



Select Certification & SMB Specialization



Agenda



- Introducing Select Certification & SMB Specialization
- Training Requirements
- Benefits, Incentives & Rewards
- Smart Business Communications Solutions (SBCS)
- Transition from SMB Select to new Select Certification
- Call To Action

Select Certification & SMB Specialization

- We fill a gap in our certification program with the Select certification & SMB specialization
- **Non-certified SMB Partners value their relationship with Cisco but are seeking to become certified.**
- **Creating a new certification with associated benefits will enable us to achieve our goals in SMB**



Welcome to the Partner Program



Step by step guide to becoming a Select Certified partner

- 1** Step 1. Become a Cisco Registered partner
 1. Review the Partner Registration User Guide
 2. Apply to the Registered Partner Program
 - i. Apply for a Cisco.com user ID (only if you do not already have one)
 - ii. Provide or verify company and contact information
 - iii. Review and accept the terms of the Indirect Channel Partner Agreement (ICPA)
 - iv. Submit the application

Cisco will review your application within 15 business days. If approved, your company will receive registered partner status, be granted partner-level access to Cisco.com, and be eligible to participate in the Cisco Channel Partner Program. Status as a registered partner is valid for 12 months and must be renewed annually.
- 2** Step 2. Associate people with your company
 1. Use Partner Self-Service (PSS) to register your company's detail, partner tool administrators & people associated with your company
 - i. User Guide & Quick Reference Guides are available

Simple: Five steps for Select Certification



Complete Step by step guide to help partners through the process with web links and resources

<http://www.cisco.com/web/partners/program/certifications/select/requirements.html>

Recent Program Enhancements



- **Courses available through SMB University and Partner eLearning Connection**
- **NEW on-line exams available through Pearson VUE**
- **Smart Business Communications System (SBCS) training**

SMB Specialization: Training Requirements



SMB Specialization and Select Certification Steps

1

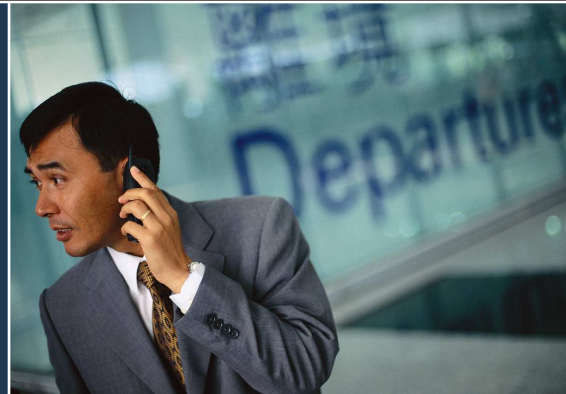
Foundation and Security

2

Smart Business Communications System

3

Select Certification



Pass Exams

Pass Exams

AM

646-171 SMB

650-173 SBCSAM

EN

642-176 SMBE

650-178 SBCSEN

Send in Application



NEW

NEW On Line Exams

- Effective August 1, 2007 SMB Specialization exams available exclusively from Pearson VUE
- Available globally
- Secure
- For more detailed information visit
Website: www.cisco.com/go/certonlinesupport/
- For a complete list of Pearson VUE contact information by country can be found at:
www.pearsonvue.com/contact/

SMB Specialization: Requirements

- **Requirements for all Partners:**
 - 2 roles: Account Manager and Engineer**
 - 1 person can fill both roles**
 - No Cisco Career Certifications are required for either role**
 - Content available on E-Learning (at no cost) and ILT (Instructor led training)**
 - Core curriculum includes: Routing, Switching, Security, Wireless and SBCS**
 - 4 Exams – All Online through PEC (via Pearson Vue)**
- **Training covers ability to sell, design, and deploy subject Cisco solutions**

SMB Specialization Roles

Account Manager

Partner Account Managers will describe the features, business benefits and ROI of Cisco SMB products. Identify Cisco SMB products for routing, switching, security, smart business communications and wireless LAN.

