

Cisco Certified

Refurbished Equipment



**Cisco Certified Refurbished Equipment
Sales and Operations Playbook
(Internal and Partner Sales)
Updated July 2010**



Whether blending new Cisco products with remanufactured to expand the options in a new Cisco deployment, or extending the life of existing infrastructure with older generation products, Cisco Certified Refurbished Equipment helps customers extend the value of their Cisco investments.

Cisco Certified Refurbished Equipment provides additional opportunities to increase your business and to service and protect your existing Cisco accounts.

The enclosed sales package will provide you with the essential tools and information you need to get started including a quick start check-list, contacts, forms, documents, and ordering information and processes. In addition, it will introduce you to training, marketing and positioning materials and tools, all available to help you increase your business selling Cisco Certified Refurbished Equipment.

We look forward to helping you increase your business and thank you for registering to provide Cisco Certified Refurbished Equipment to your customers.

Flemming Kongsberg
Senior Director, Cisco Capital Remarketing

Quick Start Check List:

Now that you've decided to resell Cisco Certified Refurbished Equipment, please go through the Quick Start checklist to learn how to take advantage of all Cisco Certified Refurbished Equipment has to offer you and your customers :

1. **Watch** a short overview of our program:
www.cisco.com/go/refurbvideo
2. **Review** this Cisco Certified Refurbished Equipment Playbook for operational information, including the ordering process based on your direct/channel status
3. **Locate and bookmark** our Cisco.com web site:
www.cisco.com/go/remarketing
4. **Review, Print and Save** the attached "Where to Find" resource list which includes helpful websites and links, as well as marketing and positioning tools for your sales teams and customers.
5. **Build Your Business** by using our [2010 Guide to Selling Cisco Certified Refurbished Equipment for Resellers](#) to develop a sales strategy that includes Cisco Certified Refurbished Equipment.

We look forward to helping you enhance your customer value and increase your sales by selling Cisco Certified Refurbished Equipment. Should you have any questions, please [contact](#) one of our sales representatives or email us at: refurbquestions@cisco.com



Introduction

This guide provides an overview of the Cisco Certified Refurbished Equipment program, how and when to use this program and how to order and resell these products.

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1. You and Cisco Remarketing: Enhancing the value of your customer's Cisco network investment.

Cisco partners provide customers with maximum value by combining their value-added services and solutions with the "One Cisco" offerings: technology, service, support, and financing solutions.

Cisco partners and account teams are always encouraged to present the newest Cisco technologies in customer solutions. However, in some cases, used Cisco may be the customer's only option. In these cases, Cisco Certified Refurbished Equipment is a trusted solution that expands customer options for obtaining current products and extends the life of their installed networks with older generation equipment.

2. Why Offer Cisco Certified Refurbished Equipment?

Cisco Certified Refurbished Equipment expands customer purchase options and partner sales opportunities. In addition to expanding sales of current generation Cisco products, Cisco Certified Refurbished Equipment provides a Cisco Certified source for older generation products no longer available new. Remanufactured products are ideal when customers have concerns with:

- **Price:** When customer budgets are limited and existing discounts and promotions on new Cisco product are unable to meet that requirement, lower-priced Cisco Certified Refurbished Equipment can provide customers with the products they need within the budget they have, particularly when purchases are unplanned or unbudgeted.

- **Availability:** Product availability sometimes limits customer's ability to obtain products they need within required timelines. In these cases, remanufactured units may be available for immediate shipment.
- **End of Sale/ End of Life Products:** Customer network lifecycles normally include several generations of Cisco products. To maintain older configurations and support the network through transitions, Cisco Certified Refurbished Equipment ensures genuine high-quality products as an alternative from buying from non-authorized sources.

Cisco Certified Refurbished Equipment is the only brand of used Cisco equipment in the market that is authorized and certified by Cisco. Customers can purchase these products with the same peace of mind knowing they are receiving genuine Cisco products from Cisco with no compromise to quality, performance, support or value.



