



Cisco Channel Partner Program

Master Toolkit
March 2009





Getting Started with Cisco



Cisco's Offer-Based Program Model

Resale



Managed Services



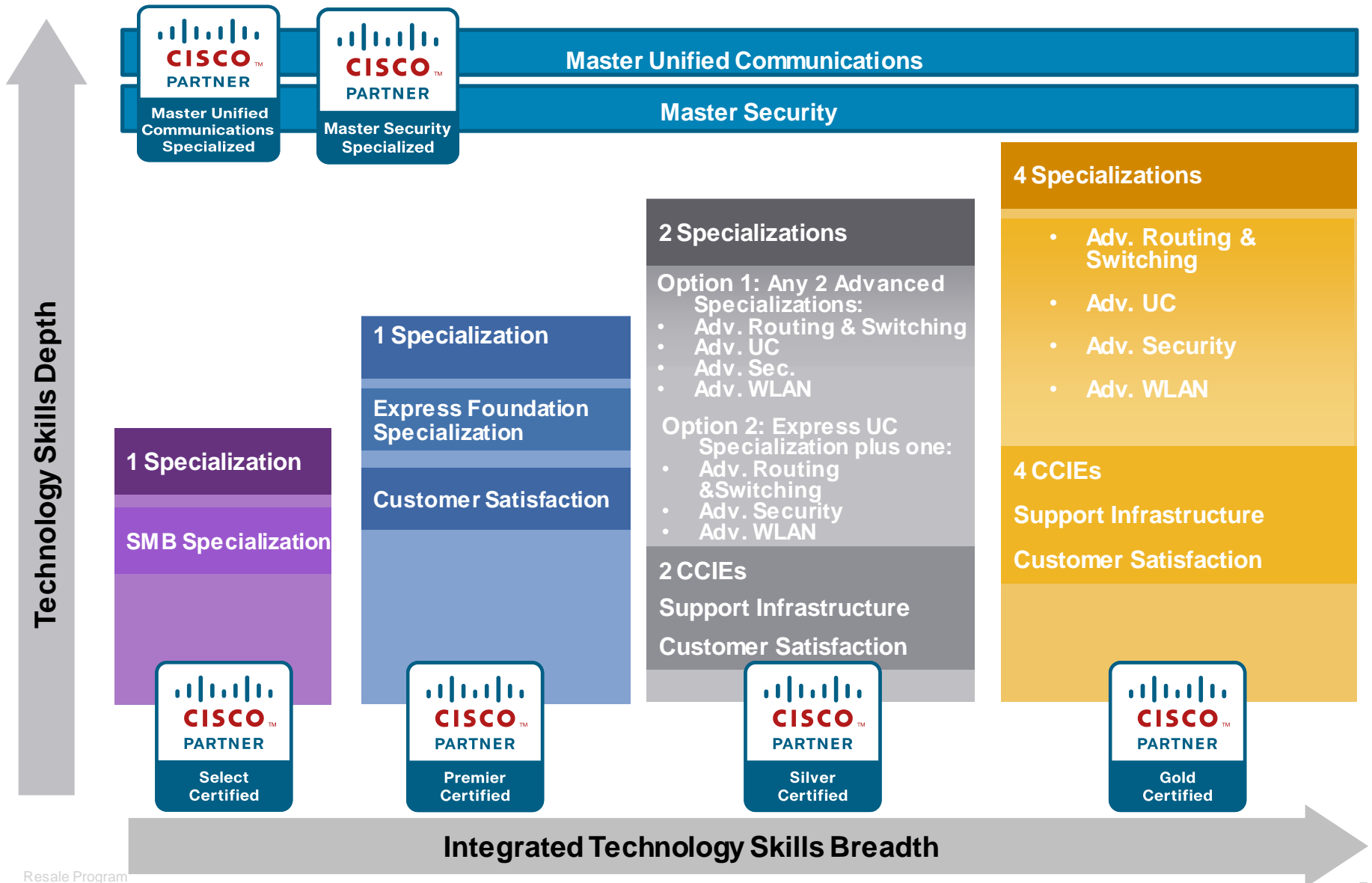
Outsourcing



Consistent Partner Program Framework



Cisco Resale Partner Program Framework



Industry-Leading Partner Program

Company of the Year:

- Networking Infrastructure
- Voice Networking
- Wireless Networking

Best Overall:

- Enterprise Networking
- Voice over IP
- Wireless LAN
- Network Security



Cisco Partner Logo – the Cisco Brand

You can use the appropriate partner logo(s) in all of your marketing material

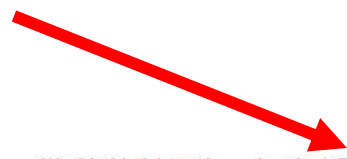


www.cisco.com/web/partners/market/partner-marks.html

Getting Started – Register for CCO

Cisco Connection Online – Your personal Cisco “ID” which enables you to navigate

Click on the “Register” Tab to begin:



Worldwide [change] | **Log In** | Register | About Cisco

Search

Solutions | **Products & Services** | **Ordering** | **Support** | **Training & Events** | **Partner Central**

the break down barriers effect
a world where borders no longer divide us, and technology only unites us. that's the **human network effect**

[expand to learn more +](#)

LATEST NEWS | Podcast: Consumer Business Strategy: A Chat with Ned Hooper - 07 Jan 2009 | [View All News](#)

QUICK LINKS

Information for:
Small Business
Enterprise
Service Provider
Consumer

Linksys by Cisco Media Hub
Store, back up, and share video, music, and photos, at home, or on the Internet.
[Learn More](#)

Meet on the go
Get WebEx on your iPhone
[Learn More](#)

www.cisco.com

Registering for CCO Login

You will be required to create a User Name and a Password which will comprise your “CCO” login

Cisco.com Registration - Cisco Systems - Microsoft Internet Explorer provided by Cisco Systems, Inc.

File Edit View Favorites Tools Help

Back Address

Links Customize Links Free Hotmail SoftStub Windows Windows Marketplace Windows Media

Google Go PageRank 1022 blocked Check AutoLink AutoFill Send to Settings

Worldwide [change] Log In Register About Cisco

Search Go

Solutions Products & Services Ordering Support Training & Events Partner Central

HOME

Cisco.com Registration

Overview

Welcome to Cisco Systems

Cisco.com Registration

Register With Cisco Step 1

Register here to gain access to Cisco tools and information. Enter the required information below to begin the registration process. Once you have registered, you will be able to update your profile at any time via the Profile Management Tool.

Choose Language English

Your Information

First Name

Last Name

Email Address

Re-Type Email Address

Language Preference

(Valid email address is required for registration confirmation.)

(Where possible, we will provide you with content in your preferred language.)

Toolkit: Roll over tools below

Help

Local intranet

Getting Started – Become a Partner!

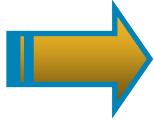
Apply to become a Cisco “Registered” Partner

Becoming a Registered Partner is the first step in participating in the Cisco Channel Partner Program and is a prerequisite for becoming a Cisco Certified or Specialized Partner.

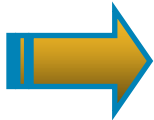
Indirect channel partners who resell or provide professional services related to Cisco products are eligible to apply to become a Cisco Registered Partner.

Status as a Cisco Registered Partner is valid for 12 months and must be renewed annually. Note that Partners will be sent notification emails advising on renewal.

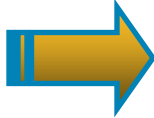
Registered Partner Benefits



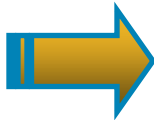
Partner Locator listing



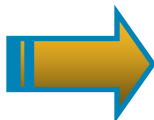
Use of the Registered Partner logo



Updates on new products and promotions, program changes, special offers, training and support



Partner-level access to Cisco.com including Partner Education Connection (PEC), a free online training portal for Cisco Partners



Eligibility to become a Certified or Specialized Partner

Be in front of millions of people

Partner Locator

Where customers look for a Cisco Certified Partner to work with.

The more you invest in the program, your expertise and commitment to customer satisfaction, the higher up your company goes in the search results.

The screenshot shows the Cisco Partner Locator web application in a Windows Internet Explorer browser. The page title is "Partner Locator - Partner Central - Cisco Systems". The URL is "http://tools.cisco.com/NWChannels/LOCATR/openBasicSearch.do". The page features a navigation menu with tabs for Solutions, Products & Services, Ordering, Support, Training & Events, and Partner Central. The main content area is titled "Partner Locator" and includes a search bar and a "Go" button. Below the search bar, there are tabs for "Basic Search" and "Advanced Search". The "Basic Search" tab is active, and the page displays the heading "Locate a Cisco Partner Near You" with the instruction "Tell us your business need and we will show you a list of partners in your area." A map of the San Francisco Bay Area is shown, with a red arrow pointing to a specific location. To the right of the map, there are search filters: "Tell us what you are looking for:" with a text input field and a dropdown menu set to "ALL"; "Tell us where you are:" with a "City:" text input field and a "Country:" dropdown menu. At the bottom of the page, there is a footer with links for Feedback, Help, and Site Map, and a copyright notice for Cisco Systems Inc. The browser's taskbar at the bottom shows several open applications, including Windows Live, Inbox - Micro..., Current, 6508-6512 s..., WinZip - dsc..., 2 Microsoft..., Partner Loc..., 6510 Gold Pa..., and 6509 Silver P... The system clock shows 09:30 on 09/30.



ICPA – Indirect Channel Partner Agreement

Cisco requires companies that do not have a direct purchasing relationship with them to review and accept the terms and conditions of the Indirect Channel Partner Agreement (ICPA).

As an indirect channel partner, all of your Cisco purchases are made through a Cisco authorized distribution partner.

You need to set up an account with one or more of these distributors if you have not already done so.

Purchasing Through the Distribution Channel

As a Cisco Registered Partner, you purchase from a distributor. We invite you to contact one of our preferred distribution partners for Cisco Solutions

Ingram Micro Canada

55 Standish Court
Mississauga, ON
L5R 4A1
800-668-3450
www.ingrammicro.ca

Tech Data Canada

6911 Creditview Road
Mississauga, ON
L5N 8G1
800-668-5588
www.techdata.com

Westcon Canada

2010 Winston Park Drive
Suite 503
Oakville, Ontario
L6H 5R7
888-307-7218
www.westcongroup.com

D&H Canada

255 Courtneypark Dr. West
Suite 101
Mississauga, Ontario
L5W OA5
905-795-0330
www.dandh.ca

NOTE: If you are a new channel partner, you may need to set up an account with any or all of the above distribution partners

Apply to Become a Registered Partner

Follow these Steps:

1. Log into the Partner Registration Tool and complete the form

2. Accept the ICPA at the end of the application

Partner Registration - Partner Central - Cisco Systems - Microsoft Internet Explorer provided by Cisco Systems, Inc.

Address: <http://tools.cisco.com/WWChannels/IPA/welcome.do>

Worldwide [change] Logged In | Profile | About Cisco

Solutions Products & Services Ordering Support Training & Events Partner Central

HOME
PARTNER CENTRAL
MANAGE YOUR PARTNERSHIP TOOLS
Partner Registration

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 10 business days

Instructions	Training and Tutorials
<p>Launch Partner Registration (requires a Cisco.com user ID)</p> <p>Log In to the Partner Registration tool</p> <p>Trouble logging in?</p> <ul style="list-style-type: none">▪ New User? Register▪ Forgot your Password?	<p>Need help? Try these resources:</p> <ul style="list-style-type: none">▪ User Guide▪ Quick Reference Guide▪ Q&A▪ Get Help from Partner Relationship Team

[Track Partner Registration Application](#)

[Indirect Channel Partner Agreement](#) (View only. Must register to accept agreement)

Key Features & Benefits

Done Local intranet

tools.cisco.com/WWChannels/IPA/welcome.do

Associating Other Contacts

The person who registers the company becomes the **“Administrator”** by default.

Others can register and be associated with the company as well. They need to register for a **“CCO”** login first and then complete the **“Associate Myself With a Company”** request at:
www.cisco.com/go/partneraccess

The company **“Administrator”** will receive an email request to allow another to be associated with the company – the **“Administrator”** may accept or reject this request for association
“Administrator” may also make someone else an **“Administrator”**



Communications & Resources



Canada Channels Pages

The screenshot shows the Cisco Canada Partner Central website. The browser title is "Get Started with Cisco - Partner Central - Cisco Systems - Microsoft Internet Explorer provided by Cisco Systems, Inc.". The address bar shows the URL: http://www.cisco.com/web/CA/channels/get_started.html. The page features a navigation menu with tabs for Solutions, Products & Services, Ordering, Support, Training & Events, and Partner Central. The main content area is titled "Partner Central Get Started with Cisco" and includes a "Welcome to Cisco Canada!" message. Below this, there are three featured articles with images: "Getting Started with Cisco", "Taking the Next Step", and "Cisco Channel Programs". A red arrow points from the text on the right to the "Get Started with Cisco" section.

★ **Canadian Site for all Canada Channels Programs**

- **Promotions**
- **Sales tools**
- **Resources**
- **Training**

www.cisco.com/web/CA/channels/get_started.html

CPI Canada Newsletter

CUSTOMIZED PARTNER INTELLIGENCE CANADA (CPI Canada)

- Bi-weekly partner newsletter featuring information that is most relevant to each partner's particular business and technology needs.
- Personalized partner profiles. Get the information you care about.
- The single source for all partner updates regarding products, services, promos, programs, tools, training, news, and more.

www.cisco.com/go/cpi



Customized Partner Intelligence Newsletter

The screenshot shows the Cisco Partner Central website. The navigation bar includes Solutions, Products & Services, Ordering, Support, and Training & Events. The main content area is titled 'Partner Central News' and contains a welcome message and a section for the 'Cisco Customized Partner Intelligence Newsletter'. A red circle highlights the 'Subscribe Now' button in the 'News' section.

Click here to Subscribe!!

Cisco Customized
Partner Intelligence
Canada Edition



Newsletter Example

Hello ,

Table of Contents

- News
- Human Network at Work: Cisco Goes to Hollywood
- Partner Practice Builder Now Available
- Enhancements to Cisco Partner Enablement
- grow i.t. Web Portal for Partners from Cisco Capital

News

Human Network at Work: Cisco Goes to Hollywood
Next Campaign Phase Showcases Real Workplace Scenarios
<http://www.cisco.com/web/thehumannetwork>



The latest phase of the Cisco Human Network ad campaign - using workplace scenarios to highlight Cisco's role in helping businesses capture the benefits of collaboration and Web 2.0 - premiered on October 14 during the National Football League telecasts on CBS. "Hollywood," the first of five new TV and online ads, focuses Unified Communications.



Marketing Made Easy
Register Now



See what's new in Cisco Unified Communications

Channel Partner Enablement Briefings (CPEB)

What is CPEB?

A bimonthly Channel Marketing webcast for Canadian Channel Partners to learn more about products, services, promotions, sales and marketing programs, tools, and training.

Webcast is recorded and provided on VoD

How do Partners Register?

Use the registration link in the email invitation.

Who Should Attend?


All Channel Partners.

When?

Second Tuesday every other month.

Where?

Your desk - WebEx



Cisco Canada
Channel Partner Enablement Briefings

FRANÇAIS >

Dear CA Seedlist,

The Cisco Canada Channels team invites you to **learn more about the latest Cisco promotions, programs, and product offerings without leaving your desk.** Participate in these webcasts every other month and ensure your sales and technical teams have access to the latest resources for marketing, Cisco Security, Unified Communications solutions, Storage, Wireless, Routing and Switching.

AGENDA

- Sell Cisco Technologies & Services**
 - Get up to speed on the Latest Product & Service Promotions, Programs and Tools
- Targeting the Right Opportunity & Improving your Sales Performance**
 - Learn how to Better Market Cisco Technologies & Your Services
- Cisco Fall & Winter Events Line-Up**
 - Cisco Interaction Network - a weekly series of live Customer Web broadcasts and interactive, ask-the-expert sessions
 - SMB Network on Wheels Van - SMB Solutions on tour!



In addition, each webcast will include a question and answer session with Cisco experts. All webcasts will be archived and available for viewing up to three months after the live event.

To learn more about other Partner events, visit the Events page of the [Cisco Partners & Resellers Website](#).

Sincerely,
Cisco Systems, Inc.

REGISTER NOW

Date: October 17th, 2006
Time: 12:00 - 1:00 pm EST



Auto-Generated Specialization and Certification Emails from cpapp-program@cisco.com

Dear Partner

Our records indicate that your company's Premier certification with Cisco is due for renewal. You have 30 days from the date of this notice to submit a complete re-certification application in order to retain your existing Premier status. Please visit the following URL to review the Premier requirements:

<http://www.cisco.com/go/premier>

Please be aware that participation in the Cisco partner customer satisfaction program is now a requirement for Premier re-certification. By your certification anniversary date, you will be required to achieve a minimum of 10 unique survey responses and meet the Cisco Customer Satisfaction target established for your theatre.

At 3 intervals prior to an individual or partner specialization or certification expiry date, Cisco will send alerts to help you prepare for the renewal.

Following renewal, a congratulation email will be sent.



Training Tools



PEC – Partner Education Connection

The Partner Education Connection (PEC) is a FREE online education portal available exclusively to Cisco Partners.

Your customers do not have access to PEC.

Available only to Cisco Partners, the site provides access to all of the certification, specialization, sales, products, and technology training information needed to successfully sell Cisco products

Visit PEC today!

www.cisco.com/go/pec

The screenshot displays the Cisco Partner Education Connection (PEC) website. At the top, the Cisco logo is on the left, and navigation links for 'My Account', 'Help', and 'Log Out' are on the right. A user greeting 'Welcome REBECCA LEACH' is visible. Below the navigation bar, there are tabs for 'Home', 'My Learning', 'Browse Catalog', and 'My Network'. The main content area is divided into several sections:

- 1) Getting Started:** Features a progress indicator for 'ENROLL' at 33% completion. Text includes 'Configure your home page. Plan your training. Track your progress.' and 'The new PEC is designed for YOU.' with links for 'Help and FAQs', 'Partner Helpline', and '1-800-GO CISCO'.
- Announcements & News:** Lists several news items with links, such as 'New PEC Resources Available', 'Updated QuickStart for Cisco Branch-WAN', 'eDelivery Program', and 'IET Partnership Promotes World Class Professionalism'. It also includes links for 'QuickStart for TelePresence - New content available' and 'TelePresence Landing Page'.
- Catalog Search:** A search bar with a 'Go' button and a link to 'Advanced Search'. Below it, it states 'No items found' and has an 'Add Learning' button.
- Curricula:** A section that also states 'No items found' and has an 'Add Curriculum' button.

PEC – Partner Education Connection

The screenshot displays the Cisco Partner Education Connection (PEC) website. At the top, there is a navigation bar with the Cisco logo, the text "Partner Education Connection", and user options: "My Account", "Help", and "Log Out". A welcome message "Welcome REBECCA LEACH" is visible on the right. Below the navigation bar are tabs for "Home", "My Learning", "Browse Catalog", and "My Network". A left sidebar contains a menu with items: "Career Certification", "Specialization", "Labs", "Sales", "Technologies", "Emerging Technologies", "ATP", "SMB University", and "Partner Tools". The main content area is titled "Cisco Partner Specialization" and includes a description: "Develop expertise specific to your role and specialization." Below this, a section titled "Specialization" states: "You may choose from the following six specializations to count toward certification requirements." This section contains two tables: "Express Specialization" and "Advanced Specialization". Each table lists specializations with their corresponding "Role-Based Curricula" and "Related Info" (Overview and Role Requirements). The "Express Specialization" table lists "Express Foundation" and "Express Unified Communications". The "Advanced Specialization" table lists "Advanced Routing and Switching", "Advanced Security", and "Advanced Unified Communications". A right sidebar contains "Featured Offerings" (Cisco Products Solutions Essentials (CPSE), Cisco Sales Essentials, The Selling E.D.G.E., All Sales Curricula), "Related Links", "What's New" (Partner Events), and "Related Areas of the PEC" (Career Certification, Cisco.com Specialized Partner, Points, Retired Specializations, Retired Certification Exams, ATP Program). Two red arrows point from the text on the right to the "Specialization" menu item and the "Specialization" section header.

