



Value of Certification

Market Recognition

A Cisco Systems partner certification is recognized industry-wide as a designation of superior networking expertise. It raises your company's profile in the marketplace, sets you apart from competitors, and increases your prestige among customers.

Access to Resources

Cisco Certified Partners gain exclusive access to the most comprehensive set of sales, marketing, training, and technical resources in the industry.

Customer Satisfaction Tools

Cisco provides tools and best practices that let you objectively measure and track customer satisfaction, giving you an objective way to improve your company's performance and set attainable quality goals.

Validation and Credibility

Certification validates your company's credentials as a top-level network specialist. It demonstrates to customers that you maintain advanced technology skills and product knowledge, and have committed to delivering superior customer service.

Add Cisco Prestige to Your Business Profile

The Cisco® Channel Certification Program strengthens your organization's networking skills, showcases your breadth of expertise, and differentiates your offerings. Take advantage of Cisco Systems® certification to power your marketing efforts and expand your business prospects.

The Cisco Channel Certification Program lets you brand your solutions with the most recognized name in the network industry. Cisco certification validates your company's expertise and ability to deliver superior customer service, enhancing your business stature and distinguishing you from the competition.

The Cisco Lifecycle Services approach built into all the technical specializations required for certification ensures that you can successfully sell, deploy, and support Cisco technologies and optimize their performance over the life of the products. And certification assures your customers that your organization offers superior technical know-how, excellent service and support capabilities, and a strong relationship with the world leader in networking.

www.cisco.com/go/partner/certification

What's in it for You

As technology evolves and customers continue to demand intelligent, integrated networks to meet their business needs, Cisco certification gives your company the breadth and depth of skills, and the lifecycle approach to services, that allow you to thrive in today's competitive environment.

Cisco Registered Partner Status

Cisco Registered Partner status is the first step to Cisco certification. As a Cisco Registered Partner, you officially establish a relationship with Cisco and get access to Cisco channel programs and resources.

Certification Levels

The Cisco Channel Partner Certification Program provides recognition for your technology expertise through specializations, individual career certification requirements, customer satisfaction targets, and pre- and post-sales support capabilities.

The Cisco Channel Partner Certification Program offers three partner certification levels: Premier Certification, Silver Certification, and Gold Certification. Each certification level is based on its own technology specializations requirements, corresponding to the breadth of your technical skills across key technologies and highlighting your ability to deliver integrated solutions.

Cisco Premier Certified Partner

The Premier certification level is designed to recognize and reward your organization with solid credibility in the marketplace as well as provide sales and marketing information, tools, incentives and support. Premier certified partners have gained expertise in at least one technology specialization: Express Foundation. Express Foundation expands technical competency in the integration of routing and switching, wireless LANs, and security.

Cisco Silver Certified Partner

Silver certification is designed to recognize and reward your organization with enhanced credibility in the marketplace as well as provide sales and marketing information, tools, incentives and support. Silver Certified Partners gain expertise in any two Advanced Specializations or Express Unified Communications Specialization and one Advance Specialization, excluding Advanced Unified Communications, and have achieved a measurable level of customer satisfaction.

Cisco Gold Certified Partner

The Cisco Gold Certified Partner designation offers the highest level of credibility in the marketplace and demonstrates your superior service and support capabilities. Gold certification rewards your organization with enhanced sales and marketing information, tools, incentives and support. Cisco Gold Certified Partners deliver the highest level of support, have gained expertise in four Advanced Specializations—including integrated Cisco Lifecycle Services capabilities—and have achieved a measurable level of customer satisfaction.

Benefits of Certification

As you progress through the program, you will receive the benefits of certification plus the incremental suite of benefits of the level you achieve.

All Cisco Certified Partners

- May take advantage of Cisco technology expertise and Cisco Lifecycle Services methodology and programs
 - Obtain access to Cisco products (varies by region)
 - May access Joint Marketing Funds
 - Can use Cisco's customer satisfaction best practices and tools
 - Get real-time product information and training through the Cisco Partner E-Learning Connection
 - Receive invitations to partner events sponsored by Cisco
 - Can participate in the partner success story program
 - Are recognized as Certified Partners in the Cisco Partner Locator
- Each certification level offers an incremental suite of benefits to your organization.

Premier Partners

- Qualify to brand themselves as Cisco Premier Certified Partners
- Recognition as a Premier Certified Partner in the Cisco Partner Locator
- Can receive incremental product discounts

Silver Partners

- Qualify to brand themselves as Cisco Silver Certified Partners
- Recognition as a Silver Certified Partner in the Cisco Partner Locator
- Qualify for higher product discounts
- Gain more access to Cisco technical support teams and programs

Gold Partners

- Qualify to brand themselves as Cisco Gold Certified Partners
- Recognition as a Gold Certified Partner in the Cisco Partner Locator
- Receive the highest product discounts
- Receive partner-level support from the Cisco Technical Assistance Center (TAC)

Program Requirements

To be certified as a Cisco partner, you must fulfill specialization, dedicated role, service and support, and customer satisfaction requirements. You have the flexibility to select the capabilities that match your business model, staff, and customer profiles. Certification is granted and renewed annually.

Specialization Requirements

Each Cisco certification level requires that you achieve specific specializations. Table 1 summarizes these requirements.

For more information on the various specializations, see the Cisco Channel Specialization Program brochure or go to www.cisco.com/go/partner/specialization.