3. Program Highlights

- More than 2800 current and end-of-sale (EOS) SKUs across all technology areas (routing, switching, wireless, telephony, security)
- Remanufactured, upgraded, tested, and certified to Cisco specifications, including proprietary engineering change orders and multiple layers of testing.
- Savings of up to 83 percent off original list prices. Cisco partners receive reseller pricing.
- Licensed Cisco IOS® Software
- Same full Cisco warranty as new equipment
- Eligible for Cisco support with the same options as new product
- Financing available through Cisco Capital™
- Direct drop ships within 24 to 48 hours to customer
- Product availability varies; inventory changes daily
- All sales final; no returns allowed

Benefits for customers:

- Peace of mind: Same Cisco performance, quality, support, and warranty as with new products
- Low total cost of ownership: Competitive pricing, no hidden costs, and financing maximizes value over every aspect of the solution lifecycle
- Optimum performance: Latest proprietary hardware and software upgrades help ensure maximum in-network performance, reliability, compatibility, and scalability.
- Compliance with standards: Meets corporate, domestic, and international product and safety requirements, including electromagnetic compatibility (EMC), environmental standards, ETSI, MDVT, NEBS, and export controls

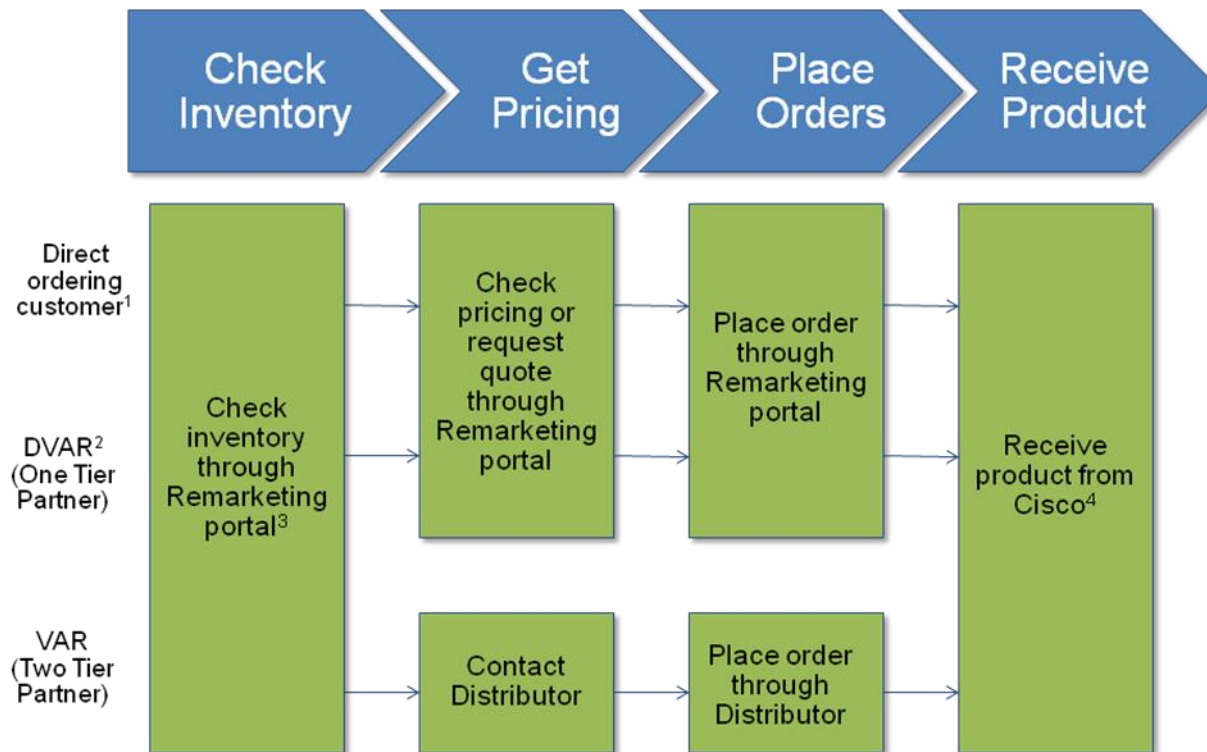
Benefits for partners:

- Increase Sales: Solve your customers' most challenging procurement requirements by offering additional solutions
- Protect profits: Minimize bottom-line impact while addressing price and budget-sensitive opportunities
- Protect customer base: Offer a trusted alternative against unauthorized reseller offerings
- Enhance your value proposition to customers. Provide an integrated set of solutions with the full capabilities available to you from Cisco.



4. Ordering

The Cisco Certified Refurbished Equipment program is open to all Cisco authorized partners; and no special requirements are needed to resell. Select products are orderable only by partners that have met certain specialization and certification requirements. Exceptions made on a case by case basis. Please note the ordering process and systems are different that with new Cisco products.



1. Select customers with direct ordering agreements with Cisco; all other customers must order through Cisco partners
2. DVARs in North America must order through distributors
3. Access at www.cisco.com/go/remarketing
4. Ships within 24 hours after PO is received (if product is in inventory)



Check inventory:

1. Go to www.cisco.com/go/remarketing.
2. Log-in to the Order Management Portal (Cisco.com userid and password required) OR select geographic region under "Quick Inventory Search" (no Cisco.com login required).
3. Select appropriate "Ship to country" once in the portal.
4. Enter the part number. Part numbers are similar to new Cisco numbers, except for a "-RF" at the end.
5. Immediate, ready to ship inventory is displayed. Work in process inventory is not displayed.

