



# Network Assessment Program



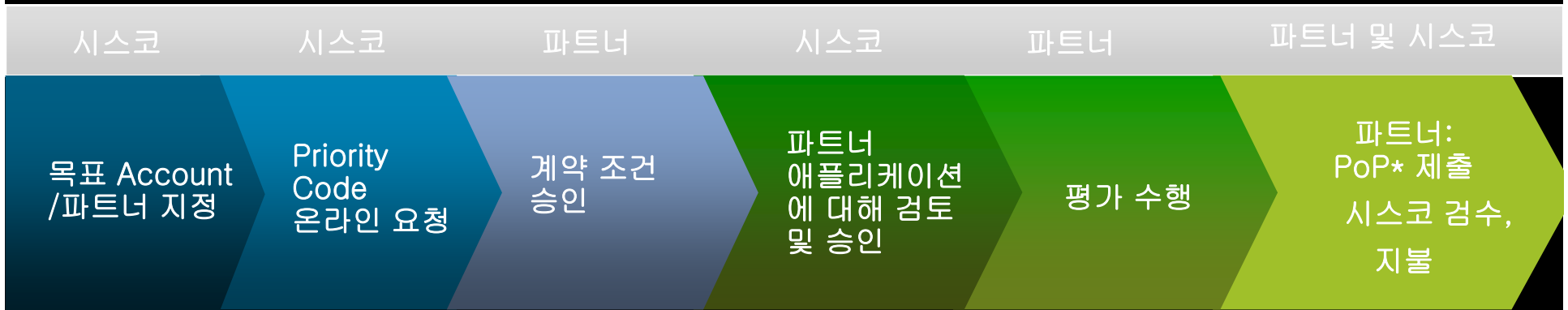
# Network Assessment 프로그램이란?

지정된 고객 Account를 대상으로 현장 Network 평가를 진행 한 파트너에게 인센티브를 지급하는 프로그램으로 Sales를 활성화 하고 네트워크를 Upgrade하는 기회를 발굴하게 하는 중요한 수단

# 프로그램 개요

지역	아시아 태평양 지역
프로그램 목적	기존에 설치된 네트워크 장비의 업그레이드를 유도 <ul style="list-style-type: none"><li>• 목표 Account:<ul style="list-style-type: none"><li>- PC/서버/노드 수가 1,000개 이상</li><li>- \$200K를 booking할 수 있는 능력이 있어야 함</li></ul></li><li>• 파트너 전문가 서비스로 진행</li></ul>
Account 선택	<ul style="list-style-type: none"><li>• Cisco AM 및 CAM에 의해 Target Account 및 파트너가 지정됨</li><li>• 온라인 툴(SIRE)을 통해 내부 지정 프로세스</li><li>• Premier/Silver/Gold 파트너 인증 필수</li><li>• Advanced Wireless Specialization (Mobility/Wireless 평가 수행의 경우 )</li></ul>
파트너 인센티브	완료된 평가당 \$1,000(미화) 지불
요구사항	<ul style="list-style-type: none"><li>• 파트너는 다음 Proof of Performance 자료를 제출해야 합니다.<ul style="list-style-type: none"><li>• 평가 툴 출력 보고서</li><li>• 사이트 방문 보고서 (OIP 사이트 방문 보고서와 비슷함)</li></ul></li></ul>
프로그램 기간	<ul style="list-style-type: none"><li>• 2009년 3월 5일 ~ 7월 25일</li></ul>

# 프로세스 개요



•시스코 필드에서 파트너 지정 프로세스(Partner Nomination Process) 시작

- 파트너는 SIRE를 통해 등록해야 하며, 이메일을 수신한 날로부터 10일 이내에 각 평가 지정(nomination)에 대한 계약 조건을 승인해야 합니다.
- 파트너는 평가 작업을 완료한 후에 SIRE 시스템에서 활동 승인이 완료된 시점을 기준으로 60일 이내에 Proof-of-Performance 서류를 빠짐없이 제출해야 합니다.



- 파트너 지급:
  - 분기별로 일괄 지급
  - 파트너 은행 계좌로
- 송금(미화)
  - 2009년 7월, 2009년 10월에 처리됨

시스코와 파트너는 이 프로세스가 끝날 때까지 서로 연계됩니다. 시스코 및 파트너는 SIRE에서 그들의 활동에 대한 모든 내용을 완벽하게 볼 수 있습니다.

