

Cisco Authorized Technology Provider Program

Managed Services ATP Remote-Unified Contact Center Enterprise, Program Requirements

This “*Managed Services Authorized Technology Provider (ATP) Remote–UNIFIED CONTACT CENTER ENTERPRISE (UCCE) Program Requirements Document (PRD)*” sets forth the requirements for a Cisco Managed Services Channel Program (MSCP) provider to participate in the Cisco Authorized Technology Provider (ATP) Program for Cisco’s Customer Contact Business Unit (CCBU) (The “Program”). The PRD consists of the (1) Indirect Channel Partner Agreement and/or (2) Systems Integrator Agreement, as amended (the “Agreement”), executed by and between Cisco and ATP partner (the “Provider”). The Program Requirements are set forth in Section 3 of this PRD.

The following appendices are attached to, and made a part of, the PRD:

Appendix A: Description of Functional Roles and Personnel Training Requirements

Part 1. Program Overview

1.1 Program Goals

The goal of the Program is to develop the global market opportunity for advanced and emerging technology solutions through qualified Providers.

Participation in the Program allows qualified Providers to develop competencies in specific advanced or emerging technologies by supplementing their managed services network operations center (NOC) with specialized training and installation expertise through the ATP validation process. Qualified Cisco Managed Services ATP Remote providers are recognized in the Cisco Partner Locator, allowing the providers to differentiate themselves from competitors and providing them the opportunity to enter into new markets and theatres.

Please note: Meeting the requirements of the Program does not count toward certification under the Cisco Worldwide Channel Partner Program. Only participation in Specialization Programs counts toward Cisco certification.

1.2 The specific goals of the Cisco Managed Services ATP Remote–UCCE Program are to:

- 1.2.1 Expand the highly focused global channel partner program to managed services providers that support the needs of the Cisco Unified Contact Center Enterprise solution as an emerging technology. The Providers engaged with this ATP must have the prerequisite Cisco Powered Managed Unified Contact Center Services designation and be committed to managing the product and service-level agreements that satisfy the customer requirements for the Cisco Powered Managed Unified Contact Center solution.
- 1.2.2 Encourage channel partners to build, provision, and deploy Managed Unified Contact Center solutions that scale globally across enterprise businesses. Providers will be authorized to transact Managed Services based solutions only as defined under their Cisco Managed Services Channel Program (MSCP) services designation. Resale transactions will not be permitted under this Program.
- 1.2.3 Encourage channel partners to work together for large multi-theatre engagements when required.
- 1.2.4 Build on the investment the Provider has made at their Host ATP location that provides a full Cisco contact center solution deployment with lifecycle support services.
- 1.2.5 Recognize that managed services deployments are uniquely different from resale deployments. Managed services deployments require support from centralized NOCs, and are contracted and

measured by ongoing service-level agreements between the partner and customer.

- 1.2.6 Use high-level, end-to-end global project management for total customer engagement.
- 1.2.7 Qualify, train, enable, and promote a select set of existing Cisco channel partners to provide full lifecycle support services that could include several or all of the following - sell, plan, design, implement, configure, integrate, and support Cisco Unified Contact Center Enterprise products.
- 1.2.8 Ensure high quality of Unified Contact Center Enterprise deployment and customer satisfaction.

Cisco Theatre Definitions for the Managed Services ATP Remote Program

Cisco Theatres will award Provider status on a per-theatre basis as defined at:

http://www.cisco.com/web/partners/pr11/pr8/pr51/partners_program_country_grouping_list.html

Additionally, each Cisco theatre may impose individual country or region requirements for the Program. Please see the appropriate theatre lead for details.

Providers may sell and deploy only predefined solutions within their Cisco Powered managed services designation in all countries within these Cisco theatre(s) where the Managed Services ATP Remote designation is held.

Cisco Theaters are:

- Asia Pacific
- Greater China
- Emerging Markets; Emerging Markets is not looked at as a single theater for authorization purposes, but rather separated into 4 regions: Russia CIS, Central Eastern Europe, Middle East Africa, Latin America
- Europe
- Japan
- United States & Canada: Canada will be treated as an independent Cisco Theater for purposes of the ATP Programs.

