Are your purchasing decisions placing your customers at risk?

Protecting your business
from unauthorised and counterfeit products

Cisco networks represent the best in quality and reliability, building a solid foundation for your business and ensuring your stake in future growth and prosperity.

Growing a business requires strong foundations that will stand the test of time. The durability and reliability of Cisco's networks can give you the confidence you need to lay down foundations for the future.

Be sure of your supply source

While it might be tempting to buy your network technology from those offering very low prices, if you're putting the very foundations of your business at risk with substandard or counterfeit products, it's simply not worth it. The potential costs to your business from unsupported counterfeit and unauthorised market equipment may far outweigh the initial savings.

Products sourced from outside the authorised Cisco Channels may not be guaranteed by Cisco. These products can pass through many hands before you get them. As a result Cisco cannot offer any assurance as to how these products have been handled, stored or shipped. Such shipments may include second hand, third-party or even counterfeit products. Not only could these products function poorly and jeopardise your network, they may also have invalid warranty and software licences, no support entitlement or falsified configurations.

Counterfeit and substandard, unauthorised market products could cost you far more over time as you may lose financially from:

- reduced productivity and revenue due to network downtime
- loss of data or corporate assets due to security vulnerabilities
- inability to deliver on business commitments
- damage to your reputation
- loss of customer confidence
- the cost of replacement products and support.

"IDC recommends that IT organisations include in their 2008 operating plan the goal of revising and updating the IT procurement policy manual to include a clear, formal directive to avoid the acquisition of bootleg, counterfeit or otherwise dubiously sourced products and software."

Counterfeit Products: Protecting IT Infrastructure Integrity.
August 21, 2007 – IDC Link

What can you do to protect your business?

Ensure that you source your equipment directly from the authorised Cisco Channel. To check the authenticity of your reseller, please refer to **www.cisco.com/go/partnerlocator**

- Ensure your procurement policy includes a clear, formal directive to avoid the acquisition of bootleg, counterfeit and dubiously sourced products and software

- Ask whether the equipment is new, genuine Cisco product and not second hand or pre-owned

- Ask for a guarantee of genuine Cisco components and no third-party or counterfeit substitutions

- Be suspicious of prices that seem too good to be true – they probably are. To purchase Cisco Certified Refurbished Equipment, contact your Account Manager or visit: **http://www.cisco.com/go/remarketing** to obtain more information

- Check that the equipment provided comes with a valid software licence, Cisco warranty and service support

- Be wary of packaging that appears to be substandard, not original or seems to have been previously used or tampered with

- Avoid dealing with any supplier who insists that you: order immediately to beat a price increase; take advantage of a special offer that is about to expire; reserve the last few remaining products in stock; purchase OEM specials

- Resist Internet, email or telemarketing offers that send representatives to pick up your payment in person or demand cash-on-delivery shipment

- Report suspicious activity to your nearest Cisco office or send an email to **brandprotection-apac@cisco.com**

- Include wording such as the following in your Request For Purchase (RFP/RFI) for Cisco networking equipment: *"Vendor warrants that the Cisco products are new and in their original packaging. No substitutions are to be supplied without the Buyer's prior written consent. Vendor certifies that the products are genuine Cisco products, are entitled to a full Cisco warranty and that any related software is licensed originally to the Buyer as the original licensee authorised to use the Cisco software."*

Cisco recommends that you source your Cisco equipment directly from the authorised Cisco Channel. Contact a Cisco Partner at: **www.cisco.com/go/partnerlocator**

Cisco has set up a special Brand Protection unit to help protect your interests and ensure that you are enjoying all the benefits of genuine Cisco equipment. If you suspect that you are being sold suspicious Cisco products, please contact Cisco Brand Protection as a matter of urgency. This can be done by email **brandprotection-apac@cisco.com**

Don't let this happen to you!

A typical case scenario

Assured of authenticity and attracted by a heavily discounted price, one company decided to purchase networking equipment from a reseller who was not authorised by Cisco. Once installed, the company's network began to experience downtime and maintenance issues. Concerned by such poor performance, the Cisco account manager requested the serial numbers of the company's new equipment.

The serial numbers revealed that the Cisco® Catalyst® 6500 switches had been cobbled together using a second-hand chassis from Germany, second-hand Firewall Services Modules, new VPN concentrators from the USA, and a variety of batteries from the USA and Germany. The WICs, GBICs and memory inside the 6500s were third-party products not covered by Cisco's warranty. Both the IOS and firewall software were illegally upgraded.

The company's 'brand new' Catalyst 2950 switches had a similarly international flavour, including products from Asia Pacific that had reached their end of life and were out of warranty, as well as one new 2950 previously belonging to a customer from France. It is not known how the 2950 left the French customer's site. A Cisco 3750 switch from China was also involved, with Cisco records revealing that it was the subject of a dubious support agreement.

Essentially the company was left with potentially illegal or stolen equipment that was mostly out of warranty and unsupported. They also experienced issues with the IOS and firewall software licensing. The company was effectively using Cisco copyright software without a licence.
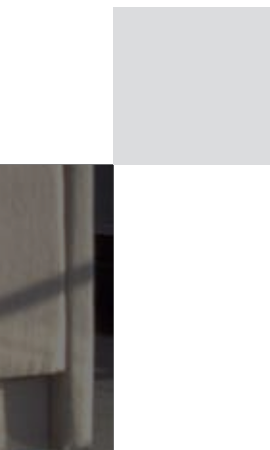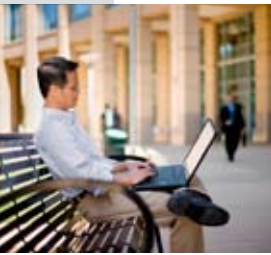
Choose a Cisco partner to add value to your investment in genuine, quality Cisco products

Cisco places a high priority on careful selection and training of its Channel Partners. When you buy through an authorised Cisco partner you're getting a lot more than high-quality products.

All Cisco certified and specialised partners:

- are specialised in one or more networking technologies including security, unified communications, mobility, routing and switching, and others

- have extensive experience to help you build and optimise your network for maximum business value

- are dedicated to a standard of excellence that helps ensure successful deployment

- work to understand your business and your unique requirements

- are established, seasoned business professionals who are trained in the Cisco Lifecycle Services approach

- meet the exacting standards of the world's leading networking company and the industry's leading reseller program

- offer you the broadest range of networking technology skills, lifecycle services capabilities and geographic locations

- employ an average of five Cisco certified experts, each with a total of nearly 700 hours of training

- are rated an average of 4.54 out of 5.00 on independent post-sales customer satisfaction surveys

- can assist in the coordinated sequence of activities required for successful deployment and operation of your networking technologies

Genuine peace of mind

New and authentic Cisco products entitle you to service support, upgrades, replacement guarantees, a valid software licence and full warranty. For details on Cisco warranty, third-party support and software licensing go to **www.cisco.com/go/warranty**

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