



Cisco specializations directly reflect a partner’s depth of skills in a particular technology. The Cisco Channel Partner Program offers four levels of specialization—Entry, Express, Advanced, and Master. Each level represents a different set of capabilities in sales, technical, and lifecycle services.

The Cisco Master Specialization recognizes partners with the highest qualified practice in a given technology and offers further opportunities for market differentiation.

Building on Advanced Specializations, Master Specializations are targeted at an elite group of partners that have the most in-depth technology skills and demonstrated customer success in selling, deploying, and providing services for more sophisticated Cisco solutions.

Multinational Master Specialization

The Multinational Master Specialization recognizes partners that have expertise in selling, deploying, and supporting Cisco integrated solutions across multiple countries in a given Cisco theater. Theaters are as follows: United States and Canada, European Markets, Emerging Markets, Asia Pacific, and Japan. For the Multinational Master Specialization, the Emerging Markets theater is divided into two sub-theaters: Latin America and all others. All EU countries are now part of the European theater for the purposes of the Multinational and Global Specialization Programs.

Partner Benefits

Cisco Multinational Master Specialized Partners enjoy numerous benefits.

- Branding: Greatest differentiation and branding opportunity that partners can integrate into customer sales efforts, marketing plans, and company value propositions.
- Profitability and growth opportunities: Highest Value Incentive Program rebate to reward partners for their capabilities in providing value-added services, for their commitment to customer success, and for loyalty to Cisco.
- Cisco security sales drive higher-margin services and end-to-end business solutions that help partners build trusted, sustainable relationships with customers.
- Marketing: Cisco promotes the Master brand to customers through product and solution launches, events, press announcements, and a comprehensive suite of co-marketing materials to help partners to accelerate their marketing efforts to their customers. In addition, Master Specialized Partners are clearly highlighted in the enhanced customer-facing Cisco Partner Locator tool.

Requirements

Multinational Master Specialization is based on a “host-satellite” model. Partners must first achieve full Master Specialization status in either security or unified communications. A partner that achieves the required number of Satellite (or Advanced Specialization) designations within a theater will be recognized as a Multinational Master Specialized Partner for that theater. To qualify, a partner must have a multinational resale agreement for the subject theater.

The following table shows the minimum number of Satellites or Advanced Specializations required for Multinational Master Specialization in each theater.

Cisco Theater	Number of Satellites	Number of Advanced UC/Security Specializations
United States and Canada	1	1
European	4	3
Emerging Markets: Latin America	3	2
Emerging Markets: Other	3	2
Japan	—	—
Asia Pacific	4	3
Global	15	11

To protect the integrity and value of the Master Specialization, Cisco requires an annual onsite audit. Partners will be asked to provide validation of third-party certifications, proof of specific business processes, and proof of proficiency in Cisco security technologies.

Customer Benefits

Cisco Master Specialized Partners reinforce their role as a trusted advisor, helping customers:

- Accelerate growth and profitability
- Gain and keep a competitive advantage
- Stay in front of the latest technology

For More Information

Please visit the Cisco Channel Partner Program website at www.cisco.com/web/partners/program/specializations/master.html