



**Cisco Customized
Partner Intelligence**



Co-Branded Newsletter FAQ



CPI Newsletter Benefits

- **How do partners leverage the CPI Co-Branded Newsletter?**
- **What type of Cisco content can partners co-brand?**
- **How often can partner distribute their newsletters?**
- **Can partners publish their own content?**
- **Are detailed reports available to partners on the newsletters they create?**
- **Is the partner Co-Branded Newsletter available in local languages?**

Cisco Customized Partner Intelligence (CPI) Co-Branded Newsletter

- **What is the difference between the CPI Customized Newsletter and the Co-Branded Newsletter?**
- **How do I register for CPI Co-Branded Newsletter service?**

CPI Newsletter Support

Where can partners get assistance with the application?



CPI Newsletter Benefits

How do partners leverage the CPI Co-Branded Newsletter?

SOLUTION – Cisco partners are able to take fresh local Cisco content and merge their own content and information and distribute directly to their end customers. The CPI Co-Branded application is a turnkey solution offering complete editorial, publication, contact management and reporting functionality. This is an easy to use UI with simple drag and drop process to manage content.

What type of Cisco content can partners co-brand?

SOLUTION – the content is local to the individual user. Cisco is updating content on a weekly basis and will be available to Partners registered to the CPI Co-Branded service. The content will be categorized under the following topics:

- Executive Announcements
- News
- Products and Technology Updates
- Sales Programs and Promotions
- Marketing Programs
- Development and Training
- Events – Seminars, Tradeshow
- Customer Wins and Profiles
- Sales Tools
- Certifications and Specializations
- Cisco Service and Support
- Managed Services

How often can partner distribute their newsletters?

SOLUTION – Partners can distribute their content as frequently as they need. There is no Cisco limit to the number of publications.



Can partners publish their own content?

SOLUTION – yes, partners can publish their own content along with Cisco content. Partners are encouraged to add complimentary products and solutions to their newsletters. All standard Cisco use guidelines apply to the CPI content.

Are detailed reports available to partners on the newsletters they create?

SOLUTION – yes, a comprehensive reporting module is available with the application. The reports can provide top level and very detailed metrics on the success and penetration of an individual newsletter or article.

Is the partner Co-Branded Newsletter available in local languages?

SOLUTION – yes, there are templates provided in local languages that allow partners to create and distribute newsletters in their preferred local language. The schedule of available languages can be found on the launch schedule.