



As more companies evolve and adapt to capitalize on globalization, Cisco is witnessing a rapid expansion in the multinational customer segment. These new multinational customers need Cisco channel partners to deliver complete solutions across geographies, and partners need a progressive go-to-market strategy that facilitates collaboration across the entire value chain—partner-to-customer, Cisco-to-partner, and partner-to-partner.

To capitalize on this tremendous growth opportunity for Cisco and our partners, the Cisco® Managed Services Channel Program (MSCP) extends its program structure to accommodate two distinct forms of partner-to-partner collaboration: host-agent and white labeling.

MSCP Host-Agent—Extend Your Geographic Reach

Remote management capabilities are a key component in the adoption of managed services. Because they alleviate the logistical challenges associated with delivering technology as a service across geographies, managed services are especially attractive for multinational customers that have standardized on a Cisco solution.

The Host-Agent model for MSCP gives qualified Cisco partners (hosts) the ability to collaborate with other qualified Cisco partners (agents) to support their customers in remote locations. Host terms are extended to the agent as they procure products in each local market.

Managed Services host requirements:

- Cisco Master Managed Services Channel Partner, including audited network operations center (NOC)
- Enrollment in program: go to www.cisco.com/go/ppe and click to accept agreement

Managed Services agent requirements:

- Cisco Premier Certified Partner or above in landed country
- Necessary specializations and/or ATPs to purchase restricted-access products in landed country
- Signed agent terms and conditions (www.cisco.com/go/ppe)
- If Cisco Services are attached, agent is required to use Cisco Brand Resale Services, unless agent is a Cisco Global Services Alliance partner or next-business-day delivery is unavailable

Process

- Host selects qualified agent(s) to deliver solution in remote locations
- Host negotiates terms and conditions with customer and agent
- Host registers the deal in Cisco Commerce Workspace
- Host manages the entire transaction via Cisco Commerce Workspace

MSCP White Labeling—Extend Your Capabilities

A white-labeling relationship under MSCP gives qualified partners the ability to collaborate with one another to provide managed services to a customer. The relationships are defined as follows:

- The producer develops and delivers a managed service, is responsible for the NOC management, monitoring, and trouble resolution of the service
- The marketer rebrands and sells the service as if it were its own, and is responsible for managing all aspects of the customer relationship as defined by the end user contract and service-level agreement (SLA)

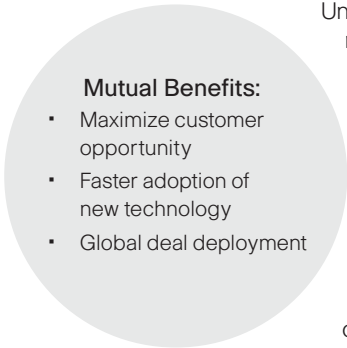
Under this arrangement, the marketer is able to extend its offer to include remote management and monitoring capabilities, and the producer gains scale and incremental revenue from a distributed sales force. In many cases, the producer remains transparent to the customer.

White-label marketers must:

- Contract the NOC services that support their managed services offering from an approved MSCP white label producer
- Be contractually obligated to provide the managed services for more than one year and hold the SLA with the end user
- Be the single point of contact for the customer, with an assigned customer relationship manager
 - Click to accept white label policies and have a contract with the producer outlining roles, responsibilities, and deliverables for the service

White-label producers must:

- Be an approved Cisco Advanced or Master MSCP Partner, audited with the additional white-label requirements
- Click to accept white label policies and have a contract with the marketer outlining roles, responsibilities, and deliverables for the service



<p>Host Benefits</p> <ul style="list-style-type: none"> • Own customer relationship • Deliver in a remote location • Manage end-to-end deal globally 	<p>Agent Benefits</p> <ul style="list-style-type: none"> • Incremental revenue opportunity • Leverage existing local process • Provide proven capability
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<p>Marketer Benefits</p> <ul style="list-style-type: none"> • Extend capabilities to address customer needs • Own customer relationship 	<p>Producer Benefits</p> <ul style="list-style-type: none"> • Scale • Incremental revenue from distributed sales force
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