

CISCO START CHALLENGE
(SMB IT MAKEOVER)
Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED.

This Contest (the "Contest") opens on **February 2018 at 08:00AM Australian Time** and ends on **May 2018 at 05:00PM Australia Time** (the "Contest Period"). Entry into this Contest constitutes acceptance of these Official Rules. This Contest is sponsored by Cisco Systems, Inc., 170 West Tasman Drive, San Jose, CA 95134 USA and its affiliates as appropriate ("Cisco" or Cosponsor) and **KNet Technology ("KNet" or "Cosponsor")**, which will deploy prize-related goods and services.

The official marketing agency **Half Machine Pty Ltd** ("Agency"), will be administering and conducting the Contest on behalf of the Cosponsors.

1. ELIGIBILITY.

This Contest is open to each **Australia**-based company that fulfil the following criteria:

- (1) **are based in Australia.**
- (2) have 250 or fewer employees and contractors in its **Australian** workplace;
- (3) are willing and able to participate in a complete technology makeover on its pre-existing switches, routers, wireless access points, security software and collaboration tools, where applicable, in compliance with these Official Rules. **KNet Technology** will undertake the assessment and decision on the IT infrastructure to be replaced with Cisco's solution.
- (4) that have obtained requisite approval(s) -- including but not limited to consent of all directors, owners or board members as appropriate -- for designated personnel to enter the Contest on Company's behalf;

This Contest is not open to:

- (1) employees or internally contracted vendors of Cosponsors, Agency or their respective parent/subsidiaries, agents and affiliates;
- (2) the immediate family members or members of the same household of any such employee or vendor;
- (3) anyone professionally involved in the development or administration of this Contest;
- (4) employees or internally contracted vendors of governments and government-affiliated companies or organizations; or
- (5) any employee whose employer's guidelines or regulations do not allow entry in the Contest or acceptance of the prize(s).

2. HOW TO ENTER.

- (1) Entries to receive an IT makeover must be submitted online via the registration form on <http://smbchallenge.cisco.com> each an "Entry." Entries submitted by post will not be considered. Each participating company ("Company"/"Participant") must provide the following information:
 - i. Contact Information of authorised Company representative;
 - ii. A description of current IT infrastructure;
 - iii. A description of solution type nominated for makeover;
 - iv. A description of current technology issues that Company is facing;
 - v. A description of desired technology and proposed solution to be implemented;
 - vi. A description of the desired outcome to be achieved;

Each Entry must be received during the official Contest Period to be eligible for consideration. Company acknowledges and agrees that Cisco may use all videos that Company submits in connection with the Contest to publicize the Contest (refer to section 5 on Publicity). Cosponsors are not responsible for late, lost, delayed, damaged, misdirected, incomplete, void, corrupted, garbled, illegible, and/or unintelligible entries, or for any problems, bugs or malfunctions that a Company may encounter when entering the Contest. Only complete, valid entries will be accepted. Cosponsors will not verify receipt of entries. Companies must provide all information that may be requested by Cosponsors to be eligible to win. Cosponsors reserve the right to disqualify false entries or entries suspected of being false. Incomplete, unreadable, or unintelligible entries, in

the sole discretion of Cosponsors, will be disqualified. All entries submitted become the sole property of Cisco and will not be acknowledged or returned.

3. JUDGING CRITERIA

- (1) Entries will be evaluated for eligibility and on the information provided by Company in its Entry.
- (2) All eligible Entries will be judged by a panel of three qualified judges (“Judges”) on the following criteria (“Judging Criteria”):
 - i. Company’s need for a makeover (30%);
 - ii. Impact of Cisco products in addressing the technology issues (30%); and
 - iii. Impact of the technology makeover on business goals/growth (40%).
- (3) A maximum of five Entries receiving the highest cumulative scores as determined by the Judges will be deemed the finalists (“Finalists”).
- (4) Finalists will be contacted via phone or email for additional information including but not limited to existing infrastructure and technical set up.
- (5) Finalists will be required to provide a 5-minute presentation at a Cisco SMB Event in **May 2018** (“Event”).
- (6) All Finalists will be judged by a panel of judges (“Judges”) at the Event on the following Judging Criteria:
 - i. Company’s need for a makeover (30%);
 - ii. Company’s potential to **Improve Network infrastructure and or Security** (30%); and
 - iii. Company’s overall vision, innovation and passion in accelerating their business growth through the makeover (40%).
- (7) The Finalist receiving the highest cumulative score at the Event, as determined by the Judges, will be deemed the Cisco Start Challenge winner (“Winner”) to receive the **Digital transformation** sponsored by Cisco and Knet Technology.

