



Cisco Channel Partner Program
User Guide for the
Partner Registration Tool



Cisco Channel Partner Program User Guide for the Partner Registration Tool

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Cisco Channel Partner Program User Guide for the Partner Registration Tool

About this Guide

This guide provides detailed information about how to use the Partner Registration tool. It is designed to be both a reference resource and an instructional guide. This guide includes an overview of general processes, instructions for how to register your company as a Cisco® Channel Partner, and detailed information about submitting an application.

What You Will Find in this Guide

- An overview of the registration process
- Detailed steps for registering your company as a Cisco Channel Partner
 - Registering for a guest Cisco.com user ID
 - Entering your business model
 - Searching for your company
 - Associating yourself with your company (if needed)
 - Providing detailed information about your company
 - Reviewing and accepting the Indirect Channel Partner Agreement (ICPA)
 - Submitting your application for review
- Tracking your submitted application
- Renewing your Registered Partner status
- Contacting Partner Help Online for assistance



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Overview of the Partner Registration Process

Partner Registration gives channel partners a convenient way to register as a Cisco Registered Partner. Becoming a Cisco Registered Partner is the first step on your path to reaping the rewards offered by the Cisco Channel Partner Program. Your status as a Cisco Registered Partner establishes your relationship with Cisco and gives you access to the tools and training that you need to become a Cisco Certified or a Cisco Specialized Partner. Both resellers and non-resellers who provide professional services related to Cisco products are eligible to participate in this program.

In order to become a Cisco Registered Partner, companies must first apply using the [Partner Registration](#) tool. As part of the registration process, companies that do not have a direct purchasing relationship with Cisco will be required to review and accept the terms and conditions of the [Indirect Channel Partner Agreement \(ICPA\)](#). Only one person from your company can accept the agreement and submit an application.

The Partner Registration application process is as follows:

- 1) Apply for a Cisco.com user ID (only if you do not already have one)
- 2) Provide or verify company and contact information
- 3) Review and accept the terms of the Indirect Channel Partner Agreement (ICPA)
- 4) Submit the application

Cisco will review your submitted application within 15 business days. If approved, your company will receive registered partner status, be granted partner-level access to Cisco.com, and be eligible to participate in the Channel Partner Program. Status as a registered partner is valid for 12 months and must be renewed annually.

Cisco Registered Partner Benefits

- Partner-level access to Cisco.com tools including the Partner E-Learning Connection
- Eligibility to become a Cisco certified or specialized partner
- A listing in the Cisco Partner Locator tool (based on theatre policy)
- Access to an online registered partner kit that contains a wealth of useful information and resources and access to the Collateral Builder tool
- Use of the Cisco Registered Partner logo
- Receipt of timely communications that provide updates on new products and promotions, program changes, special offers, training, and support

Getting Started

Accessing the Partner Registration tool

The Partner Registration tool is a Web-based application. To connect to the tool, you need to have the appropriate computer hardware, software, and network access and obtain the proper login requirements.



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Hardware Requirements

- 166-MHz or faster processor
- 128-MB RAM
- TCP/IP protocol installed and configured
- Monitor and display adapter capable of 256 colors at 800 x 600 resolution

Software Requirements

- Windows 98, 2000, NT, or XP
- HTML browser, equivalent to or exceeding Internet Explorer 6.0 or Netscape 7.0

