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**Cisco Introduces New Partner Program to Help Resellers Drive IP Communications Revenue and Differentiate Themselves From Competitors**

*Cisco CRM Express Solution Specialisation Rewards Partners with the Expertise to Integrate CRM with Cisco IP Communications*

**LONDON, UK, September 21, 2004** – Cisco Systems, Inc. today unveiled the customer relationship management (CRM) Express Solution Specialisation, the first software application specialisation created exclusively for Microsoft Business Solutions CRM (Microsoft CRM), and designed for partners that sell into small and medium-sized businesses (SMBs) and empowered branch offices. The new specialisation complements the Cisco IP Communications strategy by recognizing partners for their knowledge and expertise in selling, designing, and installing a comprehensive IP telephony-integrated solution based on Microsoft CRM.

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“CRM software helps organizations of all sizes make their sales force more powerful, allowing them to more easily convert leads into revenue,” said Edzard Overbeek, vice president, Commercial, Channels and Distribution, EMEA, Cisco Systems. “When integrated with Cisco IP Communications products, even small and medium-sized companies can harness this power.”

**Program Benefits**

The CRM Express Solution Specialisation, developed with content and feedback from Microsoft, will allow partners to generate more revenue by marketing themselves as having the expertise to integrate Cisco CallManager Express

(CME) with the Microsoft CRM application. The CME solution provides the IP telephony interface for Microsoft CRM users based on a fully tested and fully integrated application from Cisco Systems known as the Cisco CRM Communications Connector, a resource available at no charge to qualified partners, also announced today. The specialisation is not a requirement to offer the Communications Connector.

Cisco channel partners who qualify for the CRM Express Specialisation will be provided with formal training, ten points toward their certification and recognition on the Cisco Partner Locator as CRM Express Specialised; so that they are easily identifiable by customers.

### **Program Requirements**

The CRM Express Specialisation builds on the Cisco IP Communications specialisations and is an incremental add-on specialisation for any IP Telephony-Revised, IP Communications or, IP Communications Express partners. Resellers are not required to be certified in Microsoft CRM or to be Microsoft resellers. If Cisco partners are not Microsoft resellers, Cisco will match partners with Microsoft CRM partners to sell and deploy integrated IP Communications-CRM solutions. The only Cisco products required for the specialisation are Cisco CallManager Express (CME) and the Cisco CRM Communication Connector.

### **Availability**

The Cisco CRM Express Specialisation is available immediately as an additional benefit to Cisco partners with IP Communications specialisations.

For information on program requirements, visit: [www.cisco.com/go/specialization](http://www.cisco.com/go/specialization).

For information regarding Cisco and Microsoft solutions for SMBs, Channel Partner programs and Cisco Capital SMB Financing Options, please go to: [www.cisco.com/go/ciscomicrosoftsmb](http://www.cisco.com/go/ciscomicrosoftsmb).

## **About Cisco Systems**

Cisco Systems, Inc. (NASDAQ: CSCO), the worldwide leader in networking for the Internet, this year celebrates 20 years of commitment to technology innovation, industry leadership, and corporate social responsibility. Information on Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>.

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