

# Authorized Technology Provider Program

## Data Center Unified Computing Program Requirements

This *Program Requirements Document* (PRD) for the Cisco® Data Center Unified Computing Authorized Technology Provider (DCUC ATP) Program (the "Program") sets forth the requirements for a Cisco channel partner's participation in the Program. The Program requirements consist of (1) the *Indirect Channel Partner Agreement (ICPA) and/or Systems Integrator Agreement* (either is referred to as the "Agreement") executed by and between Cisco and the channel partner ("ATP partner"), the terms and conditions of which are incorporated herein by this reference, and (2) the requirements set forth below. If there is a conflict between the PRD and the Agreement, the terms of the Agreement shall take precedence. Capitalized terms not otherwise defined in the PRD shall have the meanings specified in the Agreement.

**Please Note:** All partners invited to participate in the Cisco® Data Center Unified Computing ATP will have exactly 180 days from invitation to complete the program requirements outlined below. After 180 days all ATP Program invitations will expire and partners will have to be re-invited at Cisco's discretion, back into the program to complete all program requirements.

### Part. 1: Program Overview

#### 1.1 Program Goals

The goal of the Cisco Authorized Technology Provider (ATP) Program is to develop the global market opportunity for advanced and emerging technology solutions through qualified Cisco channel partners. Participation in a Cisco ATP program allows Cisco channel partners to develop competencies in specific advanced or emerging technologies through specialized training and to demonstrate expertise through knowledge validation processes. Qualified Cisco ATP partners are recognized on the Cisco Partner Locator, allowing channel partners to differentiate themselves from their competitors and providing them the opportunity to enter into new markets.

The specific goals of the Cisco® Data Center Unified Computing ATP Program are to:

- Meet customer demand for Cisco data center products, especially Unified Computing System products, from Cisco Advanced Data Center Networking Infrastructure and Advanced Data Center Storage Networking Specialization Partners.
- Address the rapidly growing market for data center virtualization, unified fabric, server performance, and end-to-end enterprise data center solutions.
- Enable qualified channel partners and Cisco to grow their market share in the data center marketplace.

#### 1.2 Cisco Theater Definitions

Cisco Theaters will award Data Center Unified Computing (DCUC) ATP Program Partner status individually on a per country-group basis as defined at:

[http://www.cisco.com/web/partners/pr11/pr8/pr51/partners\\_program\\_country\\_grouping\\_list.html](http://www.cisco.com/web/partners/pr11/pr8/pr51/partners_program_country_grouping_list.html)

In the event the ATP partner status is provided in a country group that includes a country within the European Economic Area ("EEA"), ATP partner is authorized to provide *the Data Center Unified Computing* products and services in an EEA country ("Destination Country") where it is not qualified to participate in the Program, provided it has either: (i) subcontracted the services function required under this Program to another Partner qualified in the Destination Country as set forth herein; or (ii) made other arrangements to

Cisco's reasonable satisfaction, such approval not to be unreasonably withheld or delayed, to provide the services function required under this Program in the Destination Country of a quality equivalent to a Partner qualified in that country to provide such services.

Cisco Theaters are:

- Asia Pacific
- Greater China
- Emerging Markets; Emerging Markets is not looked at as a single theater for authorization purposes, but rather separated into 4 regions; Russia CIS, Central Eastern Europe, Middle East Africa, Latin America
- Europe
- Japan; Japan does have two theater exemptions on requirements covered in this DCUC ATP PRD:

**Storage systems manufacturers in Japan ONLY are exempt from the following business requirements:**

1. 2.1.6.1 For the duration of ATP partner's participation in the DCUC ATP Program, ATP partner must have a current storage reseller authorization from one or more of the following: EMC, HP, IBM, SUN, NEC Hitachi Data Systems, NetApp, or Fujitsu. Cisco may request, an ATP partner to provide proof of such authorization.
  2. 2.1.4 For the duration of ATP partner's participation in the DCUC ATP Program, ATP partner must have a current ATP partner must have a current Cisco Data Center Storage Networking (DCSN) Specialization.
- United States & Canada: Canada will be treated as an independent Cisco Theater for purposes of the ATP Programs.

### 1.3 ATP Products

The products associated with the Data Center Unified Computing ATP Program are the Cisco: Cisco UCS B-Series Product Family.

The products listed above are referred to collectively in this document as the "Cisco Data Center Unified Computing Solution". This Data Center Unified Computing ATP PRD is specific to these products.

## Part 2. Program Requirements

### 2.1 Business Requirements

The ATP partner must complete (and thereafter maintain) all requirements set forth herein upon execution of the ATP partner's invitation to the Data Center Unified Computing ATP Program. Channel partners are not fully qualified and will not be recognized on the Partner Locator until all Entry ATP program requirements have been met.

