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Channel Partner Program Overview

Q: What is the Cisco® Channel Partner Program?

A: The Channel Partner Program is one way we help you grow your business and stand out from your competitors. We reward you for developing the breadth and depth of your skills. Using the Channel Partner Program, you can provide broad, integrated network solutions, highly specialized solutions, or both. You can plan, build, and manage your customer's networks with our professional and support services. Help your customers realize the full value of their network—and IT investments—faster.

We offer you training, tools, and marketing. And branding and badges. As you add value to your business we reward you with increased incentives.

Channel Partner Program Evolution

Q: Why is the Channel Partner Program changing?

A: The market is changing. As your needs change, we are responding by evolving the Channel Partner Program to meet your needs. To help prepare you to change your business as market demands change. To deliver hybrid IT and new offers. Initiate new business conversations with your customers. To connect with more partners. And build new skills. We are excited to be with you as you win these new opportunities, expand your services and solutions, and become more profitable. Take a look at how we've changed the Channel Partner Program to help you capture the value in the Internet of Everything (IoE).

Q: When was the announcement on the Channel Partner Program evolution?

A: At the 2014 Cisco Partner Summit, March 24 – 27.

Q: When will the new program requirements take effect?

A: We will introduce the requirements later this year. You will have a transition period of 16 to 24 months, beginning April 1, 2014.



Q: How is the Channel Partner Program evolving? What is changing?

A: Table 1 outlines the many areas in which the Channel Partner Program is evolving.

For current detailed requirements, visit the [Certification overview](#) page.

Table 1. Key Changes

	Current State	Future State
Certification: Gold	<ul style="list-style-type: none"> Any three architecture specializations; 30 Cisco Customer Satisfaction (CSAT) surveys plus a minimum score requirement and low score follow-up No hybrid IT Four CCIEs and no business value practitioner 30 Cisco Customer Satisfaction (CSAT) surveys plus a minimum score requirement and low score follow-up <p>Review current full list of Gold requirements</p>	<p>Be recognized for having the broadest range of Cisco expertise. Earn the highest rewards. Tap into new solutions through the Cisco Partner Ecosystem. Expand conversations with new lines of business.</p> <p>We're adding business architect expertise and hybrid IT to the architectures you can sell today. Now, you can either provide or resell Cisco cloud and managed services in addition to on-premises solutions. And you can capture new and recurring revenue with professional and support services.</p> <p>With these changes you will need:</p> <ul style="list-style-type: none"> Four Cisco advanced architecture specializations Four Cisco cloud or Cisco Powered cloud and managed service offers which must include at least: <ul style="list-style-type: none"> One Cisco Powered cloud service or Cisco cloud service, and One Cisco Powered managed service or Cisco based managed service Four CCIEs plus one business value practitioner 30 CSAT surveys, without needing to meet a region score target. Low score follow-up will still be required.
Certification: Silver	<ul style="list-style-type: none"> Any two architecture specializations, or One architecture specialization plus one advanced technology specialization, and Two CCIEs <p>Review current full list of Silver requirements</p>	<p>The Cisco Silver Certification retires April 1, 2016.</p> <p>Silver partners can choose to increase their breadth and become Gold Certified or increase their depth to become Master Specialized.</p> <p>Depth and breadth are equally important.</p>
Certification: Premier	<ul style="list-style-type: none"> Any architecture specialization or express foundation specialization or express collaboration specialization; CSAT - 10 surveys plus minimum score requirement and low score follow-up <p>Review current full list of Premier requirements</p>	<p>Now you have more choices to become certified Premier. Reach a larger market. Get recurring revenue. Stand out from your competitors and get recognized for cloud and managed services.</p> <p>We're adding hybrid IT so you can provide or resell cloud and managed services in addition to on-premises solutions.</p> <p>With these changes you will need:</p> <ul style="list-style-type: none"> At least one Cisco Powered cloud service, Cisco cloud service, Cisco Powered managed service, or Cisco based managed service An Express Collaboration or Express Foundation Specialization or any Cisco advanced specialization

