



# Cisco Channel Partner Program: Managed Services Authorized Technology Provider (MS ATP) Remote Program - Pilot



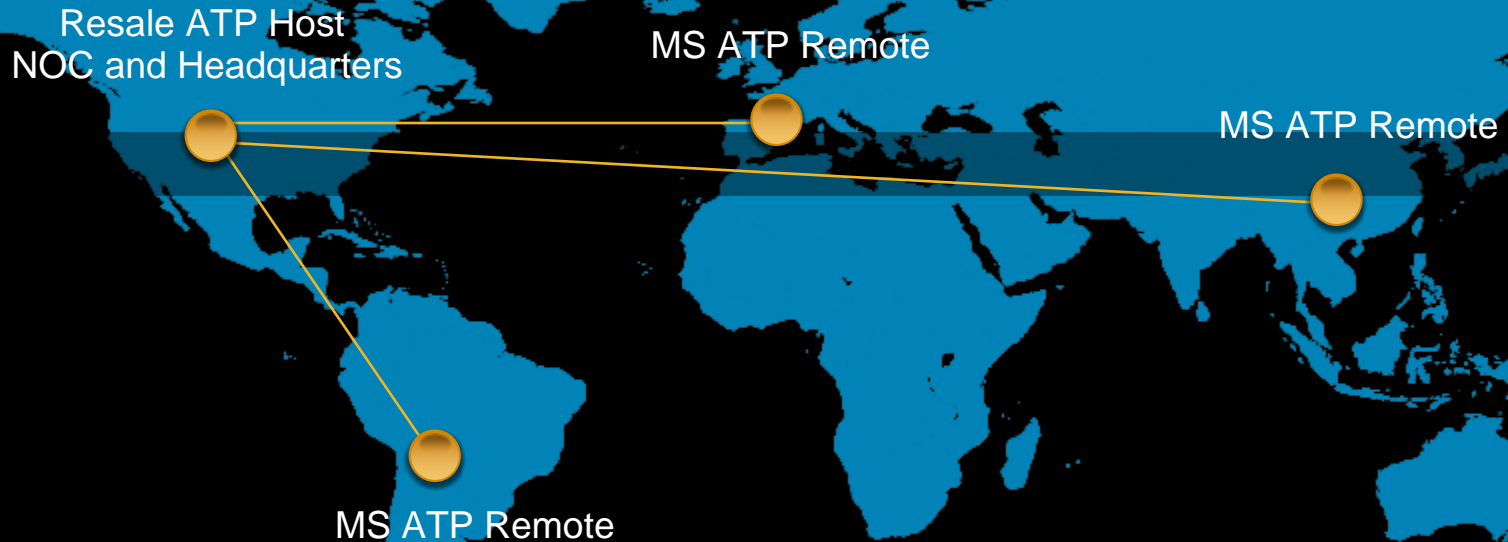
January 2009

# Cisco MS ATP Remote Program – Pilot Objectives

- To allow Cisco managed service providers who have invested in the Resale ATP Host in the same theater as their network operations center (NOC) to deploy fully managed solutions to end customers in other theaters
- To extend the managed service provider's deployment and sales capabilities to other theaters
- To enable configuration, ordering, and support of managed service deals in theaters where the managed service provider has invested and meets both the Resale ATP Host and MS ATP Remote requirements

**Targeted Technologies:** Cisco Unified Contact Center Enterprise (UCCE) and Cisco TelePresence®

# Cisco MS ATP Remote Program Concept



Target Release Date: Q3FY09

# Cisco MS ATP Remote Program Concept Theater-Based

- The managed service provider must first achieve all Resale ATP Host requirements in the same country where their NOC is located
- The managed service provider must also invest in the MS ATP Remote designation to extend the Resale ATP Host deployment capability to other theaters
- MS ATP Remote program does **not** specifically require satellite- or country-based investments to transact in that theater