The business requirements for participation in the Data Center Unified Computing ATP Program are:

- 2.1.1 For the duration of ATP partner's participation in the Data Center Unified Computing ATP Program, ATP partner must continue to be an authorized Cisco Channel Partner with a valid *Resale Agreement*.
- 2.1.2 ATP partner must complete and submit the Cisco Unified Computing business plan to the theater channel account manager with the Data Center Unified Computing ATP Application Document and complete the Data Center Unified Computing ATP Program Requirements Checklist (PRC) online in the ATP Invitation tool as part of the application and re-invitation processes.
- 2.1.3 For the duration of ATP partner's participation in the Data Center Unified Computing ATP Program, ATP partner must have a current Cisco Data Center Networking Infrastructure (DCNI) Specialization.

- 2.1.4** For the duration of ATP partner's participation in the Data Center Unified Computing ATP Program, ATP partner must have a current must have a current Cisco Data Center Storage Networking (DCSN) Specialization.
- 2.1.5** For the duration of ATP partner's participation in the Data Center Unified Computing ATP Program, ATP partner must have a current server reseller authorization from one or more of the following: IBM, HP, Sun, NEC, Fujitsu, Hitachi or Dell. Cisco may request, and ATP partner shall provide, proof of such authorization.
- 2.1.6** For the duration of ATP partner's participation in the Data Center Unified Computing ATP Program, ATP partner must have a current storage reseller authorization from one or more of the following: EMC, HP, IBM, SUN, NEC Hitachi Data Systems, NetApp, or Fujitsu. Cisco may request, and ATP partner shall provide, proof of such authorization.
- 2.1.7** For the duration of ATP partner's participation in the Data Center Unified Computing ATP Program, ATP partner must have a current Microsoft reseller agreement. Cisco may request, and ATP partner shall provide, proof of such authorization.
- 2.1.8** For the duration of ATP partner's participation in the Data Center Unified Computing ATP Program, ATP partner must have current VMware Premier or Enterprise Partner status. Cisco may request, and ATP partner shall provide, proof of such authorization.
- 2.1.9** Individuals fulfilling the ATP job roles must successfully pass required exams as defined in Section 2.3. Cisco will not be responsible for travel, lodging or other incidental expenses incurred by partner while attending training.
- 2.1.10** ATP partner must purchase or lease all demo equipment required for demonstrations and test equipment. Demo equipment requirements are identified in section 2.5
- 2.1.11** ATP partner must complete and submit to Cisco both the DCUC ATP application and the Program Requirements checklist via the ATP Invitation tool as instructed in the channel partner's invitation email.
- 2.1.12** ATP partner must agree to submit to annual review to verify documentation of its procedures and validate its adherence to the ATP Programs set out in Sections 2.1.1 – 2.1.12.

## **2.2 Personnel Role Descriptions and Requirements**

This section describes the personnel roles, including functional responsibilities and desired skills that Cisco requires for the successful sale, design, implementation, and operation of the Cisco Data Center Unified Computing Products.

The roles identified below do not require the ATP partner to hire incremental employees. There is no role sharing allowed within the ATP. One individual may not fulfill more than one job role within the DCUC ATP Program. All persons filling roles must be employees. Each role must be allocated to a different employee.

- 2.2.1 Data Center Account Manager (AM):** ATP partner must have a minimum of one account manager (AM). The AM will handle the account management and presales tasks necessary to recognize opportunities and to sell the Cisco Unified Computing System and Cisco data center products. The AM is responsible for articulating to customers the value-added features, pricing, and competitive advantages of the Cisco Unified Computing System and Cisco data center products; preparing technical responses to RFPs; and providing sales support for installed customers.
- 2.2.2 Systems Engineer (SE):** ATP partner must have a minimum of one SE. The SE must be able to translate a client's immediate and future data center networking needs into a specific design with detailed configuration specifications. The SE must also understand the integration requirements of multiple Cisco and third-party devices and applications.

**2.2.3 Field Engineer (FE):** ATP partner must have a minimum of one FE. The FE performs deployment, support, and troubleshooting duties for the systems required to support Cisco Data Center Unified Computing solutions.

### 2.3. Personnel Role Training—Data Center Unified Computing Career Certifications

This section identifies the required training for each of the roles defined in Section 2.2. Required training can be found on the Partner Education Connection (PEC). For complete instructions on how to locate the ATP learning maps, see Appendix A included in this Program Requirements document.

The roles identified below do not require the ATP partner to hire incremental employees. There is no role sharing allowed within the ATP. One individual may not fulfill more than one job role within the DCUC ATP Program. All persons filling roles must be employees. Each role must be allocated to a different employee.

#### Prerequisite Training

- Account Manager: DCNSS (Exam # 646-985)

#### 2.3.1 Data Center Unified Computing ATP Role Training

Role Type	Training	Duration	Delivery Type
Account Manager (AM)	Please note there is no required training or exam for the AM Role, but this course is highly recommended for those AMs selling the UCS B Series products: Cisco Data Center Unified Computing for Account Managers (DCUCAM v1.1)	5 hour	Web-based
Systems Engineer (SE) DCUCD (Architect)	The individual filling this role must pass exam #642-982. This exam corresponds to the course Data Center Unified Computing Design (DCUCD) course. However, prerequisites for DCUCD are NOT required to comply with DCUC ATP requirements.	2 hours	Proctored Exam
Field Engineer (FE) DCUCI	The individual filling this role must pass exam #642-983. This corresponds to the course Data Center Unified Computing Support (DCUCI). However, prerequisites for DCUCI are not required to comply with DCUC ATP requirements.	2 hours	Proctored Exam

## 2.4 Services Requirements

**2.4.1** Given the complexity of the Cisco Unified Computing product and the fact that this product is a new technology, the ATP partner will be required to attach, for at least the first year, a Cisco Unified Computing Support Service contract or an equivalent service provided by a third party (to be pre-approved by Cisco) to each client sale. Cisco, the ATP partner and customer will discuss the need to extend the one-year requirement, taking into account the significance of the support issues the customer is experiencing.

