



Cisco Powered Program

The Cisco® Powered Program is a partnering program for providers of technology as a service. The program helps members develop, build, market, and sell Cisco technology-based services and designates them as recommended by Cisco.

Program membership helps you grow your business, using tools, resources, and expertise that support the service lifecycle—from envisioning a service concept through closing sales. Plus, it helps you achieve operational excellence and greater efficiencies by providing technical training and certification support for your technical staff.

New Cisco Powered managed service designations further differentiate your services with branding that indicates the service has undergone a third-party validation of the capability to deliver a personalized, high-quality user experience.

The Cisco Powered designation gives businesses confidence in service performance. Businesses know that Cisco recommends your services because they deliver a high-quality, customizable service experience, making it easier to make the right decision when purchasing technology as a service.



Cisco Powered Program Benefits

Take advantage of the program benefits to accelerate your sales and marketing success.

Envision Your Service

Use market tools and expertise gathered by Cisco to identify profitable new services that create personalized experiences for your customers.

Market intelligence: Learn about recent trends and the competitive landscape from leading analysts; use research, commissioned by Cisco, on topics such as managed services to take better advantage of the growth opportunities.

Marketing service descriptions: Download comprehensive definitions of service opportunities and offerings. These include market size and opportunity, trends and forecasts, market segmentation, drivers and inhibitors, competitive products, service and product definition, positioning and messaging, and case studies or use cases. This comprehensive set of resources gives you a head start in developing your specific business case and service description.

Business analysis tools: Use pre-populated, customizable return on investment (ROI) models to quickly evaluate the impact of implementing Cisco technology for your service offerings.

Cisco Powered Summit: New service opportunities and the latest global trends are discussed by Cisco, analysts, and industry experts. Attend the Service Creation track for in-depth sessions on the latest Cisco offerings.

Build Your Service

Get access to Cisco innovation, expertise, and technology to take full advantage of the unique capabilities of your Cisco IP Next-Generation Network (IP NGN).

Online technical training: Keep your technical staff up-to-date by taking advantage of on-demand training on a series of technical topics. Make training available to your operations, customer, and network support, as well as to your presales support organizations, maximizing the impact of your training budget.

Service designations: Cisco Powered service designations are awarded based on the ability to deliver a high-quality service experience to the end user. Services that meet the needs of many different segments can be delivered from your Cisco IP NGN platform and can work smoothly with customer premises-based solutions from Cisco.

Cisco Networkers: Join the Cisco Powered community at Cisco Networkers; enjoy discounts to attend as well as networking opportunities onsite exclusively for technical employees of Cisco Powered Program members.

CCIE® support: Engineers working toward a CCIE certification gain access to online practice labs, enhancing their chances of passing the CCIE lab exam, and can apply for a voucher to take the exam at no cost.

Best practices and white papers: Download the latest information on topics of interest to service providers.



Market and Sell Your Service

Use valuable Cisco tools and expertise to accelerate your sales and marketing success and create sustainable differentiation of your services.

Cisco brand: Use the Cisco brand in advertising and marketing collateral to complement your brand and strengthen the proposition when targeting IT buyers in large and small businesses, as well as a growing number of consumers. Additionally, using the Cisco brand in sales collateral and presentations gives your salesforce an extra tool to win new business.

Cisco.com search tool and profile: Invite visitors to your Website using your company's profile on the "Find a Service Provider" locator on Cisco.com.

Cisco.com promotion: Highlight your company, service proposition, latest news, or promotion through the use of a banner ad or spotlight on Cisco.com.

Financial benefits: Get discounts and rebates on customer-premises equipment for services that carry a Cisco Powered managed service designation.

Public and analyst relations: Benefit from a variety of promotional resources that give your business valuable exposure. Position your services in the market with joint press announcements, jointly funded analyst reviews, and customer case studies.

Joint marketing: Customized lead-generation campaigns produce high-quality leads. Apply for joint consulting on strategic messaging, campaign planning, creative development, media and list selection, and results tracking.

Sales and marketing toolkits: Reduce time to market and increase the success of your sales and marketing collateral—from customer presentations to telemarketing scripts, sales toolkits, and success story templates.

Sales readiness resources: Enhance the effectiveness of your salesforce with sales training videos and guides.

TCO tools: Enable your salesforce to evaluate business scenarios with prospects using customizable total cost of ownership (TCO) tools.

Join the Cisco Powered Program

To review the available service designations and their related requirements, or to apply to join the program, please speak to your account manager or visit the program Website.

Cisco Powered designation is approved on a per-service basis.

General program requirements:

- Use a significant majority of Cisco equipment for one or more publicly offered services
- Meet the specific requirements for your service designation
- Invest in a Cisco technical support program or equivalent
- Actively market the service using the Cisco Powered logo

Program Website

Find a Recommended Service Provider Search Tool, Apply to Join, Member Resources: www.cisco.com/cpn