Channel Partner Program

		<ul style="list-style-type: none"> You will need a minimum of 10 CSAT surveys without needing to meet a region score target. Low score follow-up will still be required.
	Current State	Future State
Certification: Select	<ul style="list-style-type: none"> Small and midsize business (SMB) specialization <p>Review current full list of Select requirements</p>	Select shows expertise in the SMB and midmarket. This more flexible option provides more choices. Invest in any Express (or higher) Specialization, including SMB Specialization, to grow your business in your target market.
Specializations: Master, Advanced, Express	<p>Portfolio of:</p> <ul style="list-style-type: none"> Three Master specializations; 11 Architecture and Advanced specializations; Three Express specializations 	<p>Our portfolio of specializations has been enhanced to include:</p> <ul style="list-style-type: none"> Two new Master specializations – Service Provider Technology and Enterprise Networks New solution specializations (Flexpod, Desktop Virtualization, VSPEX/VBlock and Enterprise Mobility) New Internet of Things (IoT) Specialization Advanced architecture and technology specializations, including Advanced Security Architecture and Advanced Enterprise Networks Architecture The ability to achieve specialization through elective and modular models New sales enablement content that focuses on business outcomes More flexibility and simplicity in achieving specialization badging
Cisco Customer Satisfaction (CSAT)	Minimum number of surveys at Gold and Premier levels, with a minimum customer satisfaction score requirement to maintain certification	We will continue to ask for a minimum number of surveys. But, we will no longer require a region score target to maintain your certification. However, a follow-up will be required for low scores. You will still be able to see your score in the Partner Access Online (PAL) tool and achieve the Star of Excellence.
Channel Incentive Programs	Separate incentive programs - Value (VIP), Opportunity (OIP), Solution (SIP), Technology (TIP), Technology Migration Program (TMP)	With our new changes, we introduce a simplified process for deal registration that brings together disparate registration and incentive programs under one umbrella.

Q: Why should I invest in reselling Cisco Powered / Cisco cloud services instead of reselling another vendor's cloud services as hybrid IT in my practice?

A: Customers are looking for enterprise class cloud services for most of their workloads. To address this need, we have established Cisco Powered and Cisco cloud services that are setting the industry standard for these services delivered through our partners. Cisco Powered is our endorsement of these providers' cloud services so that you can offer these services with confidence.

You can achieve faster time-to-value by minimizing technology lifecycle complexity. Reduce cost and risk. Experience assured performance through superior service, security, and 24/7 support. And leverage continuous innovation based on open standards and our extensive R&D investment. The best part is it's never been easier or faster to become a reseller of Cisco and Cisco Powered cloud services today. Over 200 cloud partners have already created 350 services with the ability to offer 3000 deployments worldwide.

Q: I am a Cloud Services provider. How will these changes help me?

A: As a provider you can tap into the large sales force of cloud resellers. As Gold and Premier partners migrate to hybrid IT your customer reach expands and you can get to market faster. In addition, we give incentives to our resellers. In turn, our resellers drive demand for you. By using the Cisco Powered brand your marketing and sales costs go down while your profitability goes up.

Q: How can you help me transition from today's on premises focus to hybrid IT?

A: We have Cisco Powered and Cisco cloud and managed services offerings which are readily available for you to add to your portfolio. We have made substantial investments creating awareness and preference for Cisco Powered services offered by our cloud and managed services providers. Additionally, we are committed to providing enablement to help you migrate your practice, starting with our cloud business transformation playbook.

With the positive reception of last year's Business Transformation Playbook and workshop series, we are adding new content to the portal including three new deep dive modules:

- A general module on cloud related Professional Services
- Two modules targeted directly at IaaS and HCS Cloud services, each with new video-on-demand elements for each of these sessions
- New module on acquisition strategy and best practices coming in May 2014

In addition, you have access to the newly launched Virtual Cloud Connections portal where you can research provider's channel programs and likewise, providers can search for you. Since it's a brand new community, please visit often as membership grows and more providers add program content.