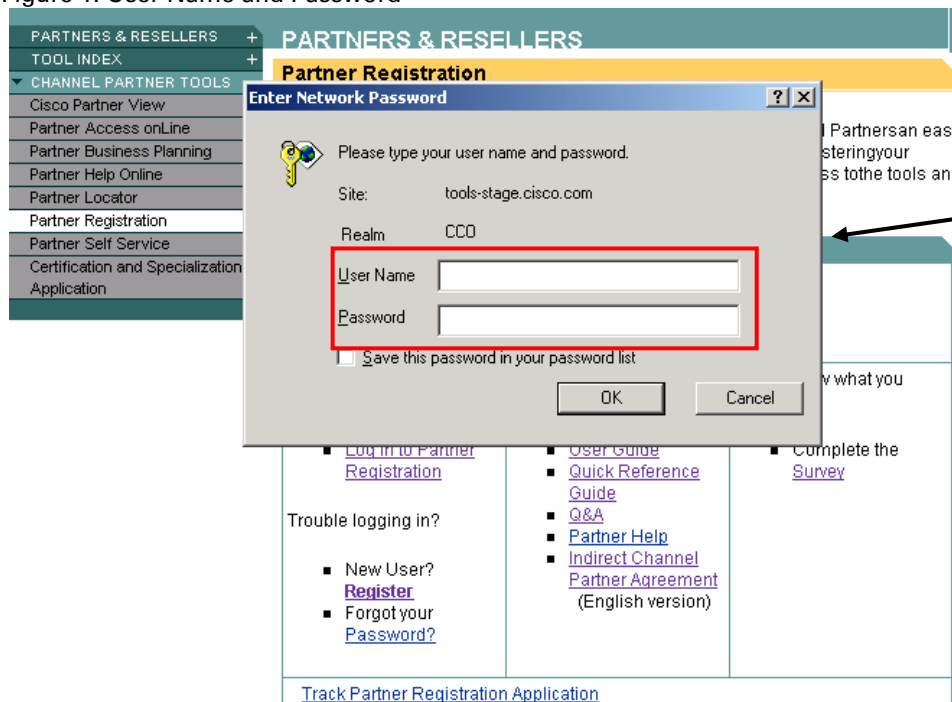
Network Requirements

- 56K modem connection or T1 LAN connection

Logging In

You must have a valid Cisco.com user ID and password to log in to the Partner Registration tool and register your company as a Cisco Channel Partner. To access Cisco.com, go to [Cisco.com Registration](#).

Figure 1: User Name and Password



A valid Cisco.com user ID and password is required to log in to the Partner Registration tool.



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Chapter 1: Registering Your Company

Step 1: Starting the Partner Registration Application Process

Cisco Partner Registration gives channel partners an easy and convenient way to apply for Cisco Registered Partner status. Registering your company establishes your relationship with Cisco and gives you access to the tools and training you need to become a Cisco Certified Partner or a Cisco Specialized Partner. The Partner Registration home page provides instructions on how to start your registration application.

Figure 2: Partner Registration Home Page

Partner Registration

Cisco Partner Registration allows companies to apply for Cisco Registered Partner status. Registering your company establishes your relationship with Cisco and gives you access to the tools and training you need to become a Cisco certified or specialized partner. The steps to register your company are:

1. Apply for a Cisco.com user ID (if you do not already have one)
2. Provide or verify company information
3. Accept the Indirect Channel Partner Agreement (where applicable)
4. Submit your completed application
5. Cisco will review your application within 15 business days

Click on this link to view the status of your submitted application.

Instructions		
Launch Partner Registration (requires a Cisco.com user ID)	Training and Tutorials	Feedback
Log In to the Partner Registration tool Trouble logging in? <ul style="list-style-type: none">■ New User? Register■ Forgot your Password?	Need help? Try these resources: <ul style="list-style-type: none">■ User Guide■ Quick Reference Guide■ Q&A■ Partner Help	Let us know what you think: <ul style="list-style-type: none">■ Complete the Survey
Track Partner Registration Application		
Indirect Channel Partner Agreement (View only. Must register to accept agreement)		

Launching the Partner Registration Tool:

- If you have a Cisco.com user ID, click on the [Log in to Partner Registration](#) hyperlink to begin the application process.
- If you are a new user, click on the [Register](#) hyperlink to apply for a Cisco.com user ID.
- If you forgot your user password, click on the [Password?](#) hyperlink.



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Training and Tutorials:

- **User Guide:** Provides detailed instructions about how to use the Partner Registration tool and register your company as a Cisco Registered Partner.
- **Quick Reference Guide:** Provides high-level instructions on how to use the Partner Registration tool.
- **Q&A:** Lists frequently asked questions and answers to help navigate through the registration process.
- **Partner Help Online:** Contact Partner Help Online for questions or concerns about the tool or process.

Feedback:

- **Survey:** Your feedback is extremely valuable and affects Partner Registration as the tools continue to evolve with additional features and functionality.

Step 2: Selecting a Business Model

The next step is to provide your company's business model by selecting "yes" or "no" to the questions displayed. Please respond to the question that best describes your company's business model and provide the e-mail address of your primary Cisco contact. If your company does not fit one of the business model types, you may not be eligible to apply to the Cisco Channel Partner Program. You will be redirected to visit other Cisco partner programs that may better support your business needs.

Figure 3: Select a Business Model

Partner Registration

Companies that resell Cisco products or provide related support or professional services are eligible to apply for Registered Partner status. Please answer the following questions.

- Does your company resell Cisco products? Yes No
- Does your company provide related support or professional services (i.e. plan, design, implement, operate)? Yes No

Select the question that best describes your company's business model.

Primary Cisco Contact Information

OPTIONAL: Please provide the e-mail address of your Channel Account Manager (CAM) or primary Cisco contact:

@cisco.com

Next



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Step 3: Searching for Your Company

This section describes how to search for your company in the Cisco Channel Partner database for new and current channel partners.

