



Benefits of Becoming a Cisco Registered Partner

The recently announced integration of the Linksys Partner Connection program with the Cisco® Channel Partner Program offers a wealth of new resources to Linksys partners and new opportunities to serve small and medium-sized business (SMB) customers. Cisco is committed to helping all Linksys partners take full advantage of this transition, and is working to make the transition process as easy and seamless as possible.

By becoming a Cisco Registered Partner, Linksys partners will gain a variety of benefits, including:

- Uninterrupted access to Linksys Business Series online resources on Cisco Partner Central
- Partner-level access to Cisco Partner Central, where partners can find Cisco SMB tools and resources such as the Cisco SMB Product Guide
- Access to Cisco SMB marketing programs and special promotions
- An expanded portfolio of solutions and resources to better serve SMB customers and address a wider variety of SMB needs

To take advantage of these benefits, however, Linksys partners must become Cisco Registered Partners. (For Linksys partners that are already Cisco Registered Partners, no action is required for this transition.)

Making the Transition

The Linksys Partner Connection program will continue to operate during the transition period, until September 16, 2008. After that date, Linksys online resources will be available only through Cisco Partner Central, and only to Cisco Registered Partners. Linksys partners who have not yet completed the Cisco partner registration process will no longer have access to Linksys tools and product promotions.

Linksys partners may continue to register as Cisco partners after September 16, 2008. To ensure uninterrupted access to Linksys resources, however, partners are encouraged to complete the registration process during the month of August.

Transition Process

No training courses or exams are required to become a Cisco Registered Partner. Linksys partners can simply follow these four easy steps:

Step 1. Go to <https://tools.cisco.com/RPF/register/register.do> to obtain a Cisco.com user ID.

Step 2. Complete the short New Partner Registration application at <http://www.cisco.com/web/partners/pr11/pr193/index.html>.

Step 3. Review the terms of the Indirect Channel Partner Agreement (ICPA) and **click on the check box to indicate you are a transitioning Linksys LPC partner** and then click to accept the agreement.

Step 4. Click to submit the application.

Partners will receive notification of acceptance as a Cisco Registered Partner within 24 hours.

Important Transition Dates

August 12, 2008

Linksys announces that the Linksys Partner Connection program will be retired and invites Linksys partners to become Cisco Registered Partners. No new applications to the Linksys Partner Connection program are accepted after this date.

Beginning August 12, 2008

Linksys Partner Connection remains available during the transition period. Partners receive follow-up communications from Cisco reminding them to register as Cisco partners

to ensure uninterrupted access to Linksys resources. Upon completing the registration process, partners can access Linksys promotions and tools, as well as Cisco SMB product resources, through Cisco Partner Central.

September 16, 2008

Linksys Partner Connection program is retired. All Linksys online resources are now delivered only through Cisco Partner Central. For Linksys partners that have not yet become Cisco Registered Partners, access to online Linksys promotions and resources ends.

Register Today

Cisco is committed to providing Linksys partners with everything they need to deliver outstanding SMB solutions and services. To preserve access to valuable Linksys resources and take advantage of all Cisco has to offer SMB customers, become a Cisco Registered Partner today.

For More Information

For more details about the Linksys Partner Connection transition process, direct partners to: www.cisco.com/go/linksyspartner

To review frequently asked questions about the transition, partners can visit: www.cisco.com/go/linksyspartner

For additional information, contact your local Linksys representative.