**2.4.2** ATP partner is responsible for attending online services sales training and product installation training, which is available on the [Cisco Communities Site](#).

### **2.5 Data Center Unified Computing ATP Lab/Demo Requirements:**

Data Center Unified Computing ATP partner must acquire a Cisco Unified Computing System in Host's center of excellence or data center environment. \ Data Center Unified Computing ATP partner must purchase a UCS B-Series family system that has been accepted by Cisco as a valid configuration and deal ID. Cisco will ask the partner to provide the SO number for this purchase in the online Program Requirements Checklist as verification.

**Please Note:** Host partner may resell its purchased lab equipment to an end user after lab activation upon approval from Cisco at the theater level. Host partners with Satellite entities must maintain the lab on premise for duration of authorization in order to support Satellite sales. Please consult your Cisco Data Center CAM for information on how to resell your demo equipment.

## **Part 3. Customer Satisfaction**

The satisfaction of customers served by Cisco channel partners is a measure of both presales and post-sales/deployment support that an end user experiences while purchasing products, services, and solutions through Cisco channel partners. The benefits of receiving and acting on feedback from customers are numerous. Customer feedback provides a foundation for building long-term relationships with customers and Cisco and provides the ATP partner with an opportunity to improve business practices. It will also generate key indicators of future directions and market changes.

The ATP partner acknowledges that Cisco may require random surveys of Cisco Unified Computing installations. The global customer satisfaction tool will be used to determine a customer satisfaction rating. The ATP partner must achieve at least a 4.2 (out of 5.0) average for every five surveys received.

## **Part 4. Verification of ATP Requirements**

Channel partner must verify that it meets the Program requirements by completing the Program Requirements checklist that is provided to the channel partner at the time of ATP program invitation. Channel partners who are not fully qualified/approved will not be recognized on the Partner Locator until all ATP program requirements have been met. Thereafter, Cisco will re-verify an ATP partner's qualifications at least once per year prior to or at the anniversary of the ATP partner's qualification/approval date. Through the renewal process, Cisco will assess whether the ATP partner continues to meet all requirements stated in the then-current Program Requirements Document (PRD).

## **Part 5. Changes to the Data Center Unified Computing ATP Program**

Cisco reserves the right to change the requirements for ATP partner's continued participation in the DCUC ATP Program. Any such change will be communicated to ATP partner in writing, including by electronic posting. ATP partner will have a minimum of ninety (90) calendar days following the date of Cisco's written notice to comply with the new requirements.

## **Part 6. Term and Termination of Data Center Unified Computing ATP Program**

ATP partner's participation in the DCUC ATP Program will begin on the date ATP partner's submitted application (and Program Requirements checklist) is approved by Cisco (the "Effective Date").

ATP partner status shall commence on the Effective Date and continue thereafter for a period of one (1) year, unless sooner terminated as set forth below. ATP partner's participation will continue until the earliest of: (a) the termination or expiration of the Agreement or like document with Cisco; (b) termination by either party for any reason upon at least thirty (30) days' prior written notice to the other; (c) Cisco's termination of the DCUC ATP Program specifically or the overall ATP Program, which termination Cisco will communicate to ATP partner in writing; or (d) determination by Cisco that ATP partner no longer meets the program requirements, which termination Cisco will communicate to ATP partner in writing.

## Part 7. Ownership and Software Licensing

### 7.1 Ownership

Except for rights expressly licensed in writing by either party to the other, each party shall retain all right, title, and interest in and to the technology and Confidential Information provided/made available by each party hereunder. Cisco shall retain all right, title, and interest in and to the ATP Program's name, Cisco logos, trademarks, and trade names. ATP partner shall retain all right, title, and interest in and to its logos, trademarks, and trade names.

### 7.2 Software License

Cisco grants to ATP partner a nonexclusive and nontransferable license to use the Cisco software specified in the Program Requirements in object code form and related documents (e.g., technical specifications, manuals) (the "Cisco Software") solely for internal demonstration and evaluation purposes for the term of the Program Requirements. Except as may be provided in the Agreement, any Cisco Software received with or for specified products (including any upgrade or updates) may not be distributed/licensed further. EXCEPT AS EXPRESSLY AUTHORIZED UNDER THESE PROGRAM REQUIREMENTS, THE ATP PROGRAM, OR ANY RELATED SUPPORT PROGRAM, ATP PARTNER SHALL NOT (AND SHALL NOT PERMIT A THIRD PARTY TO): COPY, IN WHOLE OR IN PART, CISCO SOFTWARE OR RELATED DOCUMENTS; USE THE CISCO SOFTWARE ON UNAUTHORIZED CISCO EQUIPMENT; MAKE ERROR CORRECTIONS OR OTHERWISE MODIFY THE CISCO SOFTWARE OR DOCUMENTS; DECOMPILE, DECRYPT, REVERSE ENGINEER, DISASSEMBLE OR OTHERWISE REDUCE ALL OR ANY PORTION OF THE CISCO SOFTWARE TO HUMAN-READABLE FORM; OR TRANSFER, SUBLICENSE, RENT, LEASE, DISTRIBUTE, SELL, OR CREATE DERIVATIVE WORKS OF THE CISCO SOFTWARE OR DOCUMENTS.