Express Specialization	Role-Based Curricula	Related Info
Express Foundation	Account Manager , Field Engineer , Systems Engineer	Overview ² Role Requirements ²
Express Unified Communications	Account Manager , Engineer	Overview ² Role Requirements ²

Advanced Specialization	Role-Based Curricula	Related Info
Advanced Routing and Switching	Account Manager , Field Engineer , Systems Engineer	Overview ² Role Requirements ²
Advanced Security	Account Manager , Field Engineer , Systems Engineer	Overview ² Role Requirements ²
Advanced Unified Communications	Account Manager , Field Engineer , Systems Engineer , IPCC Express , Rich Media Communications , Unity Design , Unity Support	Overview ² Role Requirements ²

Access training requirements for Cisco career Certifications, Specializations, and Authorized Technology Providers (ATPs).

www.cisco.com/go/pec



Partner Help Tools & Resources



Partner Self Service

Manage your access and company associations, update your personal information, change your address, grant access to others, and **MORE!**

HOME
PARTNER CENTRAL
MANAGE YOUR PARTNERSHIP TOOL INDEX
Partner Self Service
Training & Tutorials

Partner Central
Partner Self Service

Cisco Partner Self Service tools ease data and access management for Cisco partners. This functionality allows you to associate yourself with a Cisco partner and obtain [Partner level access](#), so that you can manage profile information. The tools also allow [Partner Administrators](#) to manage company data.

Instructions		
Launch Partner Self Service (requires a Cisco.com user ID)	Training and Tutorials	Feedback
-If you have a Cisco.com user ID, log in to Partner Self Service	Need help? Try these resources	Let us know what you think:
-New User? Register for a Cisco.com ID -Forgot your Password?	- User Guide - Quick Reference Guide	- Complete the survey

- **Manage Access Privileges**
Allows partners to view and edit their own individual access privileges to Cisco channel partner tools. Partner administrators and Cisco employees may grant and edit access privileges to these tools for their company's employees.
- **Associate Yourself with a Partner Company**
Employees of current and prospective partners may associate themselves with their companies. Associating to a partner company grants users partner-level access to tools such as Partner E-Learning Connection. You may also change the company you are associated with or remove any company association.
- **Update Personal Profile Information**
Allows partners to manage their personal profile information. Users can also request administrator access to Partner Self Service and Certification and Specializations Application.
- **Update Company Information**
Partner administrators and Cisco employees can maintain or view company data: locations, contacts, employee profile, role information, etc. You can also run various partner company reports.

Toolkit: Roll over tools below
☰ ✉ + 📄

Related Tools
[Partner E-Learning Connection](#)
[Steps To Success](#)
[Get Help from the Partner Relationship](#)

Related Links
[Channel Partner Program](#)
[Certification Program](#)
[Specialization Program](#)
[Channel Incentive Programs](#)
[Value Incentive Program](#)

www.cisco.com/go/pss

Partner Self Service: Quick Reference Guide

Partner Self Service - Microsoft Internet Explorer provided by Cisco Systems, Inc.

File Edit View Favorites Tools Help

Address Google Settings Links

PARTNER SELF SERVICE (PSS) - QUICK REFERENCE GUIDE

User Types: [Guest](#) | [Partner Individual](#) | [Partner Administrator](#)

GUEST		
DESIRED TASK	LINKS ON PSS	WHAT TO DO
Get Partner Level Access	Associate Myself with a Company	Associate Myself with a Company >> Select Location >> Verify profile >> Confirmation
Associate yourself to a company	Associate Myself with a Company	Associate Myself with a Company >> Select Location >> Verify profile >> Confirmation
Search for Company	Search for Company	Search for your Company >> Select Location >> Verify profile >> Confirmation
Register your company as a partner	Register My Company	Follow the steps to register your company.
PARTNER INDIVIDUAL		
DESIRED TASK	LINKS ON PSS	WHAT TO DO
Update your profile: Email Address, Mailing Address, Alert Notifications	Update My Profile >> My Profile tab or My Location tab	Edit desired information and click "Submit".
Change your location	Update My Profile >> My Location tab	Choose a new location and click "Submit"
Delete or merge your Cisco.com ID(s)	Update My Profile >> Manage Cisco.com ID tab	If there are IDs you would like to merge or delete, select one and then click the button for the action you wish to request.
View Testing Information, Certifications and Specialization information	Update My Profile >> Other Attributes tab	View information
Add Cisco Testing ID (CSCO#) to My Profile	Update My Profile >> My Profile tab	Enter Cisco Testing ID (CSCO#) in text box and click "Submit"
Request access to tools or additional access levels (i.e. administrator access)	Manage My Access >> Request Additional Access	Select the tool you wish to access and contact the person listed.
View current access levels to partner tools	Manage My Access	View and edit your current access privileges.
Change company association	Change Association	Search for a new company and submit your request. You will have a "Guest" access level until your new request is approved.
Remove current company	Remove Association	Clicking on the link will produce a pop-up box asking if you are sure that you want

Local intranet

NOTE: Partner Self Service is a portal which enables you to make changes to your demographics and personal profile.

Download the **Quick Reference Guide** for great tips!

www.cisco.com/warp/public/765/tools/pss/Reference.html

Partner Help Online

Your first source for questions about:

- Career Certifications, Partner Certifications, Partner Specializations
- Customer Satisfaction Tool: Partner Access Online (PAL)
- And **MUCH MORE!**

www.cisco.com/go/prt

For Phone Inquiries:
1-800-GoCisco

Partner Central Partner Helpline

Cisco is committed to providing its partners with the highest-quality support. Partner Helpline is a direct support path for any partner issues, including complete presales technical, and product design assistance. Select one of the support groups from the options below. You can search the extensive knowledge base for information, or open a case for more support.

For more information, refer to the Partner Helpline [At-a-Glance](#).



Partner Helpline

The primary pre-sales and onboarding support link for partners focused on small- and medium-sized businesses.

Presales Technical Support



Partner support for Presales technical product information. Including Network design and product selection assistance

Select a Country

Submit

PDI Help Desk



Partner support for the Planning, Design and Implementation of Unified Communications products

Select a Language

Partner Relationship Support (Non-Technical)



Support for partner certification, specialization.

> [Continue](#)

Advanced Tool Support



Support group for Advanced tools and Programs including Discovery, Demo Remote, Cisco Demo Solutions, and Quotebuilder

> [Continue](#)

Got Questions? We've Got Answers

Meet the Canadian ICAM Team!

Territory	Inside Channel Account Manager	Contact Info
West	Valerie McCullough Kimberly Jackson	vmccullo@cisco.com 919-574-9040 kimjacks@cisco.com 919-574-9054
Central	Yolán Lacassagne Anne Bequet	ylacassa@cisco.com 919-574-2021 abequet@cisco.com 919-574-0246
East	Erez Halfon	ehalfon@cisco.com 919-574-8090
ICAM Manager	Thomas Sanders	thsander@cisco.com 1-800-888-8187 x42744

Summary: Getting Started with Cisco!

Activity	Slide
Register for CCO ID	9
Apply as a Registered Partner	11
Associate your employees with your account	16
Set up Distribution account (if not yet established)	17
Familiarize yourself with Channels Home Page	19
Sign up for email newsletter	20
Familiarize yourself with PEC	24
Familiarize yourself with PSS	27



Cisco Channel Partner Program



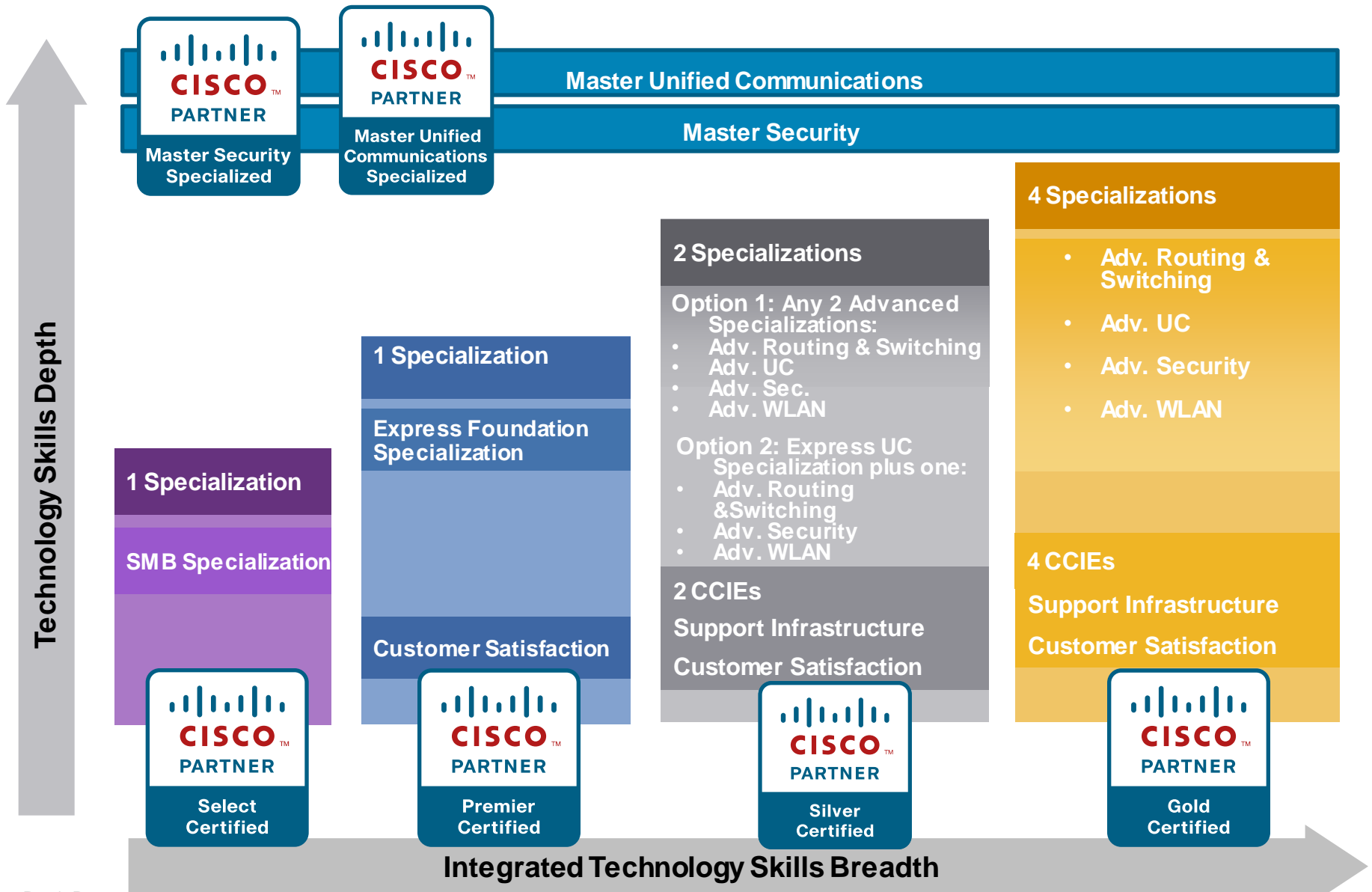
The Cisco Gold Certified Partner designation offers the highest level of branding, economic incentives, and differentiation as a reward for loyalty to Cisco, for capabilities in providing value-added services, and for a commitment to customer success. Gold Partners have attained the broadest range of expertise across multiple technologies by achieving all of the four advanced specializations.

The Cisco Silver Certified Partner designation offers greater branding recognition, economic incentives, and differentiation than for Premier or Select Certification. Silver Partners benefit from an increased level of support from Cisco, including access to best-in-class products and services, technical support, productivity tools, online training, marketing resources, and sales promotions.

The Cisco Premier Certified Partner designation offers branding recognition, economic incentives, and differentiation as a reward for loyalty to Cisco and for a commitment to customer success. Premier Partners benefit from an increased level of support from Cisco, including access to best-in-class products and services, technical support, and marketing resources. Premier partners deliver solutions and services that integrate Cisco routing, switching, wireless and security.

With this entry-level certification, Cisco Select Certified Partners benefit from an increased level of support from Cisco, including access to best-in-class products and services, technical support, productivity tools, online training, and marketing resources. Select partners have a focus in the SMB market and demonstrate expertise in delivering customized solutions to SMB customers.

Cisco Resale Partner Program Framework



Select Certification Benefits

- Access to SMB University Training Offerings across Canada, Classroom & Virtual
- Access to PDF (Partner Development Funds): 2% on all SMB purchases
- Access to PDF UC: 8% on all SBCS (Small Business Communications System) purchases
- USD Funds are wired directly to your bank account
- Funding can be used for training, incentives, rewards, business development activities
- Quarterly Updates on all Cisco SMB programs & promotions
- Dedicated ICAM for sales support on deals & programs/promotions
- Access to Demand Generation Campaigns
- Access to Pre-Built Marketing Collateral on Campaign Builder Site, customized for Select partners
- Use of the Select Partner Logo and Branding
- Access to exclusive Select Promotions and Programs
- Access to Partner Rewards Program

How do I become Cisco Select Certified?

There are four simple steps to becoming a Cisco Select Certified partner:

1. Have an individual [or two individuals] study the SMB Specialization education
2. Have individual[s] pass the relevant exams: -

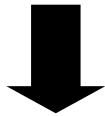
SMB Account Manager	SMB Engineer
650-175 SMB AM	650-180 SMB EN

3. Apply for the SMB Specialization based on successfully passing the two exams. The Certification and Specialization application tool: www.cisco.com/go/csapp
4. Once SMB Specialization has been approved, apply to become Select Certified



Registered ⇒ Select Certification Road Map

No Prerequisites Needed!



1 or 2 Individuals
(may use one person to fill both AM & ENG roles)

+

Specialization



SMB Specialization
Account Manager + Engineer

Select Certification



=

Step 1: Partner completes SMB Specialization requirements and applies for SMB Specialization

Step 2: Partner applies for Select Certification

tools.cisco.com/WWChannels/cpapp/home.do

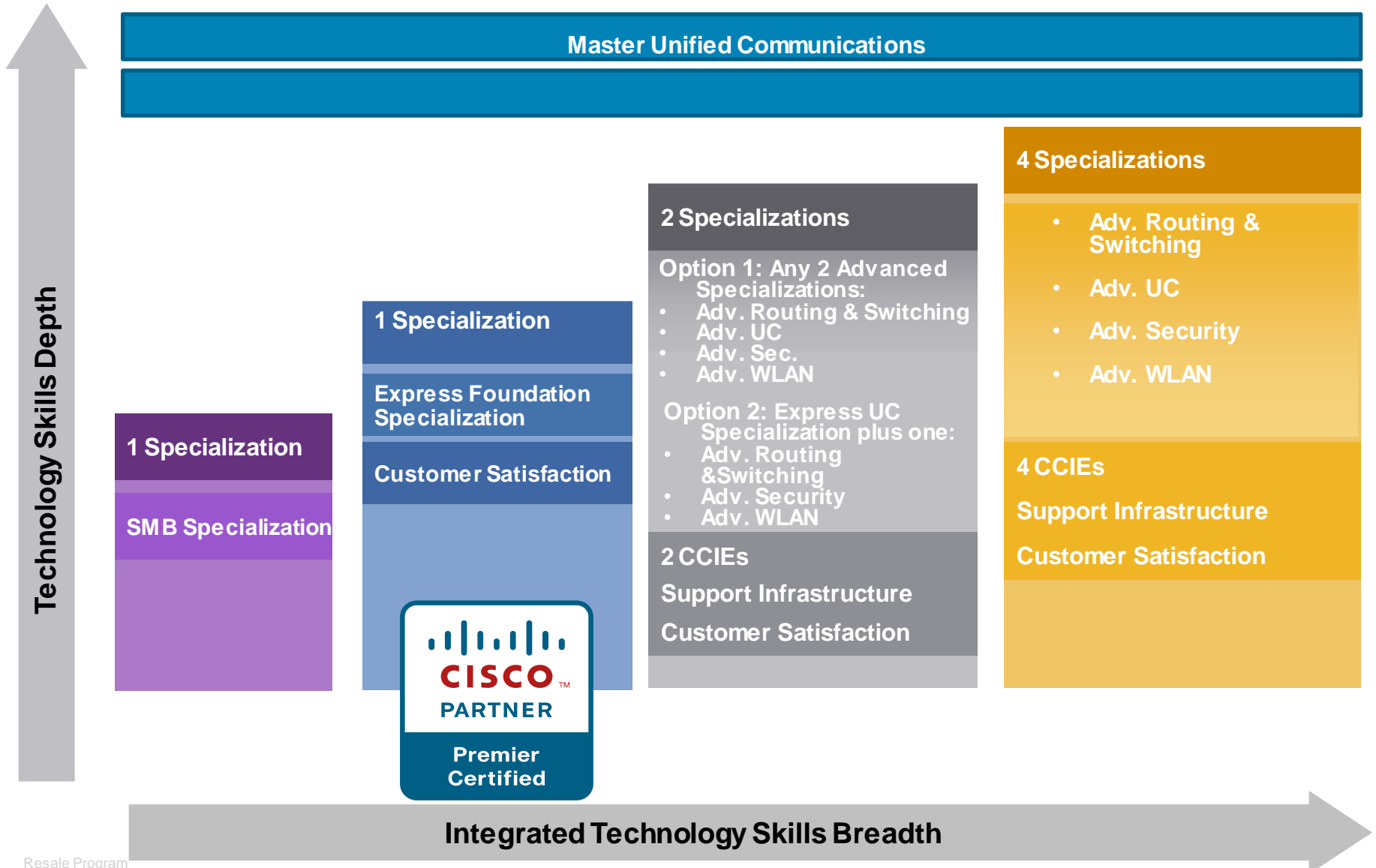
SMB Specialization Benefits

(Benefits to already Certified Partners who achieve the SMB Specialization)

- Access to **SMB PDF** (2% rebate on sales of all eligible SKUs, 70% minimum)
- Access to **UC PDF** (8% rebate on sales of all eligible SKUs, \$5,000 USD minimum bookings per period)
- SMB Specialization Branding
- Access to SMB University Courses Free online (PEC)

www.cisco.com/go/partnerdevelopmentfunds

Premier Certification



Cisco Premier Certification

Cisco Premier Certification recognizes and rewards partners that have achieved the Express Foundation Specialization. This foundational specialization expands technical competency in the integration of basic routing and switching, wireless LANs, and security technologies and a basic level of Cisco Lifecycle Services.

Customer Benefits:

Value: Cisco Premier Certified Partners have access to sales, technical, and lifecycle services training and resources, which help them more effectively sell, deliver, and support Cisco solutions to our joint customers. By combining this leading-edge Cisco expertise with a partner's value-added services portfolio, Cisco Premier Certified Partners are able to strategically position their company as a customer's trusted technology advisor.

Proven technical expertise: Maintaining the Express Foundation Specialization enables partners to offer integrated solutions in routing and switching, WLAN, and security technologies that customers demand.

Focus on customer satisfaction: Independently audited customer satisfaction surveys – the same ones Cisco uses to audit itself – help customers feel confident that Cisco Certified Partners have the capabilities and proven success to meet their needs.

Partner Benefits:

Branding as a Cisco Premier Certified Partner .

Eligibility to participate in [Cisco channel incentive programs](#), with greater economic incentives than for the Select certification level.

Access to [Joint Marketing Fund Builder](#) (availability varies by geography).

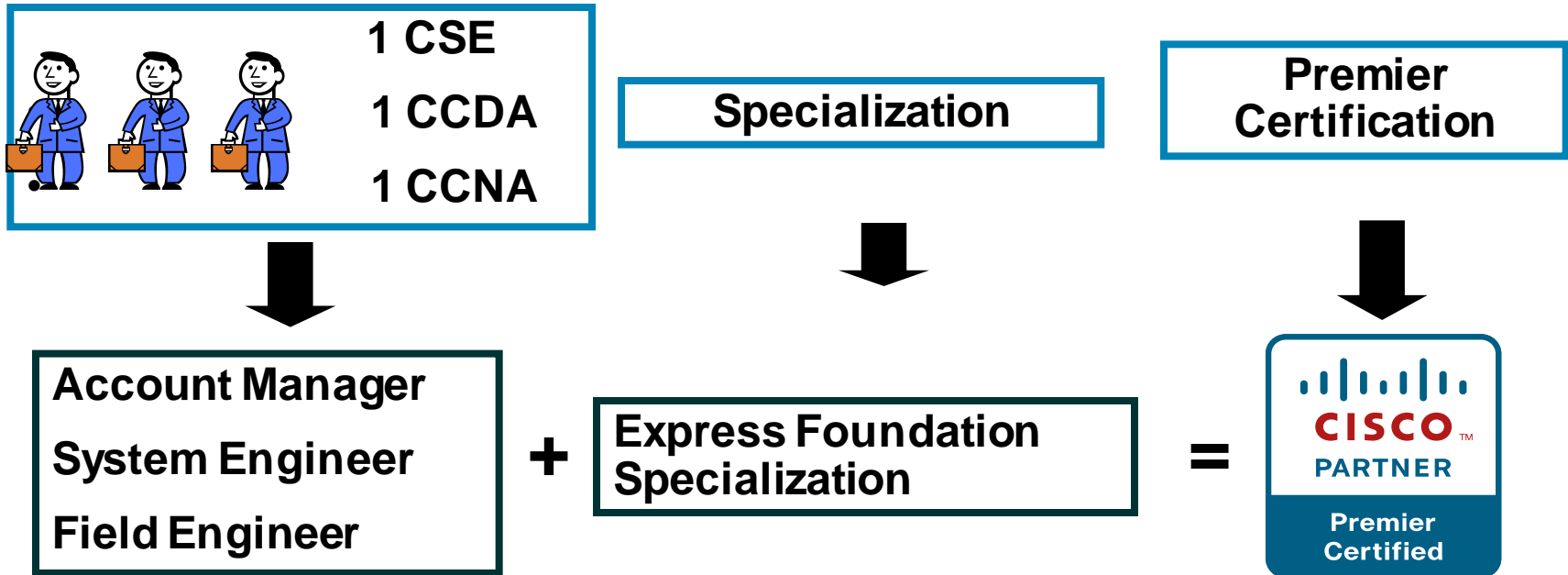
Access to [Partner Education Connection](#).

