



# Cisco Channel Partner Program



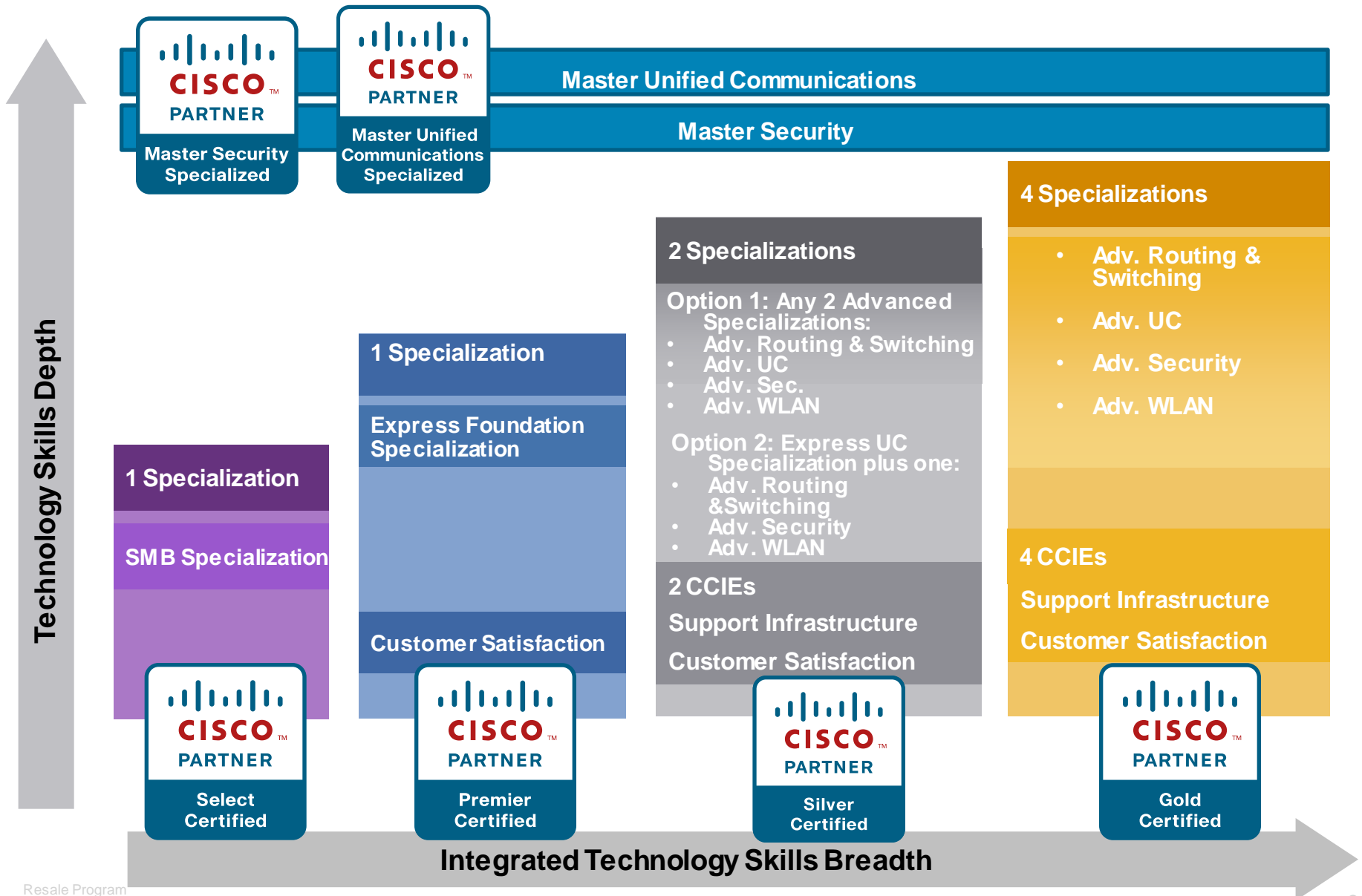
The Cisco Gold Certified Partner designation offers the highest level of branding, economic incentives, and differentiation as a reward for loyalty to Cisco, for capabilities in providing value-added services, and for a commitment to customer success. Gold Partners have attained the broadest range of 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.