1.3 ATP Products

The products covered by this PRD include Cisco products known as “Unified Contact Center Enterprise,” “Unified Intelligent Contact Management (ICM) Enterprise,” and “Network Application Management (NAM).”

Products (includes accompanying licensed software)
Cisco Unified Contact Center Enterprise (formerly Cisco IPCC Enterprise)
Cisco Unified Intelligent Contact Management Enterprise (formerly Cisco ICM Enterprise)
Cisco Unified Computer Telephony Integration (formerly Cisco Computer Telephony Integration)

The Cisco Unified Contact Center Enterprise, Unified ICM, NAM, and CTI products are referred to collectively in this document as the “Unified Contact Center Enterprise” products.

Part 2. Program Requirements

2.1 Business Requirements

Provider must complete (and thereafter maintain) all requirements set forth herein within one hundred eighty (180)

calendar days of the date of invitation to the Program. As provided in Part 6, Cisco may verify Provider's compliance with requirements set forth herein through a review. **Partners are not fully qualified and will not be recognized as a Provider on the Partner Locator until all Program requirements have been met.**

The business requirements for participation in the Program are:

- 2.1.1** Provider must have met the full UCCE Host ATP requirements and meet all requirements for the Cisco Powered UCCE designation to be eligible for the Program.
For details on the Authorized Technology Provider Program: Unified Contact Center Enterprise program requirements: http://www.cisco.com/web/partners/pr11/atp/ucc_enterprise/index.html
- 2.1.2** The Host ATP site must be in the same country as the network operations center (NOC).
- 2.1.3** The Provider's qualification is co-terminus with their UCCE Host ATP country—that is, the Provider's expiration and re-qualification is synchronized with the expiration and requalification of their Host ATP.
- 2.1.4** Program qualification approval will be by joint agreement between the Theatre, BU, CA, and WW Channel Program leads.
- 2.1.5** For the duration of the Provider's participation in the Program, the Provider must continue to be an authorized Cisco Managed Services Channel Partner with a valid Agreement in place and must comply with all requirements in the Agreement for the purchase and deployment of Cisco products.
- 2.1.6** For the duration of Provider's participation in the ATP Remote–UCCE program, Provider must continue to be an authorized Cisco Managed Services Channel Partner with a valid UCCE Services Designation.
- 2.1.7** Provider must complete and submit the *Managed Services ATP Remote Application Document* and the *Program Requirements Checklist* into the ATP Invitation tool as part of the application and re-invite processes.
- 2.1.8** Provider must attend, at its cost, all required personnel training for required roles as described in further detail in Appendix A.
- 2.1.9** Provider must "Click to Accept" the Terms and Conditions in the ATP invitation tool (as outlined in the ATP Program invitation email).
- 2.1.10** UCCE products are restricted via New Product Hold, and will not be released until reviewed by the CCBU Bid Assurance (BA)/Assessment to Quality (A2Q) process. BA/A2Q verifies the correct configuration of an UCCE solution, and also validates that qualified parties are deploying and maintaining the solution. For details on BA/A2Q, please see your channel account team.
- 2.1.11** Provider will have at least ninety (90) calendar days to comply with any changes in the Program from the date of notice given to the Provider, which may be provided electronically.
- 2.1.12** Provider must agree to submit to an annual review to validate its adherence to the Program requirements.
- 2.1.13** New partners will be allowed to prospect leads and develop quotes for Cisco UCCE products/solutions during the "Qualification Period," but will not be allowed to purchase Cisco UCCE products and begin deployments until they have successfully met the defined requirements for this Program. (Reference Part 8, Term and Termination of Program, for details.)

2.2 Managed Services ATP Remote Personnel Requirements:

The personnel requirements identified in the following sections are minimum requirements to qualify for the Program. One (1) individual may not fulfill more than one (1) job role within the Program. Persons filling roles must be employees.

The roles described below will be considered the Managed Services ATP Remote UCCE subject matter experts (SMEs) within a partner's company. The roles below should be the first stop for all UCCE questions internally.