You can access the Business Transformation Playbook, attend a virtual workshop, download all content directly, and enter the Virtual Cloud Connections community by visiting the Partner Business Transformation portal at

<https://businesstransformation.cisco.com>.

Q: How do I get started?

A: There several ways to get started. It all depends if you are a Gold, Premier, Select, or Silver Partner.

Gold Partners

First, work with your partner account manager to evaluate your business and determine what to add to your portfolio based on your business objectives.

Add the four Advanced Architecture specializations, including the mandatory Advanced Enterprise Networks Architecture and Advanced Security Architecture specializations to your portfolio.

Add one [Business Value Practitioner certification](#). To earn a [Business Value Certification](#):

- Take advantage of the rich content and workshops on how to build business competency offered by the [Business Learning Partner](#) materials
- Apply online for the [Business Value Practitioner Certification](#)

Before deciding to be a provider or reseller, do your research. Become familiar with the [Cisco Powered cloud and managed services](#) and Cisco cloud services ([Cisco WebEx®](#), [Cisco Cloud Web Security](#) (ScanSafe), or [Meraki®](#)).

Invest in four Cisco cloud services or [Cisco Powered cloud and/or managed services](#) or partner-created Cisco-based managed service, meeting the minimum requirements for at least one cloud and one managed services.

To become a provider of cloud and managed services (CMSP Partner):

- See if the Cisco Cloud and Managed Services Program (CMSP) fits your business model
- Review the CMSP Program and Cisco Powered Services requirements documentation
- Perform pre-audit validation and preparation activities
- Complete and submit your application using the [Certification and Specialization Application \(CSApp\) tool](#)
- Get audited and approved by a third party firm to become a CMSP Partner and offer Cisco Powered cloud and/or managed services

To resell cloud or managed services, you have two options. You can:

- Go to the [Partner Locator](#) to find a Cisco Powered Cloud and Managed Services Partner. More information can be found on partners in the [Marketplace](#)
- Have a valid contract with a Master- or Advanced-level CMSP partner to resell Cisco Powered services
- Use the [Certification and Specialization Application \(CSApp\) tool](#) to complete the questions on hybrid IT requirements as part of the Gold application and then submit it.

Or, you can:

- Use the [Partner Program Enrollment \(PPE\) tool](#) to complete the standalone Cloud services reseller or managed services reseller application
- Under “Program Name”, select “Cloud Services Reseller” or “Managed Services Reseller” in the drop-down menu
- Complete the forms
- Enter your company information in the “Who is involved” tab. Mandatory fields are indicated by an asterisk (*)
- Click “Continue” and go to the next tab. Enter additional information requested. For Cloud Services Reseller, enter at least one Cloud Provider that you have a contract with and their Cisco Powered cloud services that you plan to resell. Upload a valid contract.
- Review Program Terms and Conditions and click to accept
- Submit application for approval

Premier Partners

First work with your partner account manager to evaluate your business and determine what to add to your portfolio based on your business objectives.

Before deciding to be a provider or reseller, do your research. Become familiar with the [Cisco Powered cloud and managed services](#) and cloud services ([Cisco WebEx](#), [Cisco Cloud Web Security](#) (ScanSafe), or [Meraki](#)).

Invest in one Cisco cloud service or [Cisco Powered cloud or managed service](#) or Cisco based managed service.

To become a provider of cloud and managed services (CMSP Partner), follow the immediately preceding steps listed under “[Gold Partners](#)” outlined in this document.

To resell cloud or managed services, you have two options. Follow the steps listed under “[Gold Partners](#)” outlined in this document.

Select Partners

Work with your partner account manager or distributor to evaluate your business and determine what to add to your portfolio to attain your business objectives.

Silver Partners

Silver Certification will be retired on April 1, 2016. Silver Partners can choose to evaluate business objectives and increase their breadth to become Gold Certified or increase their depth to become Master Specialized. Maintain your Silver Certification with current requirements while you are evolving to Gold or Master during the 24-month transition period.

