



Distributor Facilitated Registration



12/4/2009

What is Distributor Facilitated Registration (DFR)?



DFR is an online tool that will enable you to help Partners register with Cisco

- You start the Partner's registration by collecting and submitting their company information
- Partners complete the registration by logging into the Partner Registration tool and signing the Indirect Channel Partner Agreement (ICPA)

Why Use DFR?



As business continues to grow, there are many Partners you work with that are not registered with Cisco

- DFR will help increase Partner registration rates by providing another convenient option for Partners to register with Cisco
- DFR provides another opportunity for you to establish a long-term relationship with your Partners

Why Use DFR?

Benefits

- You can use DFR to:
 - Search for existing Partners
 - Register new Partners
 - Send emails to multiple Partners on a contact list
 - Track and manage Partner registration requests
 - Send email reminders for pending registrations
- The Partner registration process is shortened and streamlined
 - Partners receive an email inviting them to complete the registration by signing the ICPA
- It's that simple

How Does it Work?



Through a simple, easy-to-use online interface, DFR steps you through the process of registering a Partner with Cisco

Automated emails are sent to the Partner, clearly communicating the steps for signing the ICPA and completing the registration

How Does it Work?

At a Glance

Task to Complete	Steps to Complete Task
Login to DFR tool	Navigate to http://tools.cisco.com/WWChannels/IPA/dfrLogin.do 1. Enter your CCOID and password 2. Choose "Continue"
Communicate the benefits of Partner registration	1. Scroll down the home page 2. Partner benefits are listed on the page 3. The benefits can also be downloaded as a PDF by selecting the "Partner Registration Benefits" link
Check to see if a Partner is already registered with Cisco	1. Scroll down the home page 2. Choose "Search for Existing Partners" 3. Enter "Company Name" and "Country" information 4. Choose "Search" 5. If the company is listed in the search results table, the Partner is already registered. If the listings do not match the company information, the Partner is not yet registered with Cisco
Register a Partner	1. Select "Registration" link in the page copy or choose the "Begin Registration" tab 2. Enter the requested information and choose "Submit" 3. The registration process has been started and an email has been sent to the Partner
Inform a Partner of what actions they need to take	1. Partner will receive an email informing them that the registration has been started. The email will be customized depending on whether the Partner already has a Cisco.com user ID 2. Partner follows the instructions in the email to complete the registration by logging into the Partner Registration tool 3. After logging into the registration tool, the Partner can choose which invite to accept and then can proceed to sign the Indirect Channel Partner Agreement (ICPA)
View the status of my registrations	1. Choose the "My Registrations" tab 2. Activate the drop down menu to view the following information: Pending, Denied or Confirmed requests
Send email reminders for pending registration requests	1. Choose the "My Registrations" tab 2. Select "Pending Requests" from the drop down menu 3. Choose "Send Reminder" 4. Reminder email is sent to the Partner
Invite Partners to register from my contact list	1. Choose the "Invite" tab 2. Choose "Browse" to locate your contact list 3. Choose "Upload" 4. Contact list is upload and Partners are notified of the invitation to register

How Does it Work?

DFR Home Page

The screenshot shows the Cisco Partner Central DFR Home Page. At the top, there is a navigation bar with links for Solutions, Products & Services, Ordering, Support, Training & Events, and Partner Central. A search bar is located in the top right corner. The main content area is titled "Distributor Facilitated Registration" and includes a "Welcome: Sonia Silva" message. Below this, there are several tabs: "Home", "Begin a Registration", "My Registrations", and "Invite". A "Change Language" button is also visible. The page contains sections for "How to Register a Partner" with "Quick Steps to Registered Partner Status", "Communicate the Benefits of a Cisco Partnership to Your Partners" with a PDF link for "Partner Registration Benefits", and a "Search For Existing Partners" button. A right-hand sidebar lists "Related Tools" such as Partner Education Connection, Steps To Success, Get Help from the Partner Relationship Team, and various programs like Specialization Program, Channel Incentive Programs, and Value Incentive Programs. A "Support" section includes links for FAQs and the Partner Support Team.