### 7.3 Additional Microsoft Software License Terms

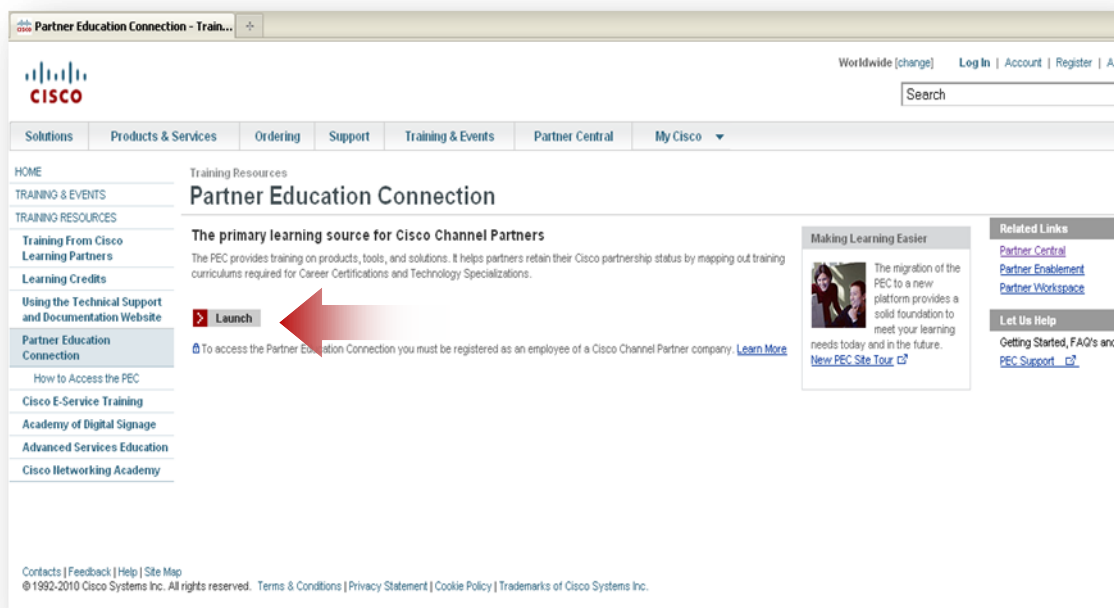
- 7.3.1** ATP partner must have a current Microsoft reseller agreement.
- 7.3.2** ATP partner must deliver the Microsoft Certificate of Authenticity (COA) and Associated Product Material (APM) together with each customer system. COA and APM shall have the meanings set forth in ATP partner's resale agreement with Microsoft.
- 7.3.2** ATP partner must deliver the customer system in Cisco's customer system packaging.
- 7.3.3** ATP partner must not advertise, give a separate price for, or otherwise market or distribute the Microsoft (MS) products or any part of an MS product as items separate from the customer system.
- 7.3.4** If ATP partner breaches these terms, Cisco will stop distributing Microsoft product to ATP partner within ten (10) calendar days of becoming aware of the breach (unless ATP partner has cured that breach within that time).
- 7.3.5** Cisco will stop any distribution of Microsoft product immediately upon notice by Microsoft if Microsoft reasonably determines that (1) ATP partner is unlikely to cure its breach, or (2) immediate termination is required to protect Microsoft intellectual property.

## Appendix A: Partner Education Connection (PEC)

To locate and view the learning maps associated with the Data Center Unified Computing ATP Program, follow the directions below to access the Partner Education Connection (PEC).