Training Duration: 2 Days ILT / 13 hours e-learning

Engineer

Partner Engineers will design Cisco SMB solutions that solve customer challenges including routing, switching, security, smart business communications and wireless LAN. The SE will identify Cisco SMB products and be capable of performing technical discovery, solution proposal, solution design, and implementation processes.

Training Duration: 2 Days ILT (not yet available) / 15 hours e-learning

Online Training is available on Cisco Partner eLearning Connection:

www.cisco.com/go/pec

To obtain a CCO ID:

- 1.) Go to **www.cisco.com**
- 2.) Click on the "Register" link found on the website's top right side.
- 3.) Follow the steps provided on the webpage to register for a Cisco

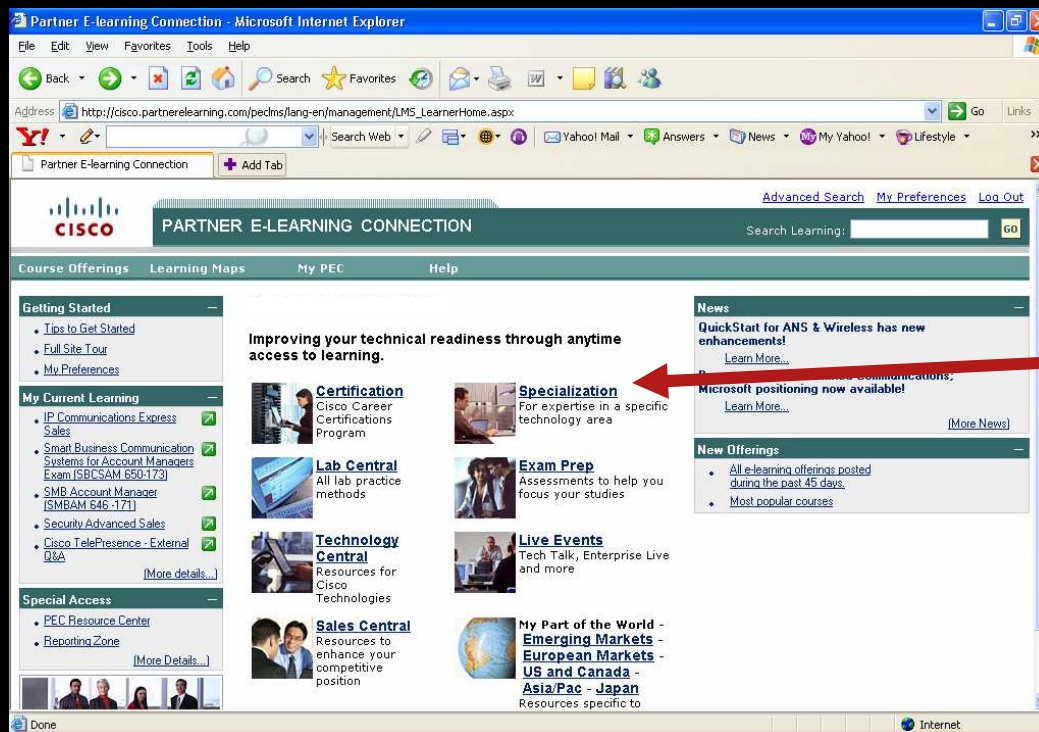
CCO ID#

SMB Specialization – Account Manager

AM Role Has 2 Training Components:

Component 1: Foundation & Security (2 Courses)

Component 2: Selling the Smart Business Communication System



All Training is
Free Online with
PEC

(www.cisco.com/go/pec)

choose
Specialization

Account Manager Cont...