Access to Cisco customer satisfaction best practices and tools.

Eligibility to sell [Cisco Smart Care Services](#).

A Cisco Certified Partner Kit that contains resources such as sales tools, logos, guidelines, and information about Cisco certification and specializations.

Premier Certification: Road Map



Step 1: Partner acquires the CSE, CCDA and CCNA pre-requisites and completes the specialization requirements of Cisco Express Foundation Express for all three tracks.

Step 2: Partner applies for Premier Certification

www.cisco.com/go/specialization

Cisco Premier Certification Steps

There are three elements to becoming Premier Certified:

1. You must achieve the Express Foundation Specialization, using three individuals fulfill the roles required:
 - You must pass the Express Foundation Specialization
 - You must have three individuals fulfill the roles required within Express Foundation:

Certified Individuals in Specializations			
Title	Account Manager	System Engineer	Field Engineer
Express Foundation	CSE	CCDA	CCNA

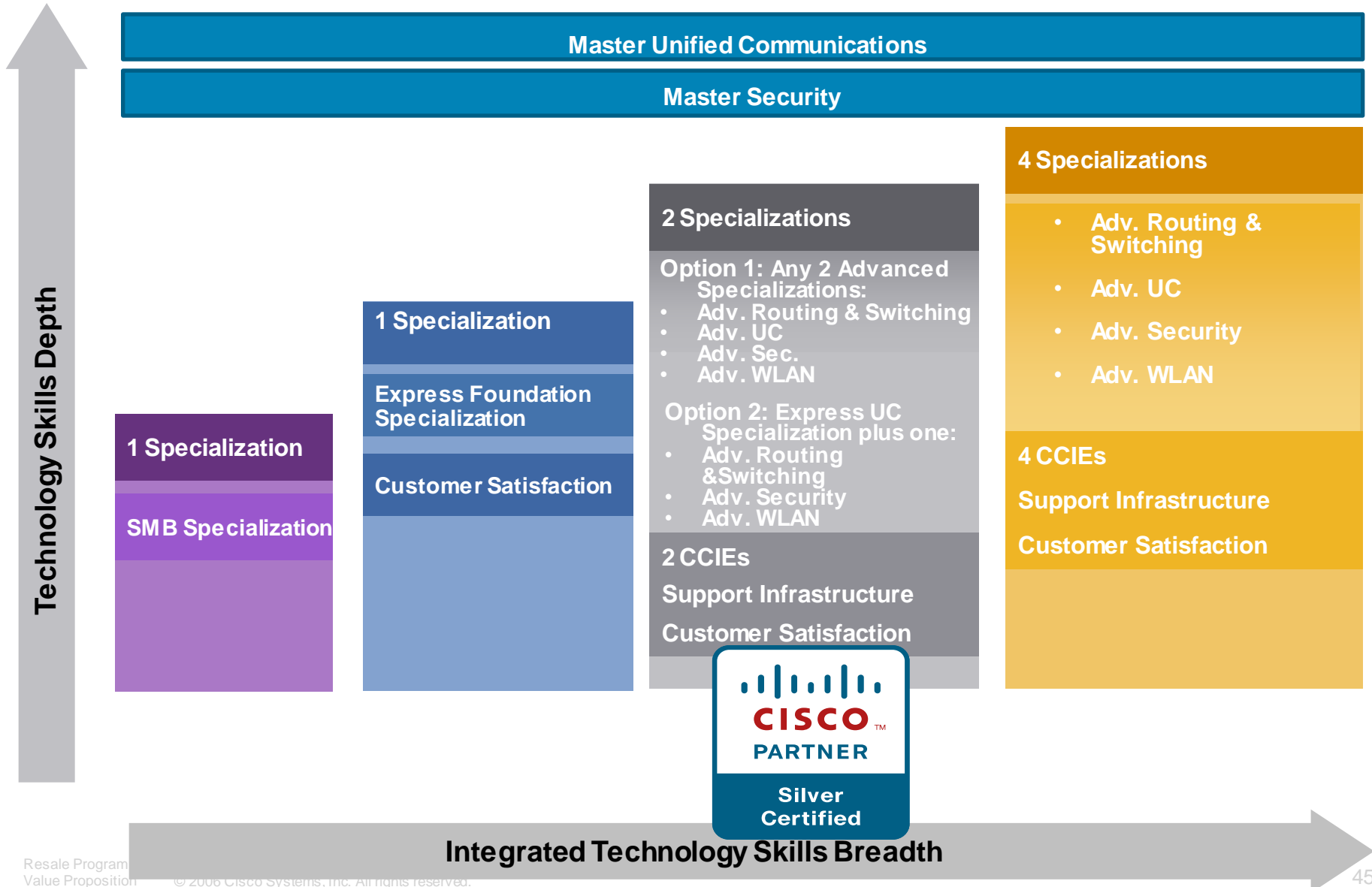
Cisco Premier Certification Steps

2. You must have the support capability defined below as a minimum:

Support Requirements	
Type	Premier
Legal Agreement	Legal agreement valid resale agreement or indirect channel partner Agreement (ICPA) in place
Demonstration Capabilities	
Customer Service	8x5
Escalation	Not required
Call Back	24 hour
Support Lab	Not Required
Pre-sales Support	Required
Post Sales Support	Post sales support configuration services and onsite capability within 24 hours

3. You must commit to participation in Cisco's Customer Satisfaction Program [CSAT]

Silver Certification



Cisco Silver Certification

The Cisco Silver Certification designation offers partners two different options to achieve Silver Certification:

1

Partners who have achieved the **Express Unified Communications Specialization** and one of the following advanced specializations:

- Routing and Switching
- Security
- Wireless LAN

2

Partners who have achieved two of the following four advanced specializations:

- Unified Communications
- Routing and Switching
- Security
- Wireless LAN

Customer Benefits:

Value: Cisco Silver Certified Partners have access to sales, technical, and lifecycle services training and resources, which help them more effectively sell, deliver, and support Cisco solutions to our joint customers. By combining this leading-edge Cisco expertise with a partner's value-added services portfolio, Cisco Silver Certified Partners are able to strategically position their company as a customer's trusted technology advisor.

Proven technical expertise: Maintaining multiple technology specializations means a partner can integrate technologies to deliver the more sophisticated solutions customers demand.

Focus on customer satisfaction: Independently audited customer satisfaction surveys – the same ones Cisco uses to audit itself - help customers feel confident that Cisco Certified Partners have the capabilities and proven success to meet their needs.

Partner Benefits:

Branding as a Cisco Silver Certified Partner.

Eligibility to participate in [Cisco channel incentive programs](#), with greater economic incentives than for Premier or Select certification levels.

Access to [Joint Marketing Fund Builder](#) (availability varies by geography).

Access to [Partner Education Connection](#).

Access to Cisco customer satisfaction best practices and tools.

Access to restricted products (varies by geography).

Eligibility to sell [Cisco Smart Care Services](#).

A Cisco Certified Partner Kit that contains resources such as sales tools, logos, guidelines, and information about Cisco certification and specializations.

Cisco Silver Certification Steps

There are four elements to becoming Silver Certified:

1. You can choose between two routes to Silver Certification:

Silver Specialization Requirements

Two of the following Advanced Specializations: *Advanced Unified Communications, Advanced Routing and Switching, Advanced Security, Advanced WLAN*

OR

Express Unified Communications + one of the following Advanced Specializations: *Advanced Routing and Switching, Advanced Security, Advanced WLAN*

Cisco Silver Certification Steps

2. You must have individuals fulfill the relevant roles in whichever Specializations route you have chosen [above]:

Certified Individuals in Specializations			
Title	Account Manager	System Engineer	Field Engineer
Express Unified Communications	CSE	CCNA or CCNA-Voice	
Advanced Routing and Switching	CSE	CCDA	CCNP
Advanced Unified Communications	CSE	CCDA	CCVP
Advanced Security	CSE	CCDA	CCSP
Advanced Wireless LAN	CSE	CCDA	CCNA
CCIE requirements for Certification: Silver = 2 CCIE can satisfy any technical CCxx Specialization role			

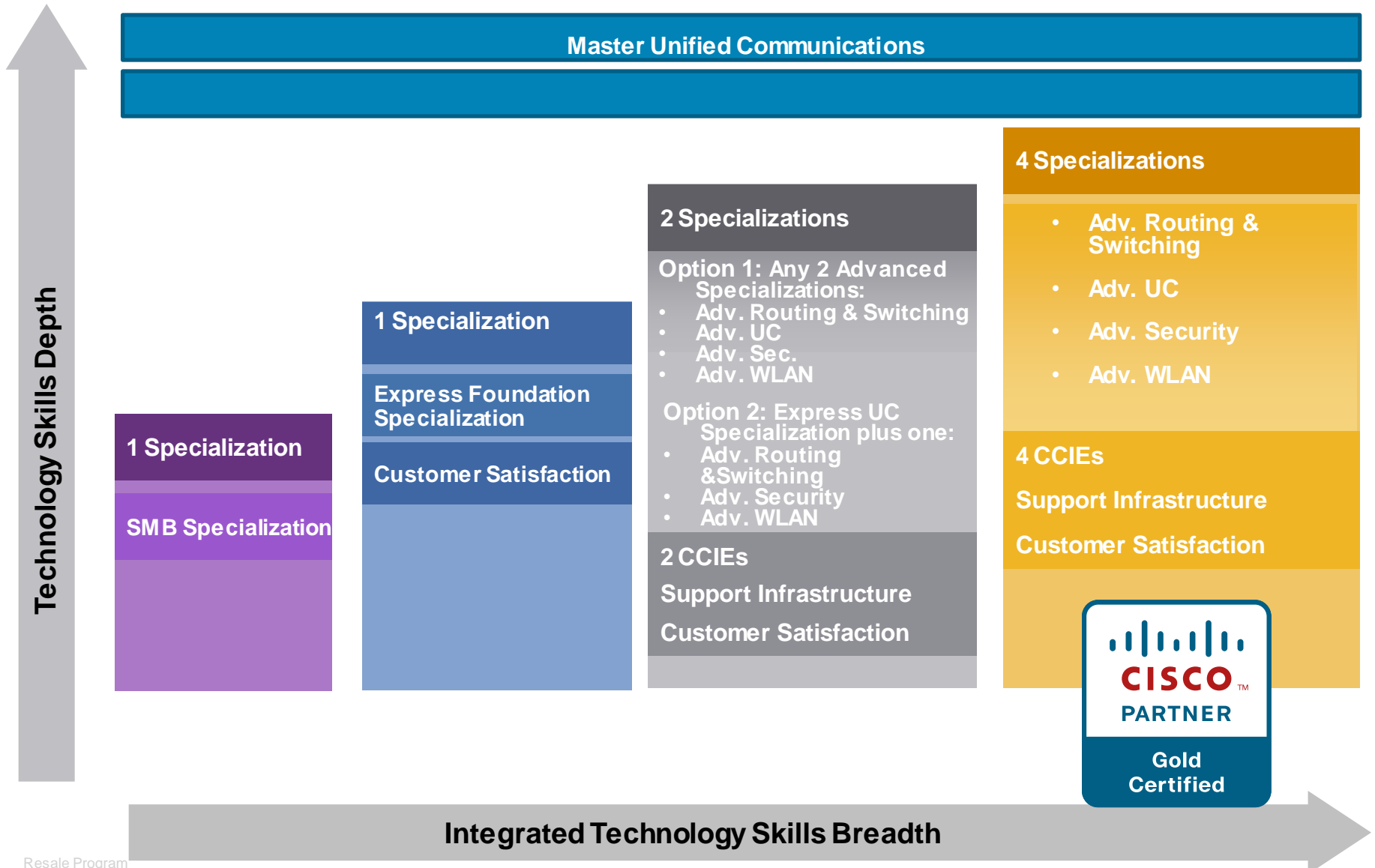
Cisco Silver Certification Steps

3. You must have the support capability defined below as a minimum:

Support Requirements	
Type	Silver
Legal Agreement	Valid resale agreement or indirect channel partner agreement (ICPA) in place
Demonstration Capability	Demonstrate one specialization technology
Customer Service	8x5
Escalation Process	Required
Call Back	1 Hour
Support Lab	Support lab equipment requirement should be discussed with your CAM
Lab Purchase requirement	If pursuing Unified Communications specialization
Pre-sales Support	Required
Post Sales Support	Requirements based on partner support agreement

4. You must participate in Cisco's Customer Satisfaction Program [CSAT]

Gold Certification



Cisco Gold Certification

Gold Partners have attained the broadest range of expertise across multiple technologies by achieving all of the four advanced specializations.

Customer Benefits:

Value: Cisco Gold Certified Partners have access to the most comprehensive sales, technical, and lifecycle services training and resources, which help them more effectively sell, deliver, and support Cisco solutions to our joint customers. By combining this leading-edge Cisco expertise with a partner's value-added services portfolio, Cisco Gold Certified Partners are able to strategically position their company as a customer's trusted technology advisor.

Proven technical expertise: Maintaining multiple technology specializations means a partner can integrate technologies to deliver the more sophisticated solutions customers demand.

Focus on customer satisfaction: Independently audited customer satisfaction surveys – the same ones Cisco uses to audit itself - help customers feel confident that Cisco Certified Partners have the capabilities and proven success to meet their needs.

Partner Benefits:

Branding as a Cisco Gold Certified Partner.

Eligibility to participate in [Cisco channel incentive programs](#), with higher economic incentives than all other certification levels.

Access to [Joint Marketing Fund Builder](#) (availability varies by geography).

Incremental product discounts.

Invitations to Cisco-sponsored Partner Events.

Access to [Partner Education Connection](#).

Access to Cisco customer satisfaction best practices and tools.

Access to restricted products (varies by geography).

Eligibility to sell [Cisco Smart Care Services](#).

A Cisco Certified Partner Kit that contains resources such as sales tools, logos, guidelines, and information about Cisco certification and specializations.

Cisco Gold Certification Steps

There are four elements to becoming Gold Certified:

1. You must complete these four Advanced Specializations:

Gold Specialization Requirements

Advanced Unified Communications

Advanced Routing and Switching

Advanced Security

Advanced Wireless LAN

Cisco Gold Certification Steps

You must have individuals fulfill the relevant roles across all Advanced Specializations :

Certified Individuals in Specializations

Title	Account Manager	System Engineer	Field Engineer
Advanced Routing and Switching	CSE	CCDA	CCNP
Advanced Unified Communications	CSE	CCDA	CCVP
Advanced Security	CSE	CCDA	CCSP
Advanced Wireless LAN	CSE	CCDA	CCNA

CCIE requirements for Certification: Gold = 4 CCIE can satisfy any technical CCxx Specialization role

* You may have individuals fulfill more than one role across multiple Specializations. They should discuss current role-sharing regulations with their Channel Account Manager [CAM]

Cisco Gold Certification Steps

3. You must have the support capability defined below as a minimum:

Support Requirements	
Type	Gold
Legal Agreement	Valid resale agreement or indirect Channel Partner Agreement (ICPA) in place
Demonstration Capabilities	Demonstrate one specialization technology
Customer Service	24x7
Escalation Process	Required
Call Back	1 hour
Support Lab	Support lab equipment requirement
Lab Purchase requirement	Unified Communications specialization only
Pre-sales Support	Required
Post Sales Support	Requirements based on partner support agreement

4. You must participate in Cisco's Customer Satisfaction Program [CSAT]

Certification & Specialization Application

- Step 1: Sales and Engineering staff take appropriate training and exams.**
- Step 2: Apply* for all Specializations, associating the staffmembers with the roles required.**
- Step 3: Apply* for Certification**

***All applications remain active for 90 days.**

Information on Specializations' requirements:

www.cisco.com/go/specialization

Information on Certifications' requirements:

www.cisco.com/go/certification

Specialization and Certification Application:

www.cisco.com/go/csapp

Superseding Certification

CCIE = CCIE

CCIP = CCIE or CCIP

CCDP = CCIE or CCDP

CCNP = CCIE or CCNP

CCSP = CCIE and CCSP

CCDA = CCIE or CCDP or CCDA

CCNA = CCIE or CCIP or CCDP or
CCNP or CCSP or CCNA

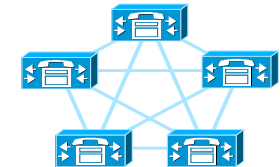
These higher level certifications may be used in place of the baseline certification requirements

Example: If Cisco requires a CCSP, partner may use a CCIE in place of CCSP

Unified Communications Specialization Road Map Technology Complexity

Master UC

- Customer Reference
- Program Manager



Advanced UC

- CUCM
- CUCMBE & CUWL Business Edition
- CUWL
- Unity Connection & Unity UM
- UCCX
- CUPS/CUPC
- CUCME/ISR/CUE
- UC500
- Cisco Unified IP Phones
- Cisco Unified CallConnector



Cisco Authorized Business Edition Reseller Program

- CUCMBE & CUWL Business Edition
- ISR Gateways
- SRST
- Cisco Unified IP Phones

New



Express UC

- CUCME/ISR/CUE
- UC500
- Cisco Unified IP Phones
- Cisco Unified CallConnector



SMB Specialization

- UC500
- Cisco Unified IP Phones
- Cisco Unified CallConnector

Specializations & Authorized Programs

SPECIALIZATIONS

Data Centre Networking Infrastructure (DCNI)

Data Centre Storage Networking (DCSN)

Adv. Unified Communications

Adv. Security

Adv. Wireless LAN

Adv. Routing & Switching

Express Unified Communications

Express Foundation

SMB

AUTHORIZED PROGRAMS

Meeting Place

Digital Media Signage

Business Edition

RETIRED SPECIALIZATIONS

VPN Security

Firewall Express

DMS Authorized Program

Digital Media Signage:

Found under [Emerging Technologies](#) on PEC

3 Roles: AM, SE, FE

Open to all partners

No prerequisites required

Lab Required: at NFR discount ~\$20K USD

Emerging Technologies discount applies

http://www.cisco.com/web/partners/pr11/pr66/fe/dms_program.html

What Are Managed Services?