1단계 수준 에스컬레이션(CAM/필드/파트너): [apac-network@cisco.com](mailto:apac-network@cisco.com)

# SIRE – Network Assessment Portal

## www.cisco-sire.com

- SIRE (Sale Incentive Reimbursement Engine) 란 ?

파트너의 Pre-sales 마케팅, 엔지니어링, 세일즈를 포함하는 joint-marketing funding을 위한 플랫폼으로 파트너가 주도적으로 프로그램에 참여하고 직접 관리할 수 있는 포털입니다.

### SIRE/Network Assessments Home Page

**The FY09 Cisco-Funded Network Assessment Program will run from November 15th, 2008 to July 25th, 2009. (Cisco Q2FY09-Q4FY09)**

IMPORTANT: In order to access the SIRE system and view and complete your activities, you will first need to complete Step 1 below. Once you complete this step, you will be registered with SIRE and will have access to your inbox functions.

Cisco SIRE (Sales Incentive & Reimbursement Engine), is a platform for managing multi-theatre joint marketing funds, including partner incentives and reimbursements for partner pre-sales engineering, marketing, and sales activities.

SIRE is accessible on a restricted basis to approved and qualified Certified Gold/Silver & Premier Cisco partners who have been officially nominated by Cisco account teams to participate in qualified marketing and sales programs.

The Cisco-Funded **Network Assessment** program offers partners incentives for performing on-site network audits in targeted customer accounts. Network Assessments are a proven way to drive sales and identify installed base network upgrade opportunities.



#### Related Links

- [Contact Us](#)
- [Questions and Answers](#)
- [Terms & Conditions](#)

#### Sample PoP Documents

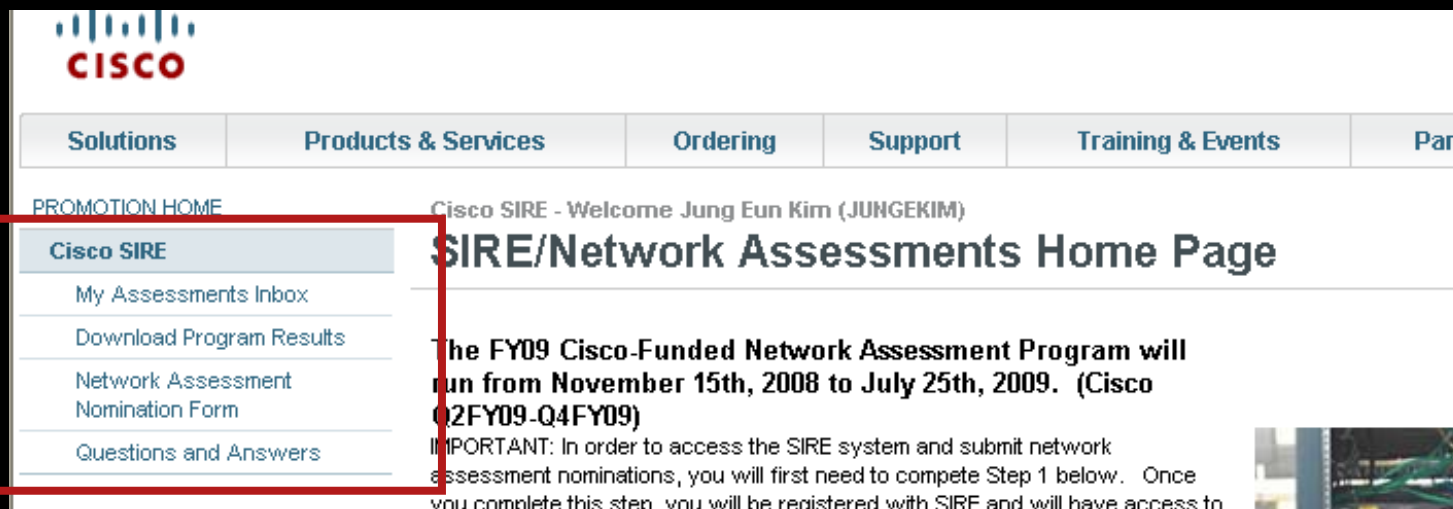
- [Network Assessment Visit Report](#)
- [Sample of Cisco Discovery Tool Output](#)
- [Sample of AirMagnet Tool Output](#)