Callout Boxes:

- Change language:** Points to the "Change Language" button.
- My Registrations tab:** Use this tab to view the status of submitted registrations. Points to the "My Registrations" tab.
- Begin a Registration tab:** Use this tab to start a Partner's registration. Points to the "Begin a Registration" tab.
- Invite tab:** Use this tab to send registration invites to Partners. Points to the "Invite" tab.
- Help and support content:** Points to the "Support" section in the sidebar.
- Instructions on how to use the site:** Points to the "Quick Steps to Registered Partner Status" section.
- Overview of Partner registration benefits:** Points to the "Communicate the Benefits of a Cisco Partnership to Your Partners" section.
- Search for an existing Partner:** Points to the "Search For Existing Partners" button.

How Does it Work?

Search for Existing Partners

- Use this screen to determine if a Partner is already registered with Cisco

The screenshot displays the 'How to Register a Partner' page with a 'Search Requests' modal window open. The modal contains the following elements:

- Search Requests** (modal title)
- To start your search, select a country and enter all or part of a company name below.**
- * Required Fields.**
- Company Name *** (text input field) and **Exact Match** (dropdown menu)
- Country *** (dropdown menu with 'Select One' selected)
- Search** and **Clear** buttons

A yellow callout bubble points to the 'Company Name' field with the text: 'Enter the Partner's company information to start the search'.

The background page includes a 'Support' menu with links for 'FAQs' and 'Partner Support Team', and a 'Search For Existing Partners' button at the bottom.

How Does it Work?

Search Results – Company Match Found

- If a match is found, this page will display a list of companies that closely match the entered search criteria. If the Partner's company is included in the list, they are already a Cisco registered Partner and no further action needs to be taken

The screenshot shows the Cisco Partner Central interface. At the top, there is a navigation bar with the Cisco logo, a search bar, and links for 'Worldwide [change]', 'Welcome', 'Register', 'Profile', and 'About Cisco'. Below the navigation bar, there are tabs for 'Solutions', 'Products & Services', 'Ordering', 'Support', 'Training & Events', and 'Partner Central'. The main content area is titled 'Partner Central' and 'Distributor Facilitated Registration'. There are buttons for 'Home', 'Begin a Registration', 'My Registrations', and 'Invite'. A 'Search Results' section displays a table with the following data:

Partner Name	Partner Country	Status	HQ Address	Qualifications
IBM Storage Systems	UNITED STATES	Registered		
IBM_update@i	UNITED STATES	Registered	CASCADE NATURAL GAS CORP,6313 KITSAP WAY,BREMERTON,WASHINGTON,UNITED STATES,98312	
IBM	UNITED STATES	Registered	IBM GLOBAL SERVICES UNITED STATES,Culver Road, Building 1,DAYTON,NEW JERSEY,UNITED STATES,08810	GOLD, ATP-TLP, ATP-TLP-G, REGISTERED, DCSN, ASEC, AUC

Below the table, it says 'Showing 1 - 3 of 3' and has navigation links for '< Prev', '1', and 'Next >'. There is a 'Search Again' button. On the right side, there are sections for 'Related Tools' (Partner Education Connection, Steps To Success, Get Help from the Partner Relationship Team) and 'Related Links' (Channel Partner Program, Certification Program, Specialization Program, Channel Incentive Programs, Value Incentive Program). There is also a 'Support' section with links for 'FAQs' and 'Partner Support Team'. At the bottom, there are links for 'Contacts & Feedback', 'Help', and 'Site Map'.

How Does it Work?

Search Results – Company Match Not Found

- If no matches are found, you can register the Partner by selecting the “Begin a Registration” tab

The screenshot shows the Cisco Partner Central interface. At the top, there is a navigation bar with the Cisco logo, a search bar, and links for 'Worldwide [change]', 'Welcome, | Register | Profile | About Cisco'. Below the navigation bar, there are tabs for 'Solutions', 'Products & Services', 'Ordering', 'Support', 'Training & Events', and 'Partner Central'. The 'Partner Central' tab is selected, and the page title is 'Distributor Facilitated Registration'. Below the title, there are tabs for 'Home', 'Begin a Registration', 'My Registrations', and 'Invite'. The 'Begin a Registration' tab is highlighted. The main content area shows a search results table with columns for 'Partner Name', 'Partner Country', 'Status', 'HQ Address', and 'Qualifications'. The table is empty, and the text 'No Records Found' is displayed in red. Below the table, there is a 'Search Again' button. On the right side, there are sections for 'Related Tools', 'Related Links', and 'Support'. The footer contains links for 'Contacts & Feedback | Help | Site Map' and copyright information: '© 1992-2009 Cisco Systems Inc. All rights reserved. Terms & Conditions | Privacy Statement | Cookie Policy | Trademarks of Cisco Systems Inc.'