4. PRIZES

- (1) Subject to the terms of these Official Rules, once confirmed by Cisco, the Winner will receive up to **AUD\$40,000 worth** (Estimated Net Value or (ENV)) of Cisco products, services and KNet services (“Prizes”):

Item	Part Number	Description
Connectivity		
	ISR 4321-V/K9 or 4331-V/K9	Secure ISR Router
	MR33-HW	Meraki Access Point
	LIC-ENT-1YR	Meraki MR Enterprise license (12 months subscription)
Security		
	UMBRELLA-SUB	Umbrella Cloud Security (12 months subscription)
	UMB-PROFESSIONAL	Umbrella Professional
	UMB-SUPT-B	Umbrella Support – Basic
	ISE-VM-K9= L-ISE-BSE-1500=	Cisco Identity Services Engine Virtual Machine Image Cisco Identity Services Engine 1500 EndPoint Base License
	ASA5506-SEC-BUN-K9	Cisco ASA 5506 with Firepower services and sec
	FP-AMP-LIC= FP-AMP-1Y-S2	Cisco Advanced Malware Protection Service License Cisco Advanced Malware Protection 1YR, 100-499 Nodes
Deployment Services by KNet Technology		
13	N/A	8.5 days deployment and installation of Cisco products for the makeover, which includes: 1. Project initiation & planning 2. Installing and configuration of Prizes 3. Conducting User Acceptance Testing 4. Closing and project sign-off

- (2) Deployment Services provided by **KNet Technology** are subject to the following exclusions:
 - i. **Providing Patch Cabling**
 - ii. **Cabling to wall points and Meraki AP’s**
 - iii. **Training (an overview / knowledge exchange will be agreed upon prior to work commencing**
 - iv. **Carriage not defined within this scope**

- v. Any configuration not stipulated within this scope
- vi. Racks for hardware to be deployed in
- vii. UPS / Power solutions not defined within this scope
- viii. Domain Name Server's (DNS) not being supplied by KNet Technology
- ix. SSL Certificate for ISE platforms
- x. Provision of any Cisco server's not specified within this scope of works
- xi. Provision of vSphere licensing to run services not specified within this scope of works
- xii. Email configuration / Licensing
- xiii. Email Security not defined within this scope of works
- xiv. Out of hours works not agreed as part of the scope of works

- (3) By accepting a Prize, Winner also agrees to the following:
- i. Products and services will only be implemented in the **Australian** office/offices, up to no more than two office locations in **Australia**.
 - ii. No changes to **KNet Technology's** deployment services will be allowed.
 - iii. Should the products or services be required to be implemented in an offshore/overseas office location, the Winner undertakes all cost of shipping, services and implementation of the products.
 - iv. Winner must have an existing network and will be integrating the Prize into existing environment.
 - v. Should Winner require additional Cisco products and services exceeding the **AUD\$40,000** budget, Winner is expected to pay the additional costs directly to **KNet Technology**.
 - vi. The Winner is expected to complete the implementation of the new Cisco technology no more than 90 days from start of project work, and no later than **July 31st, 2018**.