When expanding your Cisco portfolio:

- Take advantage of the new solution specializations to stand out from your competitors
- Become a Master Specialized partner of your expertise to grow your business

- Make the Cisco Partner Ecosystem work for you by connecting with new partners through the Partner Locator and Marketplace. Also check out the solution catalog and portfolio to evaluate your business needs.

Q. What is a partner-created Cisco-based managed service?

A. A managed service specifically designed by a partner for a single customer, which is:

- An offer where the key feature or service is provided on Cisco device(s) or a network-based service is built on Cisco infrastructure
- A service that includes the proactive monitoring or management of Cisco equipment owned or leased by the customer (Cisco endpoints or customer premises equipment)

Q. What is a Business Value Practitioner?

A. Business Value Practitioner is our highest level of transformative business value career certification. It's designed to help you engage in higher-value, structured, business-relevant conversations with your customers. Training and certifications will cover topics such as:

- Identifying and engaging with the right stakeholders
- Understanding your customer's business strategy and priorities
- Strategic questioning to discover a customer's pain points and opportunities
- Defining how Cisco architectures, Smart Solutions, and services can deliver business-relevant results
- Creating a business case, with a portrait of benefits, investments, costs, and risks

Q. Am I required to have a Business Value Practitioner on staff?

A: We now require Gold Partners to have a certified [Business Value Practitioner](#) on staff. The first step is a prerequisite workshop, the Business Value Specialist workshop (available now). Take advantage of a new [Business Transformation Certification Enablement offer](#) in which qualifying channel partners can use learning credits toward three new certifications: Cisco Transformative Architecture Specialist, Cisco Business Value Specialist, and Cisco Certified Business Value Practitioner.

Q: Will I continue to receive plaques as part of the recognition process?

A: We know you love the plaques. We do too. But we want to meet eco-friendly standards, consider web trends, and meet the unique requirements of each level of the Channel Partner Program. Physical plaques are no longer ideal. A new recognition process will take place within the next 16 - 24 months. In the short term, plaques will be available to those that are eligible. Watch for more information on digital badging and other marketing material that will help you showcase your success.

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Certifications

Q: When do I need to renew my certification based on these new requirements?

A: The new rules will be phased in as new specializations become available later in 2014, however the full transition will take 16 – 24 months for most partners, beginning April 1, 2014.

Q: What certification levels are available under the new program?

A: Gold, Premier, and Select.

Q: Why is Cisco retiring Silver Certification?

A: The market is changing. Our customers are making different purchasing decisions, and they have different consumption models. They demand choice, in a time when solutions are more complex and delivery models are evolving. In fact, our data shows that many of our Silver partners are already moving to Gold Certification or Master Specialization. Silver partners that want to go broader can move to Gold Certification. And we are also encouraging partners that want to stay focused on one or two architectures to pursue Master Specialization.

In light of these trends, and our partners' request to simplify the overall certification structure, we are retiring the Silver Certification. Over the next 24 months, we will continue to work with our Silver Partners to help them take the next step towards Gold or Master based on their unique business needs.

Q: What are the new program requirements?

A: Each program has a set of unique requirements and performance standards that you must meet in order to achieve Cisco certification. These requirements are validated by a third party auditing firm. You can review specific program requirements on the [certification pages](#).

Changes to Gold Certification

Be recognized for having Cisco's broadest range of expertise. Earn the highest rewards, connect with more partners, and open conversations with new lines of business.

We're adding business expertise and hybrid IT to the architectures you sell today. Now, you can either provide or resell cloud and managed services in addition to on-premises solutions. And you can capture new and recurring revenue with professional and support services.