The personnel requirements identified in the following sections are minimum requirements to qualify for the Program. One (1) individual may not fulfill more than one (1) job role within the Program. Persons filling roles must be employees.

Please note: If the Provider should lose one of the persons fulfilling the roles below, Provider will have thirty (30) calendar days to notify Cisco and update the Provider contact information for said role. *Failure to do so can result in de-qualification as a Managed Services ATP Remote provider.* Upon notification, Cisco will allow the Provider ninety (90) calendar days to train and assign a new person to fulfill the Managed Services ATP Remote role. Providers must send notice to the ATP Programs Office at channel_atp_program_office@cisco.com.

Managed ATP Remote providers are required to have additional trained personnel (See below) to support customer engagements and their overall market opportunity.

There is no requirement that the persons be fully dedicated to Cisco.

2.3 The Managed Services ATP Remote–UCCE Personnel Roles

In each Cisco theatre in which Provider is participating in the Program, the Provider must employ, by the end of the qualification period, each of the following:

- Account manager (AM)
- Systems engineer (SE)
- Deployment engineer (DE)
- Project manager (PM)

Provider must send individuals in the above job roles to all training as further described in Appendix A. Cisco is not responsible for travel, lodging or other incidental expenses incurred by Partner while attending this training. Prior to attending this training, each individual must complete prerequisite courses defined in Appendix A.

Note: Providers should engage trained UCCE resources throughout every phase of an opportunity.

This section describes the personnel roles, including functional responsibilities and desired skills that Cisco requires for the successful sale, design, implementation, and operation of Managed Services ATP Remote Cisco Unified Contact Center Enterprise products. The Provider may satisfy their role requirements by pooling resources across the ATP theatre in which they apply.

Part 3. Postsales Support

Provider must engage and coordinate with their Host ATP country to provide all ATP postsales support as defined by the Host ATP country's ATP–UCCE Program Requirements Document.

Part 4. Laboratory and Test Equipment Requirements

Provider must demonstrate access and utilization of demo facilities, or demonstrate the ability to utilize other Cisco approved lab facilities for demonstration to successfully support a customer engagement when deploying UCCE products and services.

Provider may use the lab that resides at the partner's Host ATP location and conforms to the specifications described in the ATP–Unified Contact Center Enterprise Lab Design Guide.

Part 5. Verification of Managed Services ATP Remote Requirements

Verification of meeting Program requirements will be evidenced in a Program Requirements Checklist which is provided to the partner at the time of Program invitation. **Providers are not fully qualified/approved and will not be recognized on the Partner Locator until all Program requirements have been met.** Thereafter, Cisco will re-verify Providers' qualifications at least once per year prior to or at the anniversary of Provider's qualification/approval date. Through the reinvitation process, Cisco will assess whether Provider continues to meet all requirements stated in the then-current PRD.

This review process will help ensure adherence to the Program guidelines. The review will also include the following subjects: compliance with personnel training requirements, including names and dates, and use and configuration of lab and test equipment.

Part 6. Changes to Program

Cisco reserves the right to change the requirements for Provider's continued participation in the Program. Any such change will be communicated to Provider in writing. Provider will have at least ninety (90) calendar days following the date of Cisco's written notice to comply with the new requirements.

Part 7. Term and Termination of Program

Provider's participation in the Program will begin on the date their Managed Services ATP Remote application is approved by Cisco (the "Effective Date"). Providers are not fully recognized and will not be listed on the Partner Locator until all ATP program requirements have been met.

New Providers will be allowed to prospect leads and develop quotes for Cisco UCCE products/solutions prior to the "Effective Date," but will not be allowed to purchase Cisco UCCE products and begin deployments until they have successfully met the defined requirements for this ATP. Providers that have sold Cisco UCCE products/solutions but that have not completed their requirements as defined in this PRD will be allowed to subcontract deployments to either Cisco or another qualified Cisco ATP–UCCE Partner.