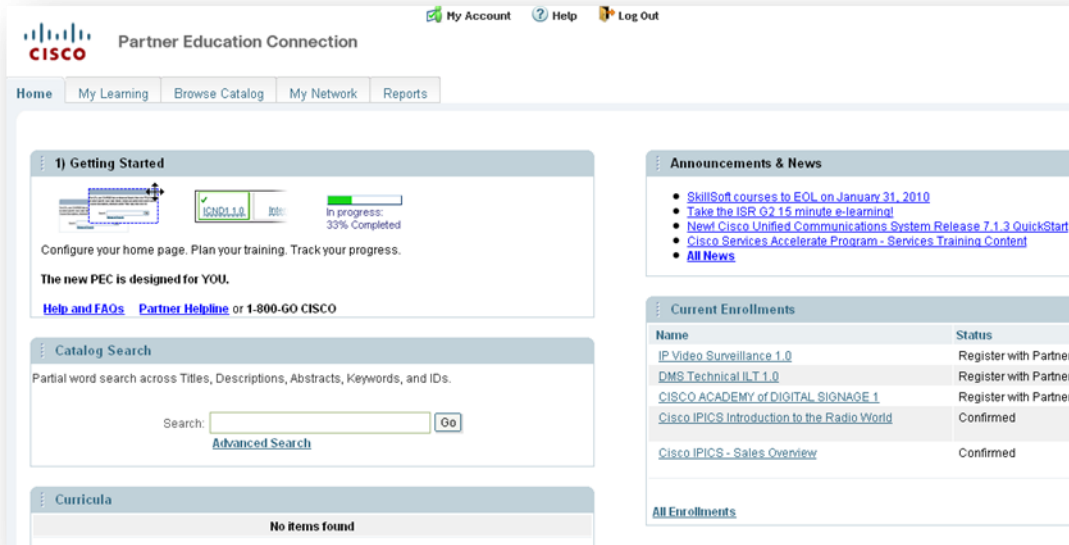
**Step 1:** Go to: [http://www.cisco.com/web/learning/le36/learning\\_partner\\_e-learning\\_connection\\_tool\\_launch.html](http://www.cisco.com/web/learning/le36/learning_partner_e-learning_connection_tool_launch.html) and click on the launch instructions. (See the arrow in Figure 1).

**Figure 1. Launching the Partner Education Connection**



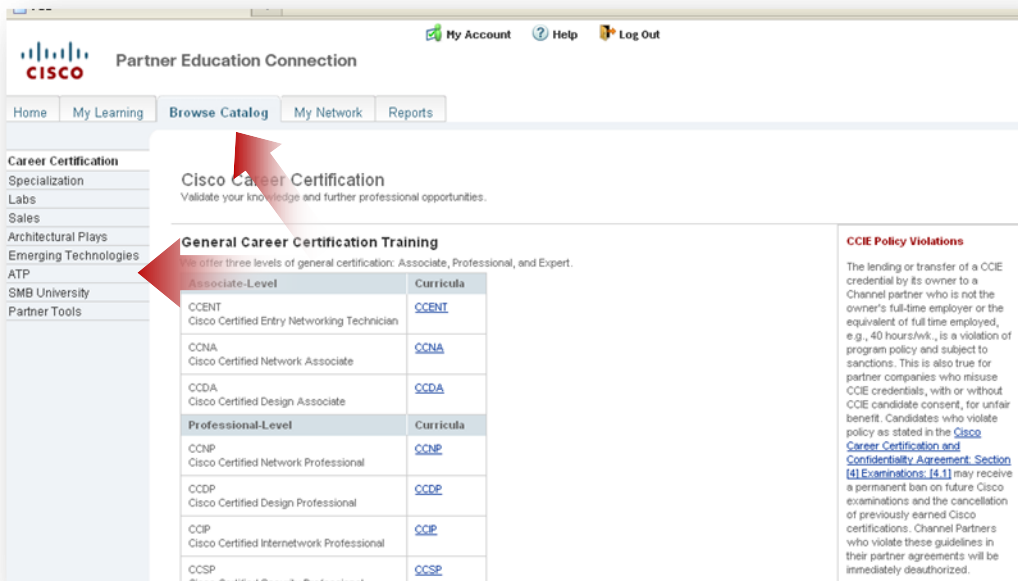
**Step 2:** Now you are on the home site of the Partner Education Connection (PEC). To find the learning maps per role for the DCUC ATP, click on Browse Catalog (see arrow in Figure 2).

**Figure 2. Locating ATP Learning Maps**



**Step 3:** Once on Browse Catalog tab, click in the left hand navigation to ATP (see arrow in Figure 3).

**Figure 3: ATP Program Learning Maps**



**Step 4:** Scroll to find the ATP Learning Maps applicable to the program to which you are invited.

**Figure 4. ATP Program Learning Maps continued**

The screenshot shows the Cisco Partner Education Connection (PEC) website. The main heading is "Authorized Technology Provider (ATP) Program". Below the heading is a brief description: "ATP offerings help define the necessary knowledge and skills to bring emerging technologies to market and also provide a program that supports the services required for particular technology. As a particular technology progresses along the adoption curve and becomes more standardized, it can evolve into a Specialization. [Learn More](#)".

A table lists various ATP offerings and their associated curricula:

