



# THE POWER OF A STRONG PARTNERSHIP.

Now you can harness a network of resources.

Connections, knowledge, and expertise.

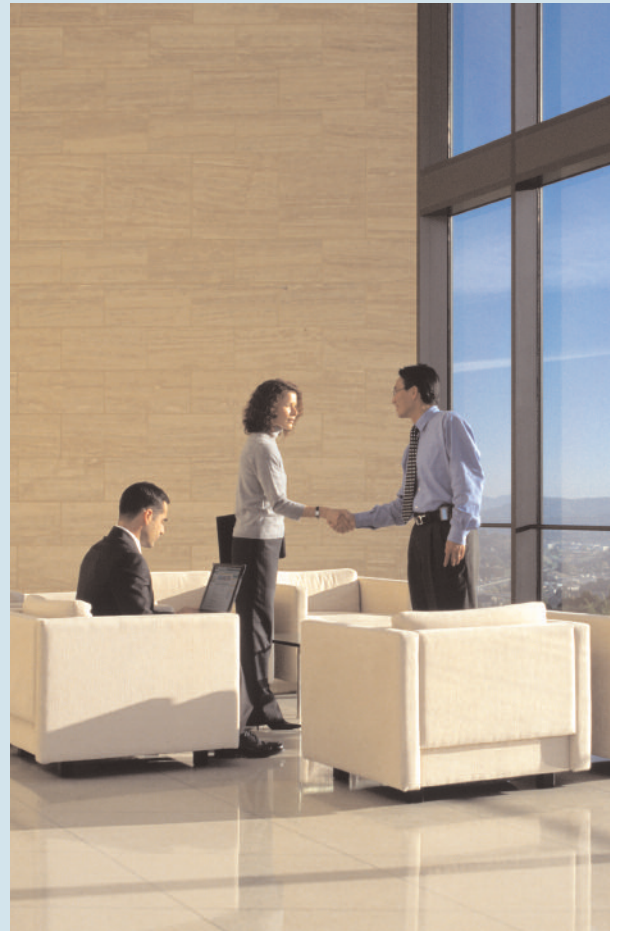
All focused on your success.

The **Cisco Channel Partner Program.**



# BE CONNECTED.

Great **relationships** produce great results. Whether you provide products, services, solutions, or a combination of these, Cisco Systems is committed to collaborating with you to help create unprecedented growth and profit opportunities. Make the connection. Experience the synergy. Be more than a **network** of one.



**The Cisco® Channel Partner Program brings it all together—the programs, people, and processes you need to help extend your sales reach and differentiate yourself from the competition. This program offers the right combination of recognition and resources to help you enter new markets and create new business opportunities.**

## **BENEFITS**

The Cisco Channel Partner Program is one of the most respected in the industry and offers a wide variety of significant benefits including:

**Credibility:** Cisco Systems® has one of the strongest brand names in the world. As a result, Cisco partners often enjoy an increased level of credibility within their industry and offer a greater sense of comfort and security to end customers who are purchasing from a Cisco partner.

**Differentiation:** Cisco certifications and specializations set your company and your staff apart—and provide objective evidence to customers of your company's commitment to delivering competent implementation services and outstanding support.

**Enhanced competency:** Depending on the training that you choose, you can enhance your organization's overall skill sets and proven technical knowledge, and increase the ability of your staff to deliver consistent, high-quality services related to the latest Cisco technologies for target markets.

**Consistent worldwide rules:** The Cisco Channel Partner Program puts value-add partners on a level playing field with fulfillment partners who deliver higher volumes. This enables partners to evolve to higher certification levels regardless of geography or size.

**Preferential engagement:** Participation in the Cisco Channel Partner Program makes your company more visible to the Cisco sales organization—and increases your credibility with them as well—which can result in a higher level of collaborative selling, and provides your company with a wider range of opportunities.

**Training:** Cisco provides free and discounted training to its partners through the Partner E-learning Connection—the primary learning source for partners to receive fast, accessible training solutions in a variety of formats. Cisco partners also have access to the latest networking technologies through a variety of tools that help them stay at the leading edge of their respective markets.

**Visibility:** The Cisco Partner Locator allows end customers to search globally for partners who are qualified for specific sales situations. This tool also provides detailed information about partner qualifications, certifications, and specializations.

