



# Cisco Channel Partner Program

A Commitment to Profitable Growth

## Evolving Networks, Evolving Customer Needs

New technologies, as well as increased collaboration and globalization have pushed the envelope of the corporate network, demanding levels of management and operational understanding that fall outside the core business of many end users. This offers a unique IT environment and a significant business opportunity as customers increasingly seek greater breadth of service, personalization, and quality of experience from their trusted channel partners.

Whether they are looking for broad, integrated product offerings from a reseller, a high-quality, highly reliable service from a managed services partner, or a partner to whom they can outsource their IT requirements, all customers need support for their ever-more-complex network.

As a result, customers are increasingly dependent on their channel partners, relying on them to respond to their networking needs and to fend off competitive threats. Partners, in turn, can benefit from new, predictable sources of profitability and revenue while providing a differentiated solution to the customer.

## The Cisco Channel Partner Program

The award-winning Cisco® Channel Partner Program consists of three separate programs that correspond to distinct offer types: Resale, Managed Services, and Outsourcing.

These programs align closely with the different ways in which customers buy network-based solutions today. Rather than taking a one-size-fits-all approach to channel partnerships, Cisco has developed a separate program for each business model. The programs include clear and consistent requirements for participation, as well as distinct branding and economic rewards designed to maximize the experience for both partner and customer.

The objective of Cisco's award-winning Channel Partner Program is to ensure customer satisfaction and to help enable profitable growth for channel partners. The program has been specifically designed to validate partner capabilities for each of the three key ways in which customers purchase Cisco solutions. This enables Cisco partners to be flexible in their offerings, with an ability to differentiate themselves and meet the needs of customers of all sizes.

The program enables partners to develop technology skills that allow them to provide both broadly integrated and highly specialized networking solutions—and

rewards them for doing so. As a result, the Channel Partner Program provides unprecedented opportunity for channel partners to maximize growth, differentiation and profitability by extending their capabilities to current and new markets.

### Benefits of Offer-Based Programs

- Different programs map to different partner types: Resale, Managed Services, or Outsourcing
- Each program aligns with a specific delivery model
- Unique requirements and rewards correspond to the type of services provided
- Rewards are consistent with Cisco's value-based channel strategy

## Structured to Meet the Needs of Different Delivery Approaches

The Cisco Channel Partner Program is the industry's first offer-based partner program framework. The program supports three distinct partner offerings: Resale, Managed Services, and Outsourcing.

The Resale Channel Program helps partners meet the needs of a full spectrum of customers, from regional businesses that require local delivery and support to global customers that need consistent implementation around the world.

The Managed Services Channel Program was created for partners who continuously manage and monitor their customers' Cisco solutions from a network operations center (NOC). These partners manage the customer's network and hardware, with remote troubleshooting and strict uptime requirements, proactively addressing issues before they affect the network.

The Outsourcing Channel Program enables partners to take over and manage specific IT assets for the customer, for hands-off, streamlined operations. This allows the customer to focus on their core business.

Each method of providing Cisco products and services has its own distinct requirements. Cisco's comprehensive Channel Partner Program reflects and addresses the needs of a variety of partners and their customers.

### Distinct Programs, Consistent Structure

Although each of the three programs operates in a unique manner, the structure across programs is consistent, and each aligns with Cisco's overall value-based strategy. By rewarding partners based on the value their solutions and services bring to the market, rather than volume, Cisco's channel programs provide all partners, large and small, equal opportunity to maximize their profitability (Figure 1).

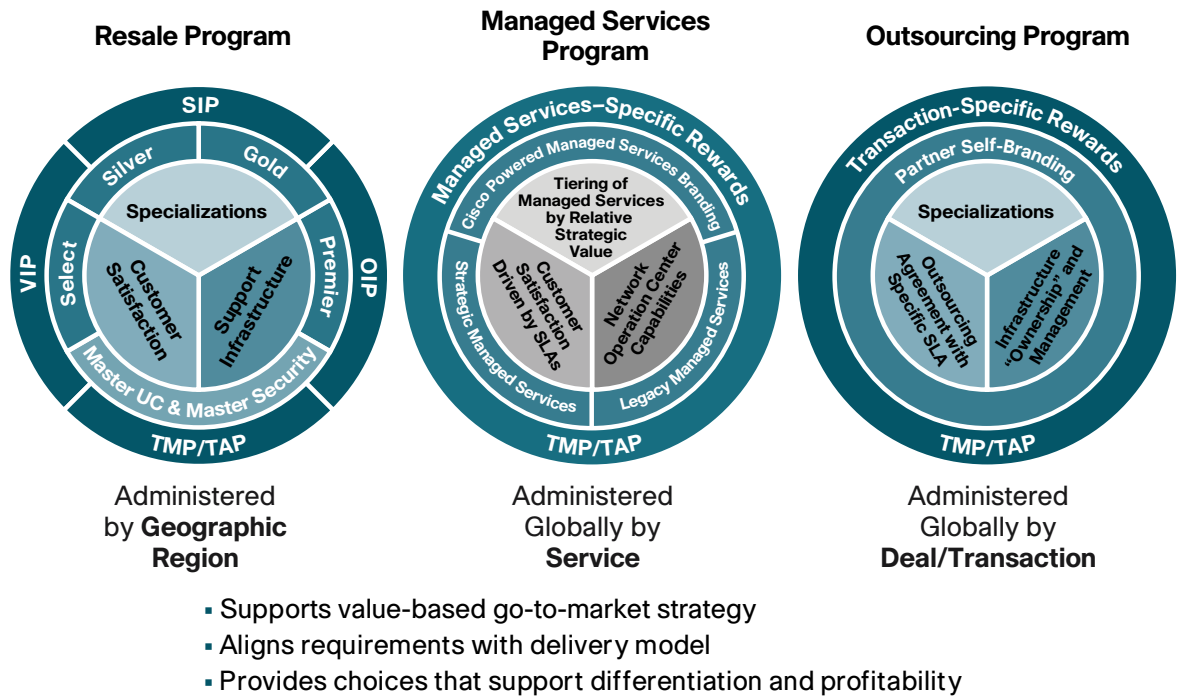
Each program has a set of clear participation requirements and rigorous performance standards that partners must meet in order to achieve Cisco certification. By validating each partner's level of expertise through a comprehensive audit process, Cisco certification gives partners the ability to differentiate themselves