#### Sales Tools

- [Is Your Network Ready? \(Whitepaper\)](#)
- [Does Your Network Deliver? \(End Customer Presentation\)](#)
- [Global Network Assessments Pilot](#)

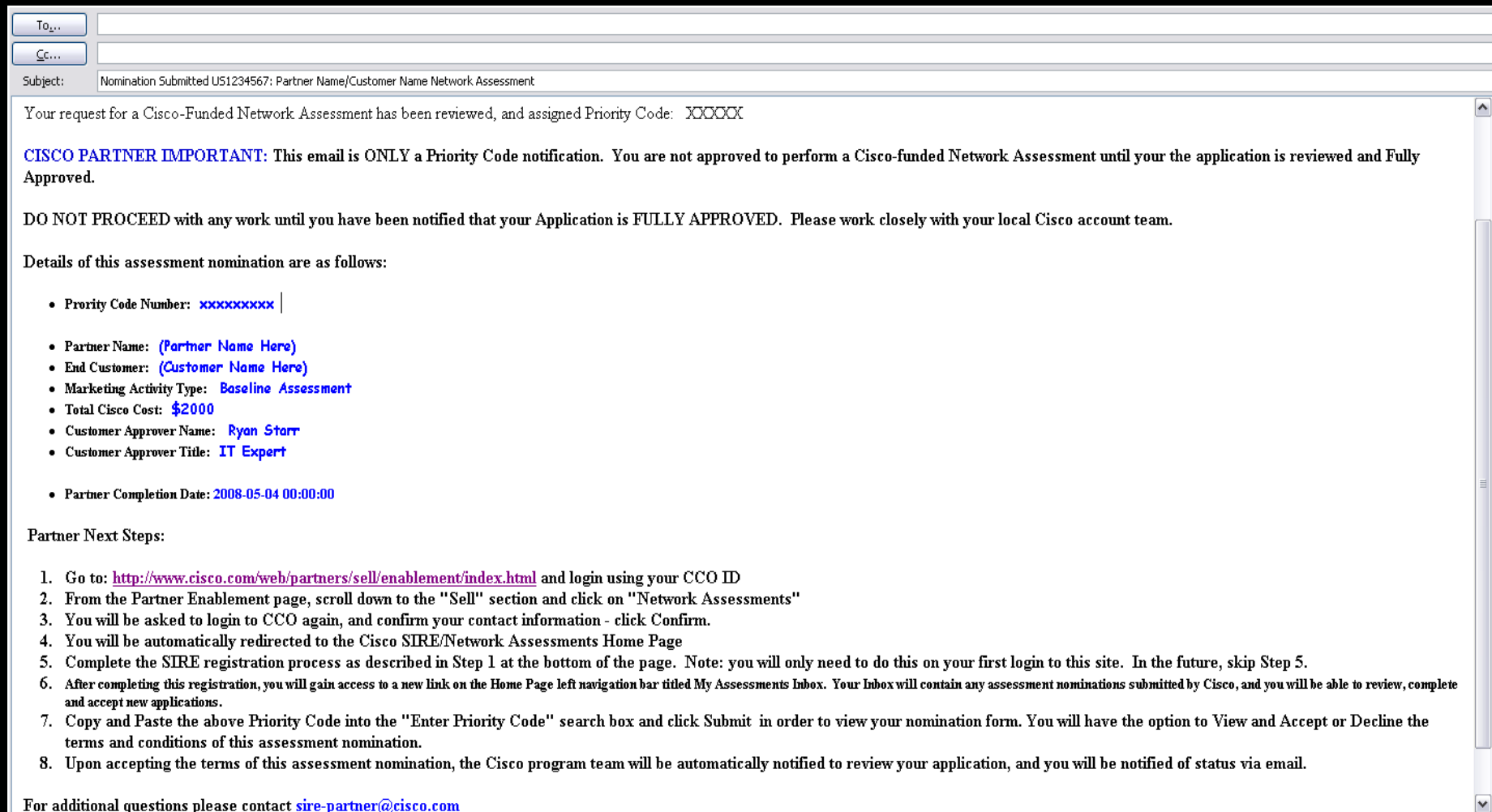
# SIRE 진행 순서 (Cisco Part) – 등록

- [www.cisco-sire.com](http://www.cisco-sire.com) 에 접속, CCO 인증
- 등록
- 등록 완료 후 파트너 평가 지정 양식 (Assessment Nomination Form) 메뉴 및 My Assessment inbox 메뉴 생성
- 평가 지정 양식 메뉴 클릭 및 작성, 제출
- Notification 메일 받음