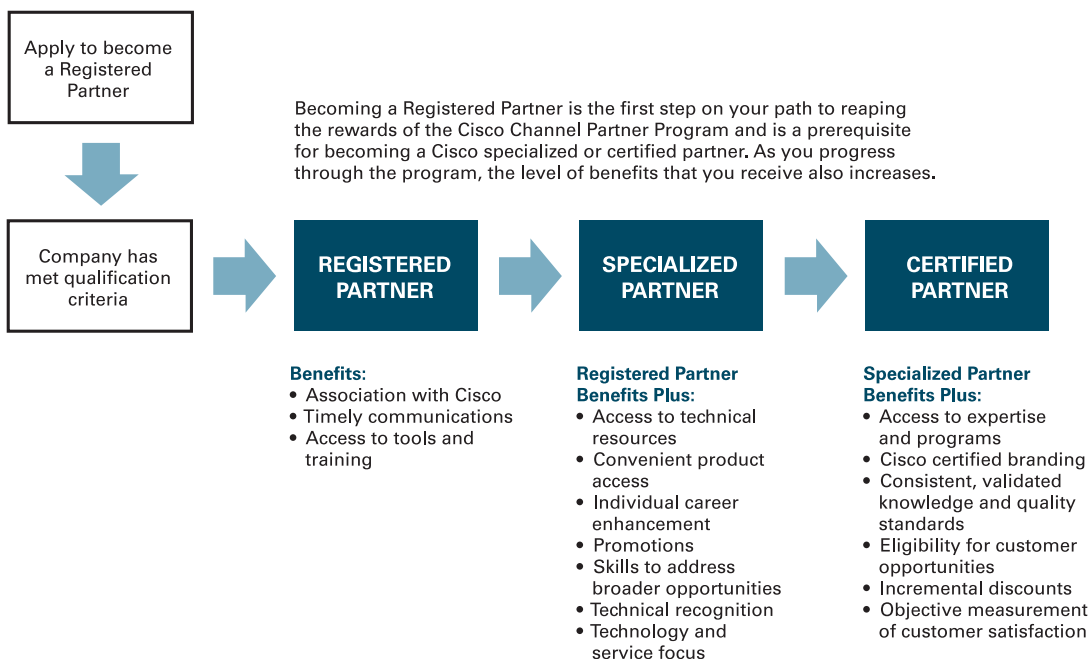
**“One of the most important go-to-market strategies from Cisco is to focus on developing and improving our channel partner relationships on a global basis.”**

**John Chambers**  
President and CEO, Cisco Systems, Inc.

# EXPAND YOUR OPTIONS.

**Your success** is critical to our success. That is why Cisco Systems invests heavily in the programs and services that **support** you. We've tailored our programs to meet your specific needs. And the **benefits** don't stop there.

## Cisco Channel Partner Program



Participating in the Cisco Specialized Partner program is required in order to qualify for the Cisco Certified Partner program. Specialization points contribute to the completion of your certification efforts.

**The Cisco Channel Partner Program is designed to help you deliver value-added services, focused technical expertise, and higher levels of satisfaction to your customers. There are three types of relationships focused on your success.**

#### **CISCO REGISTERED PARTNER**

Your status as a registered partner establishes your relationship with Cisco and gives you access to the tools and training that you need in order to become a Cisco certified or specialized partner.

#### **CISCO SPECIALIZED PARTNER**

Developing your expertise in selected areas of technical focus can help you differentiate your solutions and services from competitors, pursue new markets, and migrate to higher margin services. There are numerous technology specializations in areas ranging from Content Networking, IP Communications, and Network Management to Wireless LANs and VPN Security.



#### **CISCO CERTIFIED PARTNER**

As you develop your technical expertise as a specialized partner, you can also work towards becoming a Cisco certified partner, a designation demonstrating that your company has met rigorous standards for networking competency, service and support, and customer satisfaction. Three levels of certification are available, and each level offers additional benefits to your company and your customers:

- **Premier Certified Partner** offers your company credibility and access to Cisco programs as well as recognition for focusing on at least one specialization.
- **Silver Certified Partner** gives your company enhanced credibility, provides objective evidence of your superior service and support capabilities—and rewards you with a high level of support as well as recognition for focusing on at least two specializations.
- **Gold Certified Partner** offers the highest credibility in the marketplace. Many governments and large corporations require Cisco Gold Certification as part of their Request for Proposal (RFP) process. Cisco Gold Certified Partners are also recognized for focusing on three specializations, typically.

When your company becomes a Cisco Certified Partner, you are perfectly positioned to reap the benefits that a close association with the Cisco brand can deliver. In addition, you gain access to world-class products and service programs, technical support, productivity tools, online training, marketing resources, and sales promotions. Your company will also enjoy a stronger relationship with Cisco and be poised to take advantage of expanded sales opportunities through a stronger engagement with the Cisco sales organization.

**“Cisco continually works with its partners to create unprecedented opportunity for revenue growth and maximized profitability.”**

**Paul Mountford**  
**Senior Vice President, Cisco Worldwide Channels**

# BUILD ON YOUR RELATIONSHIPS.

By working with Cisco, you'll be in a **strong** position to develop your expertise, increase your company's customer satisfaction levels, maximize your **profitability**, grow your business, and build your credibility with end customers.



**"We are committed to creating tools, training, and programs that help drive channel partner profitability through improved productivity and return-on-invested capital."**

**Surinder Bar**  
Senior Director, Cisco Worldwide Channels

**LEARN MORE.**

[www.cisco.com/go/partner](http://www.cisco.com/go/partner)

# STRENGTH IN NUMBERS.

All the tools, programs, training, and resources included in the **Cisco Channel Partner Program** are focused on one important objective—helping you achieve financial success. By working closely with Cisco, you can boost profitability and productivity at the same time—and strengthen the power of the network.



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