

Cisco Multinational Master Specialization

Q: Why is Cisco introducing a Multinational Master Specialization?

A: Several Cisco Master Specialized Partners are looking for ways to differentiate themselves not just in one country, but across an entire geographic region. In addition, many partners are looking at ways to lower their operating expenses through these new “satellite” investments.

Q: What is the “host-satellite” model?

A: The host-satellite model enables partners to be recognized as Multinational Master Specialized Partners in their theater using the investment and resources of their host country. The partner must meet the full Master Specialization requirements in the host country, and must meet partial Master Specialization requirements in the satellite countries. Hosts and satellites generally must be within the same Cisco defined theater. A country grouping document is available at www.cisco.com/web/partners/downloads/765/download/certification/em_map.pdf.

Q: Within a theater, can a partner substitute a satellite country with an Advanced Specializations to achieve the minimum requirements for the host-satellite model?

A: Yes. However, keep in mind that an Advanced Specialization is an acceptable substitute for a satellite but a certified project manager is still required. A satellite designation is not a substitute for an Advanced Specialization. For example, Europe requires one host plus four satellites, or three Advanced Specializations. The partner may substitute two Advanced Specializations for two satellites and thus satisfy the requirements with one host, two satellites, and two Advanced Specializations.

Q: Are Value Incentive Program benefits available with this program launch?

A: Value Incentive Program benefits for the satellite locations will not be available when the program is launched in June 2008. Financial rewards in the satellite countries are targeted to be available in Value Incentive Program Period 13. Details will be announced during the Value Incentive Program Period 13 launch.

Q: Is a partner eligible for Value Incentive Program benefits in a satellite country before they meet all the Multinational Master Specialization requirements?

A: Yes. A partner may enroll and be eligible for the Value Incentive Program in a satellite country even though the partner has not met the minimum requirements to achieve the Multinational Master Specialization. (starting in Value Incentive Program Period 13)

Q: If a partner meets the satellite requirements in a country in a different theater, can that country count toward a Multinational Master Specialization?

A: All host countries and satellite countries (or Advanced Specializations) must be within the same theater as designated by Cisco’s program regions.

Q: Can a partner include an EU country in its satellites if their host is in an Emerging Markets—Other country?

A: For purposes of Multinational Master Specialization, EU countries are considered part of the European theater, regardless of how Cisco program theaters are defined. Therefore, an EU country that falls under Cisco’s definition of a country within the Emerging Markets theater would only count toward Multinational Master Specialization in the European theater.

Q: Is the Multinational Master Specialization available for other Cisco programs?

A: At the moment, the Multinational Master Specialization is only available as an extension of the Master Security and Master Unified Communications Specialization programs.

Q: Can a partner count Advanced Specializations in other technologies toward the Multinational Master Specialization?

A: All satellite requirements and Advanced Specializations must align with the technology in which the partner holds the Master Specialization in the host country.

Q: Can a partner become Global Master Specialized?

A: A partner who meets the requirements in every Cisco theater of operations can earn a Global Master Specialization.

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