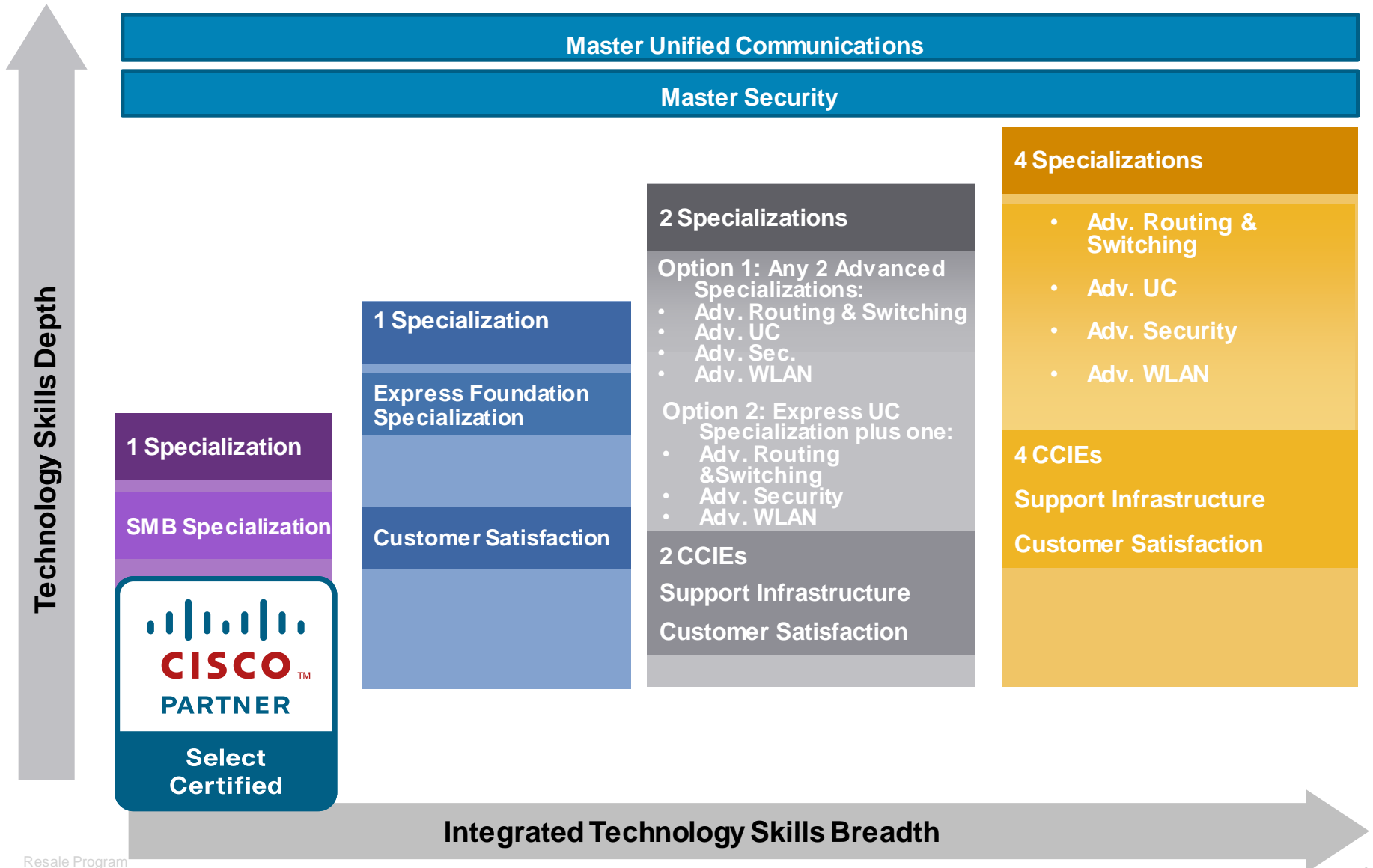
The Cisco Premier Certified Partner designation offers branding recognition, economic incentives, and differentiation as a reward for loyalty to Cisco and for a commitment to customer success. Premier Partners benefit from an increased level of support from Cisco, including access to best-in-class products 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