How Does it Work?

Begin a Registration

- Enter the requested information and choose “Submit” to complete the registration

The screenshot shows the 'Distributor Facilitated Registration' page in Cisco Partner Central. The page includes a navigation bar with 'Solutions', 'Products & Services', 'Ordering', 'Support', 'Training & Events', and 'Partner Central'. Below the navigation bar, there are tabs for 'Home', 'Begin a Registration', 'My Registrations', and 'Invite'. A 'Submit' button is located at the bottom right of the form.

Two yellow callout boxes highlight specific fields:

- The first callout points to the 'Partner account number' field in the 'Distributor Information' section, with the text: "Enter the Partner's account number that the Partner has with the Distributor".
- The second callout points to the 'Partner Name' field in the 'Business Information' section, with the text: "Enter the Partner's information".

The form sections include:

- Contact Information:** E-mail, Cisco.com User ID.
- Distributor Information:** Partner account number (Reseller Account No. for Partner).
- Business Information:** Partner Name, Address 1, Address 2, Address 3, City, Country, State/Province, Postal Code.
- Other Information:** Web Address, Description, Company E-mail Domain Name, Federal Tax Number, VATIN Number.
- Cisco Channel Subscriptions:** A checkbox for 'Subscribe to Channel Partner Newsletter'.

How Does it Work?

Registration Confirmation

The screenshot shows the Cisco Partner Central website interface. At the top left is the Cisco logo. To the right, there is a navigation bar with links for "Worldwide [change]", "Welcome, Sonia Silva", "Register", "Profile", and "About Cisco". A search bar with a "Go" button is also present. Below the navigation bar is a horizontal menu with tabs for "Solutions", "Products & Services", "Ordering", "Support", "Training & Events", and "Partner Central". The main content area is titled "Partner Central" and "Distributor Facilitated Registration". A navigation bar below the title contains buttons for "Home", "Begin a Registration", "My Registrations", and "Invite". A green confirmation message states: "You have successfully begun the Partner's registration and your part in the process is now complete." Below this message, a paragraph explains that an email has been sent to the Partner with instructions on how to finish the registration, including logging into the Partner Registration tool and signing the Indirect Channel Partner Agreement (ICPA). A button labeled "Invite Another Partner" is located below the paragraph. On the right side of the page, there are two sections: "Related Tools" with links for "Partner Education Connection", "Steps To Success", "Get Help from the Partner Relationship Team", and "Related Links" with links for "Channel Partner Program", "Certification Program", "Specialization Program", "Channel Incentive Programs", and "Value Incentive Program". A "Support" section at the bottom right contains links for "FAQs" and "Partner Support Team". At the very bottom of the page, there is a footer with links for "Contacts & Feedback | Help | Site Map" and copyright information: "© 1992-2009 Cisco Systems Inc. All rights reserved. Terms & Conditions | Privacy Statement | Cookie Policy | Trademarks of Cisco Systems Inc."

How Does it Work?

Partner Actions

- Once you have submitted the registration form in DFR, the Partner will receive an email outlining the steps they need to take to complete the registration

Mail Subject: Cisco.com Registration: Action Required

Mail Body:

Dear Partner,

[DISTRIBUTOR_NAME] has begun the process for you to become a registered Cisco Partner. As a Partner, you'll join an award-winning program offering solutions, training, tools and support to help satisfy your customers and set your company apart from the competition. You can start taking advantage of this program by finalizing your registration. It will only take a few minutes and this email contains all the instructions you need.

You may want to print these instructions so that you can refer to them while completing your registration

How to Complete Your Registration:

1. Follow this link to the Partner Registration tool and log in using your CCO ID – [REG_LINK].
2. Confirm your information shown in Partner Registration and then choose "Continue".
3. Review and sign the Indirect Channel Partner Agreement (ICPA).

Once you have signed the ICPA, your registration will be complete and you'll be a registered Cisco Channel Partner.

You must have a CCO id in order to proceed. If you do not have one click here ([CCO_URL]) and complete the registration. You must use this [EMAIL_ID]. Note: This is the email address that you provided to the distributor.

Thank you,

Cisco Partner Program

For any support related issues, email support-cisco@cisco.com


How Does it Work?