- AM Courses are all Available FREE online with PEC
- Some Classroom courses are also available for partners FREE across Canada, starting in October, see www.cisco.com/ca/select for Calendar
- Component 1: AM Courses: Foundation & Security
- Component 1: AM Exam: **SMB-AM 646-171**
- Component 2: AM Course: Selling the Smart Business Communication System
- Component 2: AM Exam: **SBCS-AM 650-173**

AM TRAINING SUMMARY: 3 FREE COURSES, 2 EXAMS

(www.cisco.com/go/pec) \$20 USD each exam

SMB Specialization - Engineer

- **ENG Role Has 2 Training Components:**
 - **Component 1: Foundation & Security**
 - **Component 2: Selling the Smart Business Communication System**

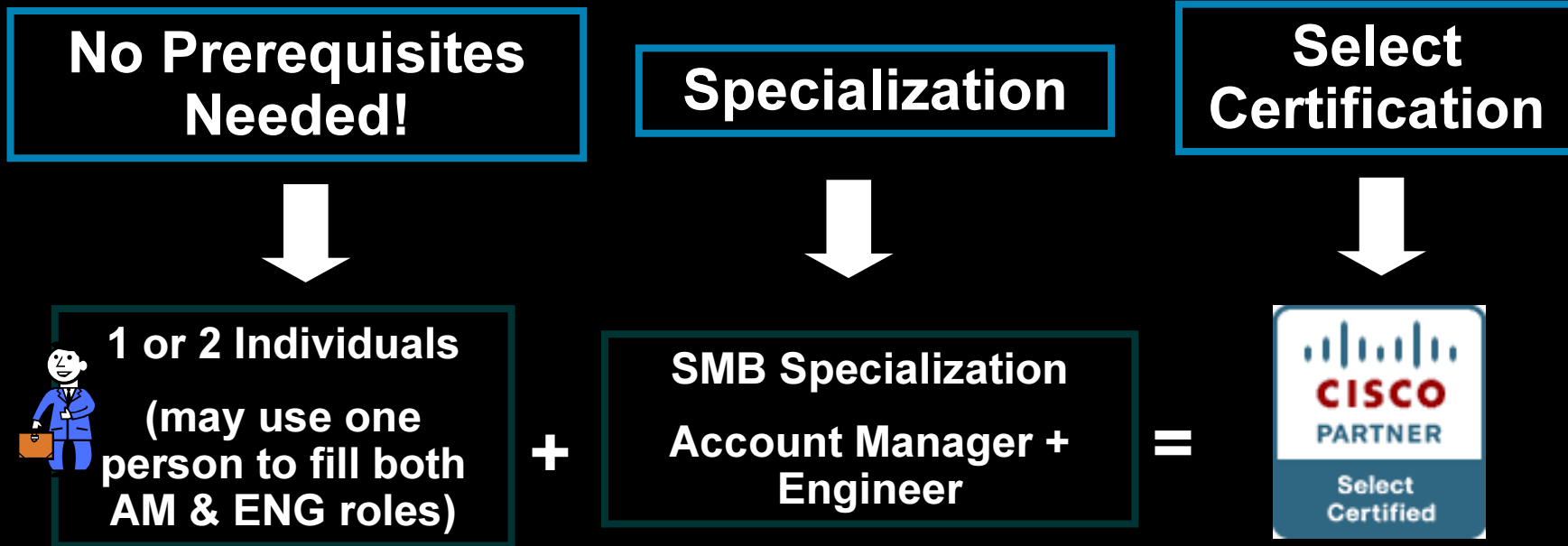
Engineer Role Cont...

- ENG Courses are all Available FREE online with PEC
- Some Classroom courses will be available for partners FREE across Canada in 2008
- Component 1: ENG Courses: Foundation & Security
- Component 1: ENG Exam: **SMB-E 642-176**
- Component 2: ENG Course: Selling the Smart Business Communication System
- Component 2: ENG Exam: **SBCS-EN 650-178**