Information Technologies Delivered As Finished Solutions, Managed Remotely by Highly Skilled Professionals from a Network Operation Center (NOC)



Managed Services Are Proactively Monitored and Providers Can Troubleshoot Incidents from the NOC, According to Defined Service Level Agreements (SLAs) Negotiated with End Users



Managed Services Are often Offered on an Operating Expense Basis That Requires No Capital Outlay for the End User Customer

Cisco Offer-Based Channel Model: Managed Service Channel Program Eligibility

 **Managed services that meet ALL of the following criteria**



Remote monitoring for all subject CPE

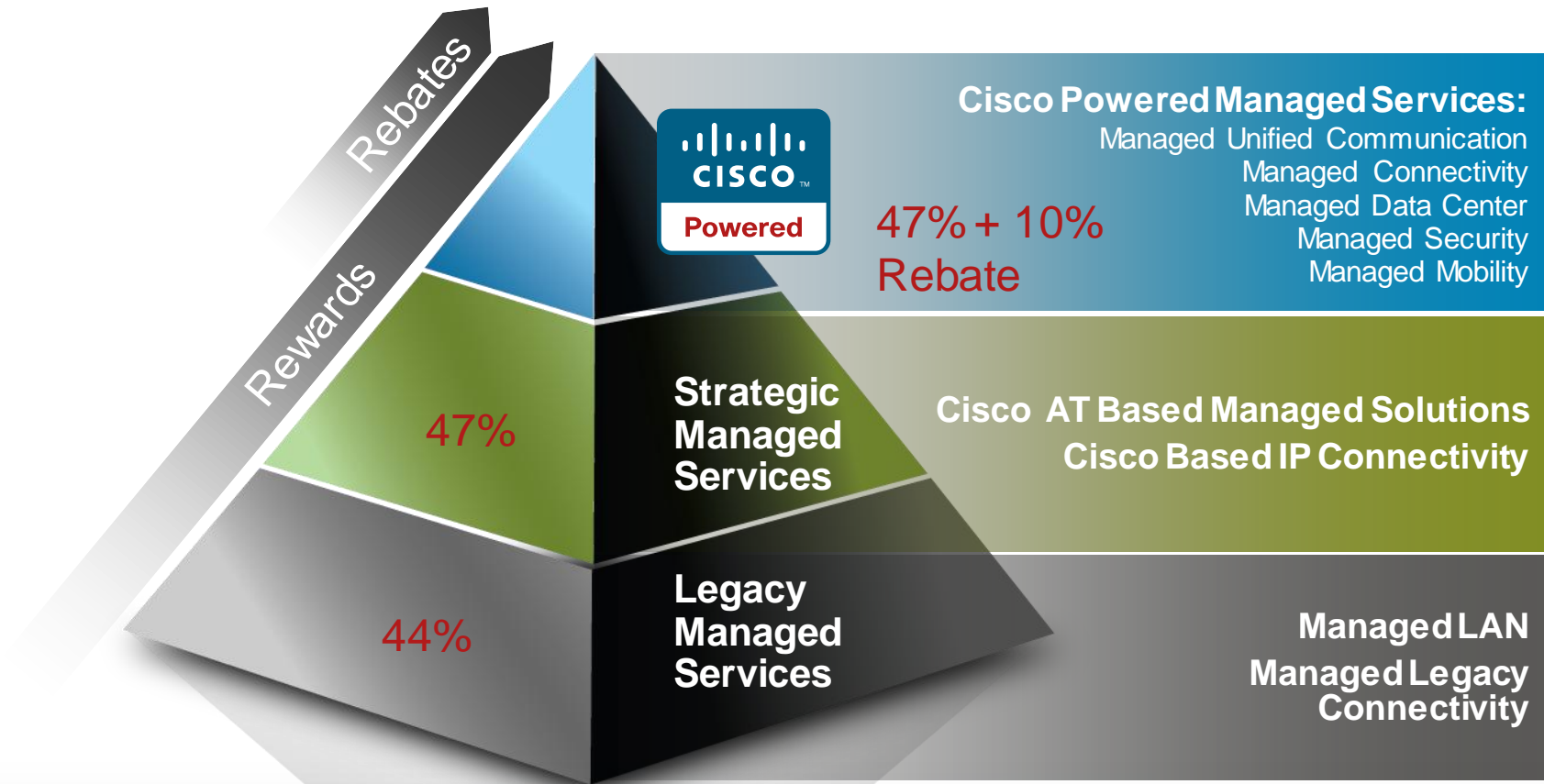
Remote configuration and troubleshooting

SLA Between partner and end customer

Term of contract 1+ year

CPE Title held by partner or end customer

MSCP: Rewards Tied to Service Value



*VIP does not apply to MSCP purchases

Managed Services Channel Program

MSCP helps providers accelerate sales of managed services, and rewards investment in service delivery through:

- **Consistent and predictable global discounts and terms** that help providers more easily deliver managed services across multiple countries
- **Financial rewards**, offered in three levels based on the value of the service to users: Legacy, Strategic, or Cisco Powered Managed Services
- **Marketing and sales assistance** through Worldwide Channels and the Cisco Powered Program, which helps eligible providers envision, launch, market, and sell services

www.cisco.com/web/partners/pr11/mscp/index.html

Outsourcing Channel Program (OSCP)

The Cisco Outsourcing Channel Program is designed for partners who are taking over management of customer assets for multiple years across multiple technologies, either at the customer site or at another location like a remote data center.

Partner Benefits

Financial rewards: Tied to deal size; deals must be registered to qualify for discount

Worldwide delivery: Supported globally with access to product at consistent and predictable discount and terms

Market differentiation: Access to services, tools, and technology from Cisco; partners market their own brand while taking advantage of the Cisco networking product brand

Cisco service and support: Cisco offers a suite of services that span the network lifecycle and help to facilitate and accelerate customer success. Cisco will work with its partners on an engagement-by-engagement basis to ensure the right services are included in each outsourcing opportunity

www.cisco.com/web/partners/pr11/outsourcing/index.html

Authorized Technology Partners

The ATP program is by invitation only for those partners who have proven depth in one or more technologies:

- Customer Voice Portal
- IOS-XR Routing Platforms
- MDS Fabric Switching
- Network Hosted Storage
- Outdoor Wireless Mesh
- TelePresence
- Unified Contact Center Enterprise
- Video Surveillance
- WiMAX

For more information, contact your CAM

Master Specializations

- Targeted at an elite group of partners that have the most in-depth technology skills and have demonstrated success in selling, deploying, and providing services for more sophisticated Cisco solutions.
- Partners with a highly qualified practice in a given technology can achieve Master Specialization regardless of their certification level.
- Master Specialization provides a higher level of distinction for partners and helps to highlight the expertise they bring to their field.
- To achieve a Master Specialization, partners must have the advanced specialization in that technology, then meet stringent requirements that demonstrate their capabilities, and establish a customer success track record in:
 - Selling capability
 - Technical capability
 - Services capability and methodology
- Current Master Specializations: [Master Unified Communications Specialization](#) and [Master Security Specialization](#).



www.cisco.com/web/partners/program/specializations/master.html

Partner Enablement



Partner Enablement

Connected Resources to Enable Partner Success



Grow Partner Capabilities

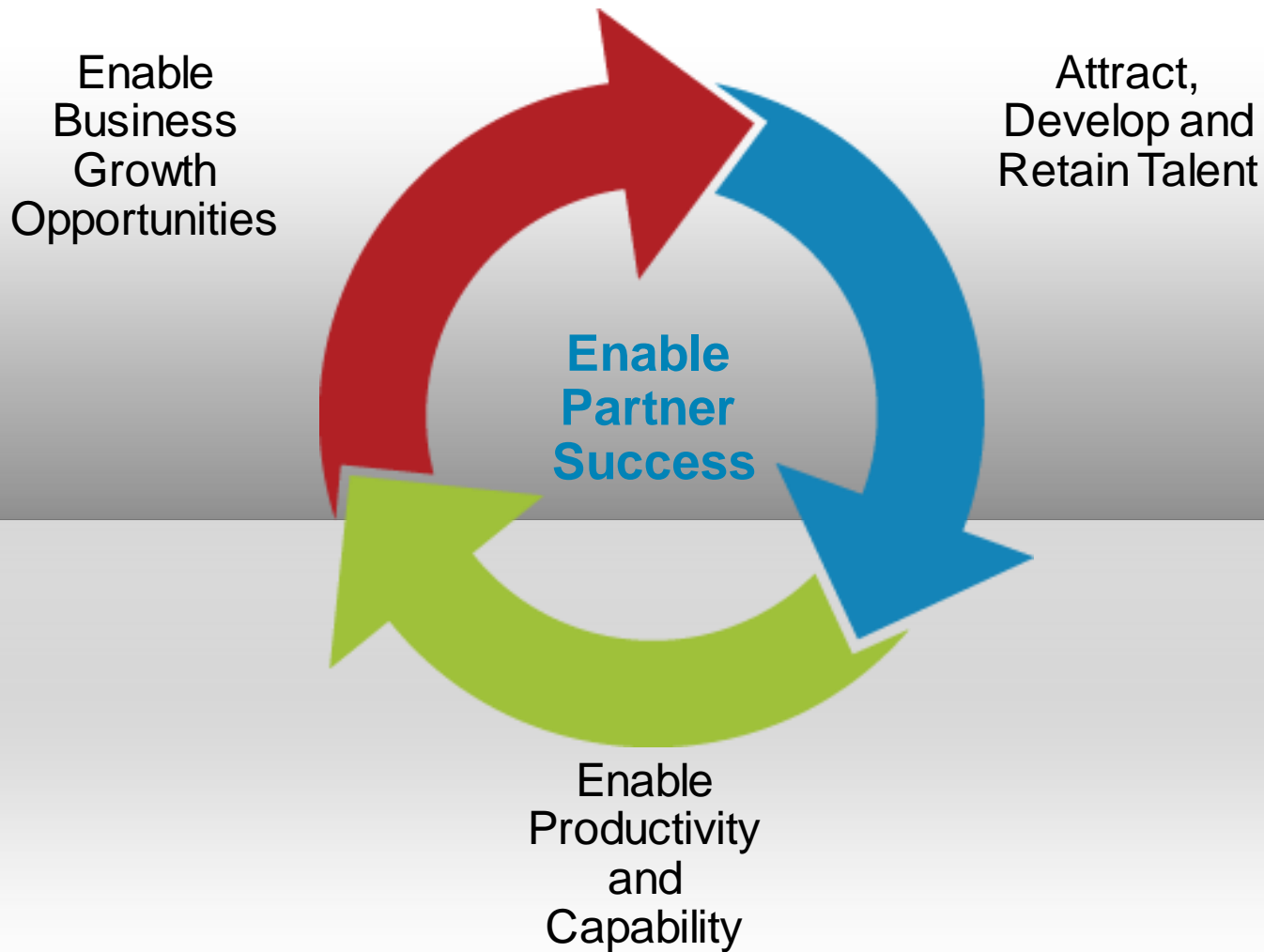
Accelerate Partner Productivity

Help Partners Meet Customer Needs

Strengthening the Partner Experience

Partner Enablement

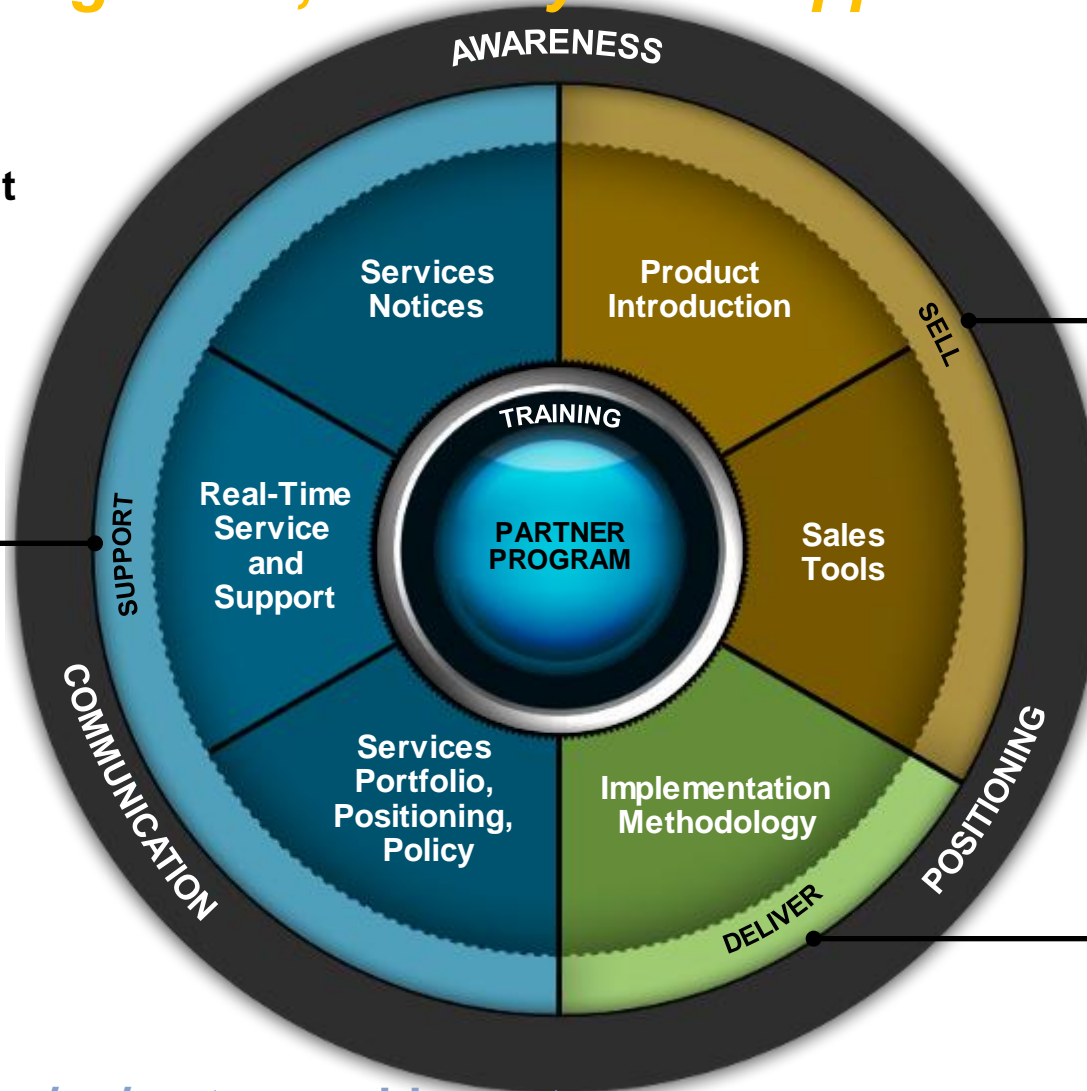
Connected Resources to Enable Partner Success



Partner Enablement Model: Consistent, Repeatable Approach Supporting Sales, Delivery and Support

Support Enablement

- Program
- Process
- Support



Sales & Field Enablement

- Introduction Processes
- Sales Readiness
- Design and Quoting
- Marketing Enablement

Delivery Enablement

- Methodology and Best Practices
- Training and Lab Content

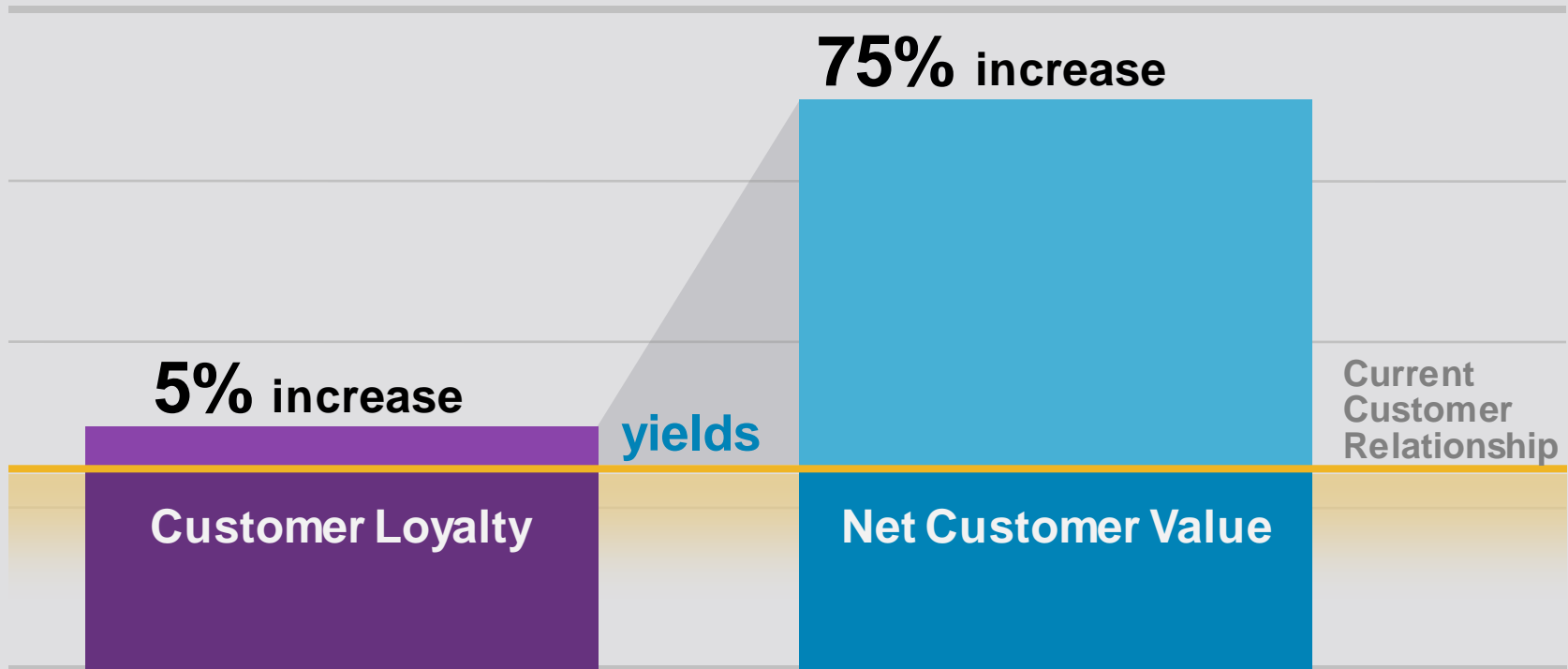
www.cisco.com/go/partnerenablement

Cisco Services



What Is Customer Loyalty Worth?

Value of Customer Loyalty



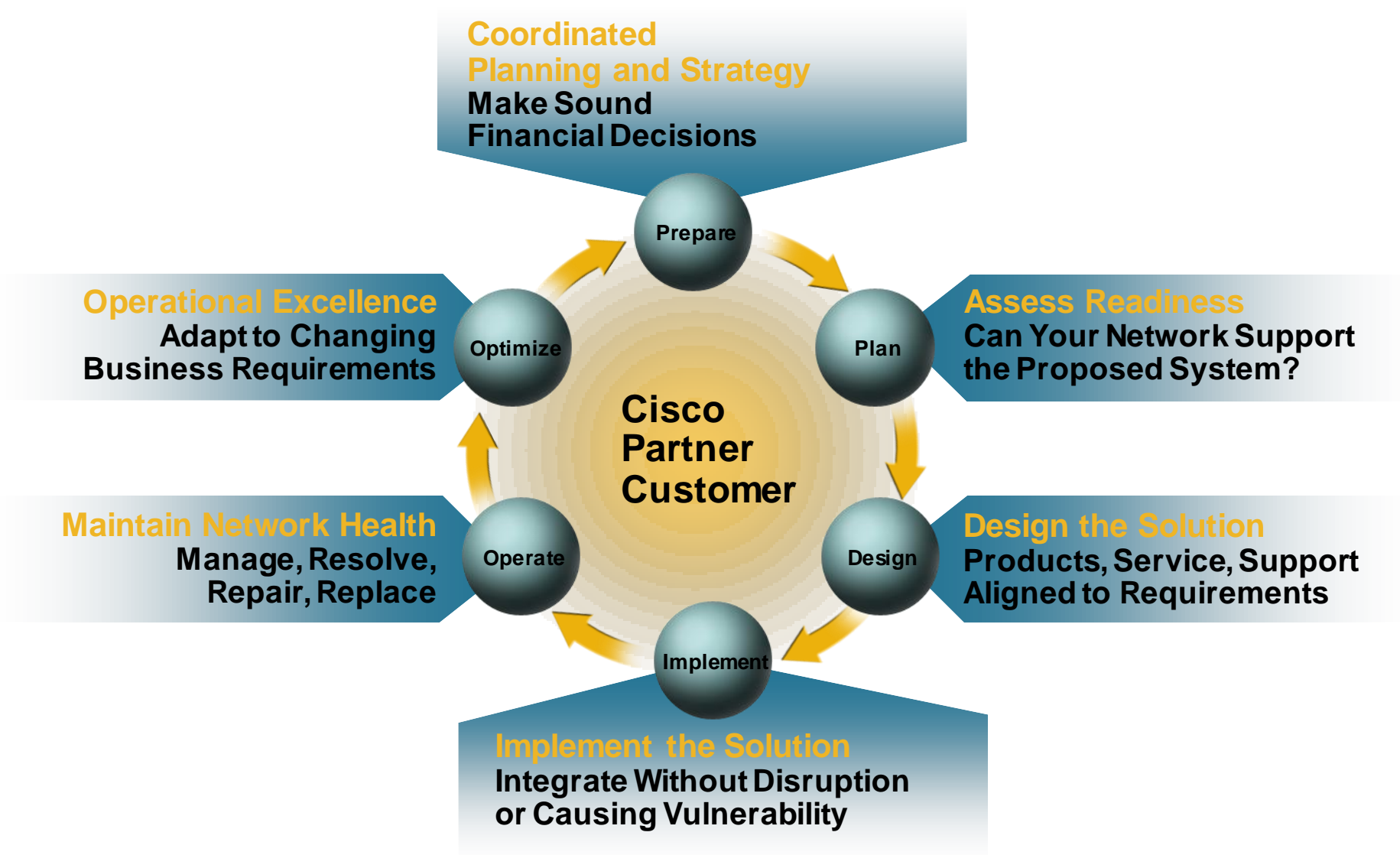
A 5% increase in customer retention, due to increased loyalty, yields a staggering 75% increase in the net present value of an existing customer