in the market and offers customers the peace of mind that comes from working with an established networking expert.

Each program offers distinct branding to participating partners. As one of the most powerful and recognized brands in the world, the Cisco name lends credibility and value to a partner's offering. By meeting the high standards set forth by the world's leading networking company, partners can differentiate themselves in the marketplace.

Finally, each program has economic rewards that align with the value added by the partner—whether it involves reselling Cisco network solutions, making those solutions part of a managed services offering, or providing solutions on an outsourced basis. (See Table 1. on the next page.)

Figure 1. Cisco Offer-Based Channel Programs



**Table 1.** Offer-Based Program Comparisons

	Partner Entry Criteria	Reward Basis	Offer Term	Customer Satisfaction	Service Requirements	Pre-defined Bill of Material Required	Identity Managed Service on Order	Annual Audit
<b>Resale (Local or Global)</b>	<ul style="list-style-type: none"> <li>Specialization</li> <li>Customer satisfaction</li> <li>Support infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Resale branding</li> <li>Certification level discount</li> <li>Incentives</li> </ul>	Days; longer for large projects	Required	Yes	No	N/A	Yes
<b>Managed Services</b>	<ul style="list-style-type: none"> <li>NOC/SOC audit</li> <li>Certification of services and subject CPE</li> </ul>	<ul style="list-style-type: none"> <li>Cisco Powered branding</li> <li>Global MS tiered discounts</li> </ul>	Min. 1 year	N/A (due to SLA with customer)	No	Yes	Yes	Yes
<b>Outsourcing</b>	<ul style="list-style-type: none"> <li>Outsourcing business plan</li> <li>Gold certification in home country</li> </ul>	<ul style="list-style-type: none"> <li>Global discount for term of registered deal based on deal size</li> </ul>	Min. 3 years	N/A (due to SLA with customer)	No	No	No	No

### Recognized, Respected, Rewarded

The Cisco Channel Partner Program is one of the most highly recognized programs in the networking industry. It continues to set the industry standard and has been awarded CRN Magazine's Channel Champion Award and the prestigious VAR Business Annual Report Card (ARC) Award every year since the year 2000.



- **Validation and credibility:** As one of the strongest and most recognized brands in the world, the Cisco name lends credibility to partners. A Cisco partner certification validates that the partner is qualified to deliver the networking solutions customers require.
- **Quality standards:** Cisco protects the integrity and value of the brand by using an objective third party to conduct annual partner audits. This ensures that only the highest-quality partners participate in the program and that they meet uniform standards set by Cisco and the industry.

### Setting Your Business Apart

A Cisco partnership helps to differentiate partner businesses through:

- **Market recognition and branding:** A Cisco partnership acknowledges technology expertise and raises a partner's profile in the marketplace. It sets partners apart from competitors and increases a partner's prestige among customers.

### Getting Started

Make the most of your business by joining the Cisco Channel Partner Program. Your Cisco channel account manager (CAM) will work closely with you to analyze your business goals, develop a strategy, and plan for your success.

More information and tools are available on the Cisco Partner Central website at: [www.cisco.com/web/partners](http://www.cisco.com/web/partners).



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV  
Amsterdam, The Netherlands

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](http://www.cisco.com/go/offices).

CCDE, CCENT, Cisco Eos, Cisco HealthPresence, the Cisco logo, Cisco Lumin, Cisco Nexus, Cisco StadiumVision, Cisco TelePresence, Cisco WebEx, DCE, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn and Cisco Store are service marks; and Access Registrar, Aironet, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, EtherFast, EtherSwitch, Event Center, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, iQuick Study, IronPort, the IronPort logo, LightStream, Linksys, MediaTone, MeetingPlace, MeetingPlace Chime Sound, MGX, Networkers, Networking Academy, Network Registrar, PCNow, PIX, PowerPanels, ProConnect, ScriptShare, SenderBase, SMARtNet, Spectrum Expert, StackWise, The Fastest Way to Increase Your Internet Quotient, TransPath, WebEx, and the WebEx logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.