support, Learning & Events, Partners & Resellers, and About Cisco. Copyright information for 1992-2004 Cisco Systems, Inc. is also present.

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Select a Location / Language

Partners & Resellers GO

PARTNERS & RESELLERS +

MARKETING FUND BUILDER

Partners +

Applications +

Claims

Claims Query

Claims Submission

Reports +

Program Information +

PARTNERS & RESELLERS

Introduction

Submit a claim against your approved application, or get an update on your claim status.

Log Out

Claim Submission

Submit your proof of performances to CoAMS within 60 days of your marketing activity or activity end date. [Click here](#) for the latest guidelines.

As a newly added feature of the Cisco MFB tool, users are now able to make multiple claims against a pre-approved application up to and including the approved amount.

Submit a Claim

- Claims must be made after the marketing activity occurs.
- Submit your proof of performance to CoAMS within 60 days of the activity or activity end date or it will expire and be closed to any claims. To see the latest proof of performance list [click here](#).
- Your application is not considered a claim until the activity has occurred and it is fully pre-approved by your CAM, MCO, and CPM, and you have submitted a claim using the Cisco MFB tool.
- You will not be able to submit a claim for the application until the application has been fully approved.
- Once the claim has been electronically submitted, the user will receive an automated e-mail with their claim number and instructions on where to send the required proof of performance.
- The user will be required to submit all proof of performance information to CoAMS within seven (7) days of submitting their claim or the claim will be placed on hold.
- If a claim is placed on hold, an email will be sent to the partner by CoAMS to let them know that the claim is on hold and the partner has 15 days from when the claim was filed to send final POP documentation.
- If POP is not sent, the claim will be denied and an email will be sent to the partner outlining why it was denied.

Search: GO

Search All Cisco.com

Related Tools

- [Partner Locator](#)
- [Partner Business Planning](#)
- [Partner Help Online](#)
- [Partner E-Learning Connection](#)
- [Channel Partner Tools](#)

Related Links

- [Partners & Resellers](#)
- [Channel Partner Program](#)
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Internet

Claims Query

- Click on *Claims Query* to access the Claims Query function.
- Access to Claim records is limited to those applications associated to your company
- Use the query parameter options to narrow the results that the tool will return.
- The button “Submit Query” will prompt the tool to return query results. The button “Clear Form” will clear the search parameters that you have provided.

The screenshot displays the Cisco Systems Claims Query interface. At the top, the Cisco Systems logo is visible on the left, and navigation links like 'Home', 'Logged In', 'Profile', 'Contacts & Feedback', 'Help', and 'Site Map' are on the right. Below the logo, there's a 'Partners & Resellers' dropdown menu and a 'GO' button. The main navigation menu on the left includes 'PARTNERS & RESELLERS', 'MARKETING FUND BUILDER', 'Partners', 'Applications', 'CLAIMS', and 'Claims Query' (highlighted with a red box). The 'CLAIMS' section is expanded, showing 'Claims Query', 'Claims Submission', 'Reports', and 'Program Information'. The main content area is titled 'PARTNERS & RESELLERS' and 'Claims Query'. It features a search bar with a 'GO' button and a dropdown for 'Search All Cisco.com'. Below the search bar, there's a 'Log Out' link and a 'Back' link. A note states: 'NOTE: Check the status of your claim using one or multiple search parameters. You can request to receive your query results in an Excel file.' The search form includes the following fields:

- Claim #:
- Application #:
- Partner ID: [↗](#)
- Claim Status:
- Reference #:
- Activity Type:
- Activity Start Date On or After:
- Activity End Date On or Before:
- Budget:
- Technology:
- Country:
- Theater:
- Results Format:

At the bottom of the form, there's a 'Show # of Records Per Page:' dropdown set to '25'. Below the form are two buttons: 'Clear Form' and 'Submit Query'. The footer contains navigation links: 'INDUSTRY SOLUTIONS', 'NETWORKING SOLUTIONS', 'PRODUCTS & SERVICES', 'ORDERING', 'TECHNICAL SUPPORT', 'LEARNING & EVENTS', and 'PARTNERS & RESELLERS'. The browser's address bar shows 'Internet'.

Claims Query Results

- The tool will return Claim records that match your search parameters.
- Click the [PARTNER NAME](#) to view specific detail relating to the Partner associated to the Application.
- Click the [APP #](#) to view specific detail relating to the Application record.
- Click the [CLAIM #](#) to view specific detail relating to the Application record.

CISCO SYSTEMS

Partners & Resellers

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PARTNERS & RESELLERS

MARKETING FUND BUILDER

Partners +

Applications +

CLAIMS

Claims Query

Budgets +

Reports +

Program Information +

PARTNERS & RESELLERS

Claims Query Results

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Search:

Related Tools

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[Partner E-Learning Connection](#)

[Channel Partner Tools](#)

Related Links

[Partners & Resellers](#)

[Channel Partner Program](#)

[Promotions](#)

[SMB Partner Connection](#)

NOTE: View the results from your query here. You can re-sort the data by clicking on any of the column headings. To view all details for a claim, click on the claim number. You can also view application details associated with a specific claim by clicking on the application number.

Showing 1 - 3 of 3 results Jump to Page:

CLAIM#	APP#	PARTNER NAME	COUNTRY	THEATER	STATUS	ACTIVITY TYPE	ACTIVITY START DATE	ACTIVITY END DATE	CLAIMED	PAID	POP RECEIVED?
3784	5171	VA PACKET SYSTEMS, LLC	BRA	LAT	PRE-AUDIT	TRADE SHOWS	05/23/2005	05/27/2005	\$11,111.00	\$0.00	No
3783	5171	VA PACKET SYSTEMS, LLC	BRA	LAT	PRE-AUDIT	TRADE SHOWS	05/23/2005	05/27/2005	\$111.00	\$0.00	No
3782	5171	VA PACKET SYSTEMS, LLC	BRA	LAT	PRE-AUDIT	TRADE SHOWS	05/23/2005	05/27/2005	\$100.00	\$0.00	No

Showing 1 - 3 of 3 results

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Claims Result

Claims Query Details

- **Details of the Claims that you have selected will be returned for your review.**

- **Claim Status Definitions:**

Pre-Audit: Claim has been entered but has not yet been audited.

On Hold: Claim has been placed on hold because it is missing some or all of the required documentation.

Claim Approved: Claim has been audited and is ready for processing.

In Process: Claim is being processed.

Closed: Claim has been processed. Please check the paid amount to verify if your claim has been approved.

Cancelled: Claim has been cancelled.

CISCO SYSTEMS

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Select a Location / Language

Partners & Resellers GO

PARTNERS & RESELLERS

CLAIMS Query Detail

Search: GO

Search All Cisco.com

Related Tools

- Partner Locator
- Partner Business Planning
- Partner Help Online
- Partner E-Learning Connection
- Channel Partner Tools

Related Links

- Partners & Resellers
- Channel Partner Program
- Promotions
- SMB Partner Connection

CLAIMS

- Claims Query
- Budgets
- Reports
- Program Information

NOTE: View all information on your claim record here. The application number will link you back to the details of your application.

Partner Contact Information

Partner ID:	100482	Partner Contact Name:	Kevin Gerber
Partner Name:	VA PACKET SYSTEMS, LLC	Partner Contact E-mail:	kevin@vapacketsystems.com
Partner Contact Info:	Three James Center 1051 E Cary Street Richmond, VA 23219	Payment Information:	Three James Center 1051 E Cary Street Richmond, VA 23219
Certification Level:	PREMIER		

Claim Details

Claim #:	3782	Reference #:	10
App #:	5171	Status:	PRE-AUDIT
Received Date:	05/24/2005	Claimed Amount:	\$100.00
Processed Date:		Approved Amount:	\$0.00
Final Claim Flag:	No	Paid Amount:	\$0.00
Payment #:		Marketing Activity Type:	TRADE SHOWS
Check Mailed Date:			
Activity Start Date:	05/23/2005	Total Activity Cost:	\$200.00
Activity End Date:	05/27/2005	Activity Description:	TEST
Activity Rating:	2	Net New Business:	\$23.00
Key Benefits To Cisco:	Customer Loyalty		
Issues/Opportunities for Improvement:	TEST		
Technology:	CABLE		
Notes:	TEST		
POP Received Date:			