Partner Actions

- Partner logs into the Partner Registration tool

Partner Registration Log In

Let's Get Started.



To register or to renew your existing registration, you must have a [Cisco.com User ID](#) and password.

Have a [Cisco.com User ID](#)? Log in here:

Username:

Password:


[Forgot your password?](#)

Choose the country of registration:

▼

What do you want to do:

- Register my company
- Renew my registration
- Register another office location in the country in which your company is already registered



Don't have a Cisco.com User ID?

Your Cisco.com User ID is your key for accessing any Partner tools and applications, including Partner Registration. [Get your ID here.](#)

How Does it Work?

Partner Actions

- Partner chooses which invite to accept, if invites have been received from multiple Distributors

Worldwide [change] Welcome, **matthew abernathy** | Register | Profile | About Cisco

Search [Go]

Solutions Products & Services Ordering Support Training & Events Partner Central

Partner Central
Partner Registration

Get Going.
Start Your Registration Here.

Start by identifying your level of engagement with Cisco and qualifying your role as an authorized signatory for your company.

2. Confirm 3. Agree 4. Launch

Choose Language

Registration Coach
Checklist
FAQs: Start Tab
User Guide
Partner Support Team

Agreement (PDF)

I certify that I am an [authorized signatory](#) for my company.

My Company intends to: (check all that apply)

Resell Cisco Products? Yes No

Provide related support or professional services (i.e. plan, design, implement, operate)? Yes No

Below are the list of requests initiated by distributor. Please select one of the following

	Company Name
<input type="radio"/>	INGRAM MICRO ASIA LTD
<input type="radio"/>	TORNADO SYSTEMS
<input type="radio"/>	INGRAM MICRO MEXICO, S.A. DE C.V.
<input checked="" type="radio"/>	None

Continue Save for later

Check to certify signatory authorization

Distributor invites

How Does it Work?

Partner Actions


- Partner verifies their information

Business Information

HQ Phone Number*

Partner Legal Name*

(This name uniquely identifies your company in Cisco Tools like Partner Locator.)

 Please review your entry carefully before proceeding.
Misspelled names may take up to three business days to correct.

Address 1*

Address 2

Address 3

City*

Country*

State/Province*

Postal Code*

Other Information About Your Company

Complete the information below so that end customers can find your company using the Cisco Partner Locator Tool

Web Address

Description

Company E-mail Domain Name (e.g. Cisco.com)

Providing a VAT Identification Number or Federal Tax ID will allow Cisco to approve your application faster.

VAT Identification Number

Federal Tax ID

Cisco Communications

Occasionally Cisco communicates information about products, policies, services and/or support that may be relevant to you. This may include new product information, policy changes, special offers, or possibly an invitation to participate in market research.

Subscribe to the Cisco Channels Intelligence Newsletter Yes No

How Does it Work?

Partner Actions

- Partner accepts the Indirect Channel Partner Agreement (ICPA)

Authorize the Partnership.
Seal the Deal.

Review and agree to the Indirect Channel Partner Agreement (ICPA)

1. Start 2. Confirm 3. Agree 4. Launch

You must have authority to sign legally binding documents for your company. If you are not sure if you have this authority, check with your manager. Without signature authority, you cannot register your company as a Cisco partner.

Please review and agree to the terms and conditions of the Indirect Channel Partner Agreement (ICPA). Read the agreement or download the PDF. After your review, please select "I agree to these terms and conditions". You may print the agreement by downloading the PDF.

Download the ICPA as a PDF [here](#) Download Acrobat Reader [here](#)

Registration Coach
Checklist
FAQs: Agree Tab
User Guide
Partner Support Team
Agreement (PDF)
Choose ICPA language
English

Choose to select the ICPA in another language, if available

ICPA displayed is relevant to the Partner's country or theater

Full Name: Test Name

Are/were you a member of the Linksys Partner Connection Program?
 Yes No

I agree to these terms and conditions
 I DO NOT agree to these terms and conditions

Submit Save for later

How Does it Work?

Partner Registration Confirmation

Partner Central
Partner Registration


Welcome to the Team.
Now Get a Head Start

Finish registering and launch the Cisco tools and applications that will assist you in making the most of your partnership with us.

1. Start 2. Confirm 3. Agree 4. Launch

Congratulations, you are now a Cisco Registered Partner. We are looking forward to a long and productive relationship with you. Visit our new Partner Inside Track Page to quickly and easily discover the Cisco Tools and Applications that can help you maximize opportunities.