You will need four [Cisco advanced architecture specializations](#) including:

- Advanced Enterprise Networks Architecture and Advanced Security Architecture (mandatory)
- Any two specializations from the Collaboration or Data Center programs or the Advanced IP Next-Generation Network Architecture (IP NGN) Specialization

You will also need four Cisco cloud and managed service offers to include:

- At least one [Cisco Powered cloud service](#), or
- One Cisco cloud service such as [Cisco WebEx](#), [Cisco Cloud Web Security](#)

(ScanSafe), or [Meraki](#), and

- At least one [Cisco Powered managed service](#), or
- One of any partner-created managed service based on Cisco technology, defined as:
 - An offer where the key feature or service is provided on Cisco device(s) or a network-based service is built on Cisco infrastructure
 - A service that includes the proactive monitoring or management of Cisco equipment owned or leased by the customer (Cisco endpoints or customer premises equipment)

You must have at least one [Cisco Business Value Practitioner](#) certification.

You will need a minimum of 30 CSAT surveys without needing to meet a region score target. Of course, a follow-up will be required for low scores.

Partners will have a transition period of 16 to 24 months, beginning April 1, 2014.

Changes to Premier Certification

Now you have more choices to become Premier. Reach a larger market and get recurring revenue. Stand out from your competitors and get recognized for cloud and managed services.

We're adding hybrid IT. So you can provide or resell cloud and managed services in addition to on-premises solutions.

You'll need either a [Cisco Express Collaboration or Express Foundation Specialization](#) or any [Cisco advanced specialization](#). And you'll also need at least one Cisco cloud or managed service offer such as:

- [Cisco Powered cloud service](#) such as infrastructure as a service, desktop as a service, disaster recovery as a service, telepresence as a service, Hosted Collaboration Solution (HCS), or HCS for Contact Center, or
- Cisco cloud service offer such as [Cisco WebEx](#), [Cisco Cloud Web Security](#) (ScanSafe), or [Meraki](#), or
- [Cisco Powered managed service](#), or
- One of any partner-created managed service based on Cisco technology

You will need a minimum of ten CSAT surveys without needing to meet a region score target. A follow-up will be required for low scores.

Partners will have a transition period of 16 to 24 months, beginning April 1, 2014.

Changes to Select Certification

Now you can become Select Certified with any Express (or higher) specialization. Examples of these could include [Express Collaboration Specialization](#), [Express Foundation Specialization](#), or any of the [Express Security Specializations](#). You can still use the [SMB Specialization](#) as well.

Partners will have a transition period of 16 to 24 months, beginning April 1, 2014.

Q: With all these changes, what is the value for me as a Gold Partner?

A: Our Gold partners are recognized and rewarded for having the broadest range of expertise. As you invest in yourself, we increase our investment in you. The value of being a Gold partner includes:

- Profitability. As a Gold partner you are on the path to:
 - Grow your profits by offering or reselling Cisco cloud or Cisco Powered cloud and managed services
 - Get new and recurring revenue with professional and Partner Support Service
 - Have access to the broadest opportunity to maximize VIP and VIP Gold bonus across architectures
 - Get the highest up front discounts on hybrid IT and architectures
- “Partner of the Future” You will be able to:
 - Initiate new Lines of Business conversations with your Business Value Practitioner Certificate
 - Provide hybrid IT and cloud solutions
 - Tap into the connected partner ecosystem to deliver solutions that result in business outcomes
- Recognition. Because you’ve earned it:
 - Cisco sales teams know and recognize the value of a Gold partner.
 - Your customers will feel confident in you. Gold means quality
 - You have the expertise to deliver architectures, solutions, hybrid IT, and services
 - Showcase this highest level of brand and badging
- Dedicated support. You can expect:
 - Dedicated go-to-market, technical, marketing and enablement support
 - The highest level [branding](#) and recognition in [marketplace](#) and the [Cisco Partner Locator](#) tool
 - To combine your own expertise with Cisco’s extended knowledge base and smart capabilities

Q: What are the changes to the CSAT requirements?