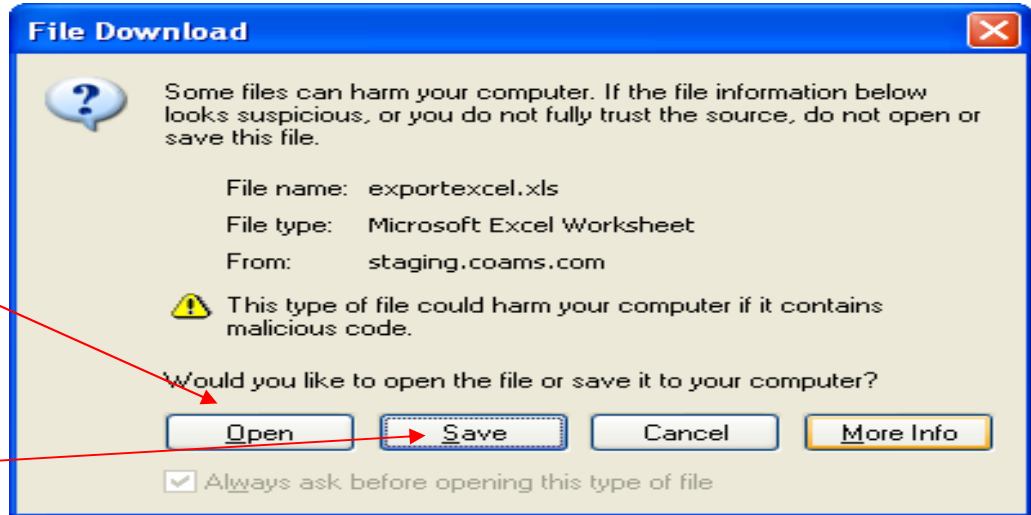
General Queries – Tip # 1: Ad Hoc Reporting

- Query functionality can act as an ad hoc reporting tool. You may export any query result into Microsoft Excel.
- To return your query results in an Excel format instead of HTML, update the *Results Format* drop list option to *Excel* (HTML is the default value) before clicking on *Submit Query*

The screenshot shows the Cisco Systems website interface for the Partners & Resellers section. The main navigation bar includes links for Home, Logged In, Profile, Contacts & Feedback, Help, and Site Map. The current page is titled "PARTNERS & RESELLERS" and features a "Partners Query" form. The form includes fields for Partner ID, Partner Name, City, State, Theater, Country, Zip Code, and Certification. The "Results Format" dropdown menu is currently set to "HTML". A red arrow points from the second bullet point in the text to this dropdown menu. Below the form is a "Show # of Records Per Page" field set to 25, and buttons for "Clear Form" and "Submit Query". The footer contains navigation links for various solutions and services, along with copyright information for Cisco Systems, Inc. (© 1992-2004).

General Queries – Tip # 1: Ad hoc Reporting

- After you submit your query, you may receive a file download warning from your PC. Click on *Open* to open the file (you can also choose to save the file).
- The tool will open a new window with your results in Excel. Save the file to your desktop in order to have full Excel functionality.



When you save the file to your desktop be sure to select *Excel* as the *Save as type* - your system will default the value to a Web page file type.

http://staging.coams.com/cisco/common/exportexcel.asp - Microsoft Internet Explorer

Applications Query Results										
AppNumber	PartnerID	PartnerName	Status	ActivityType	StartDate	EndDate	Requested	Approved	JMF AppNumber	
7641	0	JMF SPECIAL PROJECTS USA	Cancelled	EMAIL CAMPAIGN	11/25/2004	12/15/2004	\$1,000.00	\$0.00		
7640	0	JMF SPECIAL PROJECTS USA	Fully Approved	TRAINING	11/26/2004	11/28/2004	\$500.00	\$250.00		
7639	0	JMF SPECIAL PROJECTS USA	Pending MCD Approval	SALES MEETING	11/27/2004	11/28/2004	\$100.00	\$50.00		
7638	0	JMF SPECIAL PROJECTS USA	Pending DD Approval	TRADE SHOWS	11/15/2004	11/26/2004	\$1,000.00	\$100.00		
7637	0	JMF SPECIAL PROJECTS USA	Fully Approved	MAGAZINE ARTICLE	11/22/2004	11/30/2004	\$5,000.00	\$5,000.00		
5604	0	JMF SPECIAL PROJECTS USA	Closed	SEMINARS & EVENTS- TRAINING- PARTNER DEVELOPMENT	4/10/2003	4/10/2003	\$0,000.00	\$4,000.00	71789	
5590	0	JMF SPECIAL PROJECTS USA	Closed	PLAN & DESIGN- IP TELEPHONY	9/30/2002	9/30/2002	\$1,500.00	\$750.00	66800	
5326	0	JMF SPECIAL PROJECTS USA	Closed	SEMINARS & EVENTS- SEMINAR	3/19/2003	3/19/2003	\$5,000.00	\$5,000.00	72362	
5038	0	JMF SPECIAL PROJECTS USA	Closed	ADVERTISING & DIRECT MARKETING- SELF-MAILERS	4/2/2003	4/2/2003	\$5,000.00	\$1,500.00	71778	
5036	0	JMF SPECIAL PROJECTS USA	Closed		2/1/2003	2/1/2003	\$2,214.00	\$1,000.00	69937	

General Queries – Tip # 2: Sorting Results

- Click on any of the column headers in the results screens to re-sort by that column. An arrow indicator will be displayed next to the column that the data is currently being sorted by. For example, if you click on the **PARTNER NAME** column header, the data will be re-sorted alphabetically by Partner Name.

CISCO SYSTEMS

Partners & Resellers Select a Location / Language

Home | Logged In | Profile | Contacts & Feedback | Help | Site Map

PARTNERS & RESELLERS +
MARKETING FUND BUILDER
PARTNERS
Partners Query
Applications +
Claims +
Reports +
Program Information +

PARTNERS & RESELLERS
Partners Query Results

Search:
Search All Cisco.com

NOTE: The system will return a results list of all partners matching the search criteria. Users can then resort the data by clicking on the column headings. To view all detail for a partner, click on the partner name.

Showing 1 - 13 of 13 results Jump to Page:

PARTNER ID	PARTNER NAME	CERTIFICATION	CITY	STATE	ZIP	THEATER	COUNTRY
LATAM	LATAM TEST ACCOUNT	GOLD		IL	99999	LAT	ARGENTINA
58073	BEACON PLANNED NETWORKS	UNKNOWN	SO PAULO, SP	IL	99999	LAT	BRAZIL
53287	DISEÑO E INSTALACION DE REDES Y TELECOMUNICACION, S.A.	UNKNOWN	MEXICO, D.F.	IL	07820	LAT	MEXICO
51988	SERVICIOS OMNES DE VENEZUELA, S.A.	PREMIER	CARACAS	IL	1080	LAT	VENEZUELA
49466	LAGOAS NETWORKING	UNKNOWN	RIO DE JANEIRO, RJ	IL	99999	LAT	BRAZIL
4651	SISTEMAS APLICADOS DE LA CONURBACION DEL PANU	UNKNOWN	TAMPICO	IL	99999	LAT	MEXICO
378323	LANLINK INFORMATICA (MULTISIS SUCESSOR)	PREMIER	FORTALEZA, CEARA	IL	60150-160	LAT	BRAZIL
370371	LASERTECH	PREMIER	CAPITAL FEDERAL, BS	IL	1092	LAT	ARGENTINA
311382	ENLACES Y COMUNICACIONES DEL SURESTE S.A. DE C.V.	PREMIER	MERIDA, YUCATAN	IL	97000	LAT	MEXICO
28413	INTERCLAN WARE S. A. DE C. V.	PREMIER	MONTERREY	IL	64820	LAT	MEXICO
21887	TELECOMUNICACIONES 3NETWORK DE VENEZUELA C.A	UNKNOWN	CARACAS	IL	1050	LAT	VENEZUELA
11126	LAN GENERATION A I C LTDA	UNKNOWN	SAO PAULO	IL	04676-060	LAT	BRAZIL
10045	ENLACES Y COMUNICACIONES AVANZADAS SA DE CV	UNKNOWN	DF	IL	99999	LAT	MEXICO

Showing 1 - 13 of 13 results

Partner Result

General Queries – Tip # 3: Multiple Results Pages

- The system default for the number of records returned per page is 25. If your query returns more than 25 records, the system will return multiple pages of records.

The system will display how many records are returned at the top of the page. To view a different set or page of results, use the *Jump to Page* drop list. Or click the *First*, *Previous*, or *Next* links.