ENG TRAINING SUMMARY: 2 FREE COURSES, 2 EXAMS

(www.cisco.com/go/pec) \$20 USD each exam

Registered ⇒ Select Certification: Road Map

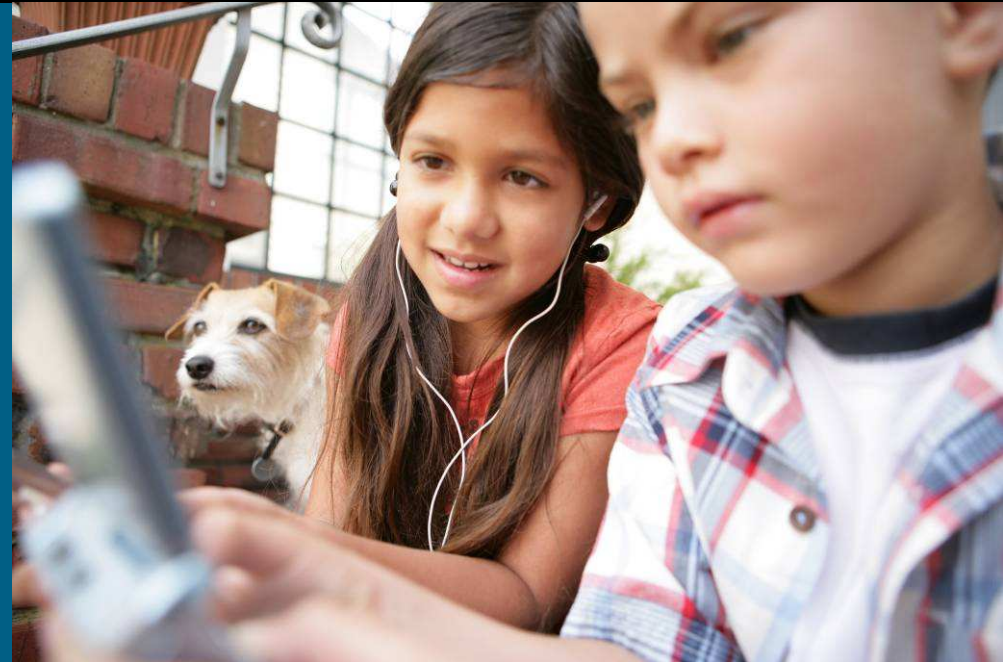


Step 1: Partner completes SMB Specialization requirements and applies for SMB Specialization

Step 2: Partner applies for Select Certification

<http://tools.cisco.com/WWChannels/cpapp/home.do>

Incentives & Rewards



Select Certification & SMB Specialization Value to our Registered Partners

- Opportunity to join Cisco's award-winning Channel Partner Program
- OIP – Success Builder (Success Builder will become available to Select Certified Partners ONLY in 08)
- Access to SMB University Courses Free online (PEC)
- SMB PDF & UC PDF Incentive programs!
- Not for Resale Demo Units (discount)



SMB Specialization

Value to our Current Certified Partners

- SMB Specialization Branding
- SMB PDF & UC PDF Incentive programs!
- OIP – Success Builder & OIP Commercial program (if prior SB won acct)
- Solution Incentive Program (SIP)
- Access to SMB University Courses Free online (PEC)



OIP: Success Builder Offer: Targeting the SMB

Objective: growth of net new Cisco customers

- Qualification: customer not purchased Cisco in past 2 years
- Hardware: 45% discount off list price
- Services: 45% discount off list price
- No Minimum List deal size; Max List deal size \$250,000
- Partner is eligible for OIP Commercial for SB customer if Success Builder opportunity is closed before expiry date
- Eligible Partners – must be certified to leverage after December 31, 2007
- Register deals at: www.cisco.com/go/pdr
- Deal approvals/discount protection valid for 3 months
- More OIP – Success Builder info: www.cisco.com/go/oip-canada

Partner Development Funds: Overview

- Support investment in training, NFR, and marketing—or return to bottom line
- 2 Types of PDF Available to SMB Specialized partners
- **UC PDF**: 8% of SBCS Net Bookings, min 10k per program period for qualified SMB Specialized partners (eligible sku list will be posted on www.cisco.com/ca/select)
- **SMB PDF**: 2% of SMB SKUs for qualified SMB Specialized partners

(eligible sku list will be posted on www.cisco.com/ca/select)

70% of a partners business in the previous quarter must come from SMB products

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

UC Partner Development Funds (UC PDF)

- Support investment in training, NFR, and marketing
- Eligible SMB Specialized & Select Certified Partners!
- Set percentage accrued each quarter of **8%**



Based on 2-tier bookings of SBCS product set

Minimum \$10,000 USD in net product bookings per program period (6 months) Accrual begins 1 month after program registration