New Company Search

Your company may already be registered in our Channel Partner database. To verify, please search by partner name and country, or by company address. If your search is not successful after several attempts, it is likely that your company has not been registered with the Cisco Channel Partner Program and you will be directed to create a new company demographic profile (refer to Step 4).

To search for a company:

1. Select “Search on Partner Name and Country” or select “Search on Address”.
2. If you select Option 1, select the country in which your company resides, enter your company’s name and click on “Next” when you are done.
3. If you select Option 2, enter your company information in the data fields provided.
4. Click on “Next” after you provide your company information.
5. Your search criteria will either display companies that closely match the information you provided or will ask you to perform another search.

Figure 4: Company Information Search Page

Option 1: Search on Partner Name and Country

Country

Partner Name Begins With

Select a country from the drop-down menu and enter your company’s name.

Option 2: Search on Address

Partner Name

Country

Address1

Address2 *optional

Address3 *optional

City

State / Province

State / Province (if not in the list above) *optional

Postal Code *optional

Enter your company information in the data fields provided.

Company Found after Search

If a match is found, the system will display a list of companies that closely match the information you provided in your search criteria.

To find your company:

1. Scan the list of companies to verify that your company has a current record in our database.
2. Click on the radio button next to your company.
3. Select “Select my Company” from the “Actions” drop-down menu.
4. Click on “Submit”.
5. If your company is already registered, you will need to [Associate to Your Company](#) through the Partner Self Service tool.

Figure 5: Search Results – Company Found

Partner Registration

Section 1: Company Information

Your search criteria located the following companies currently registered as Cisco Channel Partners. To continue, select the appropriate company and click the "Submit" button to proceed. If your company does not appear, select the correct category from the "Actions" drop-down menu and click the "Submit" button to proceed.

Country: USA		
Showing 1 - 4 of 4 results <Prev 1 Next>		
	Partner Name	Location Address
<input checked="" type="radio"/>	NETWORK CONNECTIONS INC HQ Details	P.O. Box 215, New York, NY, 10018 Ph : 212-655-7419
<input type="radio"/>	NETWORK CONNECTIONS USA INC HQ Details	221 Soldiers Ck Place, Longwood, FL, 32750 Ph : 407-321-7394
<input type="radio"/>	NETWORK CONNECTIONS INC HQ Details	17070 South Park Avenue, South Holland, IL, 60473 Ph : 708-225-0226
<input type="radio"/>	NETWORK CONNECTIONS INC HQ Details	27322 23 Mile Rd Ste 4, Chesterfield, MI, 48051-2032 Ph : 810-948-0030
Showing 1 - 4 of 4 results <Prev 1 Next>		

Actions: Select my Company

Select one

Submit: Select my Company

My Company is not in the above list

Search for my Company

Select the company that matches your company name and address.

Select 'Select my Company' from the drop-down menu list and click on 'Submit' when completed.