CISCO SYSTEMS Home | Logged In | Profile | Contacts & Feedback | Help | Site Map

Partners & Resellers GO Select a Location / Language

PARTNERS & RESELLERS

MARKETING FUND BUILDER

PARTNERS

Partners Query

Applications +

Claims +

Reports +

Program Information +

PARTNERS & RESELLERS

Partners Query Results

Search: GO

Search All Cisco.com

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[Partner Help Online](#)

[Partner E-Learning Connection](#)

[Channel Partner Tools](#)

Related Links

[Partners & Resellers](#)

[Channel Partner Program](#)

[Promotions](#)

[SMB Partner Connection](#)

Showing 11 - 20 of 228 results Jump to Page: 2

<< **First** | **Previous** | **Next** >

PARTNER ID	PARTNER NAME	CERTIFICATION	CITY	STATE	ZIP	THEATER	COUNTRY
50799	BINARIX SA DE CV	PREMIER	MEXICO	IL	02080	LAT	MEXICO
394197	BRAYNER INFORMATICA LTDA	PREMIER	RIO DE JANEIRO, RJ	IL	20260132	LAT	BRAZIL
50242	BRAYNER INFORMATICA LTDA	PREMIER	RIO DE JANEIRO	IL	20260132	LAT	BRAZIL
13851	BRIES COMSYS	UNKNOWN	VALENCIA-ESTADO CARA	IL	2001	LAT	VENEZUELA
62734	CATEF TECNOLOGIA	PREMIER	BELO HORIZONTE	IL	30710-160	LAT	BRAZIL
32738	CEMDEX	PREMIER	MONTERREY, NUEVO LEO	IL	64000	LAT	MEXICO
3191	CHIPTEK INFORMATICA LTDA	UNKNOWN	RIO DE JANEIRO	IL	20020-080	LAT	BRAZIL
9919	CIMCORP COMERCIO INTERNACIONAL E INFORMATICA SA	PREMIER	SAO PAULO	IL	05850-002	LAT	BRAZIL
154276	CISCO SYSTEMS	UNKNOWN	BUENOS AIRES	IL	1010	LAT	ARGENTINA
265080	CISCO SYSTEMS	UNKNOWN	MEXICO CITY	IL	5120	LAT	MEXICO

Showing 11 - 20 of 228 results << [First](#) | [Previous](#) | [Next](#) >

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Partner Result Internet

General Queries – Tip # 4: No Results

If your query does not match any records on file, the tool will return a message. This is not an error message.

If you receive this message:

- Broaden your search criteria
- The application or claim record you are searching for may not have been submitted.

If you feel that the data you are searching should have been returned, please do not hesitate to send email to jmf_comments@cisco.com

The screenshot displays the Cisco Systems Partners & Resellers portal. At the top, the Cisco logo is on the left, and navigation links (Home, Logged In, Profile, Contacts & Feedback, Help, Site Map) are on the right. A search bar contains 'Partners & Resellers' and a 'GO' button. Below the search bar, a sidebar menu lists 'PARTNERS & RESELLERS', 'MARKETING FUND BUILDER', and 'PARTNERS'. The main content area is titled 'PARTNERS & RESELLERS' and 'Partners Query Results'. A yellow banner with a warning icon and the text 'Stop: There are not any matching records using the specified query parameters. Please go back.' is displayed. To the right, there is a search box with 'GO' and 'Search All Cisco.com' options, and sections for 'Related Tools' (Partner Locator, Partner Business Planning, Partner Help Online, Partner E-Learning Connection, Channel Partner Tools) and 'Related Links' (Partners & Resellers, Channel Partner Program, Promotions, SMB Partner Connection). The footer contains navigation links for 'INDUSTRY SOLUTIONS', 'NETWORKING SOLUTIONS', 'PRODUCTS & SERVICES', 'ORDERING', 'TECHNICAL SUPPORT', 'LEARNING & EVENTS', and 'PARTNERS & RESELLERS', along with 'ABOUT CISCO' and copyright information for 1992-2004 Cisco Systems, Inc.

Entering a New Application – Step 1

Click on

1. **Applications Submission** to access the application entry screen.
2. **Provide CAM information**
 - Your contact information will be populated, but you must provide a valid CAM email address.

CISCO SYSTEMS Home | Logged In | Profile | Contacts & Feedback | Help | Site Map

Partners & Resellers Select a Location / Language

PARTNERS & RESELLERS
MARKETING FUND BUILDER
Partners
APPLICATIONS
Applications Query
Applications Submission
Applications Approval
Claims
Reports
Program Information

PARTNERS & RESELLERS
Applications Submission
Back Log Out

Submit an Application
Step 1 of 4
All fields are required unless otherwise noted.

Select a Partner & Partner Contact
Partner ID: <-- Click the icon to look up a Partner
Partner Contact E-mail:

CAM Information
CAM E-mail: latamcam@coams.com

Search:
Search All Cisco.com


Related Tools
[Partner Locator](#)
[Partner Business Planning](#)
[Partner Help Online](#)
[Partner E-Learning Connection](#)
[Channel Partner Tools](#)

Related Links
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[SMB Partner Connection](#)

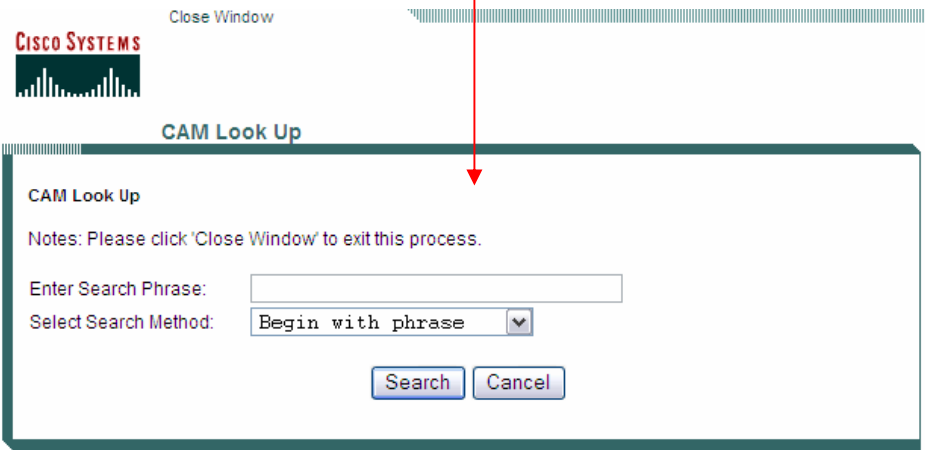
INDUSTRY SOLUTIONS | NETWORKING SOLUTIONS | PRODUCTS & SERVICES | ORDERING | TECHNICAL SUPPORT | LEARNING & EVENTS | PARTNERS & RESELLERS | ABOUT CISCO
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Internet

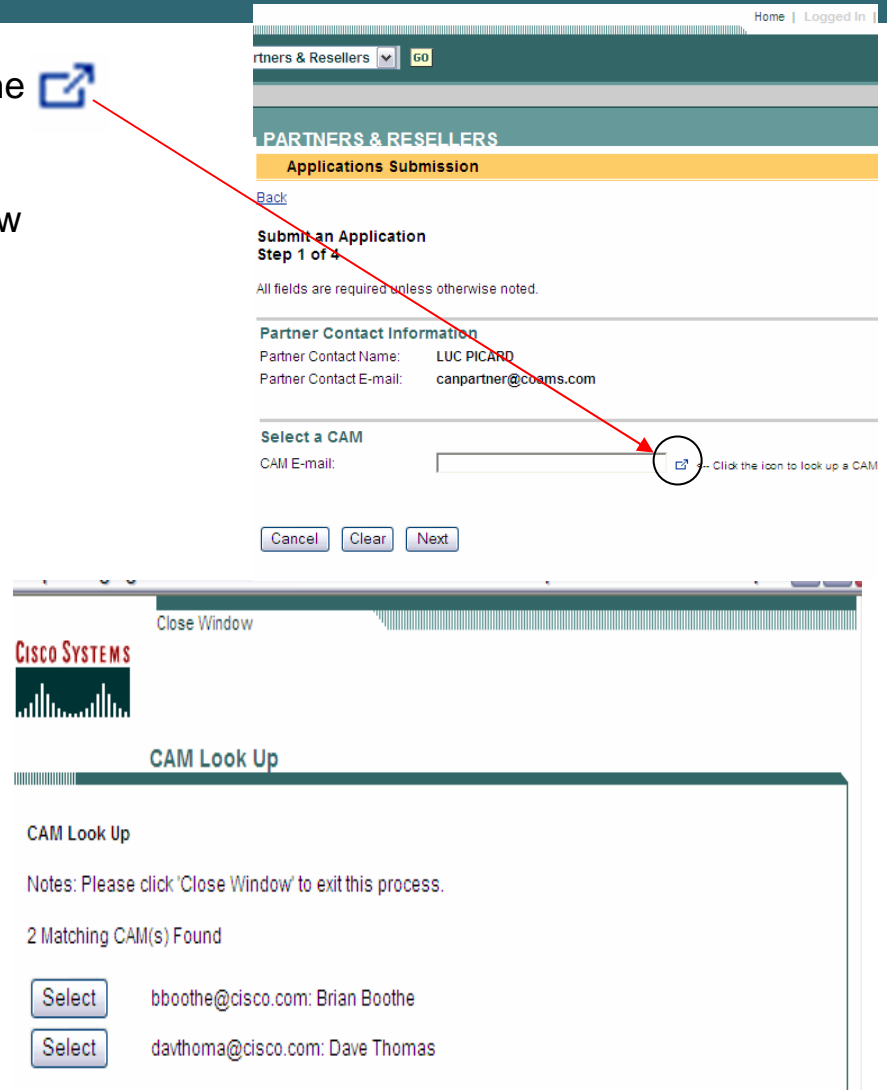
Entering a New Application – Step 1

1) To use the look-up feature to find a CAM, click on the  icon.