- Must Maintain SMB Specialization for program period to be eligible for rebate
- No CAP on payments!
- *UC PDF only available to SMB Specialized partners, partners with EUC or AUC specialization will be eligible for VIP programs instead)



UC500 SKUs – 8, 16, 32 and 48 User Models

SKU	Companion Switch	Expansion
UC520-8U-4FXO-K9	8U CME Base, CUE and Phone FL w/4FXO, 1VIC	One VIC Slot
UC520-8U-2BRI-K9	8U CME Base, CUE and Phone FL w/2BRI, 1VIC	One VIC Slot
UC520-16U-4FXO-K9	16U CME Base, CUE and Phone FL w/4FXO, 1VIC	One VIC Slot
UC520-16U-2BRI-K9	16U CME Base, CUE and Phone FL w/2BRI, 1VIC	One VIC Slot
UC520W-8U-4FXO-K9	8U CME Base, CUE and Phone FL w/4FXO, 1VIC WIFI	One VIC Slot
UC520W-8U-2BRI-K9	8U CME Base, CUE and Phone FL w/2BRI, 1VIC WIFI	One VIC Slot
UC520W-16U-4FXO-K9	16U CME Base, CUE and Phone FL w/4FXO, 1VIC WIFI	One VIC Slot
UC520W-16U-2BRI-K9	16U CME Base, CUE and Phone FL w/2BRI, 1VIC WIFI	One VIC Slot
UC520-32U-8FXO-K9	32U CME Base, CUE and Phone FL w/8FXO, 1VIC	One VIC Slot
UC520-32U-4BRI-K9	32U CME Base, CUE and Phone FL w/4BRI, 1VIC	One VIC Slot
UC520-48U-12FXO-K9	48U CME Base, CUE and Phone FL w/12FXO	-
UC520-48U-6BRI-K9	48U CME Base, CUE and Phone FL w/6BRI	-
UC520-48U-T/E/F-K9	48U CME Base, CUE and Phone FL w/ 4FXO, T1/E1, 1VIC	One VIC Slot
UC520-48U-T/E/B-K9	48U CME Base, CUE and Phone FL w/ 2BRI, T1/E1, 1VIC	One VIC Slot

SMB Partner Development Funds (SMB PDF)

- Support investment in training, NFR, and marketing
- Eligible Select Certified & SMB Specialized Partners!
- Set percentage accrued each quarter of **2%**
 - Based on 2-tier bookings of specific product set
 - Minimum 70% of business must come from the qualifying products list (UC500 solutions included)
 - Maximum amount capped each quarter per partner at \$5K CAD



Partner Development Funds – Details

- Accruals for PDF (UC & SMB) for those eligible partners will begin in Q2 (Nov 2007-Jan 2008) and will be calculated monthly.

i.e.: If a partner joins on Nov 15th, they will begin accruals on Dec 1st and accrue for the month of December and January.

- Quarterly Payout (Cisco fiscal quarters)
- PDF Dollars may be rolled over a quarter for a total of 6 months from time of accrual before they expire
- Eligible partners will be invited to register via email
- Simple on-line balance and transaction support in the PDF tool: will be accessed from Partner Central Please see www.cisco.com/ca/select for complete PDF program rules

Not For Resale Demo Program

- The Certified/Specialized NFR Program rewards resellers that have Cisco Certifications and Specializations with generous discounts on products used for their labs, demos and sales office infrastructure
- 65% off list for any **Certified/Specialized** Partners
- \$125 for NFR software for **Certified/Specialized** Partners
- 45% off list for all other resellers (Registered)



Select Certification Benefits

- 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, \$10,000 USD minimum bookings per period)
- First **40** New Select partners in Canada receive a FREE UC500 Demo Kit and Demand Generation Play!
- 10,000 FREE Partner Rewards Bonus points per individual who signs up to Partner Rewards Program www.cisco.com/go/prp
- \$1000 in your Partner Wallet for All Partners who become Select Certified in Q1 (dollars can be used towards many different initiatives: demand generation, banners, booth rentals etc..)

Join Today!