# SIRE 진행 순서 – Priority Code 공지 메일

- Priority Code Number가 적힌 Notification 메일이 CAM / AM /파트너사에 전송됨



To: ...

Cc: ...

Subject: Nomination Submitted US1234567: Partner Name/Customer Name Network Assessment

Your request for a Cisco-Funded Network Assessment has been reviewed, and assigned Priority Code: XXXXXX

**CISCO PARTNER IMPORTANT:** This email is ONLY a Priority Code notification. You are not approved to perform a Cisco-funded Network Assessment until your the application is reviewed and Fully Approved.

DO NOT PROCEED with any work until you have been notified that your Application is FULLY APPROVED. Please work closely with your local Cisco account team.

Details of this assessment nomination are as follows:

- Priority Code Number: xxxxxxxxxx |
- Partner Name: (Partner Name Here)
- End Customer: (Customer Name Here)
- Marketing Activity Type: Baseline Assessment
- Total Cisco Cost: \$2000
- Customer Approver Name: Ryan Starr
- Customer Approver Title: IT Expert
  
- Partner Completion Date: 2008-05-04 00:00:00

Partner Next Steps:

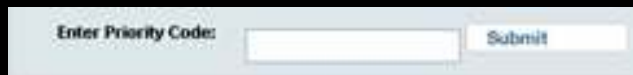
1. Go to: <http://www.cisco.com/web/partners/sell/enablement/index.html> and login using your CCO ID
2. From the Partner Enablement page, scroll down to the "Sell" section and click on "Network Assessments"
3. You will be asked to login to CCO again, and confirm your contact information - click Confirm.
4. You will be automatically redirected to the Cisco SIRE/Network Assessments Home Page
5. Complete the SIRE registration process as described in Step 1 at the bottom of the page. Note: you will only need to do this on your first login to this site. In the future, skip Step 5.
6. After completing this registration, you will gain access to a new link on the Home Page left navigation bar titled My Assessments Inbox. Your Inbox will contain any assessment nominations submitted by Cisco, and you will be able to review, complete and accept new applications.
7. Copy and Paste the above Priority Code into the "Enter Priority Code" search box and click Submit in order to view your nomination form. You will have the option to View and Accept or Decline the terms and conditions of this assessment nomination.
8. Upon accepting the terms of this assessment nomination, the Cisco program team will be automatically notified to review your application, and you will be notified of status via email.

For additional questions please contact [sire-partner@cisco.com](mailto:sire-partner@cisco.com)

