



Cisco Managed Services Channel Program Prequalification Worksheet

Master Level

The Cisco® Managed Services Master certification is for partners who sell and deliver Cisco-based managed services through a premium network operations center (NOC) investment and offer enhanced management practices. Cisco Managed Services Master Channel Partners have established managed services ITIL® processes, practices, and tools in place to support Cisco advanced technologies at all phases of the lifecycle—prepare, plan, design, implement, operate, and optimize. Managed Services Master Channel Partners must demonstrate capabilities to support a minimum of 10 referenceable customers.

This document serves as a guideline to the partner considering enrolling in the Managed Services Channel Program at the Master level. The questions provide insight toward eligibility for this program. It is recommended that the partner complete this exercise with a Cisco channel account manager (CAM).

For a complete list of requirements for the Managed Services Master level, please refer to the audit website at www.cisco.com/go/audit.

NOTE: If your computer settings do not allow for interactive fields, please print and fill out.

Partner Information	
Where is your company headquartered?	City: Country:
In how many countries do you have legal registrations to conduct business?	#:
Are you a direct competitor of Cisco or majority owned by a competitor?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, please explain.	
Does your company maintain a current registration to ISO/IEC 27001?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Relationship with Cisco	
Do you currently have a channel relationship with Cisco by way of an executed Systems Integrator (SI) Agreement (or equivalent) or Indirect Channel Partner Agreement (ICPA)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Have you registered each country where you wish to procure products from Cisco? http://www.cisco.com/web/partners/pr11/pr193/index.html	<input type="checkbox"/> Yes <input type="checkbox"/> No
Are you a Cisco Gold, Silver, or Master Specialized Partner?	<input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Master Specialized
Partner Type	
Are you a service provider (SP), systems integrator (SI), or value-added reseller (VAR)?	<input type="checkbox"/> SP <input type="checkbox"/> SI <input type="checkbox"/> VAR <input type="checkbox"/> Other
If other, please specify relationship.	

If you selected "SP" above, please answer the following questions:	
Do you deliver network or "cloud" based managed services, CPE or "premise-based" based managed services, or both?	<input type="checkbox"/> Network based <input type="checkbox"/> Premise based <input type="checkbox"/> Both
If you are a service provider, do you own the network and infrastructure networking equipment over which you deliver network-based services?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is your provider edge (PE) made up primarily of Cisco products (50.1% or greater based on 1:1 PE equipment count)?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Personnel	
Minimum 2 Cisco CCIE® certified associated required (must be regular, full-time employees).	
CCIE #1 Name:	CSCO #:
CCIE #2 Name:	CSCO #:
1 ITIL® Foundation Certified individual (Version 2.0 or later).	
Name:	ITIL® Version #:
Do you have qualified personnel to support all aspects of the different services you offer on a 24-hour basis?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do your SLAs include penalties for missing contractual obligations?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Can you provide evidence of a training program, including training plans defining the required competencies and skill levels for all personnel resolving incidents on Cisco CPE?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Network Operations Center (NOC)	
Do you own a network operations center capable of proactive monitoring, remote configuration, and troubleshooting with 24-hour service availability 365 days a year?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Can you remotely manage the Cisco equipment to support configuration and troubleshooting without onsite intervention?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you have a backup plan in place to ensure continuance of support during outages?	<input type="checkbox"/> Yes <input type="checkbox"/> No
In which country is your primary NOC located, or in which country are you best able to demonstrate adherence to MSCP program guidelines? (Where would you like the audit to occur?)	
Do you have additional NOC, SOC, or Service Desk location(s)?	
Are your network operations supported by laboratory facilities for equipment testing, training of technical support personnel, problem simulation, and resolution for each technology you manage?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you have documented procedures to ensure that all aspects of service operations are managed effectively and within customer expectations?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Can you demonstrate that effective security procedures are in place?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Can you meet all requirements as outlined in the Cisco Channel Program Audit & Policies document for the Managed Services Master level? (Located at www.cisco.com/go/audit)	<input type="checkbox"/> Yes <input type="checkbox"/> No
Managed Services Offerings	
Do you have at least two repeatable Cisco-based managed service offerings?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Can you provide a list of countries where each managed service offering is available to customers?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Can you provide a published marketing service description of each managed service you offer?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Can you provide a minimum of two customer references (per Cisco-based managed service) under contract to validate managed services requirements?	<input type="checkbox"/> Yes <input type="checkbox"/> No
For each managed service you offer, can you demonstrate your ability to sell the solution to a customer, including the business value of the managed service based on Cisco technology, and technical knowledge of the Cisco solutions being sold?	<input type="checkbox"/> Yes <input type="checkbox"/> No
<i>The following services will be referenced throughout the onsite audit. These services are mandatory for this certification level and are separate from the services for which you may be applying for a Cisco Powered designation and which you have the option to add in the online application. You may, however, reference the same services for which you will be applying for a Cisco Powered designation.</i>	
Service Offering #1	
Please provide the name you market this service under:	
Please provide the primary technology or technologies this service is based upon. (For example, security, routing and switching, unified communications, TelePresence, data center, wireless/mobility, or a combination.)	

Service Offering #2	
Please provide the name you market this service under:	
Please provide the primary technology or technologies this service is based upon. (For example, security, routing and switching, unified communications, TelePresence, data center, wireless/mobility, or a combination.)	
Additional Service Offerings	
Please list any additional services offered:	
White Label/Subcontracting	
Do you sell managed services to other companies to package and sell as their own? (In other words, are you a white-label producer?)	<input type="checkbox"/> Yes <input type="checkbox"/> No
Would you like to be recognized for your white-label capabilities? This will require that you meet the additional set of requirements outlined in the audit document's "White Label" section.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Please name the third-party company or companies you sell to:	
Do you subcontract elements of your managed services operations to third parties?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Have you read the Third-Party Contracting Policy outlining which elements are acceptable to meet MSCP program requirements?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Can you demonstrate the contractual relationship you have with the subcontractor(s) to deploy your managed services?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Point-of-Sale Data Requirements	
Providing end-customer point-of-sale (POS) data is a requirement of this program for partners seeking to receive MSCP discounts. Are you able to provide POS data on a monthly basis for each country where managed services are sold, for all orders that do not contain end-user information at the time of the order?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Required Documentation	
Partner is required to upload 2 customer SLAs showing proof of the following requirements:	<input type="checkbox"/> Signed by a customer <input type="checkbox"/> Terms of more than a year <input type="checkbox"/> SLA describes service obligations
Partner is required to upload the Managed Services Master Customer Reference Template found at www.cisco.com/go/msmaster	<input type="checkbox"/>
Partner is required to upload the ITIL® certificate for the qualifying individual.	<input type="checkbox"/>
Partner is required to upload the contract held with the white label marketer if performing this function.	<input type="checkbox"/>
Partner is required to sign the Program Terms and Conditions.	<input type="checkbox"/>
Partner is required to sign the "White Label Policies" if offering white-label services.	<input type="checkbox"/>
Contact Information	
Please enter your company's contact name, phone, and email address.	
Contact name:	
Contact email:	
Contact phone:	
Marketing contact name:	
Marketing contact email:	
Cisco channel account manager (CAM) name:	
Cisco CAM email:	
Cisco systems engineer (SE) name:	
Cisco SE email:	