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, \$10,000 USD minimum bookings per period)
- SMB Specialization Branding
- Access to SMB University Courses Free online (PEC)

SMB Specialization Summary

- 2 Roles (Account Manager & Engineer)
- Role Sharing Allowed: 1 person may complete both AM & ENG roles
- SMB Specialization will enable partners without Express or Advanced UC specializations, to sell UC500, Smart Business Communications System
- SMB Specialization is open to any partner to pursue
- SMB Specialized partners have access to UC PDF & SMB PDF
- All Training Free online, Exams Free online with Pearson Vue online testing (www.cisco.com/go/pec)
- AM Classes are also free in classroom beginning in October 2007 across Canada
- Total of 4 exams: \$20 USD each: Total Partner Cost \$80 USD

Select Certification Summary

- Select Certification is open to Registered Partners only
- Select Certification requires the SMB Specialization (1 person filling both roles if desired)
- No Pre-requisites required to complete SMB Specialization
- Select Certified partners have access to UC PDF & SMB PDF
- All Training Free online, Exams Free online with Pearson Vue online testing (www.cisco.com/go/pec)
- AM Classes are also free in classroom beginning in October 2007 across Canada
- Total of 4 exams: \$20 USD each: Total Partner Cost \$80 USD
- **Exclusive** Select Benefits include: FREE UC500 Demo Kit for 1st 40 partners to achieve Select in Canada, 10,000 Bonus PRP points and \$1000 Partner Wallet contribution per Select partner as well as many more exclusive offers from Ingram Micro and Tech Data!








Smart Business Communications System (SBCS)



Cisco Smart Business Communications System

Small Business Portfolio

Unified Communications and Network Foundation	Cisco IP Phones	Switching	Wireless	Teleworker
<p data-bbox="439 671 573 708">UC500</p>  <p data-bbox="344 967 669 1042">8 and 16 Users for Voice</p> <p data-bbox="374 1074 640 1110">Desktop Model</p> <p data-bbox="353 1142 660 1257">Optional Integrated WLAN AP</p>	<p data-bbox="763 671 920 708">Phones</p>  <p data-bbox="719 967 963 1042">All IP Phones Supported</p> <p data-bbox="725 1074 956 1189">Cisco Added KTS Phones like 7931</p>	<p data-bbox="1048 671 1279 708">CE500-8PC</p>  <p data-bbox="1010 887 1317 1007">Desktop Companion Switch for UC500</p> <p data-bbox="1010 1038 1317 1118">Scales UC-500 to 16 Users</p> <p data-bbox="1025 1150 1301 1270">Multiple Rackmount Configurations</p>	<p data-bbox="1406 671 1592 759">AP500 WLC 500</p>  <p data-bbox="1346 1015 1653 1094">Cisco Mobility Express Solution</p> <p data-bbox="1357 1126 1641 1163">Up to 250 Users</p> <p data-bbox="1350 1195 1648 1270">Standalone and Controller-based</p>	<p data-bbox="1765 671 1906 708">C871W</p>   <p data-bbox="1682 1038 1989 1158">VPN, Wired and Wireless Access, IP Phone Ext.</p>
<div style="display: flex; justify-content: space-between; align-items: center;">  <div style="text-align: center;"> <p data-bbox="909 1294 1417 1331">Cisco Smart Assist Features</p> <p data-bbox="898 1347 1429 1383">Cisco Configuration Assistant</p> <p data-bbox="752 1399 1574 1436">Cisco Monitor Manager/Cisco Monitor Director</p> </div>  </div>				

Cisco Smart Business Communications System



- Complete Business Communications system
- 3rd party application integration
- Easy setup, install and management – plug 'n' play
- Voice, video, mobility, data and security all integrated
- Remote monitoring and management
- Full suite of Cisco IP phone and IP Communicator (softphone) supported

A new integrated system that enables a total communications experience

Cisco Smart Business Communications

Complete Systems Management

Smart Business Communications Systems Management Tools:
Purpose Built for SMB Networks with Everything Needed to
Deploy and Monitor Multiple SMB Customer Networks