# SIRE 진행 순서 – (Partner Part) 등록

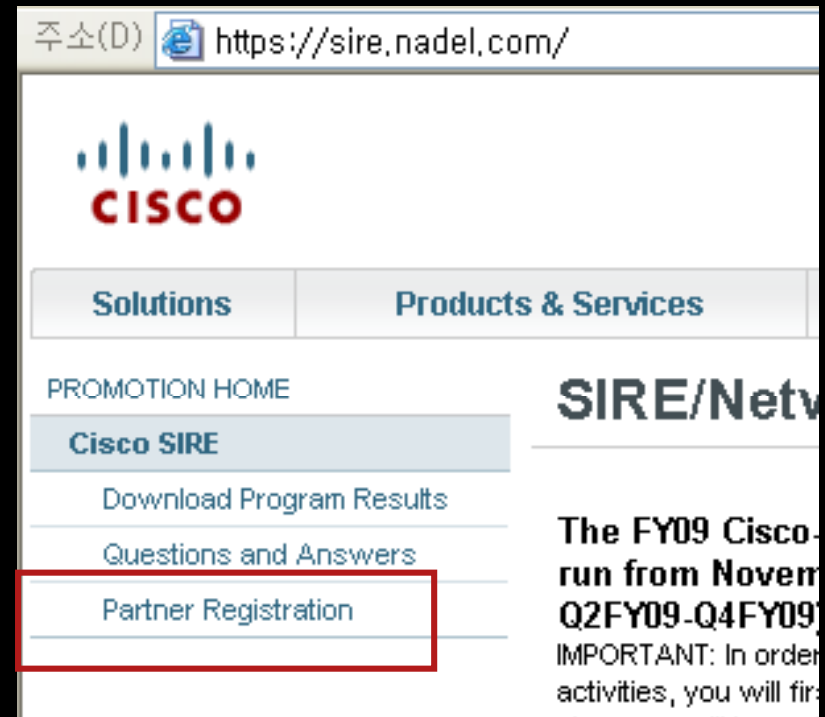
- www. Cisco-sire.com 접속
- 파트너사 CCO ID로 로그인
- 좌측 Partner Registration 클릭, 등록
- 등록 완료 시 두 가지 기능 생성

“Priority Code Search Engine “



Enter Priority Code:

Partner Assessment Inbox 메뉴



# SIRE 진행 순서 - (Partner Part) 등록 완료 후

PROMOTION HOME

Cisco SIRE

SIRE/Network Assessments Home Page

Partner Assessment Inbox

Questions and Answers

What is SIRE?  
Welcome to Cisco SIRE (Sales Incentive & Rewards) activities associated with Network Assessments.

SIRE is accessible on a restricted basis to a select group of sales programs like the Cisco-Funded Network Assessment program.

The Network Assessment program is currently completed and uploaded into the SIRE system.

**1단계: 새로운 평가 애플리케이션을 확인하고 승인하기 위해서, 이메일 공지로 받은 Priority Code를 입력하고 submit을 클릭합니다.**

Enter Priority Code:

**Network Assessment Program (Beta)**  
This program is currently being run in limited trial mode in selected countries around the world. Please work closely with your local Cisco account and channel teams.  
For additional questions: [sire-partner@cisco.com](mailto:sire-partner@cisco.com)

**2단계: 파트너에 의해서 애플리케이션이 확인되면 이 애플리케이션은 자동으로 Partner Assessment Inbox에 표시됩니다.**

**2. Mobility/Wireless Assessment**  
Approved partners will be rewarded between (USD) \$250 - \$1000 for performing mobility/wireless network surveys in target, pre-approved end customer accounts through July 20th, 2008. Partners must be Advanced Wireless Specialized in order to participate. There are several authorized wireless assessment tools including AirMagnet Surveyor.

Related Links

- Contact Us
- Questions and Answers
- Terms & Conditions
- Assessment Visit Report
- Ready?
- Work Deliver? (End of Station)
- Agent Tool Output
- Sample of Cisco Discovery Tool Output

Steps	Status
Get a Cisco.com User Account	Done
Complete Registration	Done

# SIRE 진행 순서 – (Partner Part) 계약 조건 승인

End Company Information

**Company Name:** GE Consumer & Industrial  
**Country:** United States  
**State/Province:** Georgia  
**City:** Atlanta  
**Segment:** Enterprise  
**Approval Contact Name:** Dan Powers  
**Approval Contact Title:** IT Director

Background Information

**Background Info:** Segment One Account revamping wireless infrastructure across mfg plants.

Cisco Contact Information

**Cisco AM Name:** Ryan Starr      **Cisco CAM Name:** Dave Gronner  
**Cisco AM Full e-mail:** rstarr@cisco.com      **Cisco CAM e-mail:** dgronner@cisco.com

Additional Contacts

Additional Full e-mails: mhritz@prosisys.com

Below is the current activities status and the actions you can take:

**Current Assessment Status:** PPE-PartnerRcvd      No Comment Was Given

이 단추를 클릭하면 파트너가 프로그램 계약 조건을 읽고 승인했음을 의미합니다.

# SIRE 진행 순서 – (Partner / Cisco) Assessment inbox에서 확인

## Cisco SIRE [Redacted] Partner Assessment Inbox

The Assessment Inbox below reflects nominations and applications along with their current status and some summary information. Highlight any row and click to open/view the details of the form.

