

Why to Buy from the Cisco Authorised Channel?

Network integrity begins with the source. Cisco Brand Protection EMEA

Dear Customer,

Thank you for considering Cisco networking equipment.

In order to purchase Cisco equipment, which is Authentic, New, Authorised in your name with Guarantee and Support by Cisco, and accompanied by valid License to use Cisco Software we are recommending you to proceed as follows:

- Ask the supplier to confirm in writing that the supplied Cisco networking equipment is reported back to Cisco as sold to you, the end user
- Ask the supplier to provide you with Cisco Manufacturing Authorisation Form
- Verify with Cisco Brand Protection the Serial Numbers of the Cisco equipment on offer, before accepting the goods and paying the purchasing price
- Include the Brand Protection Clause in your purchasing terms and conditions

For any questions or comments, please refer to <u>brandprotection@cisco.com</u> or visit our website www.cisco.com/go/brand-protection

To check Cisco partnership status of your reseller, please refer to www.cisco.com/go/partnerlocator or contact Cisco Brand Protection team.

We look forward to supporting you.

Yours Sincerely,

Cisco Brand Protection EMEA

Brand Protection Clause may be included in your purchasing terms and conditions:

The supplier guarantees that the supplied networking equipment:

- Comes from the authorised channel of the producer
- Is eligible for producer's guarantee
- Is eligible for producers' support and service in accordance with producer policies
- Is accompanied by valid software license
- Is reported back to producer as sold to the customer

Do you already have Cisco equipment on premise?

We can perform a complimentary health check on your network. This simple process starts with a list of serial numbers of your installed Cisco equipment.