Source: Frederick F. Reichheld, *Loyalty Rules!*

Services within Cisco & Partners

- Drives customer loyalty
- Loyal customers purchase more product, adopt technology more quickly, and reduce cost of sale
- Blocks out the competition
- Very profitable business
- Predictable and renewable revenue stream

The Solution: A Lifecycle Approach to Service and Support



Technical Services for Small- and Medium-Sized Businesses (SMB)

Small- and Medium-Sized Businesses



SMB Smart Business Portfolio:

- [Cisco SMARTnet Service](#)
- [Cisco Smart Care Service](#)
- [Cisco Smart Foundation Service](#)

Additional Services:

- [Cisco Services for Integrated Service Routers \(ISR\)](#)
- [Cisco Software Application Support Services](#)
- [SMARTnet Service for Smart Business Communication Systems \(SBCS\)](#)

***Select the service to view more details**

Cisco Technical Services: Integrated Solutions for End-to-End Support

Cisco Technical Services Delivery Components:

Software Support

Innovative system and application software and IT-related support that helps maximize your technology investment

Cisco.com

Increases your self-sufficiency and productivity with registered access to online tools and resources

Advance Hardware Replacement

Flexible and responsive hardware replacement support that helps maximize your operational reliability

Cisco TAC

Supplements your in-house staff with access to highly-trained network and application software engineers and R&D engineers

Cisco Operating System Software Support

Maintain the Resiliency of Your Cisco Network

Protect your OS investment

- Increase performance of current features
- Add new functionality, often without additional hardware investment
- Enhance network and/or application availability, reliability, and stability
- Extend the useful life of Cisco devices with software updates



Advance Hardware Replacement Maintain Network Operations

Cisco and its Partners and Vendors help maximize operational reliability

- Deliver globally consistent, timely remote and onsite support through exceptional diagnostic and part-sparing programs
- Provide time-sensitive delivery of replacement hardware
- Support your risk mitigation plans
- Coverage in over 120 countries
- 900+ fulfillment depots
- 2hr, 4hr, 8 x 5 NBD



Technical Assistance Center

Resolve Issues Fast to Maintain Network Performance

Direct Access to Cisco Technical Experts

- **Highly-trained network and application software engineers worldwide**
- **Computer science/electrical engineering degrees**
- **Engineering staff averages 5 years of industry experience**
- **CCIE professionals**
- **Expertise in a broad array of technologies**
- **24 x 7 global access by phone, web or email**



Cisco.com Website

Productivity Tools and Knowledge Library

Anytime, anywhere access to information

- Automated troubleshooting tools
- Personalized content and solutions
- 80% of all network issues are solved online

Lower operating expenses

- Reduce phone time
- Open and track service requests online

Improve staff competencies

- Extensive, technical knowledge library for implementation, operations, and optimization of your network
- Access to information about certification training

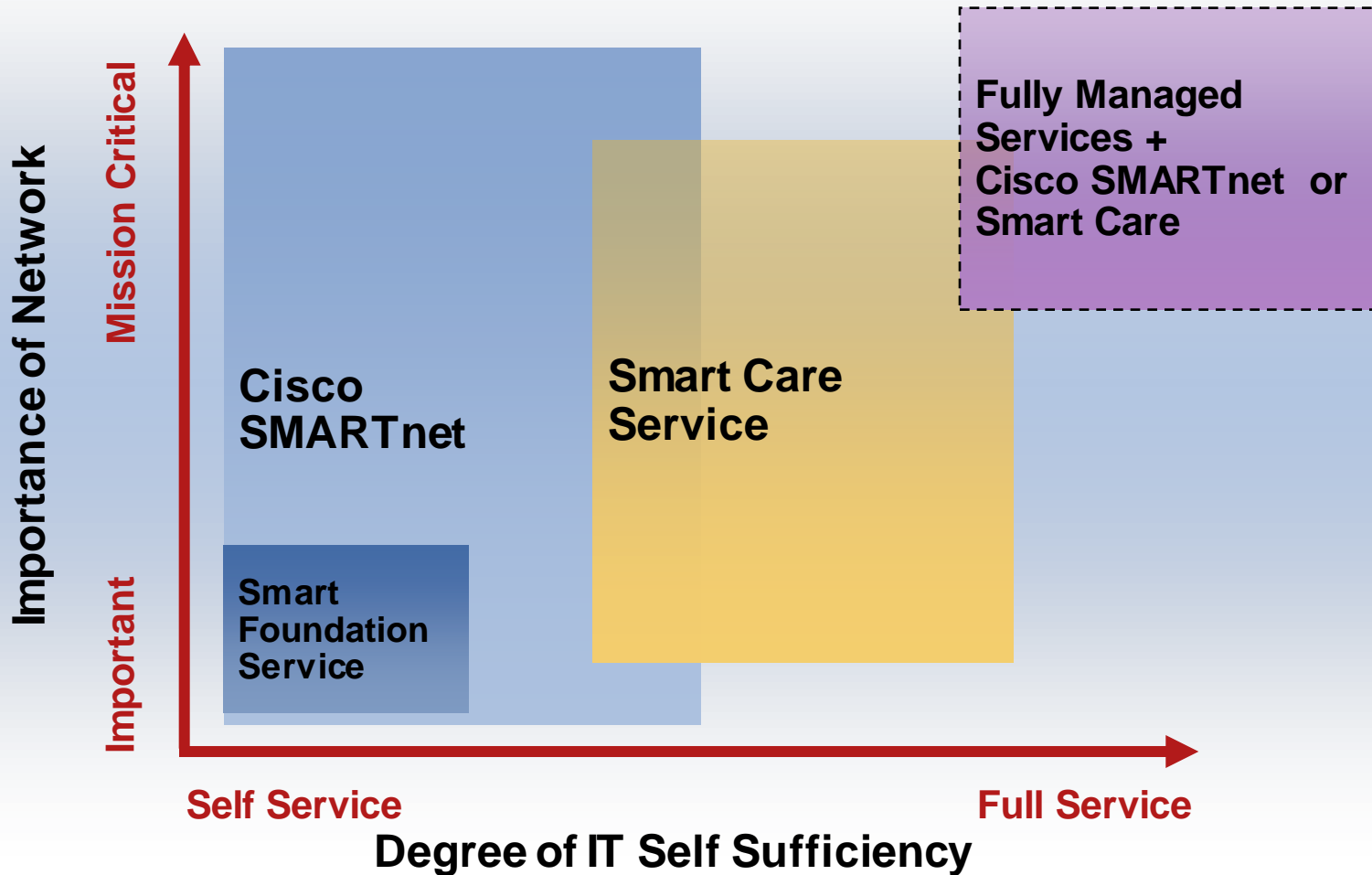


Cisco.com Online Tools

- Configuration/ Installations Tools
- Troubleshooting tools
- Case Management tools
- Technical documents



Commercial Portfolio Positioning



Smart Foundation Service

Cisco Smart Foundation Service*



An entry-level technical support service that provides the support that small businesses need to help them maintain network reliability and minimize disruption to business

Target Customer

- Businesses with data only networks, SMB-class products, and fewer than 250 network users (~50 or fewer network devices)
- Network is important, but not mission critical, to business
- Needs responsive support with device level coverage that meets budget requirements

Go-to-Market

- Cisco delivered, Cisco service

Features

- Advance Hardware Replacement—NBD
- Business hours access to SMB TAC
- Cisco.com SMB knowledgebase
- Online network troubleshooting tools designed for SMBs
- Operating system software updates for bug fixes

•*Cisco Smart Foundation Service Was Previously Called SMB Support Assistant

Smart Foundation Service - Products

Cisco SMB Support Assistant: For Routing, Switching, Wireless and VPN/Security

Switches	SOHO Routers	Security	Wireless
<ul style="list-style-type: none"> •Cisco Catalyst® Express 500 Series •Cisco Catalyst 2900 XL Series •Catalyst 2940 Series •Catalyst 2950 Series •Catalyst 2960 Series •Catalyst 2970 Series •Catalyst 3500 XL Series •Catalyst 3550 Series •Catalyst 3560 Series •Catalyst 3750 Series •Catalyst 4503 •Catalyst 3750-E Series •Catalyst 3560-E Series •Catalyst 4506-E Series •Catalyst 4507-E Series 	<ul style="list-style-type: none"> •Cisco 0800 Integrated Services •Cisco 800BB Integrated Services •Cisco 800TRAD Integrated Services •Cisco SB100 Integrated Services <p>SOHO Routers</p> <ul style="list-style-type: none"> •Cisco 1700 Series Modular Access Routers •Cisco 1800 Series ISRs •Cisco 2600 Series Multiservice Platforms •Cisco 2800 Series ISRs 	<ul style="list-style-type: none"> •Cisco ASA 5500 Adaptive Security Appliance •Cisco ASA 5510 Adaptive Security Appliance •Cisco ASA 5520 Adaptive Security Appliance <p>Firewall</p> <ul style="list-style-type: none"> •Cisco PIX® 501 Security Appliance •Cisco PIX 506 Firewall •Cisco PIX 515 Firewall 	<ul style="list-style-type: none"> •Cisco Aironet® 340 Access Points •Cisco Aironet 350 Access Points •Cisco Aironet 1000 Series •Cisco Aironet 1100 Series •Cisco Aironet 1200 Series •Cisco Aironet 1300 Series •Cisco Aironet 1400 Series

NOTE: For Availability, visit www.cisco.com/go/smartfoundation
 * Currently chassis only, does not include IPS or CSC module support.

Smart Foundation Multiyear Cost Savings

**3 year
multiyear contract**

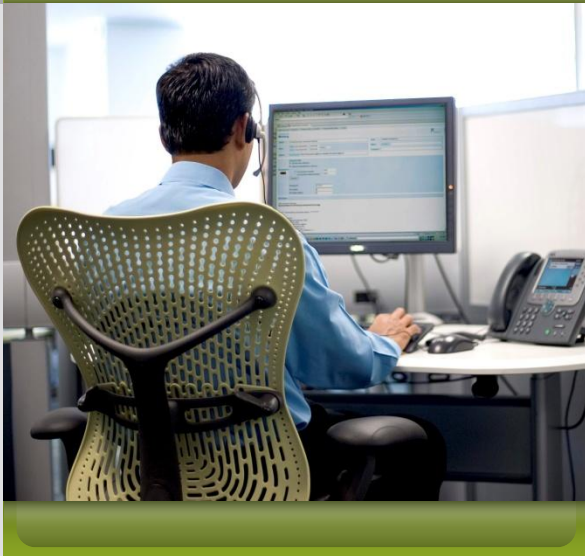
25% prepaid discount

**5 year
multiyear contract**

40% prepaid discount

SMARTnet Service

Cisco SMARTnet Service



An award-winning technical support service that offers direct, anytime access to Cisco engineers and extensive technical resources, SMARTnet delivers rapid issue resolution, flexible device-by-device coverage, and premium service options to help maximize operational efficiency

Target Customer

- Any size business, any number of Cisco devices
- Network is critical to mission critical
- Skilled IT staff who require direct access to Cisco engineers and want flexible device-level coverage for all network devices

Go-to-Market

- Cisco delivered, Cisco service

Features

- Advance Hardware Replacement—(NBD, 2-hour, 4-hour and/or onsite parts replacement and installation)
- 24x7 direct customer access to TAC
- Cisco.com knowledgebase and tools
- Operating system software updates and upgrades

Warranty vs. Services

Service Features	SMARTnet	Smart Foundation	Warranty
Expert Technical Support	24 Hour Configuration, Diagnostic and Troubleshooting	8–5 Business Day	x
Priority Escalation for Case Assignments	✓	x	x
Online Tools and Resources to Improve Your Productivity	Full cisco.com Access	SMB Support Assistant Portal/Client	x
OS Software Minor and Major Releases	✓	OS Minor Software Updates	x
Advance Replacement on Parts	8x5xNBD 8x5x4 24x7x4	8x5xNBD	10 days
Onsite Field Engineer to Swap Advance Replacement Parts	Option	x	x

Smart Care Service

Cisco Smart Care Service



Comprehensive network-wide service that combines technical support with proactive monitoring, assessments and remote repairs to keep networks secure and running optimally

Target Customer

- **Business with 50–600 network users and 1 to 105 devices**
- **Network is critical to business**
- **Limited IT expertise; wants network-level coverage**

Go-to-Market

- **Partner delivered, collaborative service**

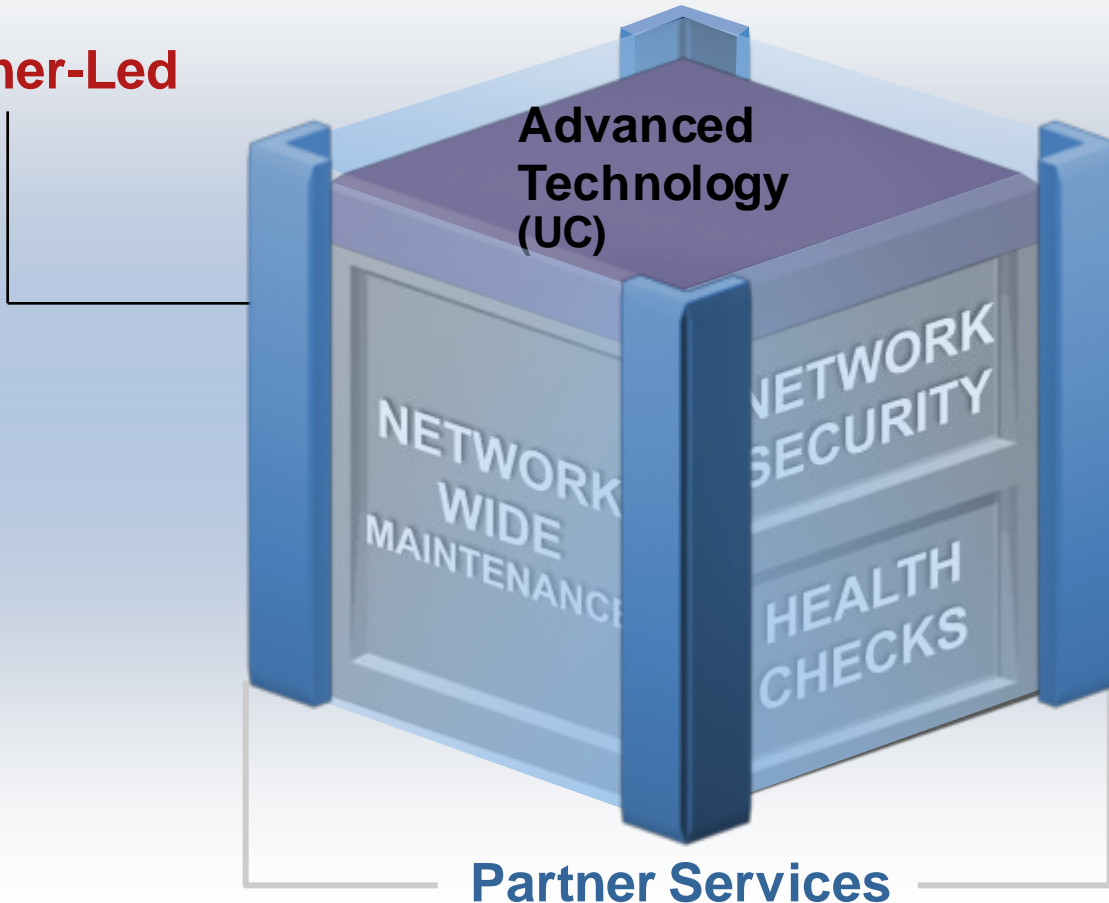
Features

- **Proactive network-wide monitoring, assessments and notifications**
- **Advance Hardware Replacement—NBD, 4 hr.**
- **24x7 partner access to TAC**
- **Cisco.com knowledgebase and Smart Care Portal**
- **Operating system software updates and upgrades**
- **Software application updates**

Cisco Smart Care Service

A Proactive Services Platform on Which Partners Can Build the Next Generation of Personalized Services

Partner-Led

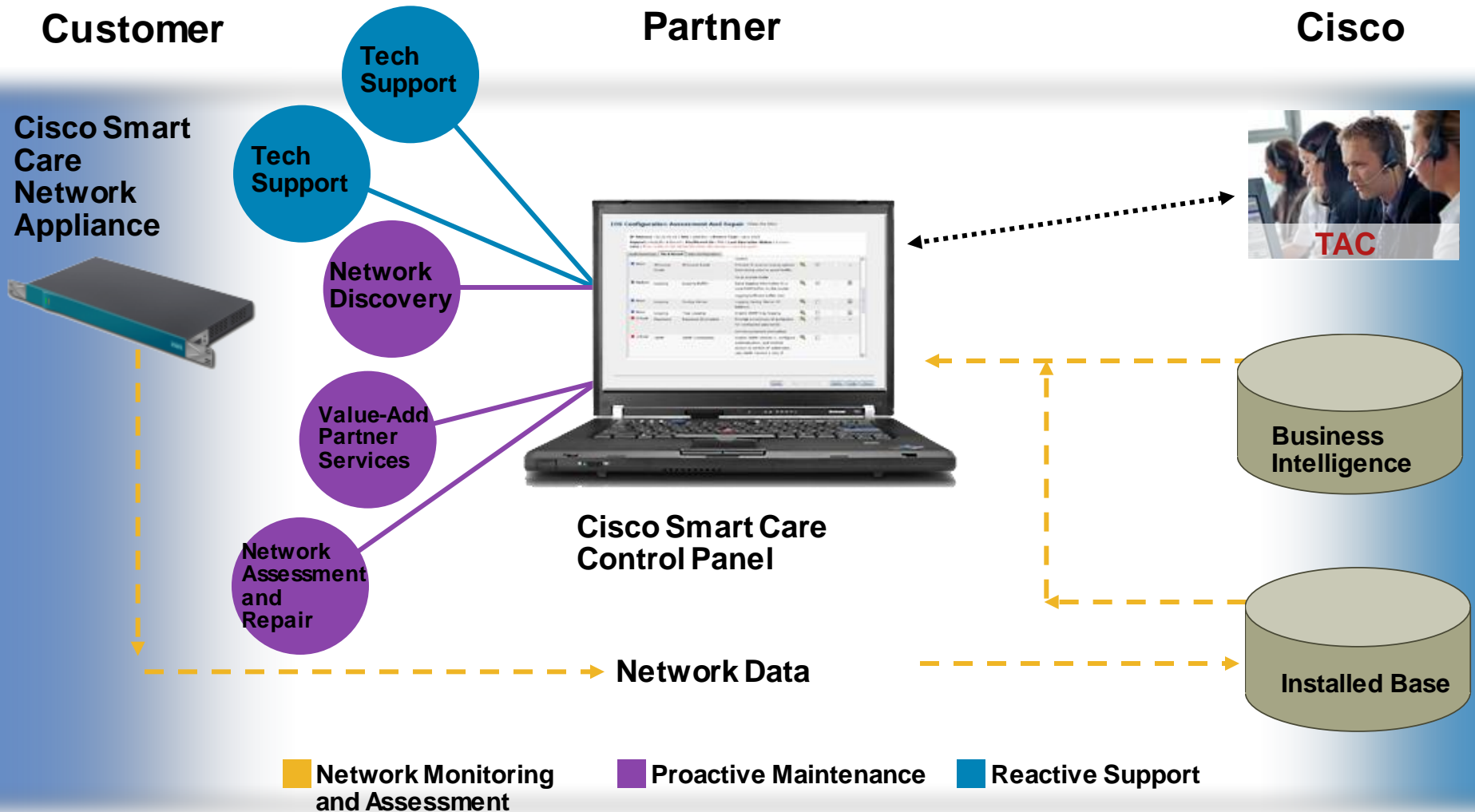


Backed by



How Does It Work?