2) The system will open up a new window that will allow you to search for CAM's



3) The tool will return a list of all CAM's matching your search criteria. Click on *Select* to select the CAM for your application.



Entering a New Application – Step 2

The application entry process will require you to confirm your payment information. This will provide details for where payment will be sent when a claim against the application is approved.

- Select **Yes** if the payment should be sent to the partner contact information listed on this page. The information will be automatically filled in for you.
- Select **No** if the payment should be sent to a different address. You will be required to enter the alternate address information.

PARTNERS & RESELLERS +
MARKETING FUND BUILDER
APPLICATIONS
Applications Query
Applications Submission
Applications Edit
Claims +
Program Information +

PARTNERS & RESELLERS
Applications Submission

Search: **GO**
Search All Cisco.com
[Log Out](#)

Submit an Application
Step 2 of 4

Fill in all fields on this form completely. Be sure to include realistic return on investment (ROI) and metrics for your marketing activity. A low ROI or metrics **will in no way affect your activity reimbursement**.

Note that Cisco closely tracks ROI and metrics for all marketing activities.

Partner Contact Information
Partner ID: 125
Partner Name: Synergy Networks
Partner Contact Name: Bonnie Little
Address1: 8474 Tyco Road
Address2:
City: UNK
State: VA
Zip Code: 32500
Partner Contact E-mail: blittle@coams.com
Certification Level: UNK

Related Tools
[Partner Locator](#)
[Partner Business Planning](#)
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Related Links
[Partners & Resellers](#)
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[Promotions](#)
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Confirmation of Payment Information
Is your payment information the same as the partner contact information? Yes No (Please fill out your third party payment information by clicking 'No'.)
Pay To: * required
Payment Address1: * required
Payment Address2: * optional
Payment City: * required
Payment State: * required
Payment Zip: * required

Entering a New Application – Step 2

Fill in the requested activity information. All fields except for the notes field are required. The tool will not allow you to submit an incomplete form.

Activity Information

Market: *required

Industry: *required

Activity Target: *required

Technology: *required
IP COMMUNICATIONS
CABLE
CONTENT NETWORKING
To make multiple selections, Ctrl-click (win) or Cmd-click (mac).

Marketing Activity Type: *required

Activity - Required Metrics:

Activity Description: *required
Max. length = 75 characters

Activity Start Date: *required (mm/dd/yyyy)

Activity End Date: *required (mm/dd/yyyy)

Total Activity Cost (\$): *required

Cisco Cost (\$): *required

Partner Share (%): *required

Activity Objective: *required

Expected Incremental Business (\$): *required

Expected Timeframe for Incremental Business: *required

Follow Up Plans: *required

Notes: *optional
Max. length = 75 characters

I agree to acknowledge Cisco MFB Program guidelines for this activity.

- Select the **Market, Industry and Activity Target** from the drop list options provided.
- Select the **Technology** you are promoting. You may select more than one technology by holding down the control key and clicking.
- Select the **Marketing Activity Type**.
- Enter the **Required Metrics** for the activity type selected by clicking on the **Click Here** option. A new window will open up with the requested metrics fields.
- Enter an **Activity Description**.
- Enter or select your **Activity Start and End Dates**.
- Enter a **Total Activity Cost and Cisco Cost**. The **Partner Share** will be automatically calculated.
- Select an **Activity Objective**.
- Enter the **Expected Incremental Business** as a result of this activity and select the **Expected Timeframe for Incremental Business**.
- Select a **Follow Up Plan**.
- Enter any **Notes** to provide additional detail for your activity.
- Accept the MFB guidelines acknowledgement and click on **Next** to continue..

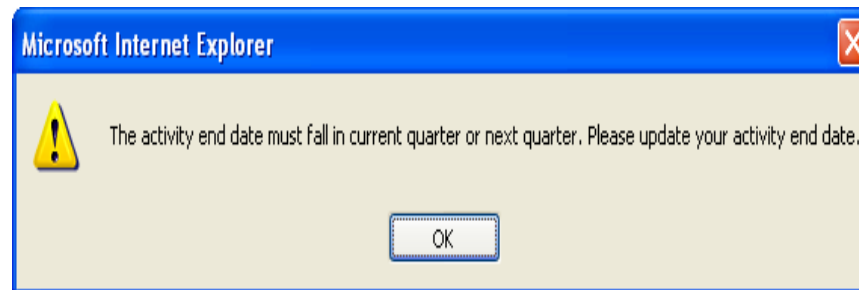
Note: The **Cancel** option will cancel your entry. The **Clear** option clears out all fields you have already entered and allows you to start over

Entering a New Application – Step 2

When you click *Next* from the application entry step 2 screen, the system will validate that all required fields have a value. If any data is missing, you will receive a warning message (like the example below) and will not be allowed to submit your application until the required data is entered.



The system will also validate the activity dates entered on the application. The application end date must be within the current or next fiscal quarter. If the activity falls outside of this range, you will receive a warning message (see example below) and will not be allowed to submit your application until the activity end date is updated to within the current or next fiscal quarter.



Entering a New Application – Step 3

You will see a summary screen displaying all the detail that was entered on the application. Click on **Cancel** to cancel your entry, **Back to Edit** to make a change or **Submit** to submit your application for approval.

PARTNERS & RESELLERS
MARKETING FUND BUILDER
APPLICATIONS
Applications Query
Applications Submission
Applications Edit
Claims

PARTNERS & RESELLERS
Applications Submission
Log Out

Search: GO
Search All Cisco.com

Submit an Application
Step 3 of 4

Please review the information you have entered. Do not use your browser's back button while using this application. Please click 'Submit' button to submit this application; click 'Back to Edit' button to make changes; click 'Cancel' button to go back to the main page to exit the process.

Partner Contact Information
Partner ID: 0
Partner Name: JMF SPECIAL PROJECTS USA
Partner Contact Name: BONNIE LITTLE
Partner Contact Address: 8474 TYCO ROAD
UNKNOWN, VA 99999
Partner Contact E-mail: blittle@coams.com
Certification Level: PREMIER

Payment Information
Your payment information is the same as your partner contact information.

CAM Information
CAM Name: Matt Larkin
CAM E-mail: MLARKIN@CISCO.COM

Activity Information
Market: PUBLIC SECTOR ENTERPRISE
Industry: HEALTHCARE
Technology: IP COMMUNICATIONS, CONTENT NETWORKING
Marketing Activity Type: EMAIL CAMPAIGN
Activity Description: SAMPLE EMAIL CAMPAIGN
Activity Start Date: 11/25/2004
Activity End Date: 12/15/2004
Total Activity Cost: \$1,000.00
Cisco Cost: \$500.00
Partner Share: 50.00%
Activity Objective: Awareness (Increase awareness of product/service)
Expected Incremental Business: \$125,000.00
Expected Timeframe for Incremental Business: 4-6 months
Follow Up Plans: Telemarketing
Notes:

I agree to acknowledge Cisco MFB Program guidelines for this activity.

Activity - Required Metrics Info
of Pieces to be Mailed: 100
Anticipated # of Leads: 50

Cancel Back to Edit Submit

Related Tools
[Partner Locator](#)
[Partner Business Planning](#)
[Partner Help Online](#)
[Partner E-Learning Connection](#)
[Channel Partner Tools](#)

Related Links
[Partners & Resellers Channel Partner Program](#)
[Promotions](#)
[SMB Partner Connection](#)

Entering a New Application – Step 4

After you submit your application for approval, you will get a confirmation screen displaying all the details entered on the application and the *Application #* assigned to your activity. The next level in the approval hierarchy will also be notified that there is a new application to review.

