

Cisco Partner Central Tools—Definitions

Cisco has many resources and tools available to our partners who serve and support the Small and Medium sized business customer. Below is an overview of some of the most popular sites for our partners focused on the SMB market.

Campaign Builder

Build your end-to-end demand generation activities and solutions with [Campaign Builder](#) from Cisco. Create customizable email blasts, postcards, ads, flyers and more to build customer awareness, while reducing time-to-market and overall costs. Resources from the Linksys Big Play Portal can now be found in the Campaign Builder.

Customized Partner Intelligence (CPI) Newsletter

The Customized Partner Intelligence newsletter is a specially-customized partner newsletter featuring information that's most relevant to each partner company's particular business and technology needs. This newsletter helps Cisco highlight its most important partner offerings based on a personalized preference profile that each partner creates. In order to continue receiving the content that was included in the Linksys Get Connected Newsletter, please make sure to check the SMB category when you subscribe. [Subscribe Now](#)

My Cisco

Cisco recently launched several innovative web tools to make it easier for partners to manage cisco.com information and collaborate with your customers. The new "My Cisco" appears in the far right corner of cisco.com under the search box and features collaboration capabilities and bookmarks you can save and access from many pages on cisco.com and Partner Central.

Partner Central

[Partner Central](#) is the main portal and repository of partner level information for Cisco Registered and Certified partners. A CCO ID is required to access Partner Central. Within Partner Central you will find information on the following:

- Cisco Channel Partner Program
- Incentives and Promotions
- Marketing Tools and Resources
- Sales Tools and Resources
- Events Calendar for Webinars, Webcasts and live partner events

Partner Education Connection (PEC)

The [PEC](#) provides training on products, tools, and solutions. It helps partners retain their Cisco partnership status by mapping out training curriculums required for Career Certifications and Technology Specializations.

SMB Partner Practice Builder

[SMB Partner Practice Builder](#) offers a simplified and proven approach to building a Cisco solutions-based practice by giving you all the tools you need to build—or build upon—your IT services practice. SMB Partner Practice Builder offers a consistent and repeat-able process that enhances your productivity by helping you follow a faster path to prof-itability and repeat business. Instilling repeatable business processes will enable you to serve your existing customers better, enter new markets, offer new services, and improve customer satisfaction and loyalty.

SMB Product Guide

The [SMB Product Guide](#) is designed to help partners determine the best solutions to recommend to your customers. It includes the Cisco products that are best suited to those customers with less than 250 employees. The Linksys Connected Office product guide includes the Linksys Business Series products that address the small business customer.

SMB Smart Designs

The [SMB Smart Designs](#) are validated solutions that are primarily designed for partner success. They incorporate comprehensive solution implementation best practices in an easy to follow format to streamline the installation process, reduce deployment risk and increase partner profitability. The Smart Designs are documented through the following:

- **At-A-Glance**—Provides a summary description of the design as a quick read
- **Design Guide**—Detailed description and the guidance for the Solution
- **Implementation Guide**—Includes the step-by-step implementation guidance
- **Overview Presentation**—Presentation slides outlining the solution

SMB University

[SMB University](#) is the platform to deliver training to SMB focused partners. Whether you need training to develop your team's sales, technical, or business acumen, or the SMB Specialization and Select Certification, SMB University is your single source to develop your SMB practice.

For course and exam descriptions with links to e-learning content download the complete [SMB University catalogue](#).

Smart Business Roadmap

The [Smart Business Roadmap](#) is a selling methodology and strategy that helps you uncover your customer's top business technology needs. Leveraging this strategy will enable you to:

- Gain relevance and drive growth with your small and medium-sized business customers
- Provide a unique opportunity to solidify long-term customer relationships and profitability by addressing the business needs of your customers
- Demonstrates the combined commitment of Cisco and our partners to this important market

Use the [Smart Business Roadmap Assessment Tool](#) to prioritize your customer's top business challenges and learn how to use technology solutions to achieve immediate and long term business success.



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