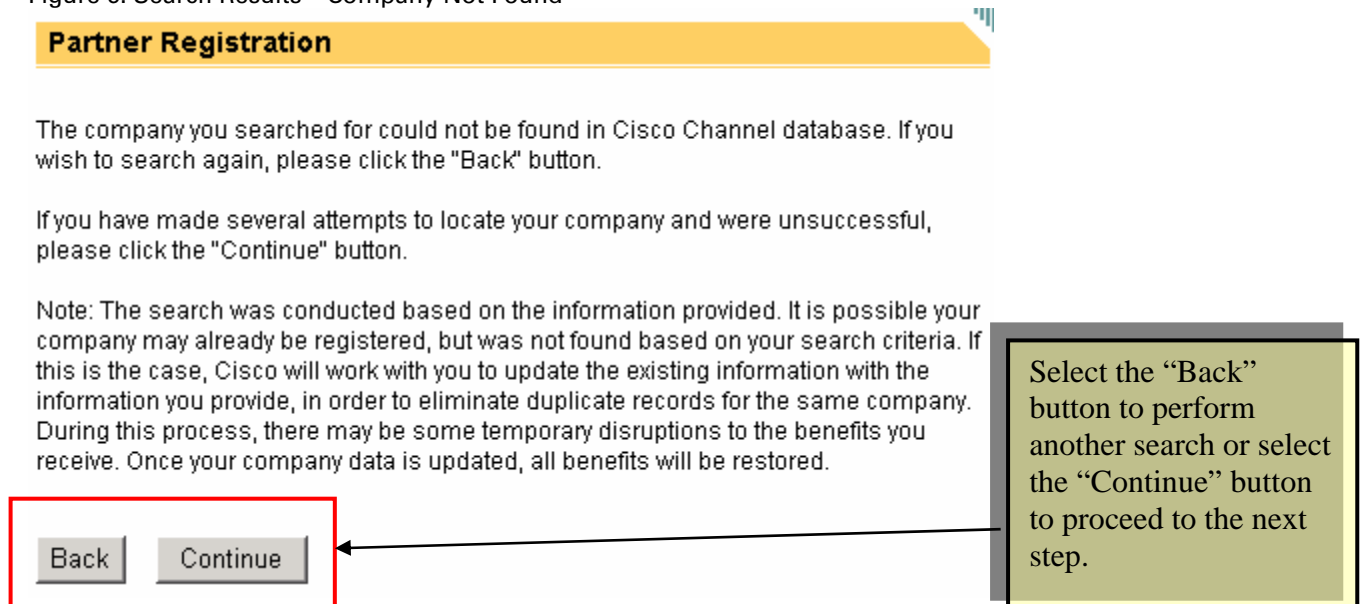
Company Not Found After Search

If no matches are produced, you will receive the following message confirming that no matches were found. (Figure 6).

To search for a company not found:

1. Try alternate searches. If a search on an abbreviation does not produce any results, try your search with the expanded company name. For example, if you search for HP and do not find the company, try searching for Hewlett-Packard Inc. instead.
2. Select the “Back” button to perform another search.
3. If you are still unable to find your company, click on “Continue”. This will allow you to create a new company demographic profile.

Figure 6: Search Results – Company Not Found



Partner Registration

The company you searched for could not be found in Cisco Channel database. If you wish to search again, please click the "Back" button.

If you have made several attempts to locate your company and were unsuccessful, please click the "Continue" button.

Note: The search was conducted based on the information provided. It is possible your company may already be registered, but was not found based on your search criteria. If this is the case, Cisco will work with you to update the existing information with the information you provide, in order to eliminate duplicate records for the same company. During this process, there may be some temporary disruptions to the benefits you receive. Once your company data is updated, all benefits will be restored.

Back Continue

Select the “Back” button to perform another search or select the “Continue” button to proceed to the next step.



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Current Company Search

After responding “yes” to one of the business model questions, the system will automatically display your contact and company information if your company is located in the Cisco Channel Partner database. Verify that all the displayed data is correct before submitting your application. Data errors may delay the approval of your application.

Figure 7: Company Demographic Page

Your Contact Information

First Name	John
Last Name	Doe
Email	<input type="text" value="johndoe@resourcescomp.com"/> *required
Phone	<input type="text" value="123 456 7890"/> *required
Phone Extension	<input type="text" value="XXXXX"/>
Fax	<input type="text" value="123 456 7888"/>
Job Title	<input type="text" value="System Manager"/> *required
Primary Language	<input type="text" value="Select One"/> *required

Business Information

Partner Name (Legal Name)	RESPONSIVE DESIGNS INC.
Address 1	<input type="text" value="Address 1"/> *required
Address 2	<input type="text" value="Address 2"/>
Address 3	<input type="text" value="Address 3"/>
City	<input type="text" value="City"/> *required
Country	USA
State/Province	<input type="text" value="CALIFORNIA"/> *required
State/Province (if not in the list above)	<input type="text"/>
Postal Code	<input type="text" value="95134"/> *required

Verify or update your contact and company information. Select “Next” when you are done.



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Step 4: Creating a Company Demographic Profile

This section describes the contact and company information required to create a company profile.

Figure 8: Company Demographic Page

Partner Registration

Section 1: Company Information

Your Contact Information

First Name	Cdc
Last Name	Testing
E-mail	<input type="text" value="cdc_testing7@yahoo.com-test"/> *required
Phone	<input type="text" value="408-657-9876"/> *required
Phone Extension	<input type="text"/>
Fax	<input type="text"/>
Job Title	<input type="text" value="Technical Manager"/> *required
Primary Language	<input type="text" value="English"/> *required

Business Information

Partner Name (Legal Name)

Please review your entry carefully before proceeding. Misspelled names may take up to three business days to correct.

Address 1	<input type="text" value="123 Santa Clara"/> *required
Address 2	<input type="text"/>
Address 3	<input type="text"/>
City	<input type="text"/> *required
Country	AMERICAN SAMOA
State/Province	<input type="text" value="No State or Province Info Available"/>
State/Province (if not in the list above)	<input type="text"/>
Postal Code	<input type="text" value="99999"/> *required

Other Information About Your Company

Complete the information below so that end customers can find your company using the Cisco Partner Locator tool.

