



### Managed Services Master

The Cisco® Managed Services Master certification is for partners who sell and deliver Cisco based managed services through a premium network operations center (NOC) investment and offer enhanced management and stewardship practices. Cisco Managed Services Master Partners have established managed service ITIL® processes, practices, and tools in place to support Cisco advanced technologies at all phases of the lifecycle—prepare, plan, design, implement, operate, and optimize.

The Managed Services Master certification is attainable for partners who have sophisticated managed services practices and deliver services reflecting the best customer experiences.

Cisco Managed Services Master Partners may also apply for one or more Cisco Powered managed services designation for a particular service, indicating that the service has met the highest Cisco user-experience standards. Partners with a service that qualifies for a Cisco Powered designation are entitled to an additional payment on the purchase of Cisco Powered products, except as restricted, and can market the service using the Cisco Powered logo with descriptive text.

### Managed Services Master—Requirements

To achieve the Managed Services Master certification, you must:

- Have a network operations center serving at least 10 unique referenceable customers
- Have an ITIL® Foundation trained full-time employee
- Have a minimum of two Cisco CCIE® certified experts employed full-time by your company
- Have at least two Cisco based service offerings
- Pass an independent third-party audit of capabilities

### Managed Services Advanced

The Cisco® Managed Services Advanced certification is for partners who provide Cisco based managed services through a direct NOC investment and offer basic management capabilities. Cisco Managed Services Advanced Partners use ITIL® processes, practices, and tools to support Cisco's advanced technologies, from preparation, planning, design, and implementation to operation.

The Managed Services Advanced certification is attainable for partners entering the managed services space that have made an investment in a network operations center and who follow ITIL® best practices for IT Service Management.

Cisco Managed Services Advanced Partners may also apply for one or more Cisco Powered managed services designation for a particular service, indicating that the service has met the highest Cisco user-experience standards. Partners with a service that qualifies for a Cisco Powered designation are entitled to an additional payment on the purchase of Cisco Powered products, except as restricted, and can market the service using the Cisco Powered logo with descriptive text.

### Managed Services Advanced—Requirements

To achieve the Managed Services Advanced certification, you must:

- Have a network operations center serving at least two unique referenceable customers
- Have an ITIL® Foundation trained full-time employee
- Have a minimum of two Cisco CCxP (CCDP®, CCIP®, CCNP®, CCSP®, or CCVP®) certified professionals employed full-time by your company
- Have at least two Cisco based service offerings
- Pass an independent third-party audit of capabilities

### Managed Services Express

The Cisco® Managed Services Express certification is for partners who sell Cisco based managed services and who have expertise in presales, design, and implementation of Cisco technologies. Cisco Managed Services Express Partners can either offer these services through their own NOC or enter into service-level management (SLM) through a contractual relationship with a third-party approved NOC producer to provide these services. A Managed Service Express Partner is responsible for managing the customer relationship and markets the managed services as its own.

The Managed Services Express certification is attainable for partners entering the managed services space that have made investments in the sales, delivery, and reactive support of Cisco technologies and are now expanding their business to provide proactive monitoring and management of Cisco's technologies.

### Managed Services Express—Requirements

To achieve the Managed Services Express certification, you must:

- Have a NOC or a contract with an approved white label producer
- Have at least two referenceable customers
- Be the single point of contact for a customer and identify a person within your company who performs a customer relationship manager role
- Have an ITIL® Foundation trained full-time employee
- Have a minimum of two Cisco CCNA certified associates employed full-time by your company
- Have at least one Cisco based service offering