PARTNERS & RESELLERS
MARKETING FUND BUILDER

APPLICATIONS
Applications Query
Applications Submission
Applications Edit
Claims

PARTNERS & RESELLERS
Applications Submission
Step 4 of 4

Search: GO
Search All Cisco.com

Log Out

Related Tools
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Submit an Application
Step 4 of 4

Your request for Cisco MFB Program application has been successfully entered and notification has been sent to your Cisco CAM who will review your request and notify you if your request has been approved.

Although an application number 7641 has been assigned to this activity, it is still pending Cisco approval.

Partner Contact Information
Partner ID: 0
Partner Name: JMF SPECIAL PROJECTS USA
Partner Contact Name: BONNE LITTLE
Partner Contact Address: 8471 TYCO ROAD
UNKNOWN, VA 99999
Partner Contact E-mail: blittle@coams.com
Certification Level: PREMIER

Payment Information
The payment information is the same as the partner contact information.

CAM Information
CAM Name: Matt Larkin
CAM E-mail: mlarkin@cisco.com

Activity Information
Application #: 7641
Status: Pending CAM Approval
Market: PUBLIC SECTOR ENTERPRISE
Industry: HEALTHCARE
Technology: IP COMMUNICATIONS, CONTENT NETWORKING
Marketing Activity Type: EMAIL CAMPAIGN
Activity Description: SAMPLE EMAIL CAMPAIGN
Activity Start Date: 11/25/2004
Activity End Date: 12/15/2004
Total Activity Cost: \$1,000.00
Cisco Cost: \$500.00
Partner Share: 50.00%
Activity Objective: Awareness (Increase awareness of product/service)
Expected Incremental Business: \$125,000.00
Expected Timeframe for Incremental Business: 4-6 months
Follow Up Plans: Telemarketing
Budgets: JMF0404
Notes:

Activity - Required Metrics Info
of Pieces to be Mailed: 100
Anticipated # of Leads: 50

Canceling an Application

Applications may be can **cancelled** from the Applications Query detail page. Please note that you can only cancel an application that has not yet been claimed.

The screenshot shows the Cisco Systems web interface for the Applications Query Detail page. The page title is "PARTNERS & RESELLERS Applications Query Detail". A red arrow points from the text above to a "Cancel" button, which is highlighted with a red rectangular box. The page includes a navigation menu on the left, a search bar on the right, and a "Log Out" link. The main content area contains a "NOTE" and a "View Application History" button. Below this is the "Application Information" section, which displays details for application 5176, including its status (Fully Approved), submitted date (06/01/2005), and various financial amounts. The "Partner Contact Information" section is also visible, showing details for VA PACKET SYSTEMS, LLC.

Cancel **View Application History**

Application Information

JMF App #:

App #:	5176	Requested Amount:	\$2,300.69
Status:	Fully Approved	Approved Amount:	\$2,300.69
Submitted Date:	06/01/2005	Paid Amount:	\$0.00
Who Submitted:		Available Amount:	\$2,300.69
Reviewed Date:	06/01/2005	Budget:	2005 MF Q4
Who Reviewed:		CAM:	mleven@cisco.com
Reviewed Notes	THIS APPLICATION HAS BEEN APPROVED MLEVEN entered by on 06/01/2005 APPROVED BY MCO RARRENDE entered by on 06/01/2005		

Partner Contact Information

Partner ID:	100482	Partner Contact Name:	Kevin Gerber
Partner Name:	VA PACKET SYSTEMS, LLC	Partner Contact E-mail:	kevin@vapacket1systems.com
Country:	BRA	Theater:	LAT

Canceling an Application

The cancel option will require you to enter a reason for canceling the application. Enter the reason in the field provided and click on *Submit* to cancel the application. You can click on *Exit* to leave the status of the application unchanged.

The screenshot displays the Cisco Systems Partners & Resellers portal. The top navigation bar includes the Cisco Systems logo, a 'Partners & Resellers' dropdown menu with a 'GO' button, and a 'Select a Location / Language' dropdown. The main content area is titled 'PARTNERS & RESELLERS' and 'Applications Edit'. A left sidebar menu shows 'PARTNERS & RESELLERS', 'MARKETING FUND BUILDER', 'APPLICATIONS' (expanded), and 'Claims'. The 'APPLICATIONS' section is further divided into 'Applications Query', 'Applications Submission', and 'Applications Edit'. The 'Cancel an Application' form is the central focus, featuring a heading 'Enter cancel reason', a message 'Please enter the reason in the Cancel Reason field then click 'Submit' button.', and a form with the following fields: 'Application #' (7641), 'Status' (Pending CAM Approval), and 'Cancel Reason' (a text area with a 'Max. length = 75 characters' note). At the bottom of the form are three buttons: 'Exit', 'Clear', and 'Submit'. On the right side, there is a search bar, a 'Log Out' link, and two sections: 'Related Tools' (with links for Partner Locator, Partner Business Planning, Partner Help Online, Partner E-Learning Connection, and Channel Partner Tools) and 'Related Links' (with links for Partners & Resellers, Channel Partner Program, Promotions, and SMB Partner Connection).

Canceling an Application

After you click on *Submit* from the cancel screen, you will be taken to the Application Query Detail page. You will notice that the application status has now been updated to *Cancelled*.

The screenshot displays the Cisco Systems Partners & Resellers interface. The main content area is titled "PARTNERS & RESELLERS Applications Query Detail". A navigation menu on the left includes "PARTNERS & RESELLERS", "MARKETING FUND BUILDER", and "APPLICATIONS". The "APPLICATIONS" section is expanded, showing "Applications Query", "Applications Submission", "Applications Edit", and "Claims".

At the top right, there are navigation links: Home | Logged In | Profile | Contacts & Feedback | Help | Site Map. A search bar is also present with the text "Search: Search All Cisco.com" and a "GO" button.

The "Application Information" section contains the following details:

JMF App #:		Requested Amount:	\$500.00
App #:	7641	Approved Amount:	\$0.00
Status:	Cancelled	Paid Amount:	\$0.00
Submitted Date:	11/03/2004	Available Amount:	\$0.00
Who Submitted:	Bonnie Little	Budget:	2004 MF Q4
Cancelled Date:	11/03/2004	CAM:	mlarkin@cisco.com
Who Cancelled:	Bonnie Little		
Cancelled Reason:	test cancel		

The "Partner Contact Information" section contains the following details:

Partner ID:	0	Partner Contact Name:	BONNIE LITTLE
Partner Name:	JMF SPECIAL PROJECTS USA	Partner Contact E-mail:	blittle@coams.com
Partner Contact Address:	8474 TYCO ROAD UNKNOWN, VA 99999	Payment Information:	JMF SPECIAL PROJECTS USA 8474 TYCO ROAD

Buttons for "Cancel" and "View Application History" are visible. A "Log Out" link is also present.

Application E-mail Notifications

The system will send out automated e-mail notifications to the application requestor when the following occurs:

- **Approval of a new application:**

- If your application is approved for less money than requested, a reason will be provided in the email you receive.

- **Denial of a new application:**

- A reason will be provided in the e-mail you receive.

- **Aging applications:** Applications must be claimed within 60 days of the activity end date. Applications not claimed within 60 days will expire.

- Reminder messages will be sent to the application requestor at 15 days and 30 days after the activity end date (only if the application is unclaimed).
- After 60 days, the application requestor will receive an e-mail notifying them that the application has expired (only if the application is unclaimed).

Claims Submission – Step 1

Click on **Claims Submission** to submit a claim for an approved application. You will need to query for the application you wish to claim by using the query screen provided.

The screenshot displays the Cisco Systems Partners & Resellers portal. The left navigation menu includes 'PARTNERS & RESELLERS', 'MARKETING FUND BUILDER', 'Applications', 'CLAIMS', and 'Claims Submission' (highlighted with a red box and a red arrow). The main content area is titled 'PARTNERS & RESELLERS' and 'Claims Submission'. It features a search form for open applications with the following fields: App #, Partner ID, Activity Type (dropdown menu), Activity Start Date On or After, and Activity End Date On or Before. Below the form is a 'Show # of Records Per Page' dropdown set to 25. The 'Submit Query' button is highlighted. The footer contains navigation links and copyright information.

Claims Submission – Step 2

The system will return a list of applications that matched your search criteria. Click on the *Select* link for the application you wish to claim against.