Network Discovery, Assessment, and Repair



Service Finder

Quickly find the services available for your products

The screenshot shows the Cisco Service Finder website. At the top, there is a navigation bar with the Cisco logo, a search bar, and links for "Worldwide [change]", "Log In", "Register", and "About Cisco". Below the navigation bar, there are tabs for "Solutions", "Products & Services", "Ordering", "Support", "Training & Events", "Partner Central", and "My Cisco". The main content area features a large banner with the text "Cisco Services. Making Networks Work. Better Together." and a 2007 STAR Award for Service Excellence. To the right of the banner, there is a "Let Us Help" section with links for "Technical Support", "Cisco Certified Partner", "Discussion", "International Contacts", and "Your Email Preferences". Below this is a "Related Tools" section with a link for "Service Finder", which is highlighted by a red circle and a line pointing to a callout box. Further down, there is a "Related Links" section with links for "Lifecycle Services Strategy", "Service Awards & Certifications", and "Cisco Security Center". The bottom section of the page is titled "Service Portfolio" and includes sections for "Technical Services", "Advanced Services", "Remote Operations Services", and "Developer Services". A "SELECT A SERVICE" section allows users to filter by "Technology" and "Segment", with dropdown menus for "Select one...". Below this, there are links for "Services for Partners" and "Services A-Z". At the bottom, there is a "LEARN ABOUT Lifecycle Services" section.

Service Finder
Online Tool for Quickly Finding all the Technical Services Available for a Specific Product

Software and Hardware Products
Cisco Brand (CBR) Part Numbers
No CEC or CCO needed

www.cisco-servicefinder.com

Service Finder

Services Finder

Cisco 7609 Chassis,9-slot,RSP720-3C,PS(7609-RSP720C-P)

Services Finder Results

The following services are compatible with the product you have selected. Please contact your Reseller Representative to determine if a specific service is available for your location. [Select a different product](#)



H
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Service	Direct TAC Access	KnowledgeBase Access	Cisco.com Automated Tools	Advance Hardware Replacement	Onsite Engineer	OS Updates and Upgrades	Software Application Updates	Software Application Upgrades
Cisco Suggested Service								
ONSITE 24X7X2 Cisco 7609 Chassis,9 (CON-PREM-7609RSCP)	Yes: 24 x 7	Unrestricted	Unrestricted		✓	✓		
More Service Options								
SMARTNET 24X7X2 Cisco 7609 Chassis,9 (CON-S2P-7609RSCP)	Yes: 24 x 7	Unrestricted	Unrestricted	Yes: 24x7x2		✓		
ONSITE 24X7X4 Cisco 7609 Chassis,9 (CON-OSP-7609RSCP)	Yes: 24 x 7	Unrestricted	Unrestricted		✓	✓		
ONSITE 8X5X4 Cisco 7609 Chassis,9 (CON-OSE-7609RSCP)	Yes: 24 x 7	Unrestricted	Unrestricted		✓	✓		
SMARTNET 24X7X4 Cisco 7609 Chassis,9 (CON-SNTP-7609RSCP)	Yes: 24 x 7	Unrestricted	Unrestricted	Yes: 24x7x4		✓		
SMARTNET 8X5X4 Cisco 7609 Chassis,9 (CON-SNTE-7609RSCP)	Yes: 24 x 7	Unrestricted	Unrestricted	Yes: 8x5x4		✓		
ONSITE 8X5XNBD Cisco 7609 Chassis,9 (CON-OS-7609RSCP)	Yes: 24 x 7	Unrestricted	Unrestricted		✓	✓		
SMARTNET 8X5XNBD Cisco 7609 Chassis,9 (CON-SNT-7609RSCP)	Yes: 24 x 7	Unrestricted	Unrestricted	Yes: NBD AR		✓		



Technical Service Quick Start Guide For T2 Partners

www.cisco.com/go/tsquickstart

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Key Services Resources

Technical Support Services homepage

- www.cisco.com/go/supportservices

Accelerate program

- Learn and earn program that highlights Cisco Services best practices

www.cisco.com/go/accelerate

Pay for Performance, www.cisco.com/go/p4p

- Pays partners for achieving attach rate and renewal rate goals.

Cisco Services Expert Program (Partner E-Learning Connect)

- A course designed to help you increase your profitability and customer satisfaction by increasing your services sales

- www.cisco.com/E-Learning/pa/bulk/csep_3/csep_030906/course_map/index.html

Service Contract Center, cisco.com/public/scc

- Contract management, and pricing repository

Steps to Success, www.cisco.com/go/stepstosuccess

- A step-by-step resource for selling and delivering service and support throughout the network lifecycle

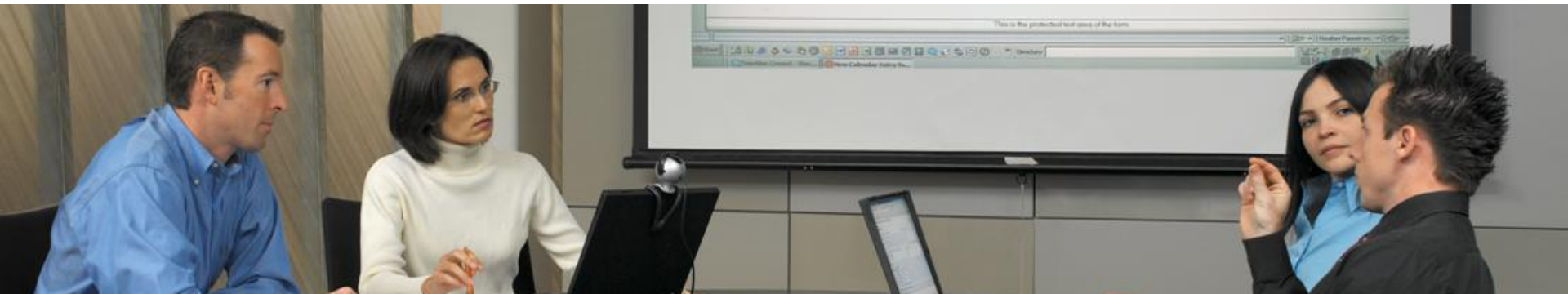
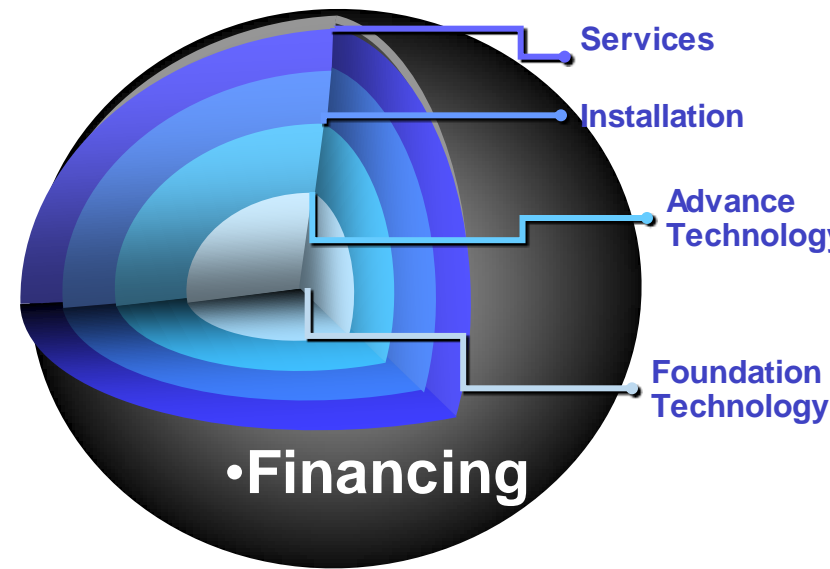


Cisco Capital



Cisco Capital - One Company One Vision

- End-to-end financial services
- Alignment of economic objectives:
 - \$1.5B WW lease volume, \$2.5B active portfolio, \$5.7B WW channel financing, \$100M WW remarketed equipment
- Financing solutions tailored to Cisco products
- In step with innovation
- Sense of urgency, flexible
- Part of Cisco's Solution Sell
- Provides direct, long-term customer contact and influence



Cisco Capital - FY'09 Enterprise Programs

- **Cash Flow Programs**

0% Progress Payments: Interest free 120 day progress payment draw on UC equipment!

Services Financing: As low as 0% Services only and Bundled Services Financing.

UC Lease: UC Lease – Low rate up to 60 month Term and UC Deferral. No Payments on qualified IP Freedom solutions for up to 6 months.

- **Flexible Payments Programs**

6-60 Month Fair Market Value and Capital Leases: Competitive pricing, aggressive residual.

- **Technology Refresh Programs**

Technology Migration: Delivering options to upgrade to new technology throughout the term of current lease.

[Technology Migration Website](#)



Cisco Capital – FY'09 Commercial Programs

- **0% Product Financing Promotion:** 0% financing available on Cisco hardware and software.
- **SMARTnet Financing Promotion:** Low rate financing on multi-year SMARTnet contracts.
- **120 day - 0% Progress Payments:** Interest-free 120 day progress payment draw on UC deployments.
- **No Payment No Interest for 90 days:** Conditions apply.
- Financing available for **Non-Cisco hardware and software, services and maintenance.**
- Terms from **12-60 months.**



Current CSC Commercial/SMB Programs

- **0% Product Promotion**
- **120 day - 0% Progress Payments**
- **Low-rate SMARTnet Financing *New***
- **No Payment No Interest for 3 months *New***



0% Product Promotion

Customers Benefit By:

- Interest-free Capital leases from Cisco (*applicable in Canada for Canada Commercial Customers only*)
- Operating Lease structures also available

Partners Benefit By:

- Up-sell deal/Higher profits/ Increase deal size
- Multi-year Services attach
- Lower cost of acquisition makes purchase decision easier for end-user



120 day - 0% Progress Payments

- **0% Progress Payments** for up to 120 days on UC deployment
- **Get paid FASTER** – during deployment, not just upon completion!
- **Up to 80% paid** before deployment is completed
- **No interest will be charged** on the progress payments for up to 120 days from 1st payment release.
- **For more details, contact your Lease Account Manager**



Low-rate SMARTnet Financing

Customer Benefits

- **Ability to Pay Over Time By Financing & achieve higher savings**
- **Roll maintenance with equipment into one monthly payment**

Partner Benefits

- **Increase deal size and overall profitability on the transaction**
- **Get paid upfront on multi-year maintenance**
- **Multi-year maintenance financing at 4.25% rate of interest**
- **Partners can buy rate down to 0%, conditions apply, please speak to your local Lease Account Manager for details**

No Payment, No Interest for 3 months

- **3 months Interest-free payment deferral (*applicable in US & Canada for all Customers*)**
- **Applicable to \$1.00 Buy Out & Operating Lease structures**
- **Good with all Cisco hardware, software and bundled services**
- **Deferral period included within lease term**
- **36, 48, & 60 month term leases**
- **Available thru July 25, 2009**
- **Conditions apply**
- **Contact your Cisco Lease Account Manager for details**



How Can You Get Started TODAY?

Include a Finance Quote on EVERY DEAL

- Contact your Cisco Capital Commercial representative
- [@once Finance](#) – 24 hour web application tool
 - Online credit approvals (deals up to \$250K)
 - Price your transactions
 - Customer portfolio management capabilities (see status of all financed deals)
 - Register for your training session today!



Include a Lease Quote on EVERY Proposal

1) Contacting Us:

Angelo Caglioti, Managing Director: 416-306-7195 or acagliot@cisco.com

Enterprise:

Lisa Caissie, Lease Acct. Mgr: 416-306-7131 or lcaissie@cisco.com

Frank Araujo, Lease Acct. Mgr: 416-306-7157 or fraraujo@cisco.com

Commercial:

Somesh Kale, Lease Program Mgr: 416-306-7336 or sokale@cisco.com

Shane Weistra, Lease Account Manager: 416-306-7699 or shweistr@cisco.com

2) Using [@once Finance](#) to generate your own Commercial Lease Quotes

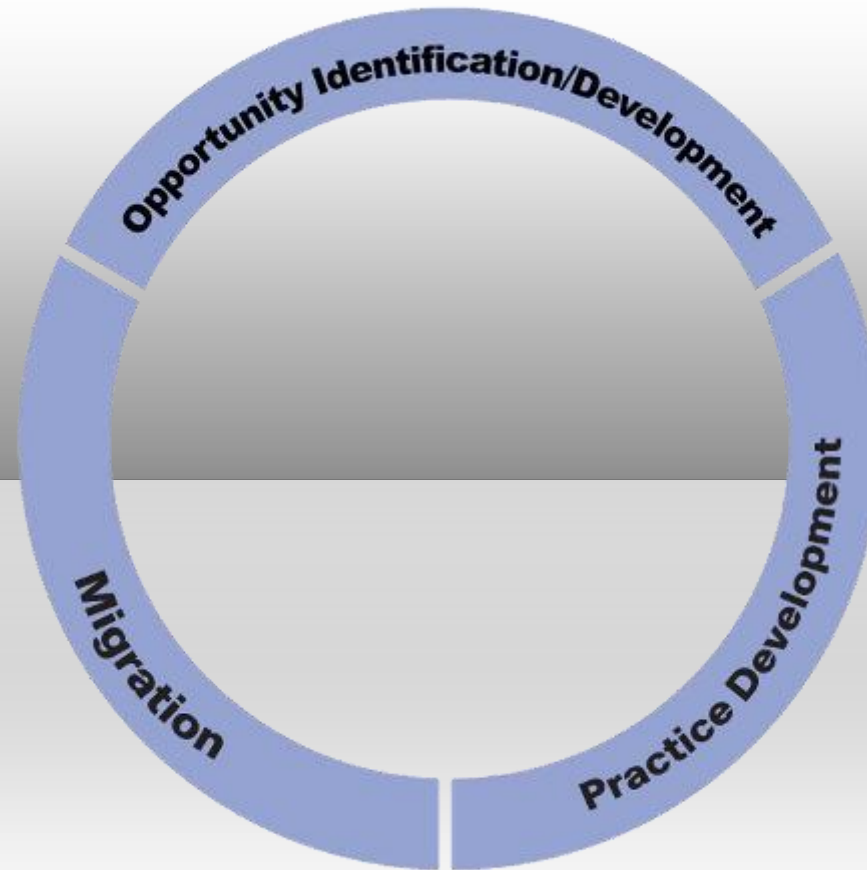
[Cisco Systems Capital Canada Co](#)



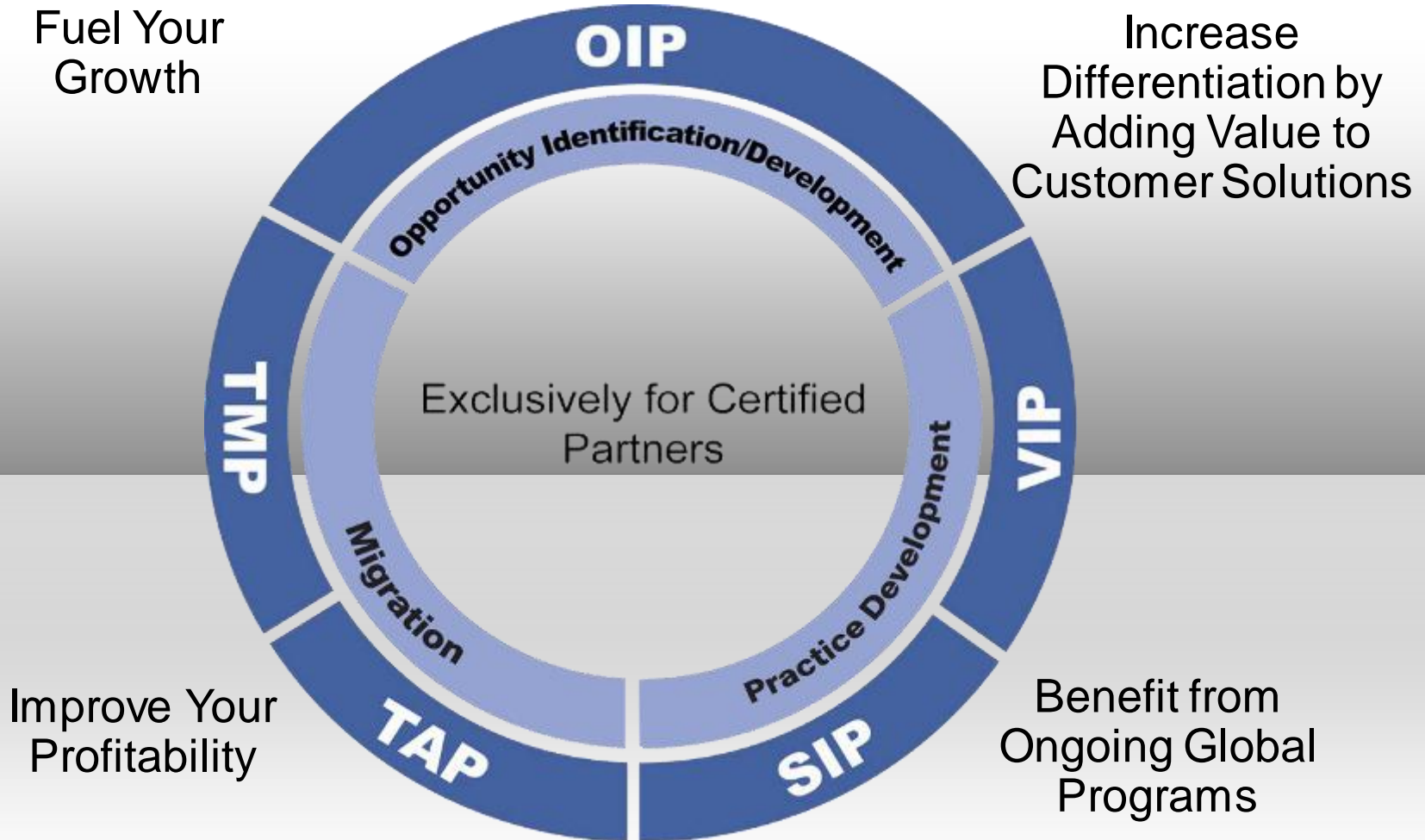
Canadian Incentive Programs



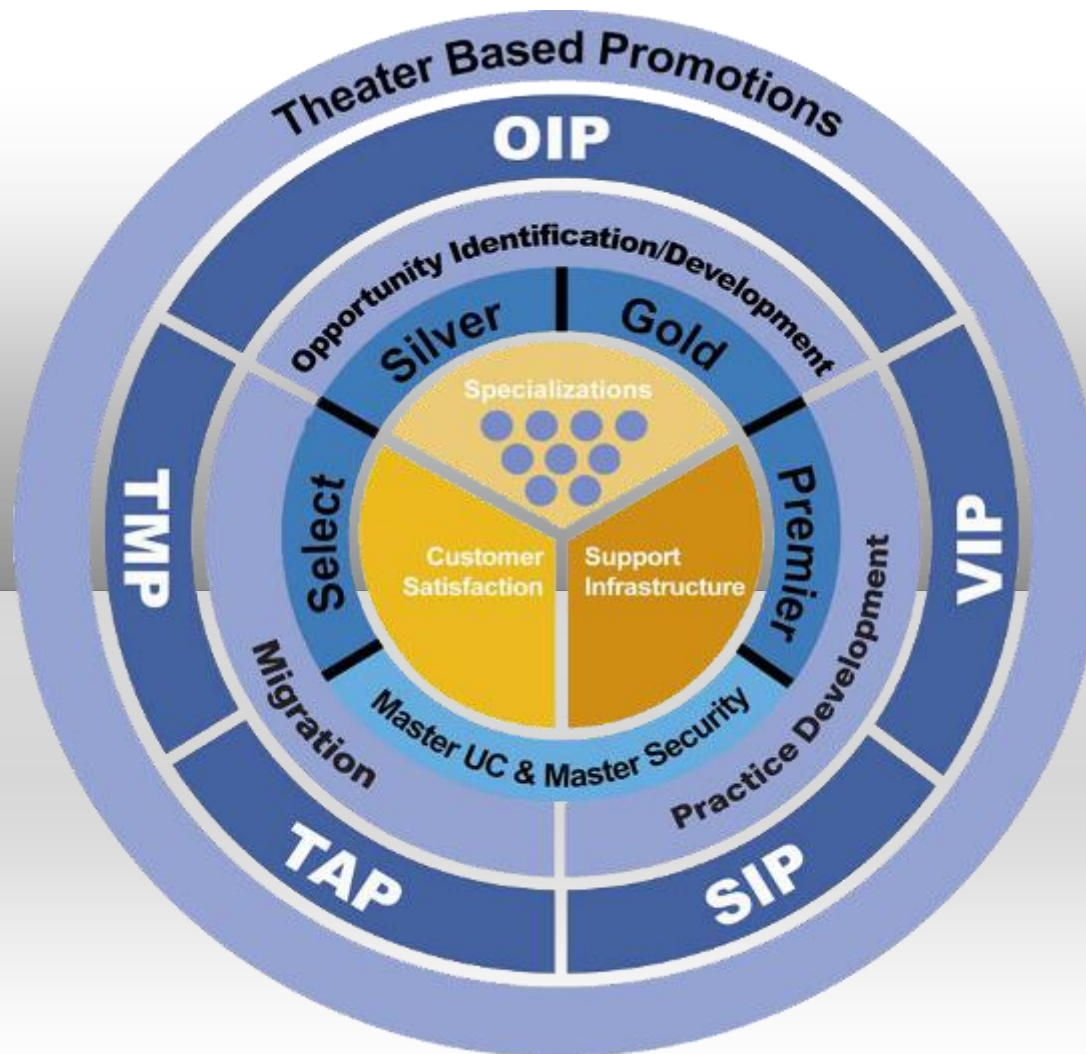
Your Investment & Partnership with Cisco Brings Financial Benefits



Your Investment & Partnership with Cisco Brings Financial Benefits



Your Investment & Partnership with Cisco Brings Financial Benefits



Cisco Channel Partner Incentive Programs - Overview

Cisco Channel Incentive Programs are designed to reward partners who successfully align their business strategies in defined advanced technologies, new business or solution sales opportunities.