A: Beginning August 2014, we will continue to ask for a minimum number of surveys (30 for Gold Partners and 10 for Premier). But, we will no longer require a region score target to maintain your certification. However, a follow-up will be required for low scores. For existing partners, this will become effective upon your recertification. You will still be able to see your score in the [Partner Access Online](#) (PAL) tool and achieve the Star of Excellence.

Q: I am a Silver Partner in the Cisco Services Partner Program (CSPP). What are my options?

A: Work with your partner account manager (PAM) or partner services development manager (PSDM) to decide what makes sense for your business. If you want to increase the breadth of your portfolio then become Gold certified.

Q: I am a Silver Partner outside the United States and Canada in the CSPP and want to retain my Partner Support Service eligibility. What are my options?

A: We will assist Silver Partners who are migrating to Gold during the defined timeframe. Speak with your PSDM to help you with this process.

Q: I am a Premier Partner with exception approval in CSPP for Partner Support Service for 12 months. What happens to my status now that Silver is retiring?

A: Some Premier Partners in a few emerging countries were given 12 months from the point of CSPP transition to reach Silver status. If you have reached Silver during the timeframe provided by CSPP, we will support your continued efforts to reach Gold by the retirement date of the Silver certification level. If you did not reach Silver by the time period provided in the CSPP exception, prevailing rules of the CSPP Premier Exception process will prevail. We continuously evaluate our CSPP criteria to ensure we have the appropriate alignment of our program requirements to Cisco certifications and specializations.

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Specializations

Q: How is the specialization portfolio evolving?

A: We are expanding the specialization portfolio to recognize your expertise in more ways:

- Include more choice in how you achieve a Specialization and
- Reduce redundancy through a core and elective model and modular design.

We are also putting more emphasis on sales enablement within our specializations. Now you can choose the specializations that more closely align to your business strategy. The enhanced specialization portfolio includes:

- New solution specializations for FlexPod, Desktop Virtualization, Vblock Infrastructure Packages and VSPEX, and Enterprise Mobility
- New Internet of Things (IoT) Specialization
- Advanced architecture and technology specializations, including Advanced [Security Architecture Specialization](#) and Advanced Enterprise Networks Architecture Specialization
- Two Master specializations: Master Enterprise Networks and Master Service Provider Technology.

Q. When will the Specialization changes occur?

A: **May 1, 2014:** Solution specialization requirements published

May 1, 2014: Advanced Enterprise Networks Architecture Specialization requirements published

June 1, 2014: Advanced Security Architecture Specialization requirements published

September, 2014: The Advanced Security Architecture and Advanced Enterprise Networks Architecture Specialization courses, exams, and tools will become available

Later in 2014: Master Enterprise Networks announced

July 1, 2014: Applications for the Advanced Borderless Networks Architecture Specialization will no longer be accepted.

Q. When will Learning Partners begin to offer the training courses related to the new Specializations?

A. Learning Partners will make the training courses available upon launch of each new specialization later in 2014.

Q: What is Master Specialization?

A: [Master Specialization](#) means you have the deepest level of expertise in Cisco technologies, architectures, and solutions. For example, partners that earn Master Unified Communications, Master Security, and Master Cloud Builder Specializations are the experts in collaboration, security, and data center infrastructure.

Q: What is changing in Master Specialization?

A: We are adding two new specializations to the portfolio – Master Enterprise Networks and Master Service Provider Technology. You can enjoy higher-level of incentive rewards too. Use your Master brand and badge and take advantage of a dedicated marketing campaign designed just for you.

Q. What is Cisco doing to promote Master Specialization?

A. We are making significant investment to build awareness for the Master Specialization brand including:

- Educating the Cisco sales team on the importance and benefit our Master Specialized partners
- Creating awareness and recognition of the Master brand – to and through partners – to customers using our Learning Center, advertising, and social media marketing campaigns
- Continuing global momentum through 2015 and beyond to our sales team, partners, and customers

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Other Announcements

Q: Are there changes to the Channel Incentive program?