Web Address	<input type="text"/>
Description	<input type="text"/>
Company E-mail Domain Name (e.g. cisco.com)	<input type="text"/>
DUNS Number	<input type="text"/>

[Request a DUNS Number](#) from Duns & Bradstreet.

Cisco Communications

Occasionally Cisco communicates information about products, policies, services and/or support that may be relevant to you. This may include new product information, policy changes, special offers or possibly an invitation to participate in market research.

Subscribe to the Cisco Channels Intelligence Newsletter Yes No

After you have verified the above data, click on 'Next' button to continue.

Enter your business e-mail address, phone number, extension, fax number and job title. Select your primary language.

Enter your company's legal name and official business location (address, city, state, country, and postal code).

Enter your company's Web address, a description of your business, company e-mail domain, and DUNS Number for Partner Locator.



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The contact and business information sections must be completed to process your application. E-mail confirmations will be sent to the e-mail address provided. Verify that all the displayed data is correct before submitting your application. Data errors may delay the approval of your application. To complete your profile, follow these steps:

Enter Your Contact Information

- Enter your company e-mail address (yahoo.com e-mail addresses are subject to denial)
- Enter a phone number where you can be reached (please enter your number in one of the following formats, 999-999-999 or 9-999-999-999)
- Enter your job title
- Select a primary language from the drop-down menu

Enter Your Business Information

- Enter your company's legal name
- Enter your official company location address (please do not provide a post office box address)
- Enter the city where your company resides
- Select a country in the drop-down menu
- Select a state in the drop-down menu
- Enter the postal code where your company resides (based on country)

Enter Other Information About Your Company

This information will be displayed on the [Partner Locator](#) (based on theatre policy). End customers use the Partner Locator to locate Cisco partners in their geographic area.

- Enter your company's Web address
- Enter additional information about your company (for example, a short description of products or services that you offer)
- Enter a Dun and Bradstreet number if applicable. You can request a DUNS number by clicking the hyperlink in the application.

Consider Cisco Channel Communications

Occasionally, Cisco communicates information about products, programs, policies, services, or support that may be relevant to your company. This may include new product information, program changes, special offers, or an invitation to participate in a Cisco market research project.

- Select "yes" if you wish to subscribe to Cisco Channel Communications
- Select "no" if you do not wish to subscribe to Cisco Channel Communications

After verifying and completing the above information, click "Next" to continue. If your company is already in the Cisco Channel Partner database, the tool will perform another search to confirm that your company already exists in the Cisco Channel Partner database. If a match is found, this information will be presented to you for confirmation (Figure 9).

Figure 9: Company Found After Entering Company Demographics

Partner Registration

Section 1: Company Information

Your search criteria located the following companies currently registered as Cisco Channel Partners. To continue, select the appropriate company and click the "Submit" button to proceed. If your company does not appear, select the correct category from the "Actions" drop-down menu and click the "Submit" button to proceed.

Country: USA		
Showing 1 - 3 of 3 results <Prev 1 Next>		
	Partner Name	Location Address
<input checked="" type="radio"/>	NETWORK SYSTEMS DESIGN INC HQ Details	1725 Little Orchard Street, Suite B, San Jose, CA, 95125 Ph : 408-296-6129
<input type="radio"/>	NETWORK SYSTEM TECHNOLOGIES, INC	55 South Market Street, Suite 240, San Jose, CA, 95113 Ph : 408-298-7390
<input type="radio"/>	NETWORK CONCEPTS INC HQ Details	2830 Mossmill Court, San Jose, CA, 95121 Ph : 408-629-1389
Showing 1 - 3 of 3 results <Prev 1 Next>		

Actions:

 Submit:

Select the company that matches your company name and address.

Select "Select my Company" from the drop-down menu list and select "Submit" when completed.



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Step 5: Completing the Diversity Questionnaire (for US partners only)

This section provides questions related to Cisco's diversity initiative. For reporting purposes, please take a moment to fill out the following information that relates to your company.

Note: None of the information provided will be used in any way to approve or deny your application. This information is requested for companies based in the United States only and will not appear for companies not located in the United States.

Figure 10: Diversity Questionnaire

Partner Registration

Section 1: Company Information

The following questions relate to Cisco's diversity initiative. For reporting purposes, please take a moment to fill out the following information. If you have any questions, please contact Supplier Diversity at the following e-mail address:
supplierdiversity@cisco.com

Organization Type

Large Business Enterprise
Small Business Enterprise
Government Non-Profit

Select all that apply

- WOMAN OWNED BUSINESS Yes No
- MINORITY OWNED BUSINESS Yes No
- DISABLE VETERAN OWNED BUSINESS Yes No
- DISADVANTAGED BUSINESS Yes No
- HUBZONE SMALL BUSINESS Yes No

If you are a MINORITY OWNED BUSINESS, please select one of the following:

Ethnicity Type

African American
Asian Pacific American
Hispanic American
Native American
Subcontinent American

Complete all information that relates to your company. Select "Next" when you are done.