Opportunity Incentive Program (OIP)	<u>Opportunity Incentive Program (OIP)</u> is a deal registration program that provides deal protection to partners that actively identify and develop new opportunities and rewards them with exclusive special pricing.
Value Incentive Program (VIP)	<u>Value Incentive Program (VIP)</u> rewards partners that have a focused, robust business practice in advanced technologies such as unified communications, wireless networking, data center, and security.
Solution Incentive Program (SIP)	<u>Solution Incentive Program (SIP)</u> rewards partners that invest in the development and sales of solutions that integrate proprietary or third-party business applications and services with Cisco technology.
Technology Migration Program (TMP)	<u>Technology Migration Program (TMP)</u> allows you to offer customers trade-in credit for their existing Cisco and competitive networking products when they purchase new Cisco products.
Trade-In Accelerator Program (TAP)	<u>Trade-In Accelerator Program (TAP)</u> provides financial motivation for you to migrate a customer's installed base of Cisco and competitive networking equipment by providing a rebate to partners that achieve program objectives during a 6-month program period.

www.cisco.com/web/partners/pr11/incentive/canada/index.html

Cisco Channel Partner Programs

[Solutions](#)[Products & Services](#)[Ordering](#)[Support](#)[Training & Events](#)[Partner Central](#)[My Cisco](#)[HOME](#)[PARTNER CENTRAL](#)[INCENTIVES AND PROMOTIONS](#)[CHANNEL INCENTIVE PROGRAMS](#)[ALL INCENTIVE PROGRAMS BY REGION](#)[Asia Pacific](#)[Canada](#)[Opportunity Incentive Program \(OIP\) - Canada](#)[Value Incentive Program \(VIP\) - Canada](#)[Solution Incentive Program \(SIP\) - Canada](#)[Trade-In Accelerator Program \(TAP\) - Canada](#)[Other Programs](#)[Emerging Markets](#)[Europe](#)[Japan](#)[USA](#)[Channel Incentive Programs](#)

Canada

Cisco Channel Partner Incentive Program Offering

Identify and Develop New Opportunities

[The Opportunity Incentive Program \(OIP\)](#) is a deal registration program that provides deal protection to partners that actively identify and develop new opportunities and rewards them with exclusive special pricing.

Develop Your Practice

[The Value Incentive Program \(VIP\)](#) rewards partners that have a focused, robust business practice in advanced technologies such as unified communications, wireless networking, and security.

[The Solution Incentive Program \(SIP\)](#) rewards partners that invest in the development and sales of solutions that integrate proprietary or third-party business applications and services with Cisco technology.

Migrate Your Installed Base

[The Technology Migration Program \(TMP\)](#) allows you to offer customers trade-in credit for their existing Cisco and competitive networking products when they purchase new Cisco products.

[The Trade-In Accelerator Program \(TAP\)](#) provides financial motivation for you to migrate a customer's installed base of Cisco and competitive networking equipment by providing a rebate to partners that achieve program objectives during a 6-month program period.

Learn more about Canadian initiatives that are offered on a promotional basis.

[Learn About Pay for Performance](#) Get cash rebates based on your attainment of service contract attachment and renewal.

[Partner Rewards Program \(PRP\)](#) enables eligible Cisco Canadian partners to earn points for qualified sales of Cisco products and redeem them for the broadest array of rewards ever—everything from electronics, sports gear, and home and garden gadgets to dream vacations and sports packages. Or exchange points for dollars that we'll add to a prepaid debit card - the choice is yours.

[Cisco Funded Network Assessments](#) are a proven way to uncover installed base network upgrade opportunities, and drive incremental sales through a partner-led professional service offering.

Related Links

[Events Calendar](#)[Marketing Acceleration Planner](#)[Marketing Fund Builder / Joint Marketing Fund](#)[Partner Education Connection](#)[Partner Enablement](#)[Partner Helpline](#)[Partner Newsletter](#)

Related Tools

[CAM Locator](#)[Cisco Partner View](#)[Deal Registration Tool](#)[Partner Access onLine \(PAL\)](#)[Tool Index](#)[Site Map](#)

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Do you want to increase your profitability?

Detail

Program

Find new business



Opportunity Incentive Program

Specialized for profitable growth



Value Incentive Program

Build technology solutions



Solution Incentive Program

Upgrade or migrate your customer's network



Technology Migration Program

Help your customers go green



Trade-in Accelerator Program

Opportunity Identification and Development Opportunity Incentive Program (OIP)

- Protects and rewards the pre-sales investment that a partner makes when developing new business opportunities
- Incentives are available to partners that are the first to complete all presales requirements specified by each offer, register the opportunity, and obtain Cisco approval



Opportunity Incentive Program (OIP) Offering

	CANADA OIP	OIP - Success Builder
Target Market	All customer segments	Small & Medium businesses (<250 employees) who have not purchased Cisco products in 24 months
Offer	All products eligible for discount	All products & SMARTnet Services eligible for discount
Deal Minimum	Minimum \$50K Cisco Expected List Deal Amount for Enterprise and Public Sector Named Accounts, \$15K for all other accounts	Minimum \$10K Cisco Expected List Deal Amount
Pre-qualification	3 Pre-sales activities for deals <\$100K Site visit & high level design for deals \$100K or greater	Account qualification only (done by Cisco) Site visit & high level design for deals \$100K or greater
Product Discount	Up to 47%* off List Price	Up to 47%* off List Price
Services Discount	N/A	Up to 47% off List Price
Eligibility	Cisco Certified (Gold, Silver, Premier) Partners with the proper Cisco Specialization/ATP status for access to restricted products	Cisco Certified (Gold, Silver, Premier, Select) Partners with the proper Cisco Specialization/ATP status for access to restricted products
Expiration Date	July 24, 2009	July 24, 2009

*will vary based on fulfillment source

OIP Success Builder Offer: Targeting the SMB

Objective: growth of net new Cisco customers

- **Qualification: customer not purchased Cisco in past 2 years**
- **Hardware: Up to 47%* discount off list price**
- **Services: Up to 47%* discount off list price**
- **Minimum List deal size \$10,000; Maximum List deal size \$250,000**
- **Site visit & high level design for deals \$100K or greater**
- **Eligible Partners – must be Cisco Certified (Gold, Silver, Premier, Select) with the proper Cisco Specialization/ATP status for access to restricted products**
- **Register deals at Cisco Commerce Workspace: (formerly PDR)**
<http://www.cisco.com/go/commercespace>
- **Deal approvals/discount protection valid for 3 months**
- **More OIP Success Builder info: www.cisco.com/go/oip-canada**

*will vary based on fulfillment source

Technology Practice Development Value Incentive Program (VIP)

- Rewards partners that have a focused, robust business practice in selected advanced technology areas, such as Unified Communications, Mobility, Security, and Data Center
- Partners who participate in VIP are rewarded twice a year with a payment for:
 - Meeting minimum bookings threshold
 - Maintaining specialization/certification
 - Achieving customer satisfaction levels



www.cisco.com/go/vip-canada

The Cisco Value Incentive Program

- The Cisco Value Incentive Program (VIP) for Advanced Technologies is a comprehensive incentive program designed to increase margins for Cisco channel partners that resell solutions for:
 - Cisco Unified Communications
 - Security
 - Wireless
 - Data Center
- The Value Incentive Program continues to focus on advanced technology sales

Technology Allocations

What Is an Unallocated Part?

Associating Bookings Revenue in a Multi-Technology Part to One Specific Technology

Example of an Unallocated Part:

- **Part Number XYZ**: \$100—has **both** unified communications and security technologies
- The entire \$100 is associated to **only one** technology, unified communications or security



Technology Allocations

What Is an Allocated Part?

Associating Bookings Revenue in a Multi-Technology Part to Multiple Technologies (Commonly Bundles)

Example of **Bookings** Allocation:

- **Part Number XYZ**: \$100—has both unified communications and security technologies
- A **percentage** of the \$100 is allocated **each** to **unified communications and security**
- The **net percentage** allocation to technologies must **equal 100 percent**
- If **70%** is allocated to unified communications and **30%** to security, **then** \$70 bookings is for unified communications and \$30 is for security



Affects on Partners

Allocated Model

- Partners have the opportunity to continue to earn a similar level of incentive payments
- Partner reporting applications will be updated to allow partners to seamlessly manage this transition
- The three technologies below will be transitioned:

Unified communications

Security

Wireless



Unallocated Structure in VIP12

Product ID	Advanced Technology	Allocation Percent	Payout Rate	Total Book Net	Allocated Book Net	Allocated Book Net Payment
CISCO1841-HSEC/K9	Security	100%	Foundation 6%	\$2,995.00	\$2,995.00	\$179.70

Allocated Structure in VIP13

Product ID	Advanced Technology	Allocation Percent	Payout Rate	Total Book Net	Allocated Book Net	Allocated Book Net Payment
CISCO1841-HSEC/ISR-K9	Security	70%	Payout Category C 12%	\$2,995.00	\$2,096.00	\$251.52
	Unified Communications	30%	Payout Category C 12%		\$898.50	\$107.82
						\$359.34

Set by
Product
Family

VIP 13 Security Rebate

- **Simplified requirements - only three components:**
 - **Specialization:** Must maintain valid Advanced Security Specialization for the entire program
 - **Sales volume:** Minimum bookings: CA\$100,000 net bookings in qualifying VPN/Security SKUs for specified dates.
 - **Customer satisfaction:** Average customer satisfaction score: **4.40** (CAN only) or higher on all surveys received for specified dates.

Rebate	Requirement	Security
Category A/B/C	Meet program exit criteria.	14%/6%/12% Category Foundation product shipments
Gold	Meet program exit criteria	1% product shipments
Masters	Meet program exit criteria	3% product shipments

VIP 13 Rebate Summary

Unified Communications

- **Simplified requirements - only three components:**
 - **Specialization:** Must maintain valid Advanced Unified Communications Specialization for the entire program
 - **Sales volume:** Minimum bookings: CA\$200,000 net bookings in qualifying Unified Communications SKUs for specified dates. .
 - **Customer satisfaction:** Average customer satisfaction score: **4.40** (CAN only) or higher on all surveys received for specified dates.

	Requirement	Unified Communications	Business Edition Reseller	Express Unified Communications
Category A/B/C	Program exit criteria	21%/16%/12% product shipments	16%/12%/12% product shipments	16%/12%/12% product shipments
Gold Certified partners	Program exit criteria	1% product shipments	N/A	N/A
Master Specialized partners	Program exit criteria	3% product shipments	N/A	N/A

VIP 13 Rebate Summary – Wireless LAN

- **Simplified requirements - only three components:**
 - **Specialization:** Must maintain valid Advanced Wireless LAN Specialization for the entire program.
 - **Sales volume:** Minimum bookings: CA\$100,000 net bookings in qualifying Wireless LAN SKUs for specified dates.
 - **Customer satisfaction:** Average customer satisfaction score: **4.40** (CAN only) or higher on all surveys received for specified dates.

	Requirement	Wireless LAN
Category A/B/C	Meet program exit criteria	8%/3%/12% product shipments
Gold Certified partners	Meet program exit criteria	1% product shipments
Master Specialized partners	Meet program exit criteria	N/A

VIP 13 Rebate Summary – Data Center

- **Simplified requirements - only three components:**
 - **Specialization:** Must maintain valid Advanced Data Center Network Infrastructure Specialization or for the entire program.
 - **Sales volume:** Minimum bookings: CA\$200,000 net bookings in qualifying Data Center SKUs for specified dates.
 - **Customer satisfaction:** Average customer satisfaction score: **4.40** (CAN only) or higher on all surveys received for specified dates.

	Requirement	Data Center
Category A/B	Meet program exit criteria	10%/5% product shipment
Gold Certified partners	Meet program exit criteria	1% product shipments
Master Specialized partners	Meet program exit criteria	N/A

FY'09 Program Rules, VIP 13 – Canada

Base Rebate Requirements

1. 6 month net bookings minimums
 - **UC**: \$200K, **BE Reseller**: \$50K, **Express UC** : \$50K, **Security** : \$100K
 - **Data Center** : \$200K, **Wireless LAN** : \$100K
2. Customer Satisfaction (CSAT)
 - Minimum Score - **4.40** for CA
 - Survey responses required defined by VIP 12 period bookings
 - Minimum # surveys for **UC, Wireless LAN, Data Center and Security** (with valid response)
 - Less than \$500k bookings = **six** valid survey responses
 - Over \$500k = one additional per \$250k in additional bookings
 - **Maximum of 20 surveys required**
 - Minimum # surveys for **Express UC and Business Edition** (with valid response)
 - At minimum \$100k bookings = four valid survey responses
 - Over \$100K = one additional per \$125K in additional bookings
 - **Maximum of 20 surveys required**
3. Maintain Specialization throughout entire program period
 - Enrollment – July 25, 2009
 - Services will **NOT** be offered

VIP 13 Timeline

Program Period 13: January 25, 2009– July 25, 2009

Re-enrollment Required: For VIP 12 Partners

- 44 partners enrolled

Enrollment Windows (for new and existing partners):

- February 7 – February 28, 2009 for Q3 & Q4
- April 27 – May 15, 2009 for Q4 only

CSAT Survey Period:

- January 25, 2009 - July 17, 2009

Payout Dates:

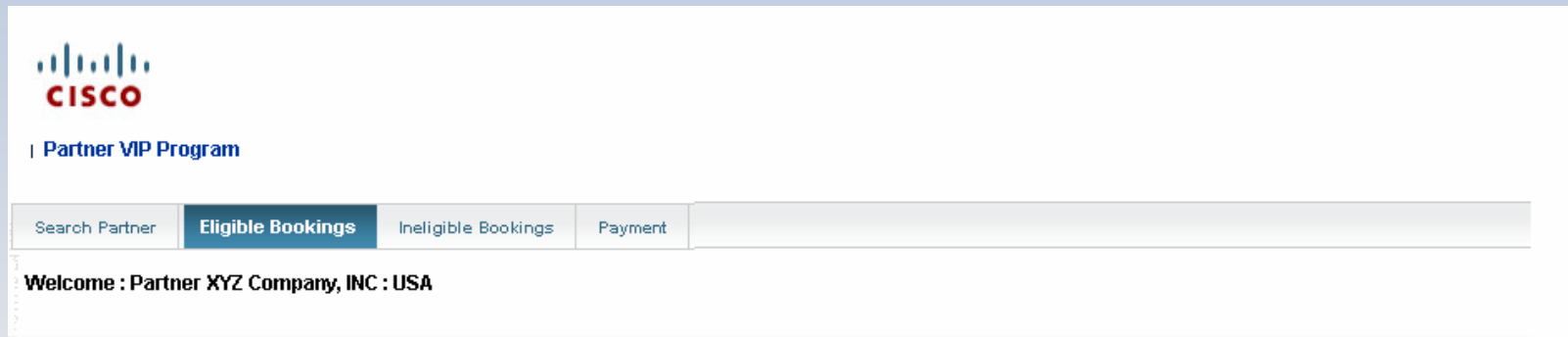
- 1st cheque October 2009
- 2nd cheque December 2009

Partners and CAMs should use the VIP Tool to track enrollment status only:

<http://www.cisco.com/go/viptool>

Partner Program View

- Partner Program View provides daily visibility to partner progress to date in the current Value Incentive Program

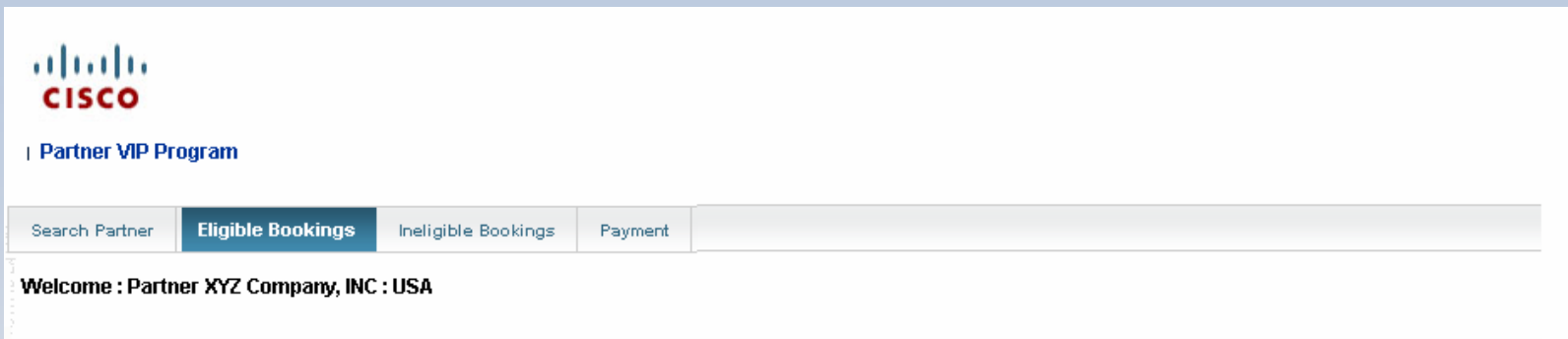


- Partner Program View will provide visibility to bookings based on the allocated model, beginning with the VIP13 program
- VIPTool no longer exists to track bookings
- CAMs/ICAMs MUST use MBR to view their partner bookings

To gain access: <http://wwwin.cisco.com/WWSales/wwops/wwsps/mbr/access.shtml>

To login: <https://wwwin-tools.cisco.com/wwsp/mbrch/saw.dll?Dashboard>

Partner Program View



- Bookings in VIP13 will be **allocated** bookings
- Incentive payments are based on **allocated** shipments
- New columns will break out allocation information and display the three Technology Tiers A, B, C
- If a part number is split across multiple VIP technologies, allocations to technologies for which you are **Not** enrolled display in the **Ineligible Bookings Report**

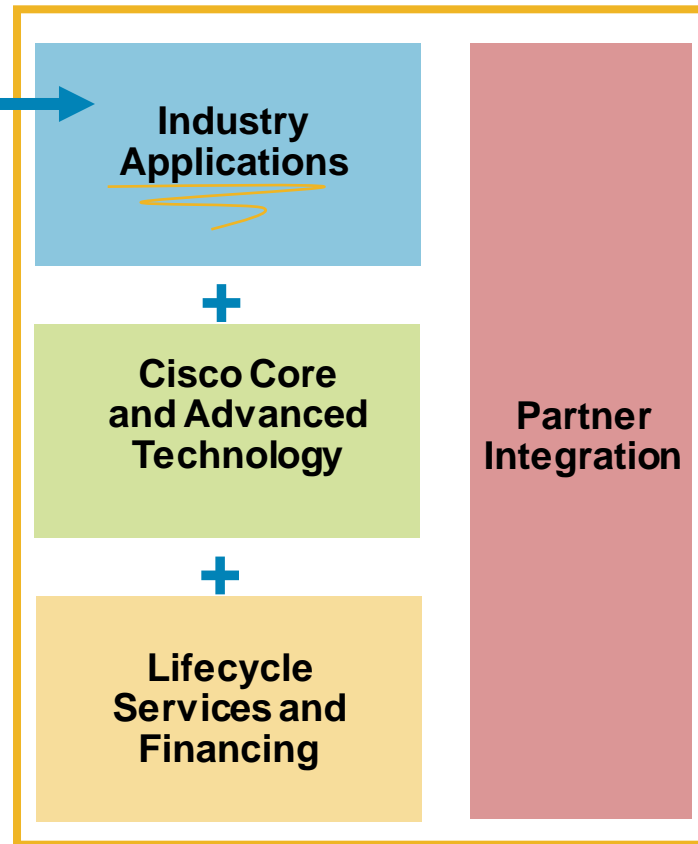
Value Incentive Program (VIP)

Period 13 Overview

Program Component	Unified Comm.	Business Edition	Business Edition & Express UC	Express Unified Comm.	Wireless LAN	Data Center	VPN/ Security	Multinational UC	Multinational Sec/VPN		
CSAT Score	4.40 or higher										
CSAT Surveys	6 + 1 per \$250K above min. bookings* 20 surveys max										
Bookings Minimum											
Q3 Entry	\$200K	\$50K	\$100K	\$50K	\$100K	\$200K	\$100K	\$200K	\$100K		
Q4 Entry	\$100K	\$25K	\$50K	\$25K	\$50K	\$100K	\$50K	\$100K	\$50K		
Specialization (Required: from enrollment date thro' July 25, '09)	Advanced Unified Comm.	Business Edition	Express UC & Business Edition	Express UC	Advanced Wireless LAN	DCNI 2.0	Advanced Security	Master UC & Satellite	Master Security & Security Satellite		
Base Rebate:								Host	Sat	Host	Sat
A	21%	16%	16%	16%	8%	10%	14%	21%	12%	14%	7%
B	16%	12%	12%	12%	3%	5%	6%	16%	8%	6%	3%
C	12%	12%	12%	12%	12%	12%	12%	12%	6%	12%	6%
Master Specialization Bonus	3%	None	None	None	None	None	3% Incremental	3% Incremental	3% Incremental	3% Incremental	3% Incremental
Gold Certification Bonus	1%	None	None	None	1% Incremental	1% Incremental	1% Incremental	1% Incremental	1% Incremental	1% Incremental	1% Incremental
6 Month Program	Program Date: 26-Apr-09 – 25-Jul-09 Enrollment Date: 27-Apr-09 – 28-Feb-09										
3 Month Program	Program Date: 26-Apr-09 – 25-Jul-09 Enrollment Date: 27-Apr-09 – 15-May-09										



What Is a Cisco SIP Solution?



