

## Managed Services ATP Remote Program—Channel Q&A

**Q. What is the Managed Services ATP Remote Program?**

A. Cisco is introducing a new Authorized Technology Provider (ATP) designation for managed services providers that deploy services and manage advanced technology solutions from centralized network operations centers (NOCs). The Managed Services ATP (MS ATP) Remote designation, for providers transacting under the Cisco® Managed Services Channel Program addresses the unique circumstances under which managed services are sold and supported.

**Q. What is an ATP?**

A. The Cisco Authorized Technology Provider (ATP) Program was established several years ago as an invitation-only channel program that allows select channel partners to sell certain (and typically more complex) Cisco solutions based on their skill set, experience, and market focus. The objective of the Cisco ATP Program is to bring emerging technologies to market. The ATP Program not only helps define the knowledge and skills necessary to bring these technologies to market, but also provides a program to support the services required for a particular technology.

**Q. What are managed services?**

A. Managed services are defined by Cisco as information technologies delivered as finished solutions and managed remotely by highly skilled professionals from a network operations center (NOC). Managed services involve proactive monitoring, and providers can troubleshoot incidents from the NOC according to defined service-level agreements (SLAs) negotiated with the end users.

**Q. What is changing within the ATP channel strategy for Cisco?**

A. The ATP strategy hasn't changed, but it is evolving to support the new Managed Services Channel Program offer. As additional offers are introduced, the ATP program will adapt to support all partner routes to market. However, participation in both the ATP Program and the MS ATP Remote Program will continue to be by invitation only.

**Q. Why was the Managed Services ATP Remote Program created?**

A. Cisco recognizes that a managed services provider staffs and deploys managed services from a centralized host location across broad remote geographies. These services are marketed differently, with SLAs that require the provider to proactively manage and monitor the underlying Cisco technology. The MS ATP Remote Program was created to support this centralized/remote model of deploying and supporting Cisco advanced technology.

**Q. Is the Managed Services ATP Remote Program available for all technologies?**

A. No. The MS ATP Remote Program pilot is being introduced only for the Cisco TelePresence™ and Cisco Unified Contact Center Enterprise technologies.

**Q. What are the requirements for the Managed Services ATP Remote Program?**

- A. First and foremost, managed services providers must be invited to participate in the Managed Services ATP Remote Program. Providers that have been invited into the program must fulfill all of the following requirements:
- The provider must be enrolled in the Cisco Managed Services Channel Program (MSCP), with an audited and approved service designation that supports the underlying Cisco advanced technology.
  - The managed services provider must meet the full Host ATP requirements in the country where their NOC is located.
  - The provider must have the required legal agreements with Cisco to transact in geographies where they wish to purchase customer premises equipment (CPE) and deploy the managed services.
  - The provider must meet the requirements stated in the Managed Services ATP Remote Program Requirements Document (PRD).

**Q. How is the Managed Services ATP Remote Program different from existing ATP programs?**

- A. The staffing and investment requirements are more balanced, based upon the association with the full Host ATP that is required at the partner's NOC or host location and service-level agreements that managed services providers must maintain. The MS ATP Remote designation still requires investment in presales, postsales, and deployment capabilities. However, it is theatre based, thus allowing partners to deploy their resources more broadly.

**Q. Why does the Managed Services ATP Remote designation give providers theatre rights rather than country rights?**

- A. Managed services providers position their capabilities and service offerings across broad geographic boundaries. Accordingly, they may resource and staff their personnel to support these types of offerings more broadly. The Managed Services ATP Remote Program uses the ATP theatre designations rather than Cisco's geographic theatres. (see the program requirements document [PRD])

**Q. If a managed services provider makes a full ATP investment in the United States, does participation in the Managed Services ATP Remote Program mean that they have access to both Canada and the United States without any other investment in Canada?**

- A. Yes. Because the provider has positioned their capabilities and services with the extensive investment in a NOC, they are able to support the two theatres. Additionally, service-level agreements (SLAs) are in place to help ensure that the end customer receives quality deployment and support for these Cisco technologies.

