

Press contacts:

Angela Hesse  
Cisco Systems  
+44 (0)208 824 4478  
[ahesse@cisco.com](mailto:ahesse@cisco.com)

Jo Heslop  
Insight Marketing & Communications  
+44 (0)207 861 3805  
[jheslop@insightmkt.com](mailto:jheslop@insightmkt.com)

## **CISCO HELPS CHANNEL PARTNERS ADDRESS GROWING OPPORTUNITIES IN THE SME MARKET**

*New Programme provides the framework to help channel partners in the UK and Ireland develop and expand the growing SME sector*

LONDON, UK, August 7, 2002 — Cisco Systems, the worldwide leader in networking for the Internet, today announced the launch of its new SME (Small to Medium Enterprise) programme, SME Connect. The programme provides channel partners in the UK and Ireland with tools and resources that will help them take advantage of the unprecedented market opportunities in the growing SME sector.

SME Connect represents an extension of Cisco's strategy in the SME market and builds on its existing SME initiatives, including the E-fficiency campaign and Cisco Internet Business Roadmap tool, and its engagement with Government bodies, such as the British Chamber of Commerce and UK Online for Business.

Kathy Riley, Commercial Director from the British Chambers of Commerce said, "The BCC welcomes the launch of SME Connect from Cisco as it typifies the collaborative approach that is required to help small and medium firms in the UK devise their e-business strategies.

"Small and medium businesses need to choose the right channel partners to help them develop their e-business strategies and improve productivity. SME Connect provides Cisco's channel partners with the tools and resources that they require to offer their customers this level of support."

Cisco works with an ecosystem of independent consultants, systems integrators and value-added resellers (VARs) in order to provide small to medium businesses with key advice and network foundations.

“SME Connect recognises that resellers need to develop expertise and value-added services to meet the requirements of small to medium businesses in the Internet economy,” said David Coleman, Director at SME Connect reseller, Lan Works. “Lan Works completely supports this programme and intends to address the market opportunities that it presents.”

“Cisco’s SME Connect will not only enable Cisco’s channel partners to sell and support the solutions required by their existing and potential SME customers, but also to assist them as their business model evolves,” said Richard Bradley, Director of Small and Medium Business and Commercial, Cisco Systems UK & Ireland. “Along with its channel partners, Cisco is committed to helping small and medium enterprises in the UK and Ireland realise the full potential of e-business and using it with the aim of reducing operating costs, increasing productivity and improving customer service.”

Some of the requirements necessary to become eligible for the SME Connect programme include:

- Business in SME must exceed 60%
- Participation in the Cisco Sales SME Accredited Training course
- Commitment to selling SmartNet and other services
- Hold or be working toward TMB (Technology means Business) accreditation

By joining SME Connect, channel partners will receive the following benefits:

- Access to the Cisco SME Connect web portal
- Dedicated account management from a Cisco SME account manager
- Co-op funding for SME Activities
- Joint funding of Technology Means Business (TMB) accreditation

- Market information to help drive solutions in specific market sectors
- A one-stop shop dedicated to SME information

To learn more about the Cisco SME Connect programme and review additional programme requirements for participation, go to [www.cisco.com/go/smeconnect](http://www.cisco.com/go/smeconnect) or call 0208 824 8886.

ENDS

#### About Cisco Systems

Cisco Systems, Inc.(NASDAQ: CSCO) is the worldwide leader in networking for the Internet. Cisco news and information are available at <http://www.cisco.com>. Cisco equipment in Europe is supplied by Cisco Systems International BV, a wholly owned subsidiary of Cisco Systems, Inc.

# # #

Cisco, Cisco IOS, Cisco Systems, the Cisco Systems logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the U.S. and other countries. All other trademarks mentioned in this document are the property of their respective owners.