Provider status shall commence on the Effective Date and continue thereafter for a period of one (1) year, unless extended by written agreement of both parties or sooner terminated as set forth below. Provider's participation will continue until the earliest of: (a) the termination or expiration of the Agreement; (b) termination by either party for any reason upon at least thirty (30) calendar days' prior written notice to the other; or (c) Cisco's termination of the Program specifically or the overall ATP program, which termination Cisco will communicate to Provider in writing.

Part 8. Ownership and Software Licensing

8.1 Ownership

Except for rights expressly licensed in writing by either party to the other, each party shall retain all right, title and interest in and to the technology and information and other Confidential Information given by each party hereunder. Cisco shall retain all right, title and interest in and to the Program's name, Cisco logos, trademarks, and trade names. Provider shall retain all right, title and interest in and to its logos, trademarks, and trade names.

8.2 Software license

Cisco grants to Provider a nonexclusive and nontransferable license to use the Cisco software specified in the Program Requirements in object code form and related documents (e.g. technical specifications, manuals) (the "Cisco Software") solely for internal demonstration and evaluation purposes for the term of the Program Requirements. Except as may be provided in the Agreement, any Cisco Software received with or for specified products may not be distributed further, and Cisco Software for such products that is upgraded by Provider is owned by Cisco and licensed to Provider solely for use for demonstration and evaluation purposes. EXCEPT AS EXPRESSLY AUTHORIZED UNDER THIS PROGRAM REQUIREMENTS, THE ATP PROGRAM OR ANY RELATED SUPPORT PROGRAM, PROVIDER SHALL NOT (AND SHALL NOT PERMIT A THIRD PARTY TO): COPY, IN WHOLE OR IN PART, CISCO SOFTWARE OR RELATED DOCUMENTS; USE THE CISCO SOFTWARE ON UNAUTHORIZED OR SECONDHAND CISCO EQUIPMENT; MAKE ERROR CORRECTIONS OR OTHERWISE MODIFY THE CISCO SOFTWARE OR DOCUMENTS; DECOMPILE, DECRYPT, REVERSE ENGINEER, DISASSEMBLE OR OTHERWISE REDUCE ALL OR ANY PORTION OF THE CISCO SOFTWARE TO HUMAN-READABLE FORM; OR TRANSFER, SUBLICENSE, RENT, LEASE, DISTRIBUTE, SELL, OR CREATE DERIVATIVE WORKS OF THE CISCO SOFTWARE OR DOCUMENTS.

Appendix A: Functional Roles and Personnel Training Requirements

Part 1. Description of Functional Roles

This part of the PRD describes the personnel roles, including functional responsibilities and desired skills that Cisco recommends for the successful sales, planning, design, implementation, and operation of networking solutions using the UCCE solution products.

Providers are expected to supplement their Host ATP roles to ensure that these roles scale to address the needs of their market opportunity. In addition, Providers must ensure that the personnel and their associated roles have taken or will take the required training and assessment tests.

The personnel requirements identified in the following sections should be regarded as minimums. Provider should consider adding trained personnel as needed to support Provider installed base of UCCE solution products. Personnel roles are summarized immediately below:

- 1.1 Account manager (AM):** (Minimum of 1 required.) The AM will handle the account management and pre-sales tasks necessary to recognize opportunities and to sell the products. Responsible for providing monthly forecasts to their Cisco account manager, attending monthly meetings with Cisco channel account management staff, articulating to customers the Program architecture, demonstrate CCBU applications, prepare technical responses to RFPs, and provide sales support for installed customers.
- 1.2 Systems engineer (SE):** (Minimum of 1 required.) The SE assists customers with planning, designing, configuring, implementing, and integrating the systems required to support Cisco UCCE solutions. The SE is a key member of the account team and is responsible for ensuring the highest level of technical account management. Responsibilities include:
 - 1.2.1** Articulate Cisco CCBU products and solutions
 - 1.2.2** Demonstrate Cisco CCBU solutions
 - 1.2.3** Prepare technical responses to RFPs
 - 1.2.4** Follow-on support for installed customers
- 1.3 Project manager (PM):** (Minimum of 1 required.) The deployment PM is the single point of contact for the customer and will manage the deployment of the system, starting from the sales handoff through the

deployment and support/maintenance handoff of the system. Responsibilities include:

