

SMB SELECT PARTNER – QUICK REFERENCE GUIDE

SMB SELECT PARTNER TOOLS AND RESOURCES

KEY RESOURCES

SMB Select Partner Designation	Homepage for the Cisco® SMB Select Partner program. Includes links to information about important program benefits plus sales, training, technical, and demand-generation resources.
Canada Channels Site	Cisco Canada Partner & Reseller Site
SMB Partner Connection	SMB Partner Connection will help you quickly and the most relevant information you need to extend your value to small and medium-sized businesses (SMBs). This page features consolidated sales, marketing, and training resources.
SMB Class Solutions	Information about the Cisco technologies that support business solutions. Includes sales tools such as presentations addressing "How to Sell" and "Why to Buy" SMB Class solutions, along with demand-generation tools, best practices videos, and a library of customer collateral including brochures, overviews, customer stories, and network blueprints.

SMB SALES AND TRAINING RESOURCES

SMB Training	Global sales training and territory prospecting sales support program to help you successfully target and implement Cisco SMB Class intelligent networking solutions.
Channel Partner Success Videos	Learn sales best practices from Cisco channel partners. This series of videos and stories focuses on how the deal gets done and demonstrates the power of SMB channel partners.

SMB TOOLS

Small Business Network Designer	Use this tool to help small businesses with 20 or fewer network users determine which Cisco networking products are needed for a robust, scalable network.
Cisco Solution Designer	The Cisco Solution Designer demonstrates how integrated networking solutions may be successfully deployed in organizations with 500 or fewer network users.
Product Advisor	Use this tool to recommend Cisco networking products based on product features and high-level business requirements. The tool is designed for both networking novices and experts.
Security Policy Builder Tool	Use this tool to create a customized security policy designed to meet to each customer's specific organizational requirements. After completing a short interview that helps navigate through crucial security issues and concerns, you can generate a customized security policy and send it to the customer in Word format.
VPN Savings Calculator	Show your customers how they can save on secure remote connectivity. Use this tool to calculate the approximate savings they can realize by converting to a VPN solution.
Cisco WLAN Productivity Savings Payback Calculator	Use this tool to estimate daily productivity gains along with how much time employees would need to save in order to have a wireless LAN environment that would pay for itself.
Cisco Network Investment Calculator	Use this tool to demonstrate the business value of Cisco technology solutions. Provides an easy-to-use framework for gathering data, analyzing costs and benefits, and calculating your customer's return on investment (ROI) and total cost of ownership (TCO) for Cisco technology solutions.

SMB SALES PROMOTIONS

Opportunity Incentive Program (OIP)

Success Builder	A sales program designed for first-time Cisco customers that offers one-time only incentives, advantageous leasing, training opportunities, and a suite of four flexible solution bundles.
New Opportunity Program for Commercial	A New Opportunity Program for Commercial designed to provide special, one time, promotional discount incentives to partners that hunt for opportunities in Cisco's existing Commercial customers in the absence of Cisco field participation.

SMB SALES SUPPORT

Presales Support	For presales support, call 800 553-NETS
SMB Financial Services	Cisco Systems Capital®, a wholly owned subsidiary of Cisco Systems®, offers a wide range of financing services designed specifically for small and medium-sized businesses.
SMB Services and Support	Whether it is to supplement in-house support staff, or provide additional expertise for new products and technologies, Cisco Systems provides a wealth of Cisco networking expertise.both online and over the phone.

CISCO CHANNEL PARTNER RESOURCES

MARKETING RESOURCES

Collateral Builder	From invitations to flyers, Collateral Builder allows you to create customizable collateral to help increase customer awareness and reduce time-to-market and overall costs.
Joint Marketing Fund Program	View how JMF helps partners excel in a competitive marketplace, providing funding and support for preapproved activities.
Partner Marketing Guide	This marketing toolkit is designed to provide best practices information, worksheets, steps to success with launches, campaigns, and other fundamental elements pertaining to marketing.
Visual Assets	Find Cisco logos, graphics, templates, photography, branding guidelines, and more.

PARTNER NEWS AND EVENTS Partner communications board with the latest partner program changes, updates, and notices.

Partnernews@cisco	Access the latest press releases, press coverage, success stories, partner spotlights, and news alerts.
Cisco Channel Intelligence Newsletter	Get Registered and Get Informed! Your 'single-source' of Cisco Canada Partner news and information on new products, promotions, programs, training, and tools designed to increase productivity, profitability, and ROI. To subscribe, click here.
SMB Networking Connection	The SMB Networking Connection is the gathering place for individuals involved with SMBs. Visit the "What's New" section to find out about the latest articles, videos, and information pieces that have been added to the site. Peruse the discussion boards to ask questions, provide answers, and exchange ideas with your peers.
Partner Newsletters	An e-newsletter with information about channel partner programs, promotions, new products and solutions, training resources, certification and specialization opportunities, and more.
Success Stories	The Worldwide Channels Success Story Program focuses on highlighting Cisco partner networking sales successes. The program requires both the customer and partner to participate in the creation of the story.
Partner Summit	The Partner Summit is an annual event where partners can learn more about Cisco, its worldwide channels strategy, and share successes, opportunities, and challenges.
Partner Tech Talk	A monthly Web broadcast developed exclusively for Cisco partner systems engineers and account managers that provides the latest information about Cisco solutions, tools, and programs.

CHANNEL PARTNER TOOLS

Cisco Partner View	Cisco Partner View is a single entry point to access the applications and content required by Cisco certified partners to effectively manage their Cisco relationship.
Partner E-Learning Connection	Partner E-Learning Connection (PEC) is the primary learning source for channel partners to receive fast, accessible training solutions in a variety of formats.
Partner Access Online	Partner Access Online (PAL) provides Cisco partners with real-time, customized access to both trend-tracking data, and a data collection system. PAL also helps partners identify areas for improvement, aids in strengthening the relationships between partners and customers, and helps build long-term customer loyalty.
Partner Business Planning	The Partner Business Planning tool allows partner companies and Cisco channel account managers (CAMs) to collaborate on strategic planning by identifying incremental revenue streams, aligning objectives, and optimizing market opportunities.
Partner Help Online	Partner Help Online provides partners with a regularly updated knowledge base of support information. If the answer to your question is not available, Partner Help Online also provides a fast, easy way to open a support case.
Partner Locator	Allows customers to identify the most qualified partner for any job. If you are a Cisco partner, you may use the Partner Locator to verify your company information or identify other Cisco partners for collaboration.
Partner Business Central	This tool enables online configuration of Cisco products and offers detailed compatibility information and intelligent feedback to streamline the configuration process. □ □ □ □ □ □ □ □
Partner Self Service	The Partner Self Service suite of tools simplifies access and data management for Cisco partners, and allows users to get partner-level access to Cisco.com and manage profile information. The tools also allow partner administrators to manage company data.
Certification and Specialization Application	The Certification and Specialization Application Tool provides information to help our certified and specialized Partners apply for Cisco certification or specializations. By using this tool, our partners can keep track of the status of their certifications and specializations.
Cisco Certification & Specialization Channel Awards Program	Get your awards now!
CAM Locator	Search for a Cisco account representative assigned to a specific partner.
Distributor Locator	The Distributor Locator allows users to locate Cisco distributors in any country.

Copyright 2004 Cisco Systems, Inc. All rights reserved. Cisco, Cisco Systems, the Cisco Systems logo, and Cisco Systems Capital are registered trademarks or trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries. All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0406R)

