



Get access to the Web 2.0 online portal for the managed services community by becoming a guest of the Cisco Powered Program. On this portal, interact with peers around the world, and take advantage of its managed services resources, training, and customizable tools.

Get Help Making the Transition to Managed Services

Cisco's goal is to enable its partners to take advantage of the huge opportunity that is available by making the transition to managed services. If you are a telecom service provider, systems integrator or value-added reseller that is engaged in or considering managed services, Cisco offers resources to help during the entire lifecycle of your service: from envisioning and building it through marketing and selling.

Envision Your Service

Take advantage of Cisco marketing tools and expertise to identify profitable new services.

Market Intelligence: Learn about recent trends and the competitive landscape from leading analysts. Use research commissioned by Cisco to target growth opportunities.

Envision Resource Kits: Download comprehensive definitions of service opportunities and offerings, and customer presentations you can customize. These include market size and opportunity, trends and forecasts, market segmentation, drivers and inhibitors, competitive products, service and product definitions, case studies, and more.

Business Analysis Tools: Customize return-on-investment models to quickly evaluate the impact of Cisco technology for your service offerings.

Build Your Service

Use Cisco innovation, expertise, and technology to take full advantage of your Cisco IP Next-Generation Network.

Online Technical Training: Give your staff on-demand training on many technical topics. Make the most of your training budget for your operations, customer, network, and presales support groups.

CCIE Support: Have your engineers use online practice labs and apply for vouchers to take the CCIE certification exam at no cost.

Best Practices and White Papers: Download the latest information on topics of interest to service providers.

Technical Webcast Series: Attend live presentations on network solutions and industry standards by industry and Cisco experts.

Market and Sell Your Service

Use Cisco tools and expertise to accelerate your sales and marketing.

Sales and Marketing Toolkits: Reduce time to market and make your sales and marketing collateral more effective, from customer presentations to telemarketing scripts, sales toolkits, and success story templates.



Sales Training: Help your sales force with online training courses on selling managed services.

TCO Tools: Evaluate business scenarios with prospects using customizable total-cost-of-ownership tools.

Marketing Webcast Series: Attend live presentations by Cisco and industry experts on marketing and selling your services more effectively.

Cisco Powered Summit: Discuss opportunities and global trends in person with Cisco, analysts, and industry experts. Meet colleagues from around the world and hear the Cisco vision for managed services.

Join the Managed Services Community

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Guest requirements:

- Use applicable Cisco solutions in the network core, edge, and customer premise equipment for one or more publicly offered services
- Be recommended by your Cisco account manager or channel account manager

Apply to be a guest of the Cisco Powered Program by completing the online application at www.cisco.com/go/cpp/applytojoin.

Graduate to Full Membership



By taking advantage of the educational benefits of the Cisco Powered Program as a guest, you may soon qualify for full membership. Membership gives you access to more benefits including branding, comarketing, and appearance on the Cisco.com "Find a Service Provider" search tool.



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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.

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