

## CHANNEL CERTIFICATION PROGRAM

### VALUE OF CERTIFICATION

- **MARKET RECOGNITION**

Certifications from Cisco Systems are among the most widely respected designations in the networking industry. As such, they can help raise your company's profile and deliver greater customer recognition.

- **ACCESS TO RESOURCES**

Cisco certified partners have exclusive access to a wealth of sales, marketing, and technical resources.

- **INCREMENTAL DISCOUNTS**

Partners receive incremental product discounts as they achieve higher levels of certification.

- **OBJECTIVE MEASUREMENT OF CUSTOMER SATISFACTION**

Cisco provides you with the tools and best practices you need to measure and track your customer satisfaction ratings—giving you an objective goal for improvement.

- **VALIDATED KNOWLEDGE AND QUALITY**

Cisco certification demonstrates to your customers that your company maintains Cisco product knowledge and support; it also validates your company's expertise in working with Cisco solutions as you design, deploy, and maintain customer networks.

**Customer credibility gives you a competitive edge. Certification can help your company leverage the power of the Cisco Systems® brand to gain increased market recognition and realize greater business opportunities.**

As a central component of the Cisco Channel Partner Program, certification provides recognition for your company's Cisco technical expertise and ability to deliver superior customer service. Partners are required to be specialized under the Cisco certification program. These specializations offer further recognition of your company's proven competencies in specific technologies.

As one of the most respected programs in the industry, the Cisco Channel Partner Program can help you develop your technical expertise, enhance customer satisfaction and loyalty, maximize profitability, grow your business, and build greater credibility with customers.



## WHAT'S IN IT FOR YOU?

### THE BENEFITS OF BEING CERTIFIED:

Each certification level offers an incremental suite of benefits to your company.

#### All Cisco Certified Partners:

- Access to expertise and programs
- Are recognized in the Web-based Cisco Partner Locator
- Can obtain access to certain restricted Cisco products (determined by sales region)
- May access the Joint Marketing Funds
- Are able to use the latest Cisco customer satisfaction best practices and tools
- Can obtain real-time product and training information
- Will receive invitations to partner events that are sponsored by Cisco
- Can participate in the partner success story program

As you progress through the program, you will receive the benefits of each certification level, plus the benefits of the new level you achieve.

#### Cisco Premier Certified Partners:

- Qualify to brand themselves as Cisco Premier Certified Partners
- Can receive incremental product discounts

#### Cisco Silver Certified Partners:

- Qualify to brand themselves as Cisco Silver Certified Partners
- Qualify for higher product discounts
- Have increased access to Cisco technical support teams and programs

#### Cisco Gold Certified Partners:

- Qualify to brand themselves as Cisco Gold Certified Partners
- Receive the highest product discounts
- Receive partner-level support from the Cisco Technical Assistance Center (TAC)
- Can participate in the CCIE® certification study course and mentoring program

### CERTIFICATION LEVELS

To qualify for certification your company must meet rigorous networking, personnel and customer satisfaction standards, and must possess service and support expertise and capability (see Figure 1).

The Cisco Channel Certification Program offers three levels of participation:

- **Cisco Premier Certified Partner**  
Gives your company solid credibility with customers and provides access to Cisco programs as well as recognition for focusing on at least one specialization.
- **Cisco Silver Certified Partner**  
Offers your company enhanced credibility, provides objective evidence of your service and support expertise, and rewards you with a high level of support and recognition for focusing on at least two specializations.
- **Cisco Gold Certified Partner**  
Provides the highest level of customer credibility in the marketplace and demonstrates your superior service and support capabilities. Cisco Gold Certified Partners are also recognized for focusing typically on three specializations.

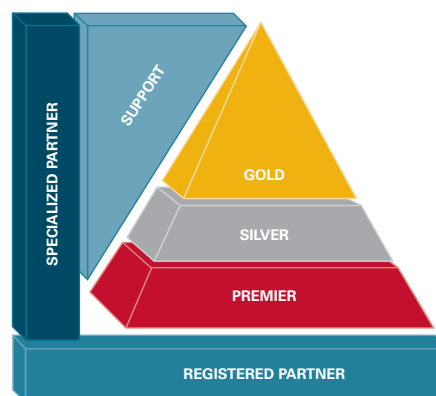


Figure 1. Cisco Channel Certification Program Participation Levels

Becoming a Cisco Registered Partner is the first step on your path to Cisco certification, and provides association with Cisco and access to channel program tools and resources.

Partners are also required to specialize in technology areas in order to become certified. You may select the technologies most relevant to your business, and must earn a minimum number of specialization points based on the level of certification.