- "본인"의 **Assessment** 활동에 대한 업데이트 제공
- 언제나 액세스가 가능한 유연성과 확장성 제공
- **Cisco** 및 파트너에게 정보 제공

Date	Activity	Reference ID	Amount	Company	Assessment Type	Location	Country
5/01/2008	APP-CiscoFullyApproved	KR080422ELYF	\$1,000.00 (USD)	XYZ Company	Mobility Wireless Assessment	Seoul	South Korea
7/18/2008	Cancel-Activity	US08071840MA	\$2,000.00 (USD)	Vitas II	Baseline Assessment	Tallahassee, Florida	United States
7/18/2008	Cancel-Activity	US080703W991	\$1,000.00 (USD)	VITAS	Baseline Assessment	Tallahassee, Florida	United States
6/05/2008	Cancel-Activity	US0804294RC9	\$500.00 (USD)	Florida Department of Community Affairs	Baseline Assessment	Tallahassee, California	United States
5/09/2008	Cancel-Activity	IE0805098Z61	\$1,000.00 (USD)	Test Customer	Baseline Assessment	Belfast	Ireland
5/07/2008	Cancel-Activity	CA080507LBMW	\$1,000.00 (USD)	Test Company	Baseline Assessment	Toronto, Alberta	Canada

# SIRE 진행 순서 - (Partner) 증빙물 작성

Worldwide [change] | [Log In](#) | [Register](#) | [About Cisco](#)

[Solutions](#) | [Products & Services](#) | [Ordering](#) | [Support](#) | [Training & Events](#) | [Partner Central](#)

PROMOTION HOME

**Cisco SIRE**

- [My Assessments Inbox](#)
- [Network Assessment Nomination Form](#)
- [Questions and Answers](#)

Cisco SIRE - Welcome Matt Eubanks (MAEUBANK)

## SIRE/Network Assessments Home Page

**The FY09 Cisco-Funded Network Assessment Program will run from November 15th, 2008 to July 25th, 2009. (Cisco Q2FY09-Q4FY09)**

**IMPORTANT:** In order to access the SIRE system and submit network assessment nominations, you will first need to complete Step 1 below. Once you complete this step, you will be registered with SIRE and will have access to the nomination and inbox functions.

Cisco SIRE (Sales Incentive & Reimbursement Engine) is a platform

- **필요한 PoP (performance of proof) 서류**
  - 평가 Tool 보고서
  - Site 방문 보고서 (OIP 방문 보고서와 유사)
- PoP를 정확하게 작성하려면 **Sample PoP Documents** 밑에 있는 샘플 서류들을 참고하시면 됩니다.

**Related Links**

- [Contact Us](#)
- [Questions and Answers](#)
- [Terms & Conditions](#)

**Sample PoP Documents**

- [Network Assessment Visit Report](#)
- [Sample of Cisco Discovery Tool Output](#)
- [Sample of AirMagnet Tool Output](#)

**Sales Tools**

- [Is Your Network Ready? \(Whitepaper\)](#)
- [Does Your Network Deliver? \(End Customer Presentation\)](#)
- [Global Network Assessments Pilot](#)

Assessments are a proven way to drive sales and identify installed base network upgrade opportunities.

# SIRE 진행 순서 - (Partner) 증빙서류 업로드, 은행 정보 입력

Priority Code: KR080422[LYF] **Current Activities (1 Total)**

[Activity 1/1] Mobility Wireless Assessment [STATUS: CIA-PartnerInProgress]

**Assessment inbox** 메뉴로 들어가서 해당 **Assessment** 클릭,  
**Current Activities** 탭을 클릭하여 **PoP Upload Document** 섹션으로 이동

If order to begin the payment claim process for any activity, click on the relevant activity tab. You will be prompted to enter in your company's bank account profile for bank wire transfers.

**3. Submit for Final review**  
 클릭합니다.

**ENTER YOUR COMPANY BANK WIRE TRANSFER INFORMATION HERE**

Note: Entering this bank account information can be done after uploading the required proof of performance (PoP) documentation. However, bank account information is REQUIRED in order to submit your claim for review and for your company to receive payment.