The Prize value is based on Estimated Net Value, which is subject to change based on current market conditions at the time of prize fulfilment. No substitution, assignment, transfer, or cash redemption of any prize is allowed by Winner. Cisco reserves the right to substitute a prize with another prize of equal or greater value should the advertised prize become unavailable for any reason. If applicable, prizes may be awarded in the form of voucher(s), coupon(s) and/or gift card(s) in Cisco's sole discretion. If a potential winner is unable to participate in or accept the prize or any portion of the prize for any reason, Cosponsors have no further obligation to such potential winner. Neither cosponsors nor any of their prize suppliers will replace any lost or stolen prizes, cards or certificates after being awarded to winners. In no event will either Cosponsor be responsible for awarding more than the stated number of prizes.

5. PUBLICITY

- (1) Finalists and Winner may be interviewed on the Event day.
- (2) The Winner is to cooperate with and participate in Cisco's Publicity as follows:
 - i. Development of a Cisco video case study; and
 - ii. Development of a Cisco press release.
- (3) Filming and interview for the digital transformation process ("Transformation") will take place anytime between **May 2018 to July 2018**. If selected, the Winner must be available for at least seven (7) days of filming during this time at the Company workplace. Some or all staff may be required to attend and participate in the Transformation filming and interview. Company owners, management, and staff should be comfortable with sharing personal details and impressions on camera.
- (4) Videos and interviews from the Event and Transformation will be made available online on Cisco's website and may be used in future promotional activities by Cisco and **KNet Technology** (which may include but is not limited to press releases, brochures, press releases, events and digital marketing). The Winner grants to Cisco all necessary licenses to lawfully publish and commercially use all content submitted by Company or its designated third parties, without any limitation.
- (5) To facilitate this Transformation, Cisco will be engaging the products and services of third parties, including **KNet Technology and Australia press**. Cosponsors make no representations or warranties relating to the performance or quality of products or services provided by these third parties, and is not responsible for their provision or administration in any way.
- (6) Cisco reserves the right to withdraw the Prizes, should there be any dispute or disqualification of Criteria and Publicity, during the Contest and Transformation.

Company acknowledges and agrees that Cisco may use the Contest (including any submission) for publicity, advertising or other marketing purposes, in any media, and may use the name, likeness, and hometown name

and/or prize information of potential winners as part of that publicity, without additional compensation to the potential winners.

NOTIFICATION OF WINNER(S). Winners will be notified by phone, mail and/or email, at Cisco's discretion. Cisco's decision will be final in all matters. Cisco may also send potential winner(s) a declaration of eligibility / liability / publicity release ("Release"). Unless restricted by law, potential winners receiving such a Release may be required to complete and return it within the time period specified therein. The prize may be forfeited and, in such case, an alternate potential winner may in Cisco's discretion be selected from among the remaining eligible entries (using the criteria described above), if a potential winner: (i) cannot be reached; (ii) fails to obtain all signatures on the Release and to return the documents in a timely manner as required pursuant to these Official Rules; or (iii) cannot accept or receive the prize for any reason. Prizes will be sent to winner as quickly as practicable following notification (and receipt of any Release and related document, if applicable).

CONTENT AND LICENSE TERMS.

Originality: By participating in this Contest, Participant warrants and represents that his or her entry:

- is original and has been legally created, and that Participant owns all rights to the entry;
- does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party;
- has not been entered in any previous contest or won any previous award;
- has not been published or distributed previously in any media; and
- complies in all respects with the requirements set out in these Official Rules.

Third Party Rights. No part of any entry may depict recognizable third party marks, copyrights, brands or other property, unless Participant has obtained all proper licenses. The entry must not contain any elements that would infringe upon any third party's rights (intellectual property or otherwise), and must not include any commercial content that: (1) promotes any product or service, other than one owned or branded by Cisco, or (2) disparages Cosponsors, their affiliates, partners, customers, competitors or any third party in any way. Cisco's determination as to whether Participant's Submission potentially violates the rights of any third party is final.

Permissions and Releases. Participant acknowledge and agrees that he or she is responsible for obtaining any and all documents, policies and authorizations necessary to submit the entry to Cisco in connection with this Contest, including but not limited to publicity releases, permits and venue permissions, as may be necessary; and Participant represents and warrants that he or she has done so and can make written copies of such permissions available to Cisco upon request.