ATP	Curricula
Customer Voice Portal (CVP)	<a href="#">Account Manager</a> , <a href="#">Application Consultant</a> , <a href="#">Deployment Engineer</a> , <a href="#">Project Manager</a> , <a href="#">Systems Engineer</a> , <a href="#">TAC Support Engineer</a>
Customer Voice Portal (CVP) Satellite	<a href="#">Account Manager</a> , <a href="#">Systems Engineer</a>
IOS XR Routing Platforms	<a href="#">Field Engineer 1</a> , <a href="#">Field Engineer 2</a> , <a href="#">Systems Engineer</a>
IP Interoperability and Collaboration System (IPICS)	<a href="#">Account Manager</a> , <a href="#">Field Engineer</a> , <a href="#">System Engineer</a>
MDS Fabric Switching	<a href="#">Account Manager</a> , <a href="#">Systems Engineer</a>
Network Hosted Storage Applications	<a href="#">Account Manager</a> , <a href="#">Field Engineer</a> , <a href="#">Integrated System Design Engineer</a> , <a href="#">Systems Engineer</a>
Outdoor Wireless Mesh	<a href="#">Field Engineer</a> , <a href="#">Systems Engineer</a>
Outdoor Wireless Mesh - Satellite	<a href="#">Systems Engineer</a>
Telepresence	<a href="#">Account Manager</a> , <a href="#">Systems Engineer</a> , <a href="#">Field Engineer</a> , <a href="#">Installation Technician</a> , <a href="#">Project Manager</a> , <a href="#">Satellite</a> , <a href="#">Account Manager</a> , <a href="#">Satellite</a> , <a href="#">Systems Engineer</a>
UCCE (Unified Contact Center for Enterprise)	<a href="#">Account Manager</a> , <a href="#">Application Consultant</a> , <a href="#">Deployment Engineer (DE)</a> / <a href="#">Tactical Support Engineer</a> , <a href="#">Project Manager</a> , <a href="#">Systems Engineer</a> , <a href="#">TAC Support Engineer</a>

#### Step 5: Things to consider:

- If unable to access the PEC, an individual may not be correctly associated to his/her parent company. Instructions on how to do so are provided in section 5a.
- The PEC does have issues with some browsers. If an individual is not able to launch training, please see best practices for PEC in section 5b.

#### 5a. Directions for partner contacts to associate with their company:

To register for a CCO ID (only if the individual does not already have one):

1. Go to [www.cisco.com](http://www.cisco.com)
2. Click the 'Register' link in the top right corner.
3. Complete the form and click 'Submit'.
4. The individual will receive a confirmation email.

Once the individual has a valid CCO ID, he/she must be associated with the company (Partner).

This can only be done by an already registered Partner Administrator for the company or the Partner's Cisco Account Manager (CAM).

An existing partner administrator should follow the instructions below to add a contact to the company/Partner through Partner Self Service:

1. Login to Partner Self Service ([www.cisco.com/go/pss](http://www.cisco.com/go/pss)).
2. Select 'Update Company Data'.
3. Search for company.
4. Select the radio button next to the company name and hit 'Submit'.
5. Click on the 'Locations' tab.
6. Look for the location that you want to add a contact to and click on the appropriate number in the 'Number of Contacts' column.
7. When it appears, click the 'Add an individual at this location' link.
8. Enter the contact's Cisco.com ID, CSCO Number, Name, or other identifying information you

have and search on this information.

9. When the results come up, verify that the information is accurate, and then hit '*Submit*'.

\*Please note that it may take up to 48 hours for the registration and association to populate through all of the systems.

**5b. Best practices when having technical difficulties with the PEC:**

1. Close all browser sessions prior to launch. Open a single browser to initiate a new PEC session.
2. Security settings are set to Low.
3. All cookies are enabled.
4. All pop-ups are disabled, including the pop-up settings on Google and Yahoo Toolbars, if installed.
5. If using a VPN component, try connecting outside the company's firewall.
6. If there is still a problem, try another system.

## Appendix B: ATP Program Requirements for MSCP Partners with Cisco Powered Private Cloud Designation

Appendix B is intended for partners enrolled in the Cisco Managed Services Channel Program who are applying for the "Cisco Powered Private Cloud" Services Designation. This Appendix states specifically the Data Center Unified Computing (DCUC) ATP requirements that must be completed as a pre-requisite for participation in the "Cisco Powered Private Cloud" Services Program. It also enumerates all of the DCUC ATP requirements that are specific to resale authorization and therefore not required for the "Cisco Powered Private Cloud" Services Program.

**Please note:** Partners who satisfy only the specific DCUC ATP requirements outlined in Appendix B will not be recognized by Cisco as a full DCUC ATP partner nor given any resale authorizations associated with the DCUC ATP.

The following DCUC ATP Requirements are required for "Cisco Powered Private Cloud" partners:

### 2.1 Business Requirements – REQUIRED

- 2.1.3 For the duration of ATP partner's participation in the Data Center Unified Computing ATP Program, ATP partner must have a current Cisco Data Center Networking Infrastructure (DCNI) Specialization.
- 2.1.9 Individuals fulfilling the ATP job roles must successfully pass required exams as defined in Section 2.3. Cisco will not be responsible for travel, lodging or other incidental expenses incurred by partner while attending training.

### 2.2 Personnel Role Descriptions and Requirements - REQUIRED

- 2.2.2 **Systems Engineer (SE):** ATP partner must have a minimum of one SE. The SE must be able to translate a client's immediate and future data center networking needs into a specific design with detailed configuration specifications. The SE must also understand the integration requirements of multiple Cisco and third-party devices and applications.
- 2.2.3 **Field Engineer (FE):** ATP partner must have a minimum of one FE. The FE performs deployment, support, and troubleshooting duties for the systems required to support Cisco Data Center Unified Computing solutions.