- 1.3.1 Perform traditional project management, including but not limited to identifying staffing requirements, handling kickoff meeting presentations, scheduling, and task assignment
- 1.3.2 Manage the total deployment project engagement, on time and to the customer's expectations, for a successful system and high customer satisfaction
- 1.3.3 Manage customer, subcontractor and sales team interactions during all product deployment phases

1.4 Deployment engineer (DE): (Minimum of 1 required.) The DE performs server platform hardware and operating system integration to Cisco product requirements and customer expectations. Microsoft Certified Systems Engineer (MCSE) and Microsoft Certified Systems Administrator (MCSA) skills are required. The DE is responsible for developing the detailed contact center technical design, network interconnects, platform requirements, configurations, and custom engineering definition. Responsibilities include:

- 1.4.1 Provide the customer with implementation planning and system design guidance
- 1.4.2 Provide installation test and turn-up services
- 1.4.3 Perform network discovery/design and assessment, network traffic analysis, UCCE impact analysis, topology design, and network performance tuning

Part 2. Training Requirements

This part identifies the training required of each AM, SE, PM, and DE.

- 2.1 **Core training prerequisites:** None required
- 2.2 **Product-specific training:** Subsequent to completion of the prerequisite training, ATP Partners will attend the training listed in Table 1. Training must be completed in the order as prescribed by the phases.

Table 1. Required Training Summary:

UCCE ATP Role	Courses				Duration (hours)	Required Exams	
	Name	Course Type	Required	Recommended		Name	Duration (hrs)
	<i>No role sharing allowed.</i>						
Account Manager (AM)	Contact Center 101	ELT	X		4		
	ICM and IPCC AM Sales Introduction	ELT	X		4		
Systems Engineer (SE)	ICM and IPCC R5 SE Technical Introduction	ELT		X	16	642-241 (UCCED)	2
	ICM and IPCC SE Technical Introduction	ELT		X	4		
	*Deploying Cisco Unified Contact Center Enterprise (DUCCE)	ILT		X	40		

	Courses					Required Exams	
UCCE ATP Role	Name	Course Type	Required	Recommended	Duration (hours)	Name	Duration (hrs)
Project Manager (PM)	*Cisco Unified Contact Center Enterprise Administration Training (AUCCE)	ILT		X	40		
	UCCE Transfer of Information (TOI Package UCCE 8.5)	ELT	X		9		
	UCCED Training	ELT		X	4		
	*Administering Cisco Unified Contact Center Enterprise (AUCCE)	ILT	X		40		
	AS Cisco IPCC Enterprise PPDIOO Workshop 1.0	ILT	X		40		
Deployment Engineer/ TAC Support (DE/TS)	*Deploying Cisco Unified Contact Center Enterprise (DUCCE)	ILT		X	40	642-242 (UCCEI)	2
	*Cisco Unified Contact Center Enterprise Administration Training (AUCCE)	ILT		X	40	642-243 (UCCES)	2
	UCCES Training	ELT		X	6		
	UCCEI Training	ELT		X	4		
	AS Cisco IPCC Enterprise PPDIOO Workshop 1.0	ILT	X		40		
	Unified Email Interaction Manager and Web Interaction Manager (UEIME)	ILT	X		40		
	UCCE Transfer of Information (TOI Package UCCE 8.5)	ELT	X		9		

Courses						Required Exams	
UCCE ATP Role	Name	Course Type	Required	Recommended	Duration (hours)	Name	Duration (hrs)
	EIM/WIM Transfer of Information (TOI Package EIM/WIM)	ELT	X		11.5		
	CUIC Reporting (DUIC)	ILT	X		24		
	Advanced Services' Cisco IPCC Enterprise Advanced Scripting (IPCAS) 2.0	ILT		X	16		

*AUCCE course is a prerequisite for the DUCCE course. Check the PEC for availability. Check Partner Education Connection (PEC) for availability.



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