If applicable: Participant represents and warrants that he or she has obtained permission from each person whose name, image, likeness and/or voice ("Likeness") is included in any entry, and that such person(s) has/have granted Participant all necessary rights to use the person's Likeness as described in these rules, and that Participant can make written copies of such permissions available to Cisco upon request. If the Likeness of a minor is included, such grant of rights must include written permission from the minor's parent or legal guardian authorizing the use of the minor's likeness on behalf of the minor. Participant represents and warrants that he or she has obtained written permission when filming or photographing any part of his or her entry on private property not owned or controlled by Participant, where such permission is required.

Additional Content Limitations. Participant's entry must not include anything in its theme or language that would offend parents whose young children view the entry, and must not include any nudity, sex, explicit activity, violence drug use or any other activity deemed objectionable in Cisco's sole discretion, nor any references to same.

License Grant. By submitting any entry in this Contest, Participant irrevocably grants Cisco and its affiliates, legal representatives, assigns, agents and licensees, the unconditional, irrevocable and perpetual right and permission, royalty-free, to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, exhibit and/or otherwise use or reuse (without limitation as to when or to the number of times used), for any purpose, the Participant's entry and ideas and materials contained therein, including, but not limited to, any recordings and performances contained therein (in each case, as submitted or as edited/modified in any way by the Cisco, in its sole discretion), as well as to use Participant's Likeness, and/or statements regarding

his/her participation in this Contest (with or without using the Participant's name) in any and all media without limitation as to time or territory, and without additional compensation or approval from the Participant, or any other party. Participant waives all intellectual property rights, privacy/publicity rights or other legal or moral rights that might preclude the Cisco's use of the Submission, and agrees not to sue or assert any claim against Cisco for the use of the Submission or Participant's Likeness or statements. The grant of rights under these Official Rules includes all rights of paternity, integrity, disclosure, and withdrawal and any other rights that may be known as or referred to as "moral rights" ("Moral Rights"). If Moral Rights cannot be assigned under applicable law, then to the full extent allowed by law, Participant hereby waives such Moral Rights in favor of Cisco and consents to any action of Cisco which would violate such Moral Rights in the absence of such consent.

GENERAL CONDITIONS.

The Contest is subject to applicable federal, state and local laws, and these Official Rules.

Each winner will be solely responsible for any local, provincial, country or any other applicable taxes, and any other costs, expenses and fees in connection with the prize. If applicable, the winner(s) may be issued an IRS Form 1099 or other tax documentation for the approximate retail value of any awarded prize.

Participant hereby grants permission to Cisco and its authorized representatives to use his/her name, address (city and state/province/territory/country), photograph, voice, and/or other likeness for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide, and on the Internet and world wide web, in perpetuity, without notice, consideration, review or approval.

Following the Contest Period, Cisco shall not be required to retain records of any Entries.

By participating, Participant hereby: (a) agrees bound by these Official Rules, and the decisions of Cosponsors, which shall be final and binding; and (b) waives any right to claim ambiguity in the Contest or these Official Rules, except where prohibited by law. Once submitted, an Entry cannot be deleted or cancelled.

If any prize involves travel, all potential winners are responsible for obtaining all necessary travel documents, including valid passports, visas and travel insurance, and complying with all health or other government regulations.

Participant acknowledges and agrees that Cosponsors have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to any prize or the Contest. All warranties are hereby disclaimed; and each potential winner will accept the Prize "AS IS." All costs and expenses, including support services, not specifically listed above as part of the prize, are solely the winner's responsibility.

In the event of a dispute as to the source of any Entry, the authorized account holder of the email address used to enter will be deemed to be the person making the Entry. The authorized "account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address.

Subject to applicable law, Cisco reserves the right in its discretion, to (a) cancel, terminate, modify or suspend this Contest and these Official Rules, for any reason, at any time and without any liability, and (b) limit or restrict participation in the Contest, upon notice.

