



Cisco Developer Network Program: The Evolution of the Cisco Technology Developer Program

The Cisco® Technology Developer Program was created to unite Cisco with third-party developers of hardware and software to deliver tested interoperable solutions to joint customers, as well as to provide developers with the fundamental tools and resources required to develop, test, and market their Cisco Compatible offerings.

The **Cisco Developer Network Program** represents the evolution of the Cisco Technology Developer Program and is designed to create a vibrant community of businesses and individuals who develop applications, devices, and/or services using Cisco technologies. At its core, the Cisco Developer Network Program will empower developers by providing them with more open access to Cisco technologies as well as expanded and enhanced resources to help support every phase of their development and business cycles. It also helps implement our goal of improving the experience of developers by providing better systems and processes, and clear paths for access to resources and advancement.

Customers will benefit by having access to a broader ecosystem of developers offering tested products and solutions that can securely extend the capabilities and management of their Cisco investment. They will also have the ability to use Cisco technologies to create custom applications that address their unique business requirements.

In 2009, we will introduce the Cisco Developer Network Program and the many enhancements it will bring, including:

• **Enhanced technical resources**

- Comprehensive, case-based developer support.
- Access to the Cisco Developer Community portal, which will provide easy access to Cisco's APIs, software development kits, online forums, blogs, wikis, and the community. It will feature Cisco technologies in the following areas, with more being added as they become available: integrated services routers (including Application eXtension Platform [AXP]), network management, unified communications, and wireless/mobility.
- Invitations to attend virtual and in-person events intended to keep developers up to date on Cisco technologies.

• **Improved marketing resources**

- Augmented and improved co-marketing benefits for qualified developers, including those already enjoyed by Cisco Technology Developer Program members, such as company profile, program logo usage, and events participation, to promote their Cisco Compatible offerings to customers.

• **Expanded sales enablement tools and resources**

- Access to programs that connect qualified developers to Cisco's direct and indirect sales channels.
- New deal tracking and customer reference reporting tools, enabling developers to demonstrate their success and value.

• **New program framework and streamlined management processes**

- Tiered, fee-based program with incremental requirements, entitlements, benefits, and advancement criteria that recognize and reward a developer's investment, commitment, and achievement. In addition, the new tiered structure can help simplify the vendor selection process for customers by highlighting developers who have demonstrated the ability to consistently address the business needs of customers.
- New systems, revamped websites, and improved documentation designed to make working with Cisco easier.

We will provide additional news and information about the Cisco Developer Network Program in the coming months via the Cisco Technology Developer Program website (<http://www.cisco.com/go/ctdp>) and Cisco Technology Developer Program Partner Self-Service Resource Center at http://www.cisco.com/cgi-bin/ctdp/checkPermission.pl?ctdp_level=16 (accessible to existing Cisco Technology Developer Program members only). If you have any questions, please write us at ctdp_helpdesk@cisco.com.