Managed  
TelePresence



Managed  
Contact Center

# Playbook

- Managed service providers who have already met the Resale ATP requirements in a given theater can share individuals, such as satellite account managers or system engineers, to meet MS ATP Remote program requirements
- MS ATP Remote designation allows a managed service provider to deploy **only** customer premises equipment (CPE) for managed services across an entire theater
- MS ATP Remote provider must have a legal entity (business license) in-country
- MS ATP Remote provider can resell under a managed services deal only
- MS ATP Remote individuals must be from the same company as the managed service provider
- The Resale ATP Host and the managed service provider's NOC must be within the same country
- An individual may **not** fulfill more than one job role in the MS ATP Remote program
- MS ATP Remote uses post-sales support from Resale ATP Host

# Playbook

- MSCP theater lead will initiate invitation requests:

MSCP theater lead will identify and verify eligible managed services providers

- MS ATP Remote program will comply with current Resale ATP rules:

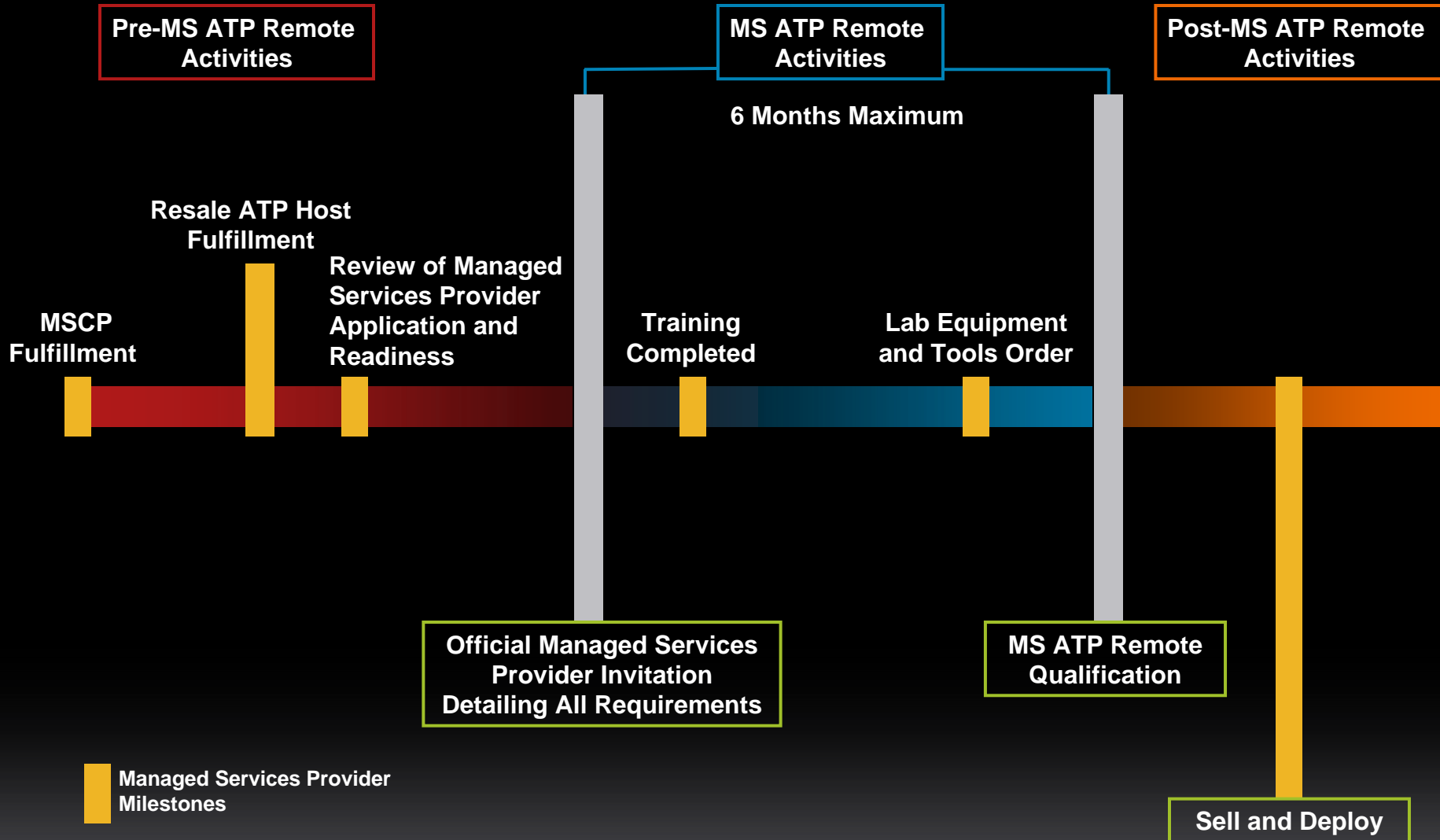
Program remains an invitation only program