Cisco Smart Assist Features*

Help Enable Plug and
Play Functionality to
Reduce Set Up Time and
Help Optimize Network
Settings

Cisco Configuration Assistant

Provides a Single
Configuration GUI for All
Platforms and
Applications

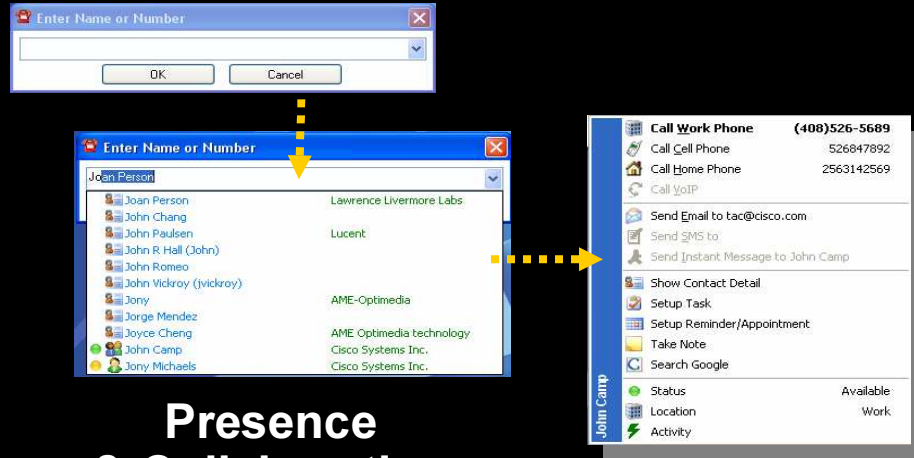
Cisco Monitor Manager and Director*

Monitoring and
Reporting Tools for
VARs to Better Support
SMB Customer
Networks

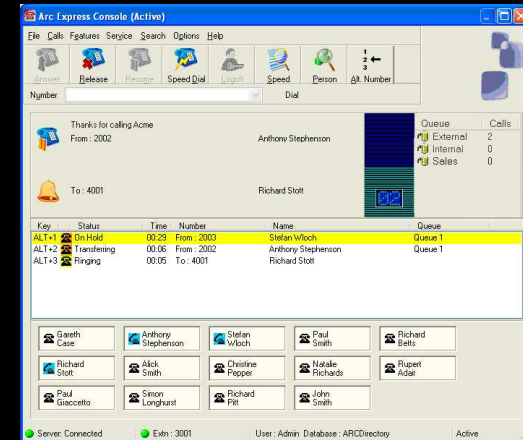
- **Increases VAR efficiency**
- **Improves customer relationships**
- **Creates new service offerings**