# PROGRAM REQUIREMENTS

Achieving certification from Cisco is based on your fulfillment of the minimum requirements detailed in the four components below. As illustrated in Figure 2, you have the flexibility within each component to select capabilities that match your specific business model—whether it is based on professional services, technical support, or product resale.

## 1. Career Certified Individuals

Cisco career certifications indicate that individuals have attained specific skills and knowledge—making them more valuable by ensuring a high standard of technical expertise. Cisco offers three levels of career certification from associate to professional to expert. Certified partners must employ a minimum number of Cisco career certified individuals and Cisco sales experts.

## 2. Support Requirements

To qualify for certification, partners must meet specified core support requirements based upon their Cisco partner support

agreement. In addition, Cisco Gold and Silver Certified Partners must satisfy the postsales support requirements that are based on the type of partner support agreement they currently have in place.

## 3. Customer Satisfaction

Partners are accountable for maintaining high customer satisfaction levels that are measured through the annual survey process that Cisco uses to evaluate its own customer satisfaction ratings. These targets are established by sales region on an annual basis.

## 4. Point Requirements

Partners must achieve a minimum number of specialization points in order to qualify for each level of certification. Extra credit points are required to qualify for silver or gold certification and can be earned by achieving additional specializations, adding career certified individuals, or by exceeding the customer satisfaction targets that have been established in their sales region.

Figure 2. Cisco Channel Certification Program Participation Requirements

Career Certified Individuals			
TITLE/TYPE	GOLD*	SILVER*	PREMIER
Sales Experts (CSE)	4	2	1
Associates (CCNA®, CCDA®)	4	2	2
Professionals (CCNP®, CCDP®, CCIP™, CCSP™)	4	2	0
Experts (CCIE® level)	4	2	0
<b>Minimum number of individuals</b>	<b>16</b>	<b>8</b>	<b>3</b>
One additional CCIE for each US \$40 million in annual Cisco revenue			
Support Requirements			
CORE SUPPORT REQUIREMENTS			
Legal Agreement	Valid direct or indirect legal agreement		
Support Agreement	Partner support agreement according to certification level		
Lab Equipment per Annum	\$100,000 list price	\$40,000 list price	Demo capability
Customer Service	24 x 7	8 x 5	8 x 5
Call Back	1 hour	1 hour	24 hour
Pre-Sales Support	Required	Required	Required
Escalation Process	Required	Required	
<b>ADDITIONAL SUPPORT REQUIREMENTS (Partners with SSP, SIS, RSA support agreements)</b>			<a href="http://www.cisco.com/go/postsalesupport">www.cisco.com/go/postsalesupport</a>
Customer Satisfaction			
New Certification	<ul style="list-style-type: none"> <li>Minimum of 15 responses</li> <li>Must achieve 95 percent of the theatre customer satisfaction target</li> </ul>		<ul style="list-style-type: none"> <li>N/A</li> </ul>
Recertification	<ul style="list-style-type: none"> <li>Minimum of 30 responses</li> <li>Must achieve theatre customer satisfaction target</li> </ul>		<ul style="list-style-type: none"> <li>Minimum of 10 responses</li> <li>Must achieve theatre customer satisfaction target</li> </ul>
Point Requirements			
Specialization Points	70	40	20
Extra Credit Points	30	20	0
<b>TOTAL POINTS</b>	<b>100</b>	<b>60</b>	<b>20</b>

\*Before silver or gold certification or recertification is awarded, an independent firm will conduct an onsite audit in order to validate that your company has met all of the program requirements.

## IT PAYS TO BE CERTIFIED

Becoming Cisco certified strengthens your organization's competitive advantage. Moreover, certification recognizes your company for providing customers with advanced technical expertise and superior service and support capabilities. In addition to helping deliver greater market recognition, certification gives you access to the power of the Cisco brand—including award-winning product portfolios and world-class service offerings. Certification helps your company foster a closer relationship with Cisco Systems while giving you the ability to:

- Build your expertise in technologies, solutions, and services—helping you win new business opportunities and increase customer confidence.
- Provide your customers and prospects with objective evidence of your company's quality standards and commitment to excellence.
- Become eligible for new customer opportunities because many governments and large corporations require Cisco certification as part of their request for proposal (RFP) process.
- Gain access to world-class products and service programs, technical support, productivity tools, online training, marketing resources, and sales promotions.

All of these factors combine to help deliver increased sales, better customer satisfaction, greater opportunities for growth and profit, and mutual success.

For more information about Cisco Channel Partner Certification Programs, visit [www.cisco.com/go/partner/certification](http://www.cisco.com/go/partner/certification).



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