Tips

- Enter a partial part number instead of the entire part number. For CISCO1801, enter CISCO18
- Can't find the quantities or products needed? Contact us so that we can find the products you need.
- Inventory changes daily. If the time period between quote and award of a purchase order is more than two weeks, please contact Pre-Sales Support (next page) for options.

Get Pricing:

Cisco Certified Refurbished Equipment list prices are offered at a savings of up to 83% off original Cisco list prices. All Cisco partners receive reseller pricing.

Product pricing is displayed in the Order Management Portal. Direct ordering customers and DVAR^{1,2} (one tier) partners will see the list price, their purchase price, and the net purchase price after promotions (if any). VAR (two tier) partners will only see the list price and must contact their distributor for their reseller price. Partners and customers entering through the Quick Inventory view will only see list prices.

Tips –

- Promotions may be available on select products. Check for current promotions at www.cisco.com/go/refurbpromo/.
- Need assistance with pricing or locating a distributor? Contact pre-sales support (next page)

1. DVARs must establish a purchase account with Cisco Remarketing first. Contact us for details.
2. DVARs in North America must order through distributors. Please contact distributor for pricing.



Place Orders

Customers looking to purchase Cisco Certified Refurbished Equipment purchase them through Cisco authorized partners worldwide. Select customers, with direct purchase agreements with Cisco, can place orders directly with Cisco Remarketing.

Upon receiving a purchase commitment from a customer, DVARS² (one tier partners) place orders for Cisco Certified Refurbished Equipment through our Order Management Portal. All other partners (two tier) must place orders through Cisco authorized distributors.

For questions concerning an order placed through the Order Management Portal, please contact Post-Sales Support. For questions concerning an order placed through a distributor, please contact your distributor.

Receive Product

If products are in stock, they are shipped from Cisco to customer facilities within 24 hours of a Purchase Order received by Cisco Remarketing.

Please note the no return policy and order carefully. Returns are only allowed for products shipped in error.

Order status can be checked online through the Order Management Portal.

Pre-Sales Contacts

Region	Email:
US	CARE-US@cisco.com
Canada	CARE-CANADA@cisco.com
Europe Middle East Africa	CARE-EMEA@cisco.com
Japan	CARE-JAPAN@cisco.com
Asia Pacific	CARE-ASIA@cisco.com

Post Sales Support

Region	Email:	Telephone
US and Canada	remarketing@external.cisco.com	1-800-861-2535
Europe Middle East Africa	care-emea-cs@external.cisco.com	+31 (0)55 53 84 393
Asia Pacific and Japan	care-asia-cs@external.cisco.com	+65 6241 8527
US and Canada	remarketing@external.cisco.com	1-800-861-2535



5. Best Practices

There are some important differences in how Cisco Certified Refurbished Equipment and new Cisco equipment is marketed and sold. Use these best practices to increase your effectiveness in converting sales opportunities and satisfying customers.

Best Practice #1:

Engage the Cisco Remarketing team early on in the sales process. We can assist you with resources, positioning, and other tools to help facilitate the sales process.

Best Practice #2:

Work with the customer to develop a "demand forecast." This may enable us to proactively source and remanufacture Cisco product in advance of the anticipated need date and minimize any inventory availability issues.

Best Practice #3:

Combine new Cisco product with Cisco Certified Refurbished Equipment in a quote to expand customer options within a fixed budget.

Best Practice #4:

Offer the end-of-sale equivalent version of the product if it meets the customer's technology requirements, the customer is only interested in the lowest price possible, and the customer is brand-insensitive.

Best Practice #5:

Contact Cisco Remarketing if you don't see a product listed, if you don't see the quantities you need, or if you don't see inventory. There are thousands of products which may not be shown due to work-in-process inventory status.

Best Practice #6:

Sign up for inventory and pricing alerts on the Cisco Remarketing web portal. This will enable you to learn of any inventory and pricing changes via e-mail.

Best Practice #7:

Engage the Cisco Brand Protection team early on in the sales process if you suspect that you are competing against unauthorized resellers. The Cisco Brand Protection team can assist you with resources, strategies, positioning, and other tools to help facilitate the sales process.