Table 1. Cisco Specialization Requirements

Premier Certified Partner	Silver Certified Partner	Gold Certified Partner
Express Foundation	<ul style="list-style-type: none"> Any Two Advanced specializations or Express Unified Communications plus one Advanced Specialization* 	<ul style="list-style-type: none"> Advanced Routing and Switching Advanced Security Advanced Wireless LAN Advanced Unified Communications

*Express Unified Communications can be combined with any Advanced specialization except Advanced Unified Communication to satisfy this requirement.

Certification Dedicated Role Requirements

Certified partners are required to employ a minimum number of dedicated Cisco Career Certified individuals for each relevant specialization. Role dedication indicates that individuals have attained specific skills and knowledge—ensuring a high standard of technical expertise. By designating and certifying specific people to perform these technical roles, you can strengthen your business through increased professionalism and customer satisfaction. Table 2 gives the role requirements for each Base specialization.

There are multiple combinations of specializations that can be used to satisfy your certification level and as such the number of certified individuals needed will differ based on your selected specializations and allocation of personnel. Silver partners must have a minimum of 2 CCIEs and Gold partners must have a minimum of 4 CCIEs to qualify for certification. Those CCIEs can be utilized within the required specialization job roles.

For details about the training and examination requirements for Cisco Career Certifications, visit www.cisco.com/go/partner/certifications.

Table 2. Certification Dedicated Role Requirements

	Account Manager Role	System Engineer Role	Field Engineer Role	Total Individuals Required
Express Foundation	CSE (1)	CCDA (1)	CCNA (1)	3
Express Unified Communications	CSE (1)	CCDA or CCNA (1)		2
Advanced Routing and Switching	CSE (1)	CCDA (1)	CCNP (1)	3
Advanced Security	CSE (1)	CCDA (1)	CCSP (1)	3
Advanced Wireless LAN	CSE (1)	CCDA (1)	CCNA (1)	3
Advanced Unified Communications	CSE (1)	CCDA (1)	CCVP (1)	3

CCIE requirements for certification: Gold = 4, Silver = 2
CCIE can satisfy any technical specialization role

Service and Support Requirements

To qualify for certification, your organization must meet specific core support requirements based on your Cisco Partner Support Agreement. In addition, there are post-sales support requirements for each certification level. Table 3 summarizes these requirements.

Table 3. Service and Support Requirements

	Gold Certified Partner	Silver Certified Partner	Premier Certified Partner
Legal Agreement	Valid resale agreement or Indirect Channel Partner Agreement (ICPA) in place		
Demo Equipment	Ability to demonstrate one specialization technology at the time of onsite audit		Demo capabilities
Pre-Sales Support	Required	Required	Required
Customer Service	24 x 7	8 x 5	8 x 5
Escalation Process	Required	Required	Required
Call-Back	1 hour	1 hour	24 hour
Support Lab	Support lab equipment required for Cisco Shared Support (CSSP), Systems Integrator Support (SIS), or Reseller Support (RSA) partners only		Not required
Post-Sales Support	Requirements based on Partner Support Agreement		

Customer Satisfaction Requirements

As a Cisco Certified Partner, you are accountable for maintaining high customer satisfaction levels. Customer satisfaction is measured using the same annual survey that Cisco uses to evaluate its own customers' satisfaction. Levels are established by sales region (theater) on an annual basis. Cisco recognizes partners who achieve outstanding satisfaction ratings by giving them prominence in the Cisco Partner Locator.

Table 4. Customer Satisfaction

	Gold Certified Partner Silver Certified Partner	Premier Certified Partner
New Certification*	<ul style="list-style-type: none"> Minimum of 15 responses Must achieve 95% of the theater customer satisfaction target 	N/A
Recertification	<ul style="list-style-type: none"> Minimum of 30 responses Must achieve 100% of the theater customer satisfaction target 	<ul style="list-style-type: none"> Minimum of 10 responses Must achieve 100% of the theater customer satisfaction target by the one-year anniversary date

Participation in the Cisco Partner Customer Satisfaction Survey is required.

*The definition of "new" partner, as it relates to the enforcement of the customer satisfaction requirement, is a partner that has not been certified at any level (Premier, Silver, or Gold) within the previous six months. If a partner has been certified at any level within six months of applying for certification, that partner will be treated as a recertifying partner for purposes of the customer satisfaction requirement. Premier partners moving to either Silver or Gold certification must have a minimum of 30 valid responses and meet the theater customer satisfaction target.

Profit From Your Expertise

When it comes to successfully deploying networking technologies and providing services, it pays to be certified. But for optimum benefit, you need to be certified by an industry leader with a reputation for technical excellence and a track record for inspiring customer confidence. Cisco Certification gives you access to the power of the Cisco brand—including award-winning program, product portfolios and world-class service offerings.

Cisco Certified Partners are recognized throughout the industry as skilled providers of integrated network solutions. To customers, Cisco certification means that your company has acquired the breadth and depth of skills necessary to do the job right. It also means that you have committed to the Cisco Lifecycle Services framework and have agreed to stringent customer satisfaction assessments. Providing your customers and prospects with objective evidence of your organization's quality standards and commitment to excellence.

Cisco certification gives you access to world-class products and service programs, technical support, productivity tools, online training, marketing resources, and sales promotions. Certification can also make you eligible for new business opportunities.

The Cisco Channel Certification Program is another way that Cisco is teaming with partners to grow their businesses, create value for customers, and increase profitability.

For more information, or to become a Cisco Certified Partner, go to www.cisco.com/go/partner/certification.



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