All Participants are solely responsible for compliance with any applicable laws, rules and regulations, contractual limitations and/or office or company policies, if any, regarding Participant's participation in trade promotions or acceptance of promotional prizes; and by entering this Contest, Participant confirms that he or she is not in violation of any of the foregoing and has obtained the consent of his or her employer to participate, if applicable. If a Participant is not permitted to accept any received prize, then the Participant may return such prize to Cisco; and Cosponsors will refund the cost of shipment, as appropriate.

Use of any automated entry device or software is prohibited. Creation or use of multiple accounts for registration or participation in the Contest is prohibited. To the extent the Contest uses or requires functionality of any third party website (e.g., social media sites or platforms that enable broad communications, collaboration

and/or posting of videos), you understand that the Contest is not sponsored by such third parties, and further agree to follow the policies on such website(s), as applicable. Cisco reserves the right to disqualify any Participant it finds to be tampering with the entry process or the operation of the Contest or violating these Official Rules, or otherwise acts in an uncooperative, unsportsmanlike, disruptive, abusive, or threatening manner; and Cisco reserves the right to cancel the Contest should it suspect fraud or for reasons out of the control of Cisco. Disputes regarding these Official Rules and/or this Contest will be governed by the internal laws of California. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE CONTEST. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

Cosponsors are not responsible for: (a) lost, late, misdirected, undeliverable, incomplete or indecipherable entries due to system errors or failures, or faulty transmissions or other telecommunications malfunctions and/or entries; (b) technical failures of any kind; (c) failures of any of the equipment or programming associated with or utilized in the Contest; (d) unauthorized human and/or mechanical intervention in any part of the submission process or the Contest administration; (e) technical or human error which may occur in the administration of the Contest or the processing of entries; or (f) other factors beyond Cisco's reasonable control. Cosponsor is not responsible for injury or damage to any Participant's or any other person's computer related to or resulting from participating in the Contest or downloading materials from or use of the Site.

If for any reason the Contest is not capable of running as planned by Cisco, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in Cisco's sole determination, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Contest, Cisco reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest. If Contest is cancelled prior to the end of the Contest Period, for the reasons stated above, notice will be posted on the Contest website; and some or all of the prizes may, in Cisco's sole discretion, be awarded to potential winners to be selected (using the judging criteria described above) from among all the remaining uncorrupted entries received up until the time of modification or cancellation.

Cosponsors shall not be liable to any Participant or other person for failure to supply any prize or any part thereof, by reason of the prize becoming, for reasons beyond the reasonable control of Cosponsor, unavailable or impracticable to award, or for any force majeure event, technical or equipment failure, terrorist acts, labor dispute, or act/omission of any kind (whether legal or illegal), transportation interruption, civil disturbance, or any other cause similar or dissimilar beyond Cosponsor's control.

LIMITATIONS OF LIABILITY AND RELEASE. PARTICIPANT AGREES THAT SPONSOR, ITS AFFILIATES, DIVISIONS, SUBSIDIARIES, RESELLERS, DEALERS, DISTRIBUTORS, ADVERTISING/PROMOTION AGENCIES, AND ALL OF THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, CONTRACTORS, REPRESENTATIVES AND AGENTS ("RELEASED PARTIES") WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE RELEASED AND HELD HARMLESS BY PARTICIPANT FOR ANY CLAIMS, LIABILITIES, OR CAUSES OF ACTION OF ANY KIND OR NATURE FOR ANY LOSS OR DAMAGES OF ANY KIND INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, LOSS OF PROFITS, REVENUE, GOODWILL, SAVINGS OR ANY LOSS OR CORRUPTION OF DATA WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE SITE AND IN CONNECTION WITH THE CONTEST IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, IN WHICH CASE SUCH LIMITATION OR EXCLUSION SHALL APPLY ONLY TO THE EXTENT PERMITTED BY THE LAW IN THE RELEVANT JURISDICTION.

PRIVACY. All personal information collected by Cisco will be used for the administration of the Contest and in accordance with its privacy policy. Any questions regarding privacy matters should be directed to the address set out below. Please refer to Cisco's privacy policy located at <http://cisco.com/web/siteassets/legal/privacy.html> for important information regarding the collection, use and disclosure of personal information by Cisco.

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