

CHANNEL SPECIALIZATION PROGRAM

VALUE OF SPECIALIZATION

- **EXPAND YOUR CORE COMPETENCIES**

Increasing your company's skills in focused areas can open up new markets, create new opportunities, and help higher-margin business models.

- **ENHANCE YOUR REPUTATION**

Superior knowledge translates to exceptional support and an improved reputation for technical excellence.

- **STAY A STEP AHEAD**

Specialization validates your technical competency to customers and differentiates your company and staff.

- **EARN POINTS TOWARD CERTIFICATION**

Specialization puts you on the path to the Cisco Channel Certification Program and an even broader range of benefits.

Expertise is a powerful competitive tool. Cisco Systems® offers resources and a knowledge base that can help you build your company's skill sets and create new business opportunities.

Specialization is a key element of the Cisco Channel Partner Program—one of the most respected in the industry. The Cisco® Channel Partner Program helps you develop your expertise, increase customer satisfaction, maximize your profitability, grow your business, and build credibility with your customers.



EXPAND YOUR COMPETENCE AND INCREASE CUSTOMER CONFIDENCE

THE BENEFITS OF BEING SPECIALIZED:

- **Technical Recognition**
Specialization allows you to be recognized for specific technical capabilities within your organization.
- **Access to Technical Resources**
You get access to the Cisco Virtual Lab and other related technical symposia so you can hone your skills using Cisco resources and expertise.
- **Individual Career Enhancement**
Individuals can gain valuable sales and technology training, as well as earn Cisco Career Certification badges—increasing the overall competency level of your organization.
- **Qualifies for Certification**
Your specialization points also contribute to the completion of your Cisco Channel Partner Program certification efforts.
- **Product Access**
Cisco specialized partners enjoy convenient access to specific products and solutions.
- **Promotions**
Some specializations entitle you to participate in special financing, lab discounts, rebates, and more. (Note: Offers may vary by region.)
- **Broader Solution Opportunities**
Cisco specializations can help your company to move into higher-margin, higher-return, services-based and solutions-based business models.
- **Business Focus**
Specialization training helps your business develop specific skill sets that are more closely aligned with your strategic focus.

WHAT'S IN IT FOR YOU?

The Cisco Channel Specialization Program develops and demonstrates your skill levels through structured training road maps and a knowledge validation process, helping your company to pursue new markets.

At the same time, you are able to provide your customers with objective evidence of your company's commitment to excellence. Cisco specializations help assure your customers that your company has superior product knowledge, delivers outstanding and consistent technical support, and has a close relationship with Cisco.

SPECIALIZATION TYPES

There are three types of specializations—all focused on your success:

- **Technology**
Specific to networking technology or solutions areas.
Requirements: Ability to demonstrate competencies in core Cisco technologies, and integration expertise with software applications complementary to a specific technology.
- **Services**
Network planning, design, implementation, and operational capabilities.
Requirements: Achievement of the corresponding Cisco technology specialization is a prerequisite, as well as achievement of the specified customer satisfaction ratings; additional investments in staff, training, labs, and infrastructure.
- **Global Commerce**
Commercial and logistics services for global customers.
Requirements: Achievement in the following areas: global order management, invoicing, product delivery logistics, and providing global customer agreements.

THE VALUE OF SPECIALIZATION POINTS

Becoming a Cisco Registered Partner is the first step on your path to becoming a specialized partner and provides you with a formalized association with Cisco.

Participating in the Cisco Channel Specialization Program not only provides direct benefits to your company, it also makes your company eligible to participate in the Cisco Channel Certification Program. By qualifying as a Cisco Gold, Silver, or Premier Certified Partner, your company gains additional resources and business opportunities, including access to the power of the Cisco brand, preferential engagements with the Cisco sales force, and a wealth of world-class product and service resources, technical support, productivity tools, online training, marketing resources, and sales promotions.

PROGRAM REQUIREMENTS

Each specialization earns your company points that can be applied toward certification. The minimum number of points required for the three certification levels are:

- Premier: 20 points
- Silver: 40 points
- Gold: 70 points

Specialization points are based on the complexity and strategic value of the technology and solution, maturity in the product lifecycle, and market opportunity. New specializations are continually in development, reflecting the ongoing Cisco commitment to bring you the most current technology training in new market opportunities. Table 1 below summarizes the latest specializations from Cisco effective June 2004.

Table 1. Cisco Systems Specializations

Technology		
NAME	SKILLS	POINTS
Cable	Experience with Cisco end-to-end cable networking solutions that are capable of distributing data, voice, and video services from service providers to homes and offices.	25
Content Networking	Demonstrated knowledge of content edge delivery, content distribution and management, content switching, and content routing.	30
IP Communications	Ability to deploy and support highly scalable, reliable, and available distributed multiservice IP Communications solutions that are based on a converged architecture in a single office, remote site, or entire enterprise.	40
IP Communications Express	Knowledge and expertise in selling, designing, installing, and supporting IP Communications solutions for small and medium-sized businesses, particularly enterprise autonomous branch offices.	20
Network Management	Ability to deploy skilled technical services such as element and infrastructure management, IP telephony and critical traffic management, and security management—for both enterprise and small-to-medium sized businesses.	20
Public Access	Experience required in planning, designing, and implementing services for large-scale, complex solutions that provide high-speed Internet access in public places.	20
Routing and Switching	Ability to build, configure, and troubleshoot campus networks and remote access networks using Cisco Catalyst [®] multilayer switching technologies over high-speed Ethernet and Cisco routers connected in LANs and WANs.	20
Storage	Confirmation that your organization fully understands the Cisco MDS 9000 Series of intelligent SAN products, including how to assess, design, deploy, and optimize these products in advanced storage networking solutions.	30
Universal Dial Access	Demonstrated knowledge of Cisco remote access platforms and configuration, Cisco AS500 Series universal gateways, voice gateways, and gateway services including: dial-access VPN, SS7, and voice.	25
VPN/Security	Capability to sell design, sell, install and deliver support services, for scalable, reliable, and comprehensive security solutions.	25
Wireless LAN	Proven experience with site design, deploying wireless access points and operating a wireless infrastructure.	20
Services		
IP Telephony Services	Ability to effectively deliver high-value services to enterprise customers with demanding IP telephony requirements such as defining technical requirements, solution design, and migration management.	30
VPN/Security Services	Demonstrated success in delivering security services, including services specific to Cisco VPN/security hardware and software.	25
Global Commerce		
Global Commerce	A global presence and proven capability in providing consistent commerce and product logistics services to global customers. Demonstrated practices and capabilities in global order management, invoicing, product delivery logistics, and negotiating global customer agreements.	20

As the markets for networking technology and customer needs evolve, so does the strategic importance of Cisco specializations.

Occasionally Cisco makes modifications to its specialization program. For the latest information, please refer to www.cisco.com/go/partner/specialization.

IT PAYS TO BE SPECIALIZED

When it comes to successfully deploying technologies, services, or solutions, it's not who you know—it's what you know.

By participating in the channel specialization program, your company can:

- Advance to new levels of expertise, competence, and skill that will translate to increased business and higher customer satisfaction.
- Take advantage of the resources and experience that Cisco offers—and the strength of a close association with Cisco—as you build core competencies.
- Gain the ability to pursue new markets and migrate to higher margin services-based and solutions-based business models.

For complete information about participating in the channel specialization program, see www.cisco.com/go/partner/specialization.



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