# 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](http://www.cisco.com/go/csapp)
4. Once SMB Specialization has been approved, apply to become Select Certified

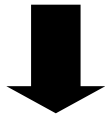


# Registered ⇒ Select Certification Road Map

**No Prerequisites Needed!**

**Specialization**

**Select Certification**



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

**+**

**SMB Specialization**  
**Account Manager + Engineer**

**=**



**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](https://tools.cisco.com/WWChannels/cpapp/home.do)

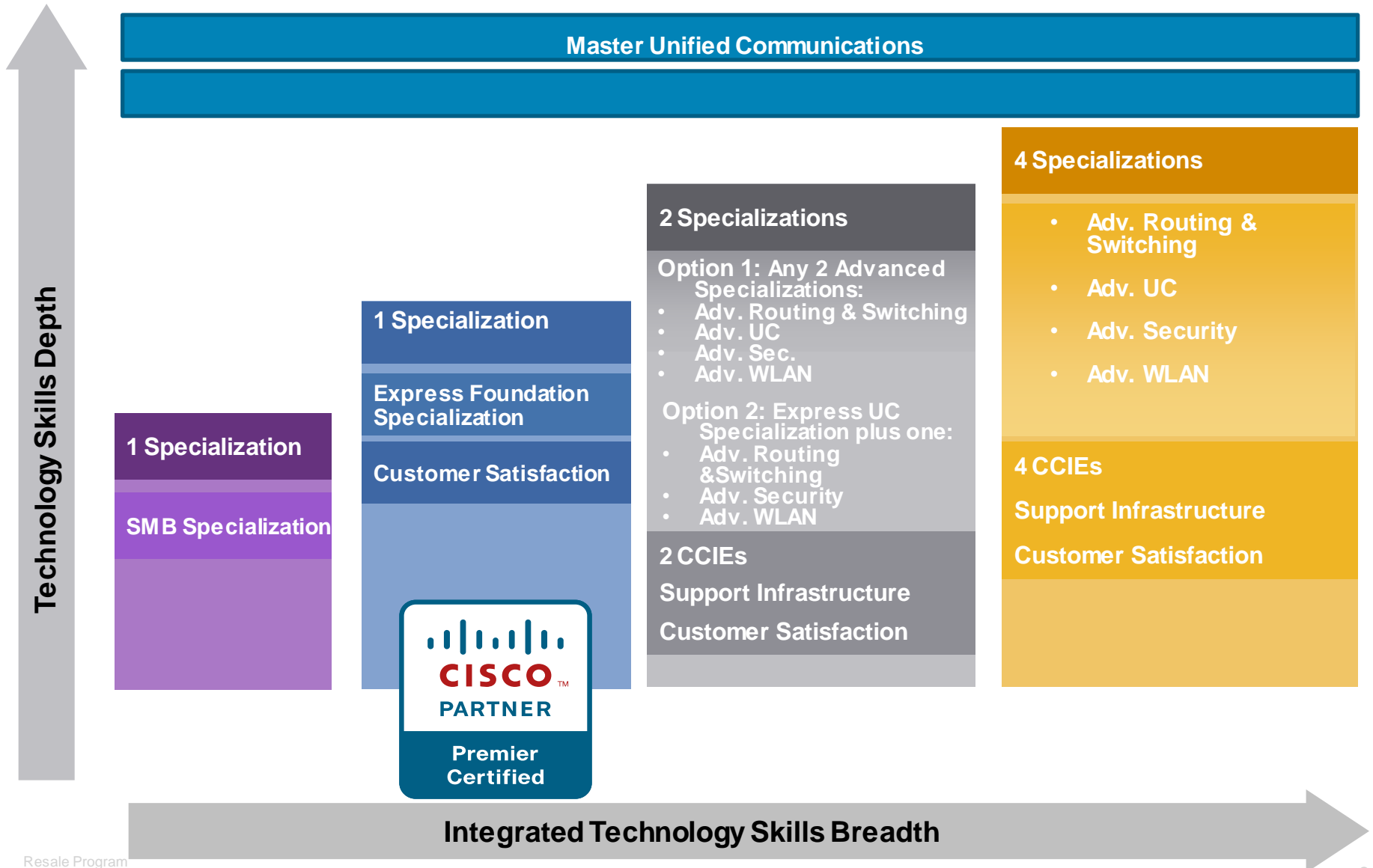
# SMB Specialization Benefits

**(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](http://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).

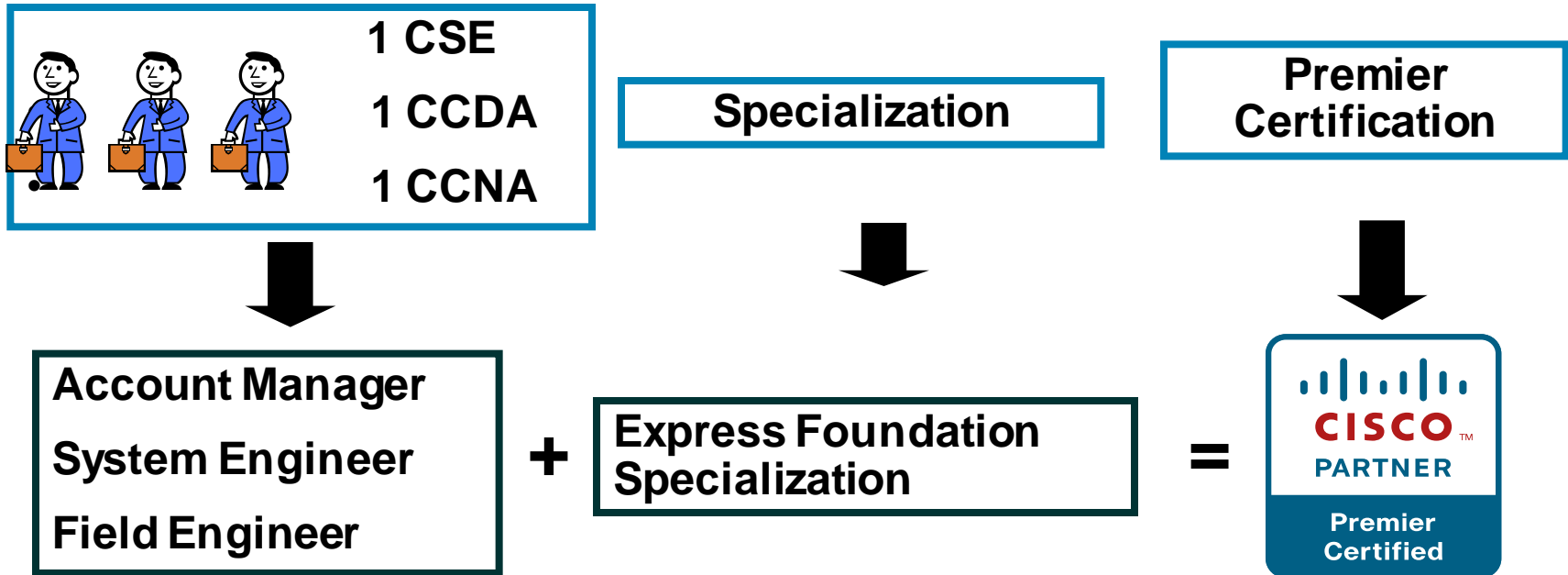
Access to [Partner Education Connection](#).

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](http://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]

