



# 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 [brandprotection@cisco.com](mailto:brandprotection@cisco.com) or visit our website [www.cisco.com/go/brand-protection](http://www.cisco.com/go/brand-protection)

To check Cisco partnership status of your reseller, please refer to [www.cisco.com/go/partnerlocator](http://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's policies
- Is accompanied by valid software license
- Is compliant with European rules on parallel trade
- 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.