A: Yes, we are simplifying the deal registration programs. A new quoting experience through a single deal registration process will be made available. This rewards partners for multiple behaviors such as hunting, teaming, solutions led selling, new accounts, assessments, and migration.

Q: Are there any changes to Solution Incentive Program (SIP)?

A: We are expanding our offerings to include a more simplified and enriched portfolio of solutions. We will be offering an increased SIP plus for two to four additional points for solutions with a specialization. Look for more details later in 2014.

Q: How will the new program changes affect my participation in the incentive programs (for example, Value Incentive Program (VIP))?

A: Incentives and rewards will continue to be based on the investment.

Q: What are the changes in the Global and Multinational designation?

A: As the world gets flatter, you need to support your customers beyond your borders. So, we redesigned our programs that make it more flexible for your global and regional business expansion. You can leverage your host country capabilities and follow your customers in remote countries where they have a legal entity.

Multinational partners must hold the following certifications in each one of the three Cisco geographies – Americas, Europe, and Asia Pacific. Each geography hosts two regions. A partner can attain multinational status by meeting requirements within one or more regions which can be either in the same geography or different geographies.

Global and Multinational enhancements:

- Multinational – 2 Gold, 3 Premier
 - Reduced from 3 Gold and 3 Silver
- Global – 6 Gold, 9 Premier
 - Reduced from 9 Gold and 9 Silver

GPN enhancements:

- Opened up to all accounts, instead of just the top 3000
- New simplified deal registration process
- Go live on August 1, 2014

Q: Are there any changes to the Global Partner Network (GPN) program?

A: We've expanded agent eligibility for Cisco Global and Cisco Multinational designated partners within the Global Partner Network. Now, if you have a Cisco Registered Partner in your branch location you can participate in the GPN program. And we've simplified the process to enroll multiple locations. So now you can enroll all eligible branch locations with a single Cisco.com (CCO) ID through a central system. This means you no longer have to enroll locations on a per-country basis. Finally, we are expanding customer account eligibility from the top 3,000 to all accounts.

Q: Is the Cloud and Managed Services Program (CMSP) going to be discontinued?

A: No. CMSP will continue to be a program for Cisco partners who intend to

provide Cisco Powered cloud and/or managed services.

Q: I am a Resale Partner. Do I have to become a CMSP Partner to meet requirements to resell our hybrid IT solutions?

A: No. We want to help you build competencies so you can support customers' hybrid IT environments. You still have to meet Gold or Premier Certification requirements.

You can meet Hybrid IT requirements by:

- Offering Cisco Cloud ([Cisco WebEx](#), [Meraki](#), [Cisco Cloud Web Security \(ScanSafe\)](#) or [Cisco Powered Cloud or Managed Services](#))
- Reselling another provider's Cisco or Cisco Powered Cloud or Managed Services
- Offering Cisco based managed services, defined as:
 - An offer where the key feature or service is provided on Cisco device(s) or a network-based service is built on Cisco infrastructure
 - A service that includes the proactive monitoring or management of Cisco equipment owned or leased by the customer (Cisco endpoints or customer premises equipment).

Q: Do I receive additional designation from CMSP as a result of meeting hybrid IT requirements?

A: No, you only receive the Gold or Premier certification that you are pursuing.

Q: What is the Cloud Aggregator announcement?

A: Customers now seek new ways to acquire multiple cloud services from a single aggregation point rather than purchasing them from many discreet cloud providers. We recognize the market changes and we are making enhancements to our cloud partner strategy by introducing a new "Cloud Aggregator" role that simplifies the cloud experience. As a track within [CMSP](#), the new Cloud Aggregator role can enable you to offer cost-effective [Cisco Powered cloud services](#) to your customers with a single contract and discount structures that take advantage of economies of scale and support. This helps accelerate and elevate your role to capture new revenue from the cloud market opportunity.

Q. Where can I go to learn more about the Channel Partner Program evolution?

A. Please visit the Cisco Partner Ecosystem page:

www.cisco.com/go/partnerecosystem.

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Channel Partner Program

Q&A



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