CISCO SYSTEMS Home | Logged In | Profile | Contacts & Feedback | Help | Site Map

Partners & Resellers Select a Location / Language

PARTNERS & RESELLERS

CLAIMS Submission

Select an Open Application
Step 2 Of 5

Please select an open application to submit a claim against.

Showing 1 - 2 of 2 results

	APP#	PARTNER ID	PARTNER NAME	ACTIVITY TYPE	ACTIVITY START DATE	ACTIVITY END DATE	Approved	Paid	Balance
Select	7640	0	JMF SPECIAL PROJECTS USA	TRAINING	11/26/2004	11/28/2004	\$250.00	\$0.00	\$250.00
Select	7637	0	JMF SPECIAL PROJECTS USA	MAGAZINE ARTICLE	11/22/2004	11/30/2004	\$5,000.00	\$0.00	\$5,000.00

Showing 1 - 2 of 2 results

Jump to Page: 1

Related Tools

- [Partner Locator](#)
- [Partner Business Planning](#)
- [Partner Help Online](#)
- [Partner E-Learning Connection](#)
- [Channel Partner Tools](#)

Related Links

- [Partners & Resellers](#)
- [Channel Partner Program](#)
- [Promotions](#)
- [SMB Partner Connection](#)

INDUSTRY SOLUTIONS | NETWORKING SOLUTIONS | PRODUCTS & SERVICES | ORDERING | TECHNICAL SUPPORT | LEARNING & EVENTS | PARTNERS & RESELLERS | ABOUT CISCO

Home | Logged In | Profile | Contacts & Feedback | Help | Site Map

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Please remember that only **Fully Approved** applications can be claimed. If an Application has not yet been fully approved, it will not show up in these query results.

Claims Submission – Step 3

Enter Claim Details
Step 3 of 5

Please enter all required fields then click 'Next' to proceed.

Application Requestor Information

Partner ID: 0
 Partner Name: JMF SPECIAL PROJECTS USA
 Partner Contact Name: RONNIE LITTLE
 Partner Contact Address: 8174 TYCO ROAD
 UNKNOWN, VA 99999
 Partner Contact E-mail: RLITTLE@coams.com
 Certification Level: PREMIER

Payment Confirmation

Would you like this claim payment to be mailed to the application requestor showing above?

Yes, I would like this claim payment to be mailed to the application requestor.
 No, I would like this claim payment to be mailed to myself (partner contacts only).

CAM Information

CAM Name: Matt Larkin
 CAM Email Address: mlarkin@cisco.com

Application Information

Application #: 7637
 Market: SMB (1 TO 1499 CUSTOMERS)
 Industry: MEDIA ENTERTAINMENT
 Technology: IP COMMUNICATIONS, CABLE
 Marketing Activity Type: MAGAZINE ARTICLE
 Activity Description: TEST
 Total Estimated Cost: \$5,000.00
 Total Approved Amount: \$5,000.00
 Total Paid Amount: \$0.00
 Available Balance: \$5,000.00
 Cisco Cost: \$5,000.00
 Partner Share: 0.00%
 Activity Objective: Preference
 Expected Incremental Business (\$): \$5,234,234.00
 Expected Timeframe for Incremental Revenue: 6-9 months
 Follow Up Plans: Direct Mail
 Application Notes: TEST

Claim Details

Total Activity Cost (\$): *required
 Claim Amount (\$): *required
 Reference/Debit Number: *optional
 Activity Start Date: 11/22/2004 *required (mm/dd/yyyy)
 Activity End Date: 11/30/2004 *required (mm/dd/yyyy)
 Activity Rating: *required
 Estimated Revenue (\$): *required
 Key Benefits to Cisco: *required
 Issues/Opportunities for Improvement: *required
 Is this the final claim for this application?: *required
 Claim Notes: *optional

Activity - Required Metrics Info

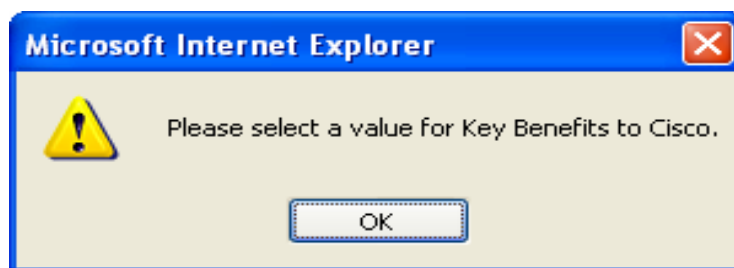
3 of Hot Leads: *required
 Actual # of Leads: *required

Exit Clear Next

- The claims submission screen will provide you with the details from your application.
- In the **Payment Confirmation** section, confirm whether or not the payment should be sent to the application requestor or to the claimant (if different than the requestor).
- Enter the **Total Activity Cost** and the **Claim Amount**
- Provide a **Reference/Debit Number**, (optional).
- Confirm the **Activity Start Date** and **End Date**. You can update the dates as long as they fall within the same fiscal quarter as the original activity dates.
- Select an **Activity Rating** from the drop list provided.
- Enter an **Estimated Revenue**
- Select a **Key Benefit to Cisco** as a result of the activity.
- Provide a description of **Issues/Opportunities for Improvement** for this activity.
- If this will be the final claim for this application, select Yes from the **Is this the final claim for this application?** drop list. If you will be submitting additional claims against the application, select No.
- Enter any **Notes** you wish to track for the activity (optional).
- Enter the **Required Metrics** information for your activity.
- Click on **Next** to submit your activity or **Exit** to exit the claim entry screen. **Clear** will clear out all entry fields.

Claims Submission – Step 3

When you click **Next** from the claim entry screen, the system will validate that all required fields have a value. If any data is missing, you will receive a warning message (like the example below) and will not be allowed to submit the claim until the required data is provided.



The tool will also validate that the amount claimed does not exceed the available balance on the application. If the claimed amount exceeds the application balance, you will receive a warning message and will not be allowed to submit the claim until you have updated the claimed amount to be less than or equal to the available balance of the application.



Claims Submission – Step 4

Review Claim Details
Step 4 of 5

Please review the information you have entered. Do not use your browser's back button while using this application. Please click 'Submit' button to submit this claim, click 'Back to Edit' button to make changes, click 'Cancel' button to go back to the main page to exit the process.

Application Requestor Information

Partner ID: 0
Partner Name: JMF SPECIAL PROJECTS USA
Partner Contact Name: BONNIE LITTLE
Partner Contact Address: 8474 TYCO ROAD
UNKNOWN, VA 99999
Partner Contact E-mail: blittle@coams.com
Certification Level: PREMIER

Payment Information

Pay To: JMF SPECIAL PROJECTS USA
Payment Address: 8474 TYCO ROAD
UNKNOWN, VA 99999

CAM Information

CAM Name: Matt Larkin
CAM E-mail: mlarkin@cisco.com

Activity Information

Market: SMB (1 TO 1499 CUSTOMERS)
Industry: MEDIA ENTERTAINMENT
Technology: IP COMMUNICATIONS, CABLE
Marketing Activity Type: MAGAZINE ARTICLE
Activity Description: TEST
Total Estimated Cost: \$5,000.00
Total Approved Amount: \$5,000.00
Total Paid Amount: \$0.00
Available Balance: \$5,000.00
Cisco Cost: \$5,000.00
Partner Share: 0.00%
Partner Share: 0.00%
Activity Objective: Preference
Expected Incremental Business: \$5,234,234.00
Expected Timeframe for Incremental Revenue: 6-9 months
Follow Up Plans: Direct Mail
Application Notes: TEST

Claim Details

Total Activity Cost (\$): \$4,500.00
Claim Amount (\$): \$4,500.00
Reference/Debit Number: TEST123
Activity Start Date: 11/22/2004
Activity End Date: 11/30/2004
Activity Rating: 4
Estimated Revenue (\$): \$75,000.00
Key Benefits to Cisco: Brand Awareness
Issues/opportunities for Improvement: TEST OPPORTUNITES
Is this the final claim for this application? No
Claim Notes: TEST

Activity - Required Metrics Info

3 of Hot Leads: 15
Actual # of Leads: 75

[Partner Locator](#)
[Partner Business Planning](#)
[Partner Help Online](#)
[Partner E-Learning Connection](#)
[Channel Partner Tools](#)

Related Links

[Partners & Resellers](#)
[Channel Partner Program](#)
[Promotions](#)
[SMB Partner Connection](#)

After you click **Next** from the claim entry screen, the tool will return a summary page providing claim details.

Click on **Cancel** to cancel the entry, **Back to Edit** to make changes to the submission, or **Submit** to submit the claim.

