

Channel Partner Program Announcement



Announcement Date:
July 31, 2011

Announcement: Retirement of Cisco DCUC ATP Program

Last day for new partners to be invited: July 31, 2011

Retirement Date: October 31, 2011

Program End Date: October 31, 2012

Cisco will retire the Cisco Data Center Unified Computing (DCUC) Authorized Technology Provider (ATP) Program effective October 31, 2011.

Due to the overwhelming acceptance and successful deployment of Cisco DCUC technologies in the marketplace, the DCUC ATP offering will be retired. Unified computing will instead be supported by new architecture and technology specializations. These new specializations, announced in April 2011 at Cisco's Partner Summit, bring mainstream focus on Cisco data center practices and align them with Cisco's overall architectural strategy, building upon the foundation established through the DCUC ATP Program.

The Cisco Data Center Architecture (DCA) Specialization represents the greatest level of partner participation in the Cisco data center space, with combined focus on networking, storage, and unified computing solutions and products. It is a requirement for partners seeking the Cisco Gold Certification beginning August 2012 and was designed specifically as the means for DCUC ATP Partners to retain recognition for their expertise while reducing their investment requirements.

The Cisco Unified Computing Technology (UCT) Specialization provides a server-focused engagement option for partners operating in that marketplace that do not require a Gold Certification. It references training previously used for the DCUC ATP designation to maximize previous partner investment.

All existing approved Cisco DCUC ATP Partners as of October 31, 2011 will maintain their designation in the [Partner Locator](#) for one year after the effective EOL date—that is, until October 31, 2012.

DCUC ATP Partners wishing to continue to sell B-Series server products are required to hold one of these two new specializations in place of the DCUC ATP. Partners wishing to obtain or renew a Gold Certification after August 2012 will need to hold the DCA Specialization specifically, along with other requirements.

If you require further details, please visit the [DCUC ATP website](#) or contact your partner account manager (PAM).