**Q. Can a Managed Services ATP Remote provider conduct resale transactions?**

- A. Yes. An MS ATP Remote provider can conduct resale transactions; however, this is expressly limited to transacting and supporting only predefined solutions within their Cisco Powered managed services designation. Resale transactions are not permitted unless the partner also carries resale certification with the underlying ATP designations and specializations.

**Q. Does the provider gain a badge or designation with the Managed Services ATP Remote Program?**

A. Yes. The provider gains a Managed Services ATP Remote designation, which differentiates them from a Cisco resale ATP partner. The Cisco Partner Locator will also reference the MS ATP Remote provider differently than it does a Host ATP or Satellite ATP.

**Q. What is the process for becoming a Managed Services ATP Remote provider?**

A. The Managed Services ATP Remote Program is an invitation-only program. Theatre leads and/or channel account managers (CAMs) will identify managed services providers based on skill set, experience, and market focus. The program is designed to help ensure that this investment is wise from both a market demand and a business opportunity perspective. Once a provider is invited into the program, they will be provided with the PRD outlining the specific requirements for the given technology. Upon receiving an invitation, the partner will have 180 days to fulfill all stated requirements.

Please note: A partner must be a fully authorized managed services provider under the Cisco MSCP prior to being invited into the MS ATP Remote Program. For more information regarding how to enroll in the MSCP, please visit:

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

### Cisco TelePresence

**Q. What is Cisco TelePresence?**

A. Cisco TelePresence is a new technology that creates unique, “in-person” experiences between people, places, and events in their work and personal lives. It combines innovative video, audio, and interactive elements (both hardware and software) to create this experience over the network. TelePresence is not high-definition video, but rather a new category of experience.

**Q. Will a MS ATP Remote Cisco TelePresence provider be able to buy TelePresence products through distribution?**

A. Although MS ATP Remote Cisco TelePresence providers will have a theatre qualification and access, they will still need to have a legal business entity and direct order relationship with Cisco (in-country) in order to gain access to these restricted products. If an MS ATP Remote provider does not have this status, they will be allowed to enter into a 2-Tier relationship with an approved ATP TelePresence provider (in-country) to obtain the products.

### Cisco Unified Contact Center Enterprise

**Q. What is Unified Contact Center Enterprise?**

A. Unified Contact Center Enterprise (UCCE) is focused on the high-end enterprise contact center marketplace. These solutions provide intelligent call routing, network-to-desktop computer telephony integration (CTI), and contact management solutions to enterprise agents over an IP-based network. These solutions allow any telephone user on a Cisco Unified Communications Manager to become a call center/contact center agent. Cisco UCCE solutions can scale to an unlimited number of agents.

**Please visit:**

- MS ATP Remote Program for Cisco TelePresence:  
<http://www.cisco.com/web/partners/pr11/atp/telepresence/index.html>
- MS ATP Remote Program for Cisco UCCE:  
[http://www.cisco.com/web/partners/pr11/atp/ucc\\_enterprise/index.html](http://www.cisco.com/web/partners/pr11/atp/ucc_enterprise/index.html)
- Cisco Services: <http://www.cisco.com/go/services>
- Cisco Partner Locator: <http://www.cisco.com/web/partners/index.html>



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV  
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

CCDE, CCENT, Cisco Eos, Cisco HealthPresence, the Cisco logo, Cisco Lumin, Cisco Nexus, Cisco StadiumVision, Cisco TelePresence, Cisco WebEx, DCE, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn and Cisco Store are service marks; and Access Registrar, Aironet, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, EtherFast, EtherSwitch, Event Center, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, iQuick Study, IronPort, the IronPort logo, LightStream, Linksys, MediaTone, MeetingPlace, MeetingPlace Chime Sound, MGX, Networkers, Networking Academy, Network Registrar, PCNow, PIX, PowerPanels, ProConnect, ScriptShare, SenderBase, SMARTnet, Spectrum Expert, StackWise, The Fastest Way to Increase Your Internet Quotient, TransPath, WebEx, and the WebEx logo are registered 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. (0812R)