



Are your purchasing decisions placing your customers' networks at risk?



Protecting your business and customers from unauthorised and counterfeit products

Welcome

The Cisco channel is a vital part of Cisco, handling over 90% of our business and acting as a trusted source of genuine Cisco products and qualified advice. The Cisco partner logo recognises the part you play in the integrity of a channel that puts its customers first and enjoys a solid reputation in the market.

As a partner you have access to a variety of benefits, from sales support to online e-learning and promotions, to increase your bargaining power and profits. You also enjoy our full trust and the trust that customers have in the Cisco brand.

Customer satisfaction is top of mind for Cisco. It is for this reason that Cisco requires our trusted partners to contractually agree to purchase products only from Cisco Authorised Distributors and sell to end users only. Cisco's commitment to the future development of the information technology industry in Asia Pacific is reflected in our commitment to you. Together we form a partnership that's ideally placed to make the most of exciting opportunities in this market. But we can only benefit from these enormous opportunities if we work together to promote quality, reliability and innovation and ensure that customers only get the genuine Cisco equipment that they expect.

Cisco Brand Protection

Cisco works closely with law enforcement agencies to ensure our partners and customers are protected from the dangers posed by piracy, counterfeiting, stolen and other substandard products.

On top of this, our Brand Protection team works globally with governments and industry to ensure that the highest standards of detection, enforcement and prosecution are imposed on those caught trading in defective and substandard goods.

Report an incident to Cisco Brand Protection

Protecting our corporate brand and reputation for quality is a serious issue for Cisco. To report suspicious products or activities, contact the Cisco Brand Protection team, email at brandprotection-apac@cisco.com

Protect your business integrity

Protect your business and grow your reputation by ensuring that your customers receive only genuine Cisco products backed by warranties, support and service. By helping your customers build strong, reliable, high quality network foundations you also win their trust and repeat business. By ensuring this integrity and keeping counterfeit and unauthorised market products out of the sales channel you will be certain that your customers are always entitled to:

- Quality Cisco products
- Technical support and upgrades that will ensure their network equipment and software is maintained
- Genuine software and products that protect them from legal liabilities

Cisco technology is critical to the daily operations of many businesses. Systems failure due to poor quality products and components is an unacceptable outcome for our customers. Because our customers expect and deserve the highest level of satisfaction when purchasing Cisco products, we actively monitor the counterfeit and unauthorised market and have longstanding processes in place to address this challenge.

Build customer trust

Your customers need secure, highly available networks they can depend on, so they choose Cisco because of the company's worldwide reputation for reliability and quality. If they receive unauthorised or counterfeit products, not only can your business relationship be damaged, it may also put their network at risk in the following ways:

No guarantee of quality or reliability

Products sourced from outside the authorised Cisco channels may not be guaranteed by Cisco. These products can pass through many hands before they make their way to the customer. Cisco cannot offer any assurance as to how these products have been handled, stored or shipped. Such shipments may also include second hand, third-party or even counterfeit products.

No warranty or support

Not only may these products function poorly, they may also have invalid warranty and software licences and no support entitlement or incorrect configurations. This may leave your customers exposed if they experience a technical failure, without access to any technical support options.

No upgrades

Counterfeit products are not eligible for hardware, software or firmware upgrades from Cisco, significantly reducing their lifespan and return on investment.

No software licence

The software for counterfeit products is unlicensed, creating a legal liability exposure for your customers.



How you can protect your business

There are several steps you can take to protect your business and your reputation from counterfeit and unauthorised products.

Only purchase from Cisco Authorised Distributors

Cisco Distributors offer our partners more than just product. To find out what they can do for you, contact a Cisco Distributor today.

Create an ethical business environment

Promote the integrity of your business environment by ensuring people know you are an authorised Cisco partner. Advertise your culture and ethics to build trust and increase sales.

Educate your staff

Your staff represent your company. When they speak highly of your company's values, customer confidence naturally increases. That's why it's so important to promote awareness of unauthorised market and counterfeit activities in your organisation. Make staff aware of your culture and ethics and the consequences of not abiding by them.

Inform your customers

Make customers aware of the risks associated with unauthorised and counterfeit products. You may also like to consider the Cisco Authorised Refurbished Equipment (CARE) program for price-sensitive customers. For more information go to: www.cisco.com/go/CARE





Frequently Asked Questions

What is a counterfeit product?

A counterfeit product can be hardware, software or documentation to which a Cisco trademark or logo has been fixed without Cisco's consent. This includes products that do not originate from Cisco manufacturers or that are produced without the approval of Cisco and include products that are counterfeit or imitate an original Cisco product.

What is an unauthorised market product?

When a product leaves the authorised sales channel, it is considered unauthorised market product. A variety of sources supply the unauthorised market, including bankrupt companies that liquidate their assets, companies that upgrade their networks and companies that abuse promotion and special-discount programs. Second hand, falsified configurations, pirated software and third-party, stolen and counterfeit products are often bundled in with unauthorised market products.

What are third-party components?

Third-party components are typically memory, cables, or gigabit interface converters (GBICs) that are manufactured by a company other than Cisco. They are illegal as counterfeits if they display counterfeit Cisco labelling or trademarks.

For more information on where you stand in regards to counterfeit, unauthorised market and third-party equipment, as well as warranty and software support information, please go to the Cisco Brand Protection website: www.cisco.com/go/brandprotection

Does Cisco offer SmartNET on unauthorised market or counterfeit products?

Cisco offers SmartNET only if a full inspection of products is completed to determine if they are genuine and quality Cisco products.

Where can I find a copy of the Cisco Channel Partner Agreement?

Please refer to your Indirect Channel Partner Agreement (ICPA) at www.cisco.com/go/icpa

Where can I find out more about Cisco Channel Partner Program, Partner events and promotions in Asia Pacific?

For more information on what is happening in your region and the benefits of the Cisco Channel Partner program please contact your local distributor or visit Cisco's Partner site at www.cisco.com/web/partners



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