Back Next

Step 6: Accepting the Indirect Channel Partner Agreement

This section describes the terms and conditions of the Indirect Channel Partner Agreement (ICPA). To complete your registration, your company must accept the ICPA. Please review the agreement carefully and click on “I Accept” if you agree to these terms and conditions on behalf of your company. You will be automatically assigned as the partner administrator for your company if your application is approved.

Figure 11: Indirect Channel Partner Agreement


Partner Registration

View Agreement in: English ▾ Submit

Section 2: Legal Agreement

In order to register as an indirect Cisco Channel Partner, your company must accept the terms and conditions of the Indirect Channel Partner Agreement. Please review this Agreement carefully and click the **Accept** button if you agree to these terms and conditions on behalf of your company.

Note: By clicking the **Accept** button, you are binding your company to this Agreement.

Download Agreement in [English](#) 

Indirect Channel Partner Agreement - v.Asia Pac 03.06.03

In order to register as an Indirect Channel Partner with Cisco, your company must accept the terms and conditions of this Indirect Channel Partner Agreement (the "Agreement"). This Agreement applies to Partners that are "Professional Service Providers" and those that are "Resellers", as both terms are defined in Part A below.

Full Name: 'required

I Do Not Accept
I Accept

Enter your full name and select the “I Accept” button to successfully submit your application.

To accept the Indirect Channel Partner Agreement:

1. Read the terms and conditions carefully.
2. Download the legal agreement in your preferred language (optional).
3. Enter your full name in the text box provided. This is a required field.
4. Click “I Accept” to accept the terms and conditions of the legal agreement.
5. After acceptance an acknowledgement message will appear stating that your application has been submitted and will be reviewed within 15 business days from date submitted (Figure 12)

6. If you click “I Do Not Accept”, an acknowledgement message will appear stating that your application will not be accepted until you accept the terms and conditions of the ICPA (Figure 13)

Figure 12: Accepting the Indirect Channel Partner Agreement

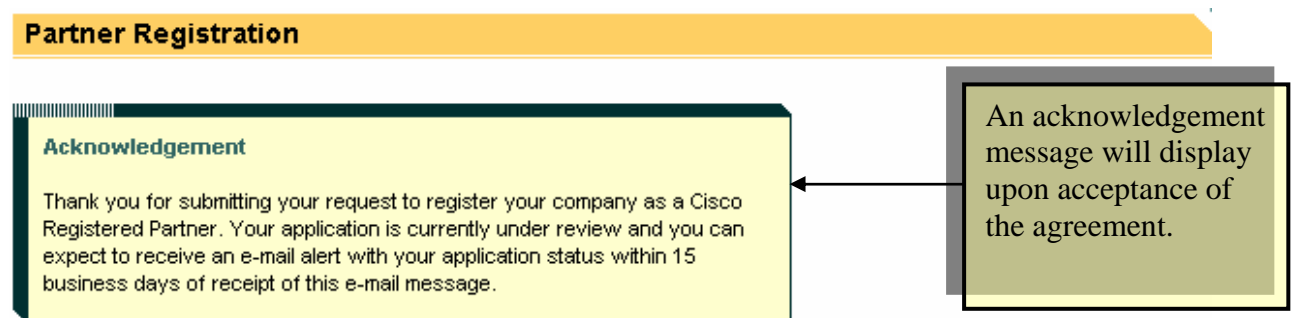
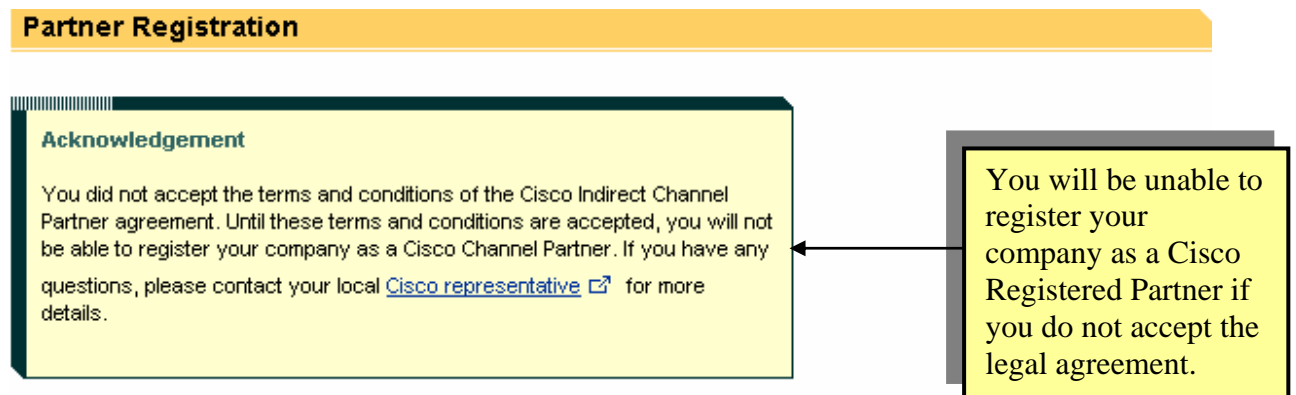