Best Practice #8:

Propose an equipment lease through Cisco Capital - either for refurbished equipment alone, or as part of an integrated solution with new Cisco equipment. Leasing provides convenient monthly payments and end of term options that eliminate the hassles of equipment disposal.

www.cisco.com/go/ciscocapital



6. Tools and Resources

Reference	Website
Cisco Certified Refurbished Equipment Main Website	www.cisco.com/go/remarketing
Order Management Portal and Inventory Search	www.cisco.com/go/remarketing
Cisco Certified Refurbished Equipment Partner Resources	www.cisco.com/web/ordering/ciscocapital/refurbished/partnerresources.html
Cisco Certified Refurbished Equipment Sales Contacts	www.cisco.com/web/ordering/ciscocapital/refurbished/contacts.html
Cisco Certified Refurbished Equipment Promotions	www.cisco.com/go/refurbpromo
Channel financing/customer leasing	www.cisco.com/go/ciscocapital
Cisco Brand Protection	www.cisco.com/go/brandprotection
Global Business Controls (licensing/support)	www.cisco.com/go/cabc
Cisco Service Finder Tool	www.cisco-servicefinder.com/ServiceFinder.aspx Cisco
Cisco Warranty Finder Tool	www.cisco-servicefinder.com/WarrantyFinder.aspx



Appendix A: Remanufacturing Process for Cisco Certified Refurbished Equipment

The strategic differentiator of Cisco Certified Refurbished Equipment is the rigorous remanufacturing process applied to each piece of equipment. Much of this process is proprietary, using information not available outside Cisco. This rigorous process helps ensure the like-new quality and performance of the refurbished equipment.

Following is a summary of the steps undertaken by Cisco to remanufacture Cisco Certified Refurbished Equipment.

- **Inspection:** Each unit is subjected to a thorough screening and physical inspection at every step of the process.
- **Upgrades:** The serial number of each unit is checked against the Cisco database to determine if engineering change orders (ECOs) apply. Software and hardware upgrades are performed in compliance with ECOs.
- **Restoration of default configuration:** Previous configuration and owner information is removed and the unit is returned to its default settings. Previous owner information recorded on Cisco databases is also erased and support entitlements are enabled.
- **Testing:** A comprehensive set of diagnostic, functional, and network traffic system tests is performed. Burn-in and/or thermal cycling tests are performed to help ensure quality.
- **Repair:** Units failing any inspection and testing are repaired to Cisco factory specifications, with the faulty components and boards replaced using parts from Cisco OEM vendors as applicable. The units are then subjected again to

functional, network traffic system, burn-in, and thermal cycling tests as applicable.

- **Software:** New IOS software license is installed to ensure maximum performance and network compatibility.
- **Cleaning:** Each unit is cleaned, detailed, and cosmetically reconditioned. Old labels are removed and new labels are applied. New fasteners and panels are installed as appropriate. Casings are cleaned, touched up, or repainted as applicable. Peripheral cables are replaced.
- **Packaging:** Units are labeled with distinctive "Cisco Certified Refurbished Equipment" logos and identification. Units are carefully wrapped, placed in a new protective shipping box, and sealed in preparation for delivery

Remanufacturing Process Differentiators

- **Genuine Cisco:** No counterfeits or poorly refurbished units
- **Ensured in-network performance and compatibility:** All units upgraded per Cisco proprietary ECOs
- **Fully functional:** Comprehensively tested to proprietary Cisco specifications
- **Warranty and Cisco SMARTnet support:** Same as new
- **Licensed:** Compliant with corporate IT asset management policies



Appendix B: Software Licensing

Whether embedded operating system software or standalone application software, Cisco software is not generally transferable without Cisco's written consent and payment of a license fee. For complete details visit http://www.cisco.com/en/US/prod/cisco_software_transfer_relicensing_policy.html

Appendix C: Inspection and Relicensing Policy for Used and Secondary Market Cisco Equipment

Cisco's standard warranty and service and support contracts are not transferable. That means that any used or secondary-market Cisco equipment purchase is not covered by the support contract even if it is purchased through a Cisco channel partner or distributor.

Policy Implications

Any used or secondary-market equipment is ineligible for any kind of Cisco service or support unless it becomes eligible through hardware inspection and relicensing. Hardware inspection and relicensing is considered on a case by case basis and upon request only. The exception to this policy is Cisco Certified Refurbished Equipment. Cisco Certified Refurbished Equipment is not considered secondary market equipment and is automatically eligible for Cisco service and support.

Appendix D: Warranty

Cisco's standard warranty and service and support contracts are not transferable. For complete information on Cisco standard warranties visit: <http://www.cisco.com/go/warranty>. Cisco Certified Refurbished Equipment is sold with the same standard Cisco warranty as new products.

To verify Cisco warranties on Cisco Certified Refurbished Equipment, visit:

www.cisco-servicefinder.com/WarrantyFinder.aspx