180 days to meet requirements (start date is day invitation is sent)

MS ATP Remote provider has access to program requirements document (PRD) and training once invited to participate in the program

Managed service provider must have Resale ATP Host and valid Cisco managed service designation before being invited to participate in the MS ATP Remote program

# Managed Service Provider Incremental Investment



MS ATP Remote Qualification Start-to-End: Six Months Maximum

# Requirement Comparison: Cisco TelePresence ATP

Host	Satellite	MS ATP Remote
Prerequisite: AUC	Prerequisite: TLP Host ATP	Prerequisites: TLP Host and MSCP
No Role Sharing	No Role Sharing	No Role Sharing
<ul style="list-style-type: none"> <li>▪ Account Manager (AM)</li> <li>▪ System Engineer (SE)</li> <li>▪ Field Engineer (FE)</li> <li>▪ Project Manager (PM)</li> <li>▪ Information Technician (IT)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Account Manager (AM)</li> <li>▪ System Engineer (SE)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Account Manager (AM)</li> <li>▪ System Engineer (SE)</li> <li>▪ Field Engineer (FE)</li> <li>▪ Information Technician (IT)</li> </ul>
<ul style="list-style-type: none"> <li>▪ Lab and Demo</li> </ul>	<ul style="list-style-type: none"> <li>▪ No Lab or Demo Kit Required</li> </ul>	<ul style="list-style-type: none"> <li>▪ Limited Demo: One Cisco TelePresence System 1000</li> <li>▪ Lab</li> </ul>
Five Roles	Two Roles	Four Roles

# Requirement Comparison:

## UCCE ATP

Host	Satellite	MS ATP Remote
Prerequisite: AUC	Prerequisite: UCCE Host ATP	Prerequisites: UCCE Host and MSCP
Role Sharing	No Role Sharing	No Role Sharing
<ul style="list-style-type: none"> <li>▪ Account Manager (AM)</li> <li>▪ System Engineer (SE)</li> <li>▪ Deployment Engineer (DE)</li> <li>▪ Project Manager (PM)</li> <li>▪ Applications Consultant (AC)</li> <li>▪ TAC Engineer (TAC)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Account Manager (AM)</li> <li>▪ System Engineer (SE)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Account Manager (AM)</li> <li>▪ System Engineer (SE)</li> <li>▪ Deployment Engineer (DE)</li> <li>▪ Project Manager (PM)</li> </ul>
<ul style="list-style-type: none"> <li>▪ Lab Required</li> </ul>	<ul style="list-style-type: none"> <li>▪ No Lab or Demo Kit Required</li> </ul>	<ul style="list-style-type: none"> <li>▪ No Lab or Demo Kit Required</li> </ul>
<b>Six Roles</b>	<b>Two Roles</b>	<b>Four Roles</b>

# Theater Definitions



## Certification and ATP

- Asia Pacific (APAC)
- Emerging Markets
- Europe
- Japan
- United States
- Canada

## MS ATP Remote

- APAC
- Emerging Markets East\*
- Emerging Markets West\*
- Europe
- Japan
- United States and Canada (One Theater)

## Global Telepresence

- APAC
- Emerging Markets East\*
- Emerging Markets West\*
- Europe
- Japan
- United States and Canada (One Theater)

\*Emerging Markets West includes Latin America; Emerging Markets East includes remainder of emerging market countries

# Cisco MS ATP Remote Program Pilot

- Target launch date: **February 2009**
- Duration: **Approximately six months**
- Target number of managed services providers: Fewer than 15



Managed  
TelePresence



Managed  
Contact Center

# Resources

- Cisco Managed Services Channel Program:

<http://www.cisco.com/web/partners/pr11/mscp/index.html>

- Cisco Authorized Technology Provider Program:

[http://www.cisco.com/web/partners/pr46/pr0/partners\\_pgm\\_concept\\_home.html](http://www.cisco.com/web/partners/pr46/pr0/partners_pgm_concept_home.html)





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