



CISCO SMB SELECT PARTNER

PROGRAM OVERVIEW

More than ever small and medium-sized business (SMB) owners are recognizing the benefits of investing in networking solutions to increase their organization's profitability and productivity. The majority of these SMBs rely on their channel partner to help them make the right IT purchases, especially for networking. There is a huge opportunity for the right partner.

VALUE FOR YOU AND YOUR CUSTOMERS

The Cisco® SMB Select Partner designation was created to recognize channel partners who have a focused business practice selling into the SMB market. This special designation demonstrates to your customers that your organization fully understands and supports networking solutions for small and medium-sized businesses—differentiating you from other resellers.

DEDICATED SUPPORT FROM CISCO

Cisco Systems® is committed to making the sales and engagement process much easier. A Cisco channel account manager (CAM) or inside sales account manager (ICAM) will be assigned to your company. They will provide you with continuous, high-quality support that is designed to help you grow your SMB business with Cisco. The Cisco CAM or ICAM will support and assist you with:

- Identifying the right Cisco solutions for your customers
- Closing business deals
- Explaining the tools and services at your disposal that can help you market and sell
- Addressing any issues or problems you may have



The Cisco CAM or ICAM will help you take advantage of special incentives and reward initiatives. And they'll help you to drive incremental business with exclusive sales promotions. Cisco will work closely with you to help make your business even more productive and profitable.

For more information about the
SMB Select Program, go to
www.cisco.com/ca/smbselect



PROGRAM BENEFITS

Cisco will provide SMB Select Partners with a customized set of dedicated support services and financial incentives.

SALES, TECHNICAL, AND TRAINING RESOURCES

Sales Support—Assigned Cisco CAM or ICAM to provide sales and marketing support.

Partner Help Online—Technical presales assistance.

Cisco Solution Designer—Web-based system that allows you to create and customize demand generation programs and demonstrate Cisco technology solutions to your customers.

Security Policy Builder—Tool that allows you to generate individual security policies tailored to meet each customer's specific requirements.

Training—Access to the Cisco Partner E-learning Connection and Business Planning programs.

DEMAND GENERATION RESOURCES

E-Leads—Account on the Cisco E-Leads system to provide you qualified leads as available.

Collateral Builder—Customizable SMB-oriented e-mail blasts, postcards, flyers, advertisements and more.

RECOGNITION AND REWARDS

Cisco Partner Locator—Listing as a Cisco SMB Select Partner on the primary Cisco partner search tool.

Special Identification—Identify your organization as one that holds this special designation by using the following verbiage: "XYZ Company is a designated Cisco SMB Select Partner" on your business cards and other marketing materials.

Channel Incentive Programs—Special programs—such as additional discounts or rebates—will be designed to reward Cisco SMB Select Partners.

Channel Partner Summit—This annual, invitation-only event brings together more than 1500 channel partners from around the world to learn more about the Cisco vision and channel strategy.

Partner Success Videos—Case study videos. Several Cisco SMB Select Partners will be invited to participate.



RIGHT-SIZED SOLUTIONS FOR SUCCESS-ORIENTED COMPANIES

Cisco SMB Class Solutions are helping facilitate the success of small and medium-sized businesses (SMBs) around the world. Integrated, intelligent networking solutions from

Cisco Systems® provide profit-line benefits for businesses—from streamlining operations to expanding opportunities. For customers who are looking for business-empowering solutions that do not overextend staff, budget, or bandwidth, the “right-sized” portfolio of Cisco SMB Class products and solutions are an excellent choice.

RIGHT-SIZED, WHOLE SOLUTIONS

Dealing with multiple vendors and integrating their products can not only strain the resources of channel partners, but also prove too demanding for large companies that have dedicated IT departments. With Cisco SMB Class solutions, Cisco SMB Select Partners can get the breadth of products required to build a powerful, reliable network from a single vendor—so that all the solution components work together smoothly, and you have just one place to go for support. Cisco solutions offer the intelligence that maximizes performance, the modularity and flexibility to meet a customer’s precise budget or capacity requirements, and offers investment protection benefits as well. The Cisco SMB Class Solutions include:

- Security solutions
- IP Communications solutions
- Mobility and Wireless solutions
- Network foundation

SECURITY SOLUTIONS

Helping Ensure a Protected Workforce, Safe Assets, and a Trusted Reputation. The Cisco security management suite of solutions simplifies the setup and operation of firewalls, virtual private networks (VPNs), and other security measures. You can implement both remote access and site-to-site VPNs with Cisco IOS® Software using software and Advanced Integrated Module (AIM) hardware encryption cards, or with hardware appliances such as a VPN concentrator, a router, a Cisco PIX® Firewall, or a dedicated VPN server for dialup services. Cisco Web filtering products shield your customers’ employees from objectionable Web content.

IP COMMUNICATIONS

Empowering a Collaborative Workforce with Innovative Communications Tools. By converging voice and data over the same network with a Cisco IP Communications solution, you can offer your customers a wealth of collaborative applications—such as contact centers and conferencing—and productivity-boosting capabilities such as unified communications. Cisco CallManager Express for call processing and Cisco Unity™ Express for voice-mail services gives branch office workers the phone system features they need—such as basic voice mail, intercom, and automated attendant functions—without adding expensive large-enterprise features that your customers may not need.

MOBILITY

Facilitating a Responsive Workforce and Eliminating Barriers to Productivity. Cisco SMB Class solutions include intelligent wired and wireless LANs that enable staff to stay connected to network resources for more hours throughout the day—whether they’re in the office, in a meeting room, or in airports or hotels. Traveling professionals can use VPN and wireless technologies to securely access company applications, client information, and communication tools from airports, hotels, coffee shops, and other locations where a wireless “hotspot” is available. All this helps your customers react quicker to both their clients’ needs and to their changing environment.

NETWORK FOUNDATION

Creating the Connected Workforce at the Core of Your Business. With an intelligent, integrated network foundation based on Cisco switches and routers, you can deliver applications and services to your customers more efficiently and economically. Using quality of service (QoS), technology that enables the network to recognize specific data types (such as voice versus data)—and assigns it an appropriate priority in order to handle priority traffic expediently—can improve network operational efficiency and help applications perform better. A highly available Cisco network foundation can save you money by preventing costly downtime.

For more information about Cisco SMB Class solutions, visit www.cisco.com/ca/smbpartnerconnections



Cisco Systems has more than 200 offices in the following countries and regions.

Addresses, phone numbers, and fax numbers are listed on the Cisco.com Web site at www.cisco.com/go/offices.

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