Figure 13: Not Accepting the Indirect Channel Partner Agreement





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Chapter 2: Tracking Your Company's Application

Overview

After you complete the registration application and accept the terms and conditions of the Indirect Channel Partner Agreement, you will receive an e-mail confirming that Cisco has received your company's application.

Cisco will review your company's application within 15 business days of your submission date. Once your application is processed, Cisco will send you an e-mail message notifying you that your company has either been approved or denied as a Cisco Registered Partner. Click on "Track Partner Registration Application" on the Partner Registration home page to review your application status.

If your company is approved, your application status will be marked "Approved" and a welcome e-mail will be sent to you outlining the Cisco Registered Partner benefits and your responsibility as Partner Administrator for your company (Figure 15).

Figure 14: Partner Registration Home Page

Instructions		
Launch Partner Registration (requires a Cisco.com user ID)	Training and Tutorials	Feedback
Log In to the Partner Registration tool Trouble logging in? <ul style="list-style-type: none">■ New User? Register■ Forgot your Password?	Need help? Try these resources: <ul style="list-style-type: none">■ User Guide■ Quick Reference Guide■ Q&A■ Partner Help	Let us know what you think: <ul style="list-style-type: none">■ Complete the Survey
Track Partner Registration Application		
Indirect Channel Partner Agreement (View only. Must register to accept agreement)		


Click on the "Track Partner Registration Application" hyperlink to track the status of your submitted application.

Figure 15: Partner Registration Application Status

Partner Registration

Approved

According to our records, your company has already been approved as a Cisco Registered Partner. This status is valid for one year.

Application Details	
Application ID	5299
Application Status	Approved
Application Type	Partner Registration
Applicant Cisco.com User ID	cdc_testing7
Applicant Details	Cdc Testing 408-657-9876 cdc_testing7@yahoo.com-test
Legal Agreement	English 
Full Name on Agreement	Mary Mosham
Agreement Signed On	12-DEC-2003
Effective Date	12-DEC-2003
Expiration Date	11-DEC-2004
Approved By	CREG_AUTO
Approved Date	12-DEC-2003

Your application will either be marked “Approved” or “In Progress”. All approved applications will display the effective and expiration date of your Registered Partner status.



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Chapter 3: Renewing Your Registered Partner Status

Overview

Status as a Cisco Registered Partner is valid for 12 months. Every year, all partner administrators in your company will receive an e-mail notification 90 days before your company's anniversary date reminding them to renew their registered partner status. You will not be able to renew before the 90-day time period. Anyone associated with your company can renew the application; the original applicant does not need to manage the renewal process.

In order to renew your partner status, log on to the [Partner Registration Tool](#), verify or update your personal and company information, and accept the most current version of the Indirect Channel Partner Agreement (ICPA) by your anniversary date. Please be aware that if you do not renew your Registered Partner status before your anniversary date or after the 10-day grace period:

- 1) Your status as a Cisco Registered Partner will be terminated
- 2) All associated employees will lose their partner-level access to Cisco.com and the Partner E-Learning Connection
- 3) Your company will no longer be eligible to participate in the Cisco Channel Partner Program
- 4) You will need to apply to become a new Cisco Registered Partner and must accept the ICPA again.