#### 2.3.1 Data Center Unified Computing ATP Role Training - REQUIRED

Systems Engineer (SE) DCUCD (Architect)	The individual filling this role must pass exam #642-982. This exam corresponds to the course Data Center Unified Computing Design (DCUCD) course. However, prerequisites for DCUCD are NOT required to comply with DCUC ATP requirements.	2 hours	Proctored Exam
Field Engineer (FE) DCUCI	The individual filling this role must pass exam #642-983. This corresponds to the course Data Center Unified Computing Support (DCUCI). However, prerequisites for DCUCI are not required to comply with DCUC ATP requirements.	2 hours	Proctored Exam

The following DCUC ATP Requirements are **NOT** required for “Cisco Powered Private Cloud” partners:

## Part 2. Program Requirements – EXEMPTED FOR Cisco Powered Private Cloud Program

### 2.1 Business Requirements - EXEMPT

- 2.1.1 For the duration of ATP partner’s participation in the Data Center Unified Computing ATP Program, ATP partner must continue to be an authorized Cisco Channel Partner with a valid *Resale Agreement*.
- 2.1.2 ATP partner must complete and submit the Cisco Unified Computing business plan to the theater channel account manager with the Data Center Unified Computing ATP Application Document and complete the Data Center Unified Computing ATP Program Requirements Checklist (PRC) online in the ATP Invitation tool as part of the application and re-invitation processes.
- 2.1.4 For the duration of ATP partner’s participation in the Data Center Unified Computing ATP Program, ATP partner must have a current must have a current Cisco Data Center Storage Networking (DCSN) Specialization.
- 2.1.5 For the duration of ATP partner’s participation in the Data Center Unified Computing ATP Program, ATP partner must have a current server reseller authorization from one or more of the following: IBM, HP, Sun, NEC, Fujitsu, Hitachi or Dell. Cisco may request, and ATP partner shall provide, proof of such authorization.
- 2.1.6 For the duration of ATP partner’s participation in the Data Center Unified Computing ATP Program, ATP partner must have a current storage reseller authorization from one or more of the following: EMC, HP, IBM, SUN, NEC Hitachi Data Systems, NetApp, or Fujitsu. Cisco may request, and ATP partner shall provide, proof of such authorization.
- 2.1.7 For the duration of ATP partner’s participation in the Data Center Unified Computing ATP Program, ATP partner must have a current Microsoft reseller agreement. Cisco may request, and ATP partner shall provide, proof of such authorization.
- 2.1.8 For the duration of ATP partner’s participation in the Data Center Unified Computing ATP Program, ATP partner must have current VMware Premier or Enterprise Partner status. Cisco may request, and ATP partner shall provide, proof of such authorization.
- 2.1.10 ATP partner must purchase or lease all demo equipment required for demonstrations and test equipment. Demo equipment requirements are identified in section 2.5
- 2.1.11 ATP partner must complete and submit to Cisco both the DCUC ATP application and the Program Requirements checklist via the ATP Invitation tool as instructed in the channel partner’s invitation email.

## Personnel Role Descriptions and Requirements - EXEMPT

**2.2.1 Data Center Account Manager (AM):** ATP partner must have a minimum of one account manager (AM). The AM will handle the account management and presales tasks necessary to recognize opportunities and to sell the Cisco Unified Computing System and Cisco data center products. The AM is responsible for articulating to customers the value-added features, pricing, and competitive advantages of the Cisco Unified Computing System and Cisco data center products; preparing technical responses to RFPs; and providing sales support for installed customers.

## 2.3. Personnel Role Training—Data Center Unified Computing Career Certifications - EXEMPT

### Prerequisite Training

- Account Manager: DCSS (Exam # 646-985)

### 2.3.1 Data Center Unified Computing ATP Role Training

Role Type	Training	Duration	Delivery Type
Account Manager (AM)	<a href="#">Unified Computing System Overview VoD</a>	1 hour	
	<a href="#">UCS B-Series Product Demo VoD</a>	1 hour	

## 2.4 Services Requirements - EXEMPT

**2.4.1** Given the complexity of the Cisco Unified Computing product and the fact that this product is a new technology, the ATP partner will be required to attach, for at least the first year, a Cisco Unified Computing Support Service contract or an equivalent service provided by a third party (to be pre-approved by Cisco) to each client sale. Cisco, the ATP partner and customer will discuss the need to extend the one-year requirement, taking into account the significance of the support issues the customer is experiencing.

**2.4.2** ATP partner is responsible for attending online services sales training and product installation training, which is available on the [Cisco Communities Site](#).

## 2.5 Data Center Unified Computing ATP Lab/Demo Requirements: - EXEMPT

Data Center Unified Computing ATP partner must acquire a Cisco Unified Computing System in Host's center of excellence or data center environment. A detailed, approved description of lab build of materials, cost, and Cisco Capital<sup>SM</sup> program is available to Data Center Unified Computing ATP partner through their Cisco data center account management team. Data Center Unified Computing ATP partner must purchase a UCS B-Series family system that has been accepted by Cisco as a valid configuration and deal ID. Cisco will ask the partner to provide the SO number for this purchase in the online Program Requirements Checklist as verification. For information on how to order this lab, details are available on the

[Cisco Communities Site.](#)

### **Part 3. Customer Satisfaction- EXEMPT**

The satisfaction of customers served by Cisco channel partners is a measure of both presales and post-sales/deployment support that an end user experiences while purchasing products, services, and solutions through Cisco channel partners. The benefits of receiving and acting on feedback from customers are numerous. Customer feedback provides a foundation for building long-term relationships with customers and Cisco and provides the ATP partner with an opportunity to improve business practices. It will also generate key indicators of future directions and market changes.