= **Differentiated
and Repeatable
Industry Solutions**

Solution Incentive Program (SIP)

The Solution Incentive Program (SIP) rewards partners that invest in the development and sales of solutions that integrate proprietary or third-party business applications and services with Cisco technology

Program Objectives

- Increase incremental revenue in major markets
- Boost partner profitability for partners integrating Cisco technology into their solution sales
- Increase the business relevance of the network by implementing business applications that solve customer problems
- Expand the need for network bandwidth, resulting in upgrade of core networking technology
- Support the channel partner value model

Cisco Solution Incentive Program (SIP)

Cisco SIP At-a-Glance

Eligibility	<ul style="list-style-type: none">▪ Cisco Certified Partners (Gold, Silver, Premier, Select) with required Cisco specialization and Cisco Authorized Technology Provider (ATP) status for access to restricted products
Partner Prequalification Requirement	<ul style="list-style-type: none">▪ Existing installed base of customers in target market▪ Documented go-to-market plan for promoting solution▪ Selling model targets business decision maker
Solution Prequalification Requirement	<ul style="list-style-type: none">▪ Repeatable solution with one reference deployment▪ Must include proprietary or third-party business-relevant application▪ Expands need for network bandwidth▪ Reference architecture includes Cisco▪ Cisco products and services are no more than 80% of solution▪ Minimum revenue per year at list price: \$200K for SMB and mid-market organizations or \$500K in enterprise market
Minimum Deal Size	<ul style="list-style-type: none">▪ Minimum \$10K list price in SMB and mid-market organizations, \$50K in enterprise market
Product Discount	<ul style="list-style-type: none">▪ Minimum 54% discount off list price
Deal Duration	<ul style="list-style-type: none">▪ Valid for 12 months after approval, with option to renew

Industry Solution Partner Network (ISPN) & Solution Incentive Program (SIP)

- The Cisco Industry Solutions Partner Network helps reseller and technology partners sell industry solutions
- The network offers partners a catalog of business applications to assist in developing a solution practice that is eligible for Solution Incentive Program benefits
- The Industry Solutions Partner Network (ISPN) helps partners drive vertical industry solutions
- 50+ eligible ISV applications across many verticals via ISPN
- For more information on available business application and program requirements, visit www.cisco.com/go/ispn
- Details on the Solution Incentive Program can be found by visiting www.cisco.com/go/sip-canada

Industry Solution Partner Network (ISPN)

Examples of existing applications that have been pre-qualified for inclusion in the Cisco Industry Solutions Partner Network:

Education	<ul style="list-style-type: none"> Emergency broadcast and parental notification systems, time and attendance tracking and Internet safety filtering tool
Financial Services	<ul style="list-style-type: none"> High performance trading application, security for self-service environments, cheque imaging tool and intelligent queue management
Government	<ul style="list-style-type: none"> Applications for stream-lining information management, improving service effectiveness, enhancing citizen communication, and increasing agency collaboration
Healthcare	<ul style="list-style-type: none"> Asset and patient tracking, practice management and electronic medical record applications, plus services for language interpretation, sharing and optimizing images, or transmitting critical alerts and information to caregivers
Manufacturing	<ul style="list-style-type: none"> Intelligence and visibility solutions for the solution chain
Cross-industry Solutions	<ul style="list-style-type: none"> Emergency broadcast and parental notification systems, time and attendance tracking and Internet safety filtering tool
Retail	<ul style="list-style-type: none"> Payment Card Industry (PCI) compliance, digital signage and physical security applications, as well as applications based on Unified Communications, that enhance workforce effectiveness, inventory management, scheduling and employee productivity
Transportation	<ul style="list-style-type: none"> Advanced technology solutions for intelligent transport system in airports, railway and other and other transportation hub, in-vehicle solution for shipping and delivery companies; RFID based tracking systems and video surveillance solutions
Real Estate and Hospitality	<ul style="list-style-type: none"> Building performance integration, physical security, hospitality applications that include call accounting and billing applications, environmental control systems, voicemail, alarm systems, multi-use and multi-revenue access gateway

Opportunity & Solution Incentive Program Partner Process

**Automatic
DART ID**
for orders
through
distribution
OR
Deal ID for
Cisco direct
orders



Commerce
Workspace*

Commerce Workspace*

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

What Is the Trade-In Migration Program (TMP)?

- **TMP Trade-in Credit is up-front additional discount**
- **TMP Trade-In Credit for Customer's Trade-in gear**
- **Cisco and Competitive Trade-Ins Eligible**
- **Cisco allows for scheduled pickup and pays for returns**
- **Why is TMP Important to TAP?**

TAP is an extension of TMP; you must use TMP for an order to apply to TAP

Installed Base Migration Technology Migration Program (TMP)

- Allows partners to offer new and existing customers trade-in credit for their existing Cisco and select competitive networking products
- Credit issued towards the purchase of new Cisco products
- TMP enables partners to address customer's current networking needs while protecting their existing investment
- Cisco return process offers free collection of exchanged product



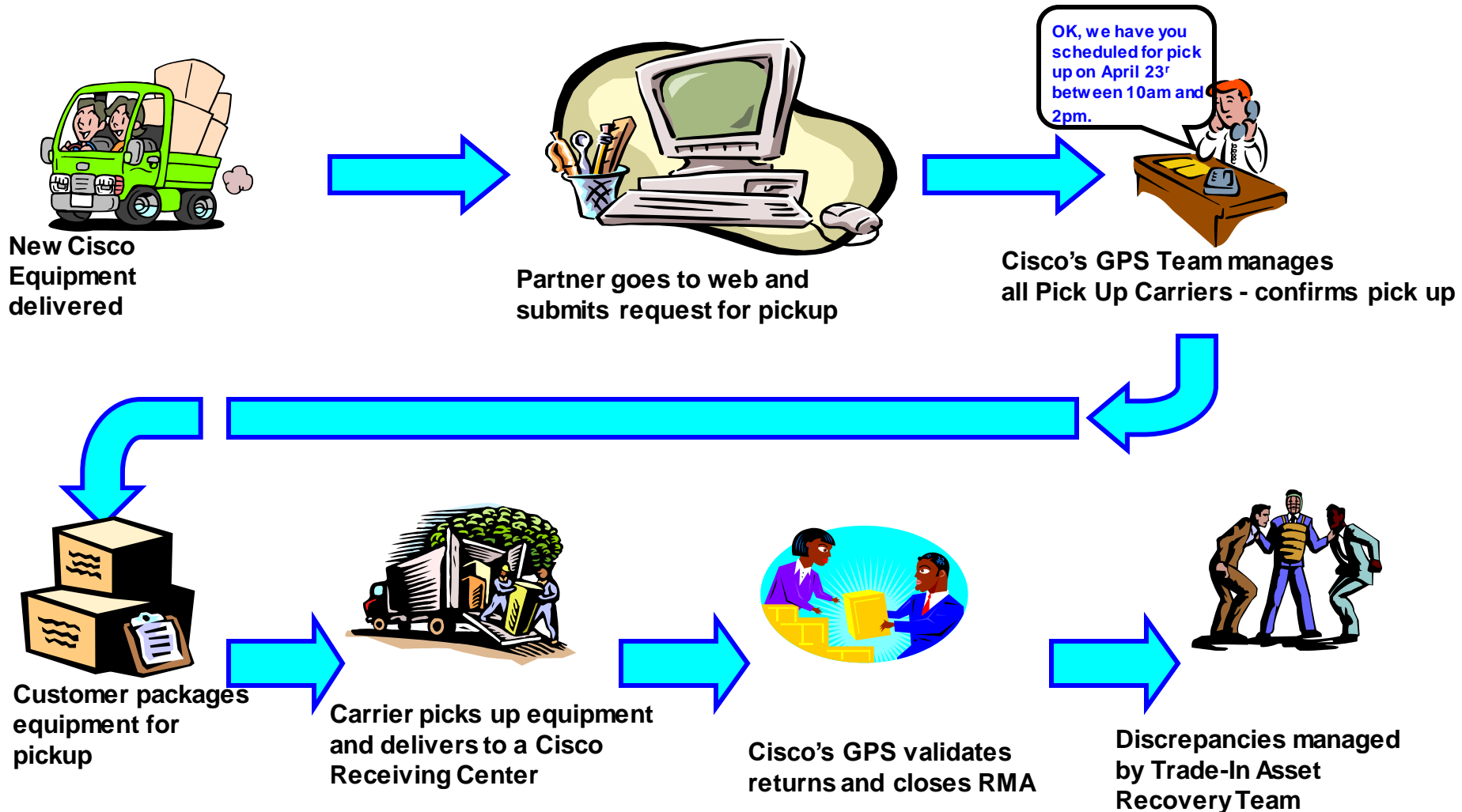
Technology Migration Program (TMP) Overview

- An innovative program that enables customers to trade in their existing Cisco products in exchange for a trade-in credit towards the purchase of new Cisco products
- Offers trade-in credits for most major products offered by Cisco and for select competitive products
- Gives customers a way to address their current networking needs with the assurance that they can also take full advantage of their existing investments by using them towards future purchases
- Pays partners for ensuring that trade-in equipment is returned to Cisco through the [Cisco Trade-In Accelerator Program \(TAP\)](#)
- Keeps old equipment off the gray market

For additional information on Cisco Technology Migration Program go to: www.cisco.com/go/tmp

Technology Migration Program (TMP)

Provides an opportunity for partners to generate opportunities in their installed base customers



www.cisco.com/go/tmp

Trade-In Accelerator Program (TAP)

- Provides financial motivation for partners to migrate customer's installed base of Cisco and competitive networking equipment
- Partner receives a rebate twice a year for achieving program objectives during the six-month program period



Trade In Accelerator Program (TAP) Period 8 Overview

Requirements to Enroll and be Approved In TAP	
Certification	Cisco Gold, Silver, or Premier Certified
Approved TAP Business Plan	Partner must document plan with CAM, approved by Cisco MCO, submit to CAM and update to TAP Tool during enrollment
Requirements to Receive TAP Rebate	
Certification	Cisco Gold, Silver, or Premier Certified throughout entire promotion period with CSAT being maintained in good standing
Return Requirement	Minimum 85% credits returned threshold for rebate Partner <u>required</u> to return TMP quoted trade-in gear on product booked during program period to qualify
Minimum Booked Trade- In Credits During Period	\$10K in trade-in credits
Rebate Amount	Rebate of 10% of total trade-in credits on qualified trade-in resale bookings during period
Period 8 Dates	Booking Period: October 26, 2008-April 25, 2009

TAP Process: How to Participate

Partner Applies to TAP Program

CAM Reviews Application

Theatre Admin Reviews Application

Finance and Theatre Admins Upload Data

Partner and CAM Monitor Progress

If Criteria Met, Partner Receives Rebate

- Partner and CAM develop Trade-In Plan

- Partner goes to online TAP Tool to apply

- Partner informed that application will be processed within ten business days

- CAM receives email that a Partner has applied to TAP

- CAM logs into Tool to review and validate application

- Partner- and CAM-developed Trade-In Plan is reviewed by Cisco MCO

- CAM sets application to Pending Theatre Approval for final processing

- Theatre Admin only receives notice when CAM approves, but can see all applications for their theatre

- If Theatre Admin approves, the Partner is notified that they are now enrolled

- Theatre Admin uploads requirements
- Uploads Trade-In bookings, Credits and Returns Reports to Tool

- Bookings = Monthly

- Returns = Weekly for last 6 months

- Tracks Trade-In bookings and Returns information in TAP Tool and on Business Plan

- CAM or Partner can add Partner/ Cisco contacts to view applications

- Reports run in Tool to see who meets exit criteria

- Payments given based on Trade-In Credits associated with equipment returned

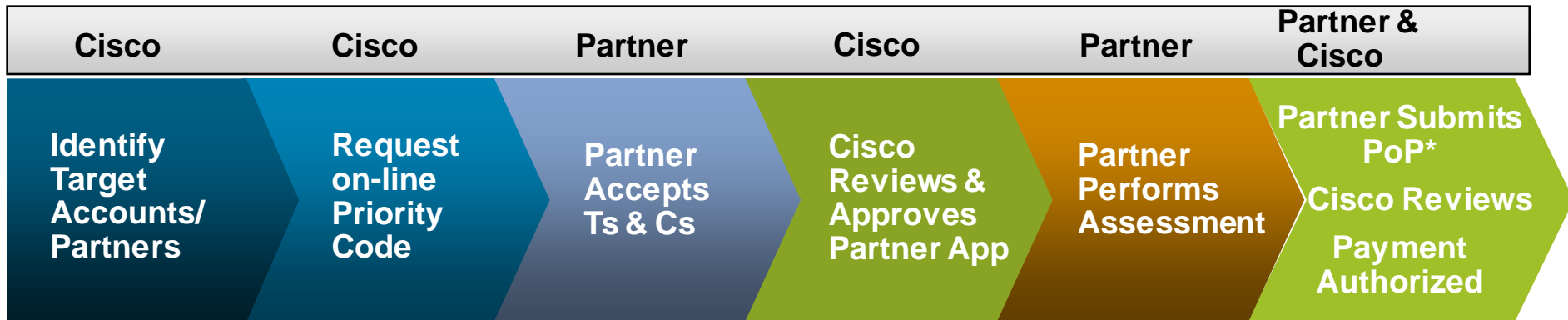
Network Assessments Program

Overview

Program Goal	Drive Installed Base Network Upgrades <ul style="list-style-type: none">• In Targeted Accounts with:<ul style="list-style-type: none">✓ 1,000+ PCs/Servers/Nodes✓ a reasonable ability to book \$200K• By leading with partner professional services
Partner Incentive	\$1,000 payout for per completed assessment
Account Selection	Assessments must be sponsored by Cisco AM & CAM <ul style="list-style-type: none">• Focused on Commercial & Public Sector• Premier/Silver/Gold Partner Certification required• Internal nomination process via on-line tool (SIRE)
Assessment Requirement	Partner submits proof-of-performance: <ul style="list-style-type: none">• Assessment Tool Output Report• Site Visit Report 60 days to complete each assessment
Date	Ends July 25, 2009

www.cisco.com/go/ignite

SIRE/Network Assessment Process At-a-Glance



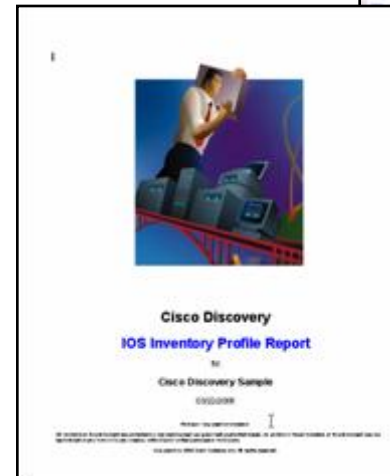
- Field reps (AM/CAM) identify target account/partner
- Obtain a nomination and enter real justification
- Partner accepts the Terms and Conditions for each nomination within 10 days
- Cisco reviews application
- *Partner has 60 days to perform approve assessment at the customer site and submit proof of performance (PoP) documents
 - A Cisco-approved assessment/inventory tool output report
 - A completed template Network Assessment Visit report
- Partner payments will accrue and be paid out 60 days after the quarter ends

Formal nomination process is managed via the SIRE system: www.cisco-sire.com

Approved Tools for Network Assessments

Baseline Inventory Assessment Tools

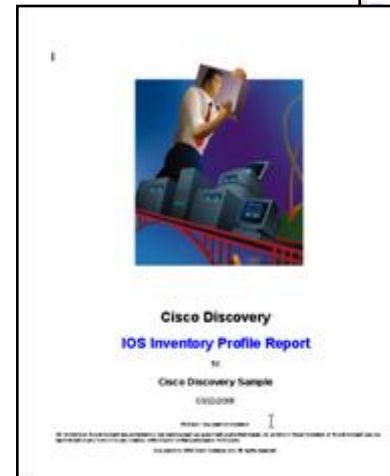
- Cisco Discovery
www.cisco.com/web/partners/tools/discovery.html
- Netformx (Enterprise Auto-Discovery)
www.netformx.com
- CiscoWorks Network Compliance Manager (NCM):
www.cisco.com/en/US/partner/products/ps6923/index.html
- Pari Networks (Security Network Mgmt)
www.parinetworks.com
- Dorado Software—Redcell Engineering Pro
www.doradosoftware.com/cisco/networkassessments
- Netcordia (NetMRI Network Analysis)
www.netcordia.com
- Cisco Smart Care Service
www.cisco.com/go/smartcare
- Risc Networks
www.riscnetworks.com
- GFI (Network and Security Software)
www.gfi.com
- OpsWare (Network Management)
www.opsware.com



Approved Tools for Wireless Assessments

Wireless Assessments Tools

- Air Magnet- AirMagnet Surveyor
www.airmagnet.com
- Ekahau - Site Survey Pro
www.ekahau.com
- BVS- Yellowjacket B/G
www.bvsystems.com



Partner Development Funds: Overview

- Support investment in training, NFR, and marketing—or return to your bottom line

- **2 Types of PDF Available to SMB Specialized partners**

UC PDF: 8% of Smart Business Communications Systems (SBCS) SKUs for qualified SMB Specialized partners

Min \$5K in net bookings per program period for qualified SMB Specialized partners ; no quarterly cap; no annual max

SMB PDF: 2% of SMB SKUs for qualified SMB Specialized partners

70% of a partner's business in the previous quarter must come from SMB products

Quarterly cap of \$5K, annual max of \$20K

- **Eligible SKU list:**

www.cisco.com/web/partners/sell/smb/programs_and_promotions/pdf.html

- To register: www.ciscopdf.com

Core Accelerator Promotion

The Cisco Core Accelerator Promotion rewards partners for the sale of Cisco LAN switching and routing products (core) that are booked and shipped through the Opportunity Incentive Programs (OIP) Canada, OIP SuccessBuilder (OIP SB), and the Solution Incentive Program (SIP).

Promotion Goal	<p>Grow Incremental Partner Routing & Switching Sales:</p> <ul style="list-style-type: none"> • by providing a strong channel partner incentive • via back-end payments, based on net value of core products booked in OIP Canada, OIP SuccessBuilder and SIP
Promotion Period	<p>April 26 – July 25, 2009</p>
Partner Incentive	<ul style="list-style-type: none"> • 5% of net OIP / OIP SB / SIP booked value of qualified* router SKUs • 15% of net OIP /OIP SB / SIP booked value of qualified* switching SKUs
Partner Requirements	<ul style="list-style-type: none"> • Gold, Silver, or Premier Cisco Certification level • Partner must meet minimum \$40K CAD booking threshold in OIP/OIP SB/SIP between April 26, 2009 and July 25, 2009 • Partner must accept Ts & Cs and complete enrollment by May 29, 2009
Additional Details	<p>Only deals that book & ship as standard OIP, OIP SB, and SIP qualify</p> <p>OIPs and SIP stacked with TMP qualify</p> <p>* VIP or WIP Routing/Switching SKUs are not eligible</p>

www.cisco.com/go/corepromo-canada