Figure 16: Partner Registration Application Status

Instructions		
Launch Partner Registration (requires a Cisco.com user ID)	Training and Tutorials	Feedback
Log In to the Partner Registration tool Trouble logging in? <ul style="list-style-type: none">■ New User? Register■ Forgot your Password?	Need help? Try these resources: <ul style="list-style-type: none">■ User Guide■ Quick Reference Guide■ Q&A■ Partner Help	Let us know what you think: <ul style="list-style-type: none">■ Complete the Survey
Track Partner Registration Application		
Indirect Channel Partner Agreement (View only. Must register to accept agreement)		

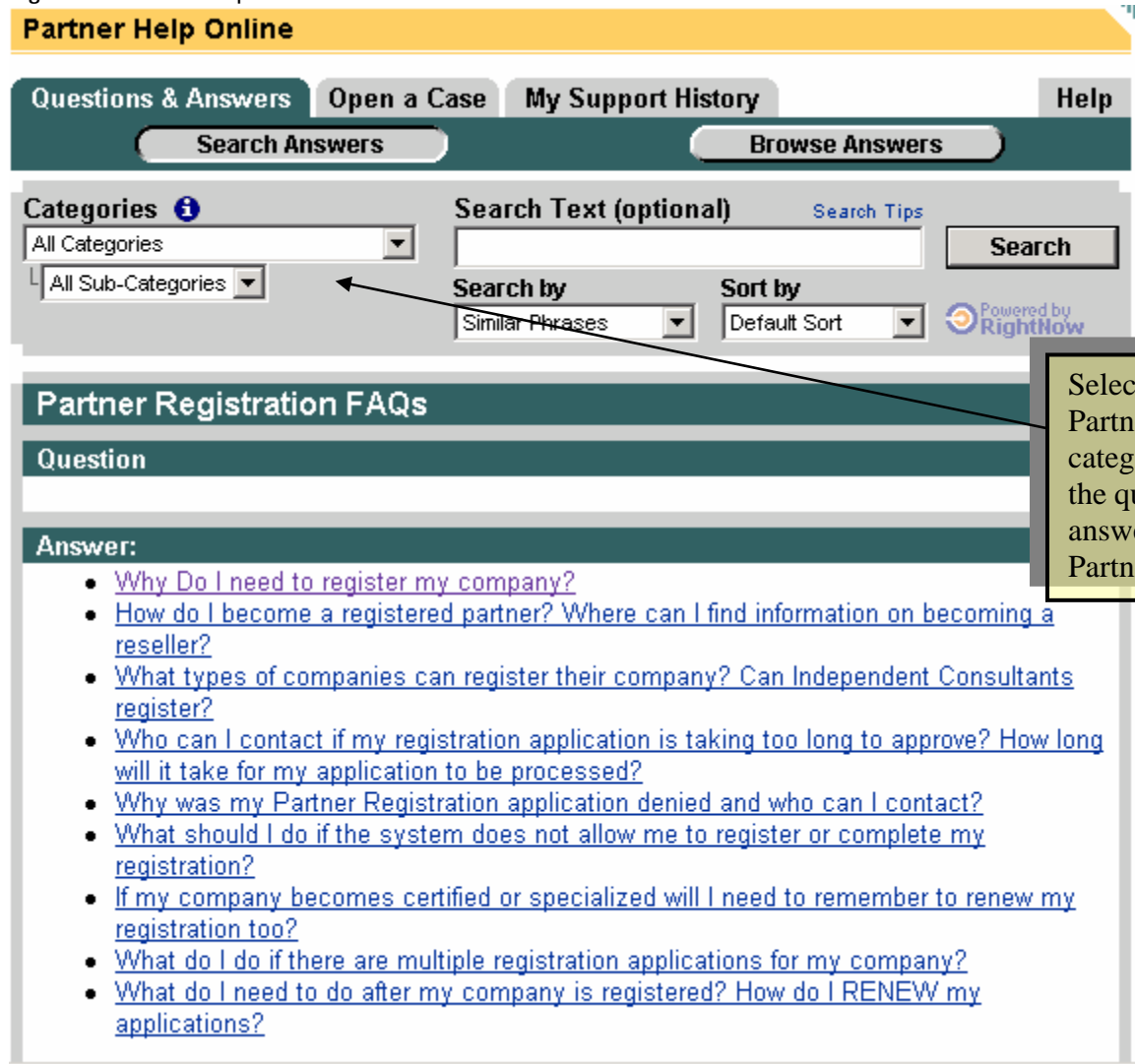
To renew your application, click on the "Log In to Partner Registration" hyperlink.

Chapter 4: Contacting Partner Help Online

Overview

Partner Help Online provides Cisco channel partners with a starting point to find a wealth of information applicable to their specific needs. If you have questions or concerns about the Partner Registration tool or process, click on [Partner Help Online](#) (Figure 17). Partner Help Online allows you to search for frequently asked questions, open a support case, and track your support history. If you are not able to find your question in our knowledge database, you may open a support case. A partner support representative will provide a timely response to your inquiry.

Figure 17: Partner Help Online





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