The ATP partner acknowledges that Cisco may require random surveys of Cisco Unified Computing installations. The global customer satisfaction tool will be used to determine a customer satisfaction rating. The ATP partner must achieve at least a 4.2 (out of 5.0) average for every five surveys received.

### **Part 4. Verification of ATP Requirements - EXEMPT**

Channel partner must verify that it meets the Program requirements by completing the Program Requirements checklist that is provided to the channel partner at the time of ATP program invitation. Channel partners who are not fully qualified/approved will not be recognized on the Partner Locator until all ATP program requirements have been met. Thereafter, Cisco will re-verify an ATP partner's qualifications at least once per year prior to or at the anniversary of the ATP partner's qualification/approval date. Through the renewal process, Cisco will assess whether the ATP partner continues to meet all requirements stated in the then-current Program Requirements Document (PRD).

### **Part 6. Term and Termination of Data Center Unified Computing ATP Program - EXEMPT**

ATP partner's participation in the DCUC ATP Program will begin on the date ATP partner's submitted application (and Program Requirements checklist) is approved by Cisco (the "Effective Date").

ATP partner status shall commence on the Effective Date and continue thereafter for a period of one (1) year, unless sooner terminated as set forth below. ATP partner's participation will continue until the earliest of: (a) the termination or expiration of the Agreement or like document with Cisco; (b) termination by either party for any reason upon at least thirty (30) days' prior written notice to the other; (c) Cisco's termination of the DCUC ATP Program specifically or the overall ATP Program, which termination Cisco will communicate to ATP partner in writing; or (d) determination by Cisco that ATP partner no longer meets the program requirements, which termination Cisco will communicate to ATP partner in writing.

### **Part 7. Ownership and Software Licensing - EXEMPT**

#### **7.1 Ownership**

Except for rights expressly licensed in writing by either party to the other, each party shall retain all right, title, and interest in and to the technology and Confidential Information provided/made available by each party hereunder. Cisco shall retain all right, title, and interest in and to the ATP Program's name, Cisco logos, trademarks, and trade names. ATP partner shall retain all right, title, and interest in and to its logos, trademarks, and trade names.

#### **7.2 Software License**

Cisco grants to ATP partner a nonexclusive and nontransferable license to use the Cisco software specified in the Program Requirements in object code form and related documents (e.g., technical specifications, manuals) (the "Cisco Software") solely for internal demonstration and evaluation purposes for the term of the Program Requirements. Except as may be provided in the Agreement, any Cisco Software received with or for specified products (including any upgrade or updates) may not be distributed/licensed further. EXCEPT AS EXPRESSLY

AUTHORIZED UNDER THESE PROGRAM REQUIREMENTS, THE ATP PROGRAM, OR ANY RELATED SUPPORT PROGRAM, ATP PARTNER SHALL NOT (AND SHALL NOT PERMIT A THIRD PARTY TO): COPY, IN WHOLE OR IN PART, CISCO SOFTWARE OR RELATED DOCUMENTS; USE THE CISCO SOFTWARE ON UNAUTHORIZED CISCO EQUIPMENT; MAKE ERROR CORRECTIONS OR OTHERWISE MODIFY THE CISCO SOFTWARE OR DOCUMENTS; DECOMPILE, DECRYPT, REVERSE ENGINEER, DISASSEMBLE OR OTHERWISE REDUCE ALL OR ANY PORTION OF THE CISCO SOFTWARE TO HUMAN-READABLE FORM; OR TRANSFER, SUBLICENSE, RENT, LEASE, DISTRIBUTE, SELL, OR CREATE DERIVATIVE WORKS OF THE CISCO SOFTWARE OR DOCUMENTS.

### 7.3 Additional Microsoft Software License Terms

- 7.3.1** ATP partner must have a current Microsoft reseller agreement.
- 7.3.2** ATP partner must deliver the Microsoft Certificate of Authenticity (COA) and Associated Product Material (APM) together with each customer system. COA and APM shall have the meanings set forth in ATP partner's resale agreement with Microsoft.
- 7.3.2** ATP partner must deliver the customer system in Cisco's customer system packaging.
- 7.3.3** ATP partner must not advertise, give a separate price for, or otherwise market or distribute the Microsoft (MS) products or any part of an MS product as items separate from the customer system.
- 7.3.4** If ATP partner breaches these terms, Cisco will stop distributing Microsoft product to ATP partner within ten (10) calendar days of becoming aware of the breach (unless ATP partner has cured that breach within that time).
- 7.3.5** Cisco will stop any distribution of Microsoft product immediately upon notice by Microsoft if Microsoft reasonably determines that (1) ATP partner is unlikely to cure its breach, or (2) immediate termination is required to protect Microsoft intellectual property.



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