** In the future*

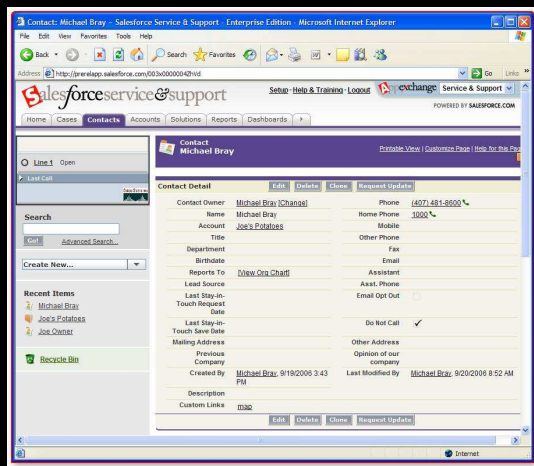
SBCS Optional Applications



Presence & Collaboration



Attendant Console



Customer Relations Management



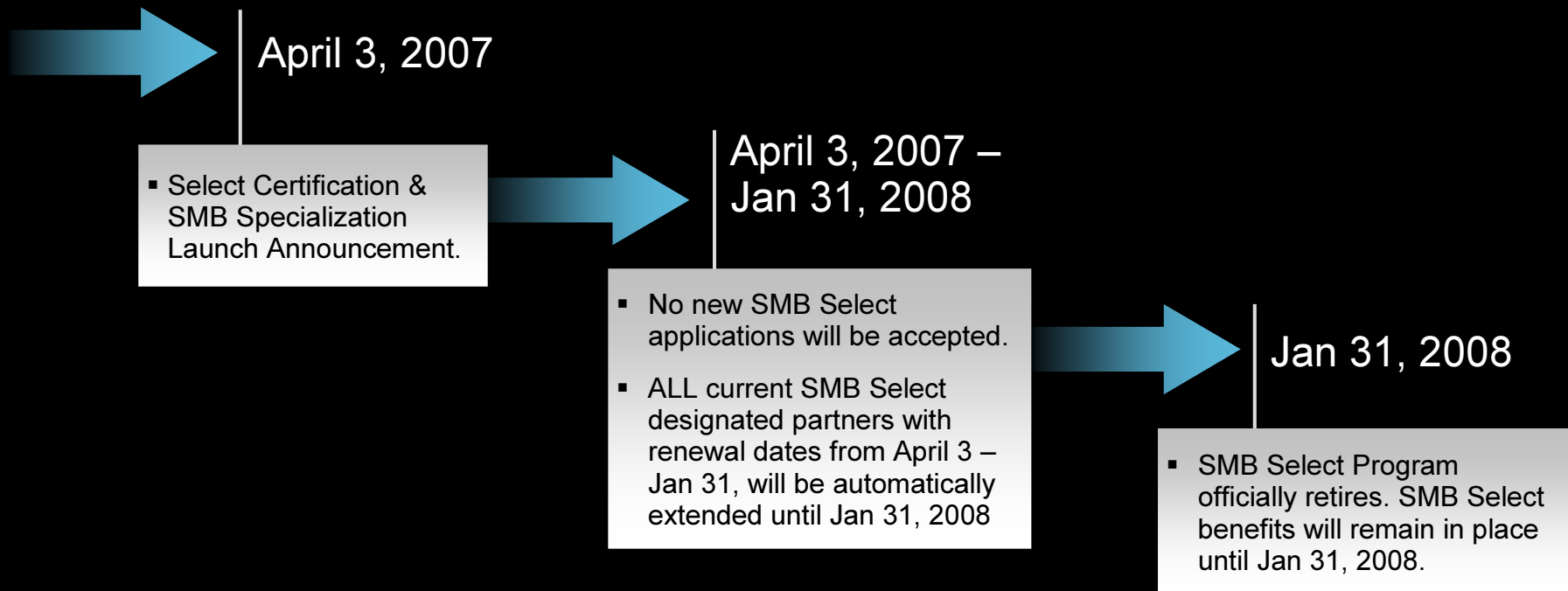
**Business Operations Vertical
Legal, Medical, Retail, Mfg**

SMB Select to Select Certification Transition



SMB Select Program – Evolution

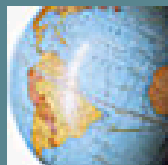
Transition Milestones



SMB University

Objective

SMB University delivers training to Cisco partners around the world that are committed to serving the SMB market:



APAC,
Emerging
Markets
Japan,
European Markets,
US/Canada

Target Audience



Principal/
Owner



Account
Manager



Engineer

- Current Cisco partners
- Select certification applicants
- Partners selling into the sub-250 space

Catalogue



Instructor-
led



Elearning

Topics:

- Business Acumen
- Foundation (Route/Switch)
- Security
- Unified Communications
- Wireless

Links

Partner E-learning Connection



cisco.com/go/pec

SMB University Partner Central



cisco.com/web/partners/se11/smb/smb_uni.html

Summary – The Road to SMB Success

- Providing real benefits to partners who invest with us to grow in SMB - training, tools and incentives
- www.cisco.com/ca/select
- www.cisco.com/go/partner



Call to Action

Action:

- When will you pursue your SMB Specialization?
- Who will be taking the Acct Mgr. exam? When?
- Who will be taking the SE exam? When?
- Have questions? Please contact your ICAM, CAM or Distribution Account Manager for more details or visit us online at www.cisco.com/ca/select