[New Partner Inside Track](#)



Registration Coach
Checklist
FAQs: Launch Tab
User Guide
Partner Support Team

Agreement (PDF) ▶

How Does it Work?

Partner Completes Registration

- You will receive an email notifying you that your Partner has signed the ICPA

Mail Subject: Pending Request Approved - Track Number [TRACK_NO]

Mail Body:

[PARTNER_NAME] has signed the Indirect Channel Partner Agreement (ICPA) and is now a registered Cisco Channel Partner.

Thank you,
Cisco Partner Program

How Does it Work?

Sending Invitations to Partners

- Invite individual or multiple Partners to register with Cisco by uploading a list of Partner contacts

Worldwide [change] Welcome, Sonia Silva | Register | Profile | About Cisco

Search

Solutions Products & Services Ordering Support Training & Events Partner Central

Partner Central
Distributor Facilitated Registration

Home Begin a Registration My Registrations Invitations

Upload the file

You can upload a contact list of your own. Select "Browse" to find a spreadsheet contact list, once you have selected a contact list choose "Upload".

URL:

To download the template of the invitation, click here

Related Tools

- [Partner Education Connection](#)
- [Steps To Success](#)
- [Get Help from the Partner Relationship Team](#)

Related Links

- [Channel Partner Program](#)
- [Certification Program](#)
- [Specialization Program](#)
- [Channel Incentive Programs](#)
- [Value Incentive Program](#)

Support

- [FAQs](#)
- [Partner Support Team](#)

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How Does it Work?

Sending Invitations to Partners

- Once you have uploaded a file, you will receive an email confirmation

Mail Subject: [DATE] Partner Report through DFR

Mail Body:

Dear Disti [NAME (CCO)],

This email is to inform you that Excel file uploaded by you on [DATE], through DFR for sending out Invites to Register your Partners with Cisco has been processed.

Following are the statistics:

Total Records in the excel: |TOT_REC|

Total pending requests created: |VAL_REC|

Total records failed upload: |FAIL_REC|

The attached excel file report contains exceptions if any. To reupload the file with necessary corrections go to DFR Tool |DFR_LINK|.

If you need Support, please open a case with GSTS and we will address your situation.

<http://tools.cisco.com/elearning/knet/faq/jsp/private/faqcontroller.jsp?action=alliance>

Thank You,
Cisco Partner Support Team.

How Does it Work?

Partner Declines Invitation

- If a Partner declines your invitation, you will receive an email notification

Mail Subject: Pending Request Denied - Track Number [TRACK_NO]

Mail Body:

Dear [DISTI],

We would like to update you on your Invitation request to get Partner [PARTNER_NAME] signed up to the Cisco Partner Program.

[PARTNER_NAME] has declined your invitation. At this time we can't process your request any further based on the outcome. Your request has been withdrawn, if you would need any additional Information. Please feel free to email us at support-cisco@cisco.com.

Thank you,
Cisco Partner Program

How Does it Work?

View the Status of Submitted Registrations

- View the status of all invitations sent and the actions taken on those invitations
- Send up to 3 reminder emails for pending registration invites

Worldwide [change] Welcome, Sonia Silva | Register | Profile | About Cisco

Search [Go]

Solutions Products & Services Ordering Support Training & Events Partner Central

Partner Central
Distributor Facilitated Registrations

Home Begin a Registration My Registrations Invite

Select: Pending Requests [Go]

Pending Requests

Here are the Partner registrations that you have begun and the dates when they were started. Select the "Resend Email" button for any Partners who you want to receive another email encouraging them to register.

Track Number	Email	Company Name	Date Processed	Reminder Email
31	abc@cisco.com	HPM	09/15/2009	Send Reminder3
34	aman@yahoo.com	test user	09/16/2009	Send Reminder1
45	test2@yahoo.com	34526	09/18/2009	All Reminders Sent
47	fsagdsad@	ASASAS	09/18/2009	Send Reminder3
48	12121@gmail.com	abc	09/21/2009	Send Reminder2

Done Local intranet

Related Tools

- [Partner Education Connection](#)
- [Steps To Success](#)
- [Get Help from the Partner Relationship Team](#)

Related Links

- [Channel Partner Program](#)
- [Certification Program](#)
- [Specialization Program](#)
- [Channel Incentive Programs](#)

[Partner Support Team](#)