

FAQ | First Year on Us

WHAT IS 'FIRST YEAR ON US'?

So glad you asked! Between October 1, 2019 and July 25, 2020, any customer that purchases a new Cisco Meraki cloud management license for 3 years or more will get an additional year added at no extra cost! So 3 years become 4, 5 years become 6, and...well, you get it!

HOW WILL MERAKI DETERMINE WHAT IS A "NEW" LICENSE PURCHASE (OR WHAT IS ELIGIBLE FOR THE PROMOTION)?

Meraki will apply this promotion to new license purchases and not to license renewals. This determination will be made based on the action customers take when claiming license purchases in the Meraki dashboard. Customers must use the 'License more devices' action within their Meraki dashboard in order to receive the additional year of licensing. When customers select 'renew', the promotion will not be applied.

HOW DOES MY CUSTOMER CLAIM THE EXTRA YEAR?

The extra 365 days are added automatically in the Meraki dashboard when the customer claims and assigns the licenses using the "License more devices" action. No extra steps are required.

WHAT IF MY CUSTOMER PURCHASED A NEW LICENSE BEFORE OCTOBER 1, 2019?

You're in luck! Meraki will honor the extra year on any eligible license purchased between July 28, 2019 and July 25, 2020. We will retroactively make changes to customer's licenses by the end of November 2019.

ARE LICENSE RENEWALS ELIGIBLE?

No, license renewals are not eligible for the extra year. The promotion is **only valid** on new device licenses of 3 or more years for new and existing Meraki customers.

IS THERE A LIMIT ON THIS PROMOTION ?

There is no limit on the number of eligible licenses per customer for this promotion. In addition, there are no deal size requirements.

IS THIS A GLOBAL PROMOTION?

Yes, 'First Year on Us' is available globally, except Russia. Please visit meraki.com/firstyearonus to access the full terms and conditions.

WHEN DOES THIS PROMOTION EXPIRE?

All new licenses must be purchased and booked by July 25, 2020.

WHICH MERAKI SKUs ARE ELIGIBLE FOR THE OFFER?

MR, MS, MX, MV, SM, MI, Z3, MX Advanced, MR Advanced and MR Advanced Upgrade (MR + Umbrella) are all eligible for the 'First Year on Us' offer. Please note, however, that some SKUs are not sold globally.

DO ENTERPRISE AGREEMENTS QUALIFY FOR THE PROMOTION?

No, Enterprise Agreement purchases are not eligible for this offer.

WILL THIS PROMOTION APPLY TO A CUSTOMER LOOKING TO UPGRADE THEIR LEGACY OR FREE 100 SYSTEMS MANAGER ACCOUNT?

Yes! Customers can use this promotion to upgrade their Free 100 or Legacy Systems Manager to a paid Systems Manager account when purchasing 3 or 5 year licenses.

DOES THIS INCLUDE MERAKI INSIGHT AND THE MR ADVANCED UPGRADE SKU POWERED BY UMBRELLA?

Both Meraki Insight and MR advanced SKUs are included in the 'First Year on Us' promotion, however, you will need to ensure underlying MX or MR license is valid for the length of the new license. This will ensure your customer gets the full value of the purchased upgrade SKU.

HOW DO I ADD THE OFFER IN CCW?

This promotion will not appear in CCW and will be applied automatically. There is no change from your current deal registration process on any Meraki SKUs in CCW for this promotion.

IS THIS OFFER STACKABLE WITH OTHER CISCO PARTNER PROMOTIONS?

Yes, this promotion is stackable with all existing Cisco partner programs.

MY CUSTOMER ADDED THE LICENSE AND THE YEAR DID NOT APPEAR, WHAT DO I DO?

If your customer made a qualifying purchase but the extra year is not showing up, please visit meraki.cisco.com/support to contact a member of the Meraki Support team.

FOR PUBLIC SECTOR CUSTOMERS IN THE UNITED STATES, HOW DOES THIS PROMOTION WORK WITH E-RATE?

All customers have until July 25, 2020 to add their new license to dashboard and claim the additional year. If e-rate funding is approved after July 25, 2020, the promotion will not be honored. For additional information on e-rate or customers in the public sector, please contact your Meraki account representative.

HOW CAN MANAGED SERVICE PROVIDERS UTILIZE THE PROMOTION?

Partners that have a managed service offer can maintain their market prices and absorb the additional year from the promotion to increase margin. Alternatively, managed service providers can use the additional year as a discount on their monthly service fee. For example, if a customer signs a contract for 4 years with a fixed monthly fee, then the monthly fee during the first year of the contract can be reduced. This is a great opportunity to take advantage of this promotion to acquire new customers and close deals.

IS THIS PROMOTION DEPENDENT ON WHICH LICENSING MODEL IS USED (CO-TERMINATION VS PER-DEVICE)?

No, this promotion is available for both models. When applying the license it will add 1 year to the device license expiration date when working with per-device licensing or in case of co-termination, will further extend the org-wide license expiration date.