Claims Submission – Step 5

After you click on **Submit**, you will receive a claim confirmation page providing the *Claim #* assigned to this claim as well as the documentation requirement for the submission. Documentation should be submitted to CoAMS within seven days of the claim submission date. Address information and an e-mail link are provided for your convenience. Please note that CoAMS cannot approve a claim without the required documentation.

Claim Details Receipt
Step 5 of 8

Please submit the following documentation for review and approval:

- **COPY OF MAGAZINE ARTICLE AND INVOICE**

All back documentation must be submitted for this claim within 7 days to:

CoAMS, Inc.
Attn: Cisco MFB Program
175 W. Jackson Blvd, Suite 1750
Chicago, IL 60604

Please click [here](#) to send an email with the backup documentation.

Partner Contact Information

Partner ID: 0

Partner Name: JMF SPECIAL PROJECTS USA
Partner Contact Name: BONNIE LITTLE
Partner Contact Address: 8474 TYCO ROAD
UNKNOWN, VA 99999
Partner Contact E-mail: BLITTLE@coams.com
Certification Level: PREMIER

Payment Information

Payto To: JMF SPECIAL PROJECTS USA
Payment Address: 8474 TYCO ROAD
UNKNOWN, VA 99999

Claim Details

Claim Number: 16744
Reference/Debit Number: TEST123
App Number: 7637
Technology: IP COMMUNICATIONS, CABLE

Marketing Activity Type: MAGAZINE ARTICLE
Activity Description: TEST
Activity Start Date: 11/22/2004
Activity End Date: 11/30/2004
Total Activity Cost: \$4,500.00
Total Claimed Amount: \$4,500.00
Activity Rating: 4
Estimated Revenue (\$): \$75,000.00
Key Benefits to Cisco: Brand Awareness
Issue/Opportunities for Improvement: TEST OPPORTUNITES
Is this the final claim for this application? No
Claim Notes: TEST

Activity - Required Metrics Info

3 of Hot Leads: 15
Actual # of Leads: 75

Partner Locator
[Partner Business Planning](#)
[Partner Help Center](#)
[Partner E-Learning Connection](#)
[Channel Partner Tools](#)

Related Links
[Partners & Resellers](#)
[Channel Partner Program](#)
[Promotions](#)
[SMB Partner Connection](#)

Tip: To help speed up claim processing, please include the claim # and application # on all documentation submitted to Cisco

Claim E-mail Notifications

The system will send out automated e-mail notifications to the claim requestor when the following occurs:

- **Submission of a new claim:**

- The e-mail will provide you with the claim number as well as the documentation requirements.

- **Claim on Hold Notifications:**

- Claims will be automatically placed on hold if the required documentation is not received within seven days. Weekly e-mail reminders will be sent for claims on hold.
- If claim documentation is received for a claim but is incomplete, the claim will be placed on hold until all required documentation is received. These claims will also be listed in the weekly e-mail reminders.

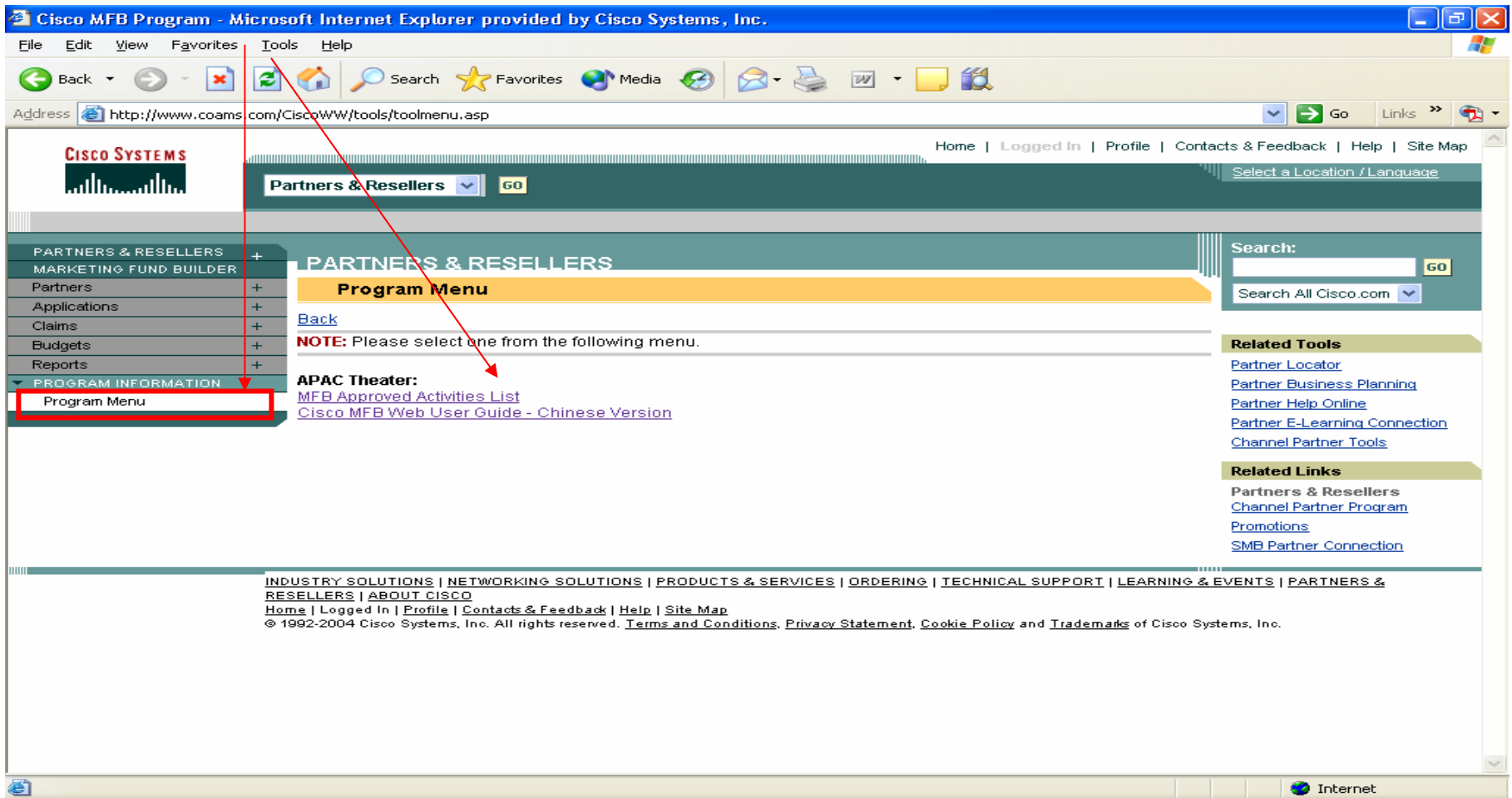
Program Information Introduction

Click on **Program Information** to access the Program Information Menu. The introductory page provides a brief overview of the functionality that is available.

The screenshot displays the Cisco Partners & Resellers website interface. At the top left is the Cisco Systems logo. The main navigation bar includes a dropdown menu for "Partners & Resellers" with a "GO" button, and a "Select a Location / Language" dropdown. Below this is a secondary navigation bar with "PARTNERS & RESELLERS" and "MARKETING FUND BUILDER" sections. The "PARTNERS & RESELLERS" section is expanded, showing a list of items: "Applications", "Claims", "Program Information" (highlighted with a red box and a red arrow pointing to it), and "Program Menu". The "Program Information" item is the focus of the slide. The main content area features a yellow banner for "Introduction" and a text block stating: "This section posts detailed program information and instructions. Please click on 'Program Menu' to view." To the right of the main content is a search bar with a "GO" button and a "Log Out" link. Below the search bar are sections for "Related Tools" (Partner Locator, Partner Business Planning, Partner Help Online, Partner E-Learning Connection, Channel Partner Tools) and "Related Links" (Partners & Resellers, Channel Partner Program, Promotions, SMB Partner Connection). The footer contains a navigation menu with links for "INDUSTRY SOLUTIONS", "NETWORKING SOLUTIONS", "PRODUCTS & SERVICES", "ORDERING", "TECHNICAL SUPPORT", "LEARNING & EVENTS", "PARTNERS & RESELLERS", and "ABOUT CISCO". It also includes a copyright notice: "© 1992-2004 Cisco Systems, Inc. All rights reserved. Terms and Conditions, Privacy Statement, Cookie Policy and Trademarks of Cisco Systems, Inc."

Program Information Menu

Click on **Program Menu** to access the list of documents available. Select the document you wish to view by clicking on the document name.



Reports - Introduction

- Click on **Reports** to access the Reports Menu. The introductory page provides a brief overview of the functionality that is available.