Nickname	Beneficiary	Beneficiary Bank	Country	City
My Main Bank	Sample Partner Name	My Main Bank	United States	Acme

**1.은행 정보를 입력합니다.**

**Current Proof Of Performance (PoP) Documents**

File Name	File Size	File Note	Uploaded Date
Assessment_Visit_Report_vw_Baseline_WLAN_v4.xls	47 Kb	Visit Report	08/04/2008
Sample Network Assessment Output Report.doc	29 Kb	null	08/04/2008

**Upload A New PoP Document**

Choose Document: C:\Documents and Settings\starr\Desktop\A **Browse...**

Document Type: Choose One...

Enter Note(s):

**2.증빙 서류를 업로드합니다.**

**Submit Final Claims For Review**

**Submit** **Cancel**

# Payment 개요

- 분기별로 일괄 지급됩니다.
- 파트너사 은행 계좌로 송금됩니다.
- Q3: 6월 / Q4: 10월에 진행됩니다.

## 주요 조건

- 파트너는 SIRE를 통해서 등록하고, Notification 메일을 수신한 날로부터 10일 이내에 평가 지정(nomination)에 대한 계약 조건에 대해 동의해야 합니다.
- 파트너는 **SIRE** 시스템에서 활동 승인이 완료된 시점을 기준으로 **60일** 이내에 평가 작업을 완료하고 **Proof-of-Performance** 서류를 빠짐없이 제출해야 합니다.

# 파트너사가 수행할 다음 단계

- 목표 **Account**에 대한 지역별 계획 수립
  - ✓ PC/서버/노드 수가 최소 **1000**개 이상
  - ✓ **\$200K** 이상 **booking**을 할 수 있는 가능성이 있어야 함
- 중앙 프로그램 매니저 지정
  - ✓ 모든 **nomination**에 시스코 **AM/CAM**에 의해서 포함되어야 하는 사람
  - ✓ 애플리케이션, 만료 날짜 등 관리
  - ✓ 파트너사 내부적으로 프로그램에 대한 커뮤니케이션 수행
- 중요사항
  - ✓ 양보다 질이 중요함
  - ✓ 각 평가 완료까지 **60일**
  - ✓ 각 평가 지정을 위해서 가능한 거래 규모, 계정에 대한 배경 정보 등 실제 비즈니스 판단 정보가 필요합니다.

# Network Assessment시 사용하는 Tool DesignXpert & Cisco Discovery

NEW

- DesignXpert(디자인 익스퍼트)

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

다양한 기능 및  
향상된 성능

- Cisco Discovery(시스코 디스커버리)

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

※ 툴 이용 관련 기술 지원 : 파트너 헬프라인의 “고급 툴 지원 팀”

[www.cisco.com/go/ph](http://www.cisco.com/go/ph) → [Advanced Tool Support](#)

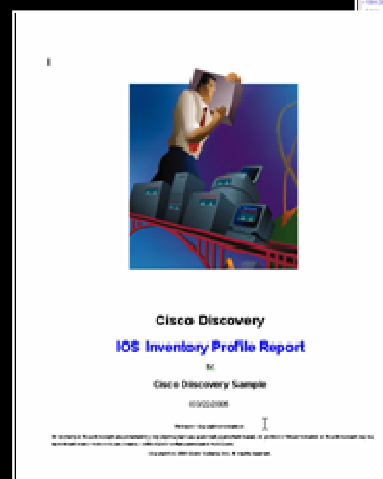
※ 툴 교육 관련 문의 : Channel 팀, 이창주 과장

[changjoo@cisco.com](mailto:changjoo@cisco.com)

# 네트워크 평가를 위한 승인된 Tools

## Baseline Inventory Assessment Tools

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



# Mobility/Wireless 평가를 위한 승인된 Tools

- **Air Magnet- AirMagnet Surveyor**  
[www.airmagnet.com](http://www.airmagnet.com)
- **Ekahua - Site Survey Pro**  
[www.ekahau.com](http://www.ekahau.com)
- **BVS- Yellowjacket B/G**  
[www.bvsystems.com](http://www.bvsystems.com)
- **Fluke wireless survey tools – EtherScope, OptiView, Integrated Network Analyzer**
- [www.fluke.com](http://www.fluke.com)