The screenshot displays the Cisco Systems Partners & Resellers website. The top navigation bar includes the Cisco Systems logo, a search bar with 'Partners & Resellers' and a 'GO' button, and links for Home, Logged In, Profile, Contacts & Feedback, Help, and Site Map. A secondary search bar is located on the right side. The main content area is titled 'PARTNERS & RESELLERS' and features a sidebar menu with the following items: PARTNERS & RESELLERS (+), MARKETING FUND BUILDER, Partners (+), Applications (+), Claims (+), Reports (highlighted with a red box and a red arrow), Reports menu, and Program Information (+). The main content area shows the 'Introduction' page, which includes a sub-header 'PARTNERS & RESELLERS Introduction' and a paragraph: 'Select a report by territory or partner. You can request to receive your query results in an Excel file.' A 'Log Out' link is also present. The footer contains links for Industry Solutions, Networking Solutions, Products & Services, Ordering, Technical Support, Learning & Events, and Partners & Resellers, along with an 'About Cisco' link. Copyright information for 1992-2004 Cisco Systems, Inc. is also visible.

Reports Menu

• Currently, the only reporting option available is the **Application Summary Report**. Click on the link provided to access the report parameter page.

The screenshot displays the Cisco Systems Partners & Resellers portal. At the top, there is a navigation bar with the Cisco Systems logo, a search bar, and links for Home, Logged In, Profile, Contacts & Feedback, Help, and Site Map. Below the navigation bar, there is a dropdown menu for 'Partners & Resellers' with a 'GO' button. The main content area is titled 'PARTNERS & RESELLERS' and features a 'Reports Menu' section. A red box highlights the 'Application Summary Report' link, which is also pointed to by a red arrow from the text on the left. The 'Reports Menu' section includes a 'Back' link and a 'Log Out' link. On the right side, there is a search bar and a 'Search All Cisco.com' dropdown. Below the search bar, there are sections for 'Related Tools' and 'Related Links'. The footer contains links for 'INDUSTRY SOLUTIONS', 'NETWORKING SOLUTIONS', 'PRODUCTS & SERVICES', 'ORDERING', 'TECHNICAL SUPPORT', 'LEARNING & EVENTS', and 'PARTNERS & RESELLERS | ABOUT CISCO'. It also includes a copyright notice for 1992-2004 Cisco Systems, Inc. and links for 'Home', 'Logged In', 'Profile', 'Contacts & Feedback', 'Help', and 'Site Map'.

Application Summary Report

- The report parameter page will allow you to choose from a variety of options to help limit the report results that the tool will return.
- The button “View Report” will prompt the tool to open a new browser window & provide reporting results. The button “Clear Form” will clear the search parameters that you have provided.

CISCO SYSTEMS Home | Logged In | Profile | Contacts & Feedback | Help | Site Map

Partners & Resellers GO Select a Location / Language

PARTNERS & RESELLERS

MARKETING FUND BUILDER

Partners +

Applications +

Claims +

REPORTS

Reports Menu +

Program Information +

PARTNERS & RESELLERS

Application Summary Report - Parameters

[Back](#) [Log Out](#)

NOTE: Run the Application Summary Report. Please note that the report is intended for export to Microsoft Excel or another compatible program.

Status: All
Cancelled
Closed

Budget: All
2005 MF Q4 - US
2006 MF Q1 - US

Activity Type: All

Technology: All

Area: All

Region: All

CAM: All

Activity Start Date On or After:

Activity End Date On or Before:

Sort Order: Application Number

[Partner Locator](#)

[Partner Business Planning](#)

[Partner Help Online](#)

[Partner E-Learning Connection](#)

[Channel Partner Tools](#)

Related Links

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Done Internet

Application Summary Report

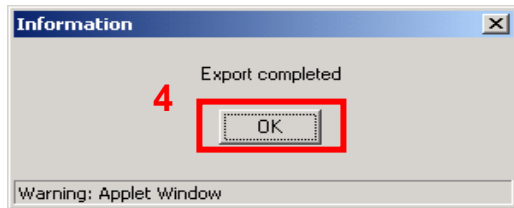
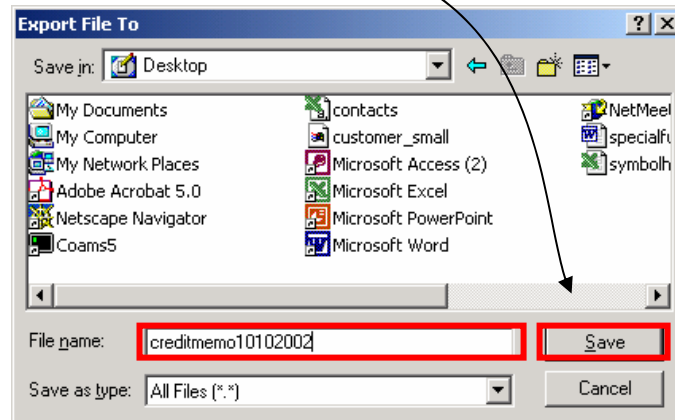
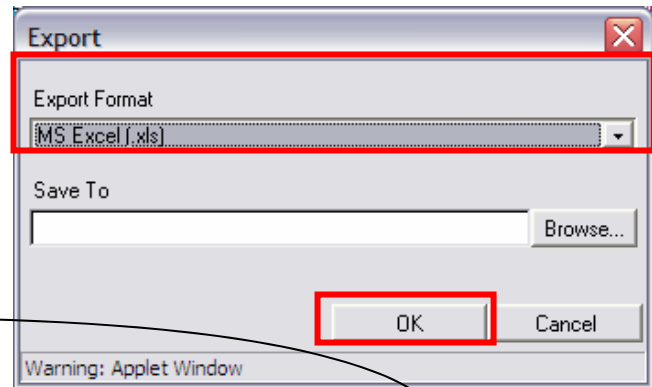
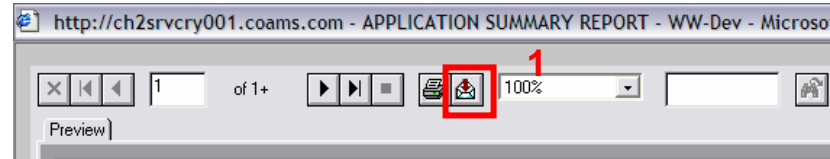
- The tool will return report results in a new browser window. The report was designed to easily allow users to export results into Microsoft Excel. To export the report to a different format, click on the envelope icon with the arrow pointing down.

The screenshot shows a Microsoft Internet Explorer window titled 'http://ch2srvcry001.coams.com - APPLICATION SUMMARY REPORT - WW-Dev - Microsoft Internet Explorer provided by Powered by CoAMS'. The browser's address bar and navigation buttons are visible. A red box highlights an envelope icon with a downward-pointing arrow in the browser's toolbar. Below the toolbar, a 'Preview' section displays a table with columns: Bud, Area, Regi, Bud, Stat, Cisc, App, Old J, Part, Acti, Acti, Acti, Total, Cisc, Cisc, aid A, Bala, Date, Date, App, MCO, CAM, Acti, Spe, Tech. The table contains multiple rows of data, including columns for 'Bud', 'Area', 'Regi', 'Stat', 'Cisc', 'App', 'Old J', 'Part', 'Acti', 'Acti', 'Acti', 'Total', 'Cisc', 'Cisc', 'aid A', 'Bala', 'Date', 'Date', 'App', 'MCO', 'CAM', 'Acti', 'Spe', and 'Tech'. The data includes various alphanumeric codes and numerical values.

Application Summary Report

To Export report results to Excel:

1. Click on the envelope icon.
2. Select the format you want to export to and click on the “Browse” button to choose where you want to save it. Click on OK.
3. Name the report and click on the “Save” button.
4. The export window will appear again, click on “OK” to complete the process.



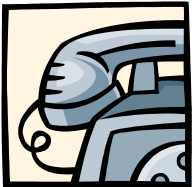


For questions, comments or additional instructions on the Cisco MFB Program please send your query to:



For APAC except China:

Cisco Marketing Fund Builder Program
Cisco Systems (USA) Pte Ltd
168 Robinson Road
#26-01 to #28-01
Singapore 068912
E-mail: jmf_comments@cisco.com



For China:

Cisco Marketing Fund Builder Program
Cisco Systems (China)
Level 19-21, Office Tower E1, The Towers
Oriental Plaza, No. 1 East Chang An Avenue
Dong Chen District Beijing 100738, China
E-mail: jmf_comments@cisco.com



CISCO SYSTEMS

