

Linksys Channel Partner Transition FAQs

Q. Why are you combining the Linksys and Cisco channel partner programs?

A. Cisco is committed to creating a more comprehensive, targeted approach to the rapidly growing small and medium sized business (SMB) market segment. In April 2007, Cisco introduced the SMB Specialization and Select Certification for partners who have a focus on serving the small and medium-sized business—the first time Cisco has developed a specialization around a customer segment. Now, Cisco is combining the Linksys Partner Connection (LPC) program and the Cisco® Channel Partner Program to accelerate the development of this unified approach to the SMB market for all our partners within the Cisco family. Combining resources, programs, and benefits from the two existing programs will ensure that our channel partners have every available resource to be successful in their positioning, sales, and support of this customer segment.

Q. When will the transition take place?

A. Linksys LPC partners will receive notice of the program migration on Tuesday, August 12, 2008. Those Linksys partners who are not already Cisco Registered Partners will be encouraged to complete the three simple steps required to become a [Cisco Registered Partner](#). On Tuesday, September 16, 2008, the Linksys Partner Connection program will be retired. To ensure uninterrupted access to Linksys online partner resources and promotions after that date, Linksys partners must complete the registration process.

Q. Does this change apply to the Linksys LPC in all regions of the world?

A. Yes. All Linksys LPC partners, regardless of geographic region must become a Cisco Registered partner to continue accessing Linksys online partner resources and promotions after September 16, 2008.

Q. I am also a Cisco Registered Partner in addition to being a Linksys LPC partner. What do I need to do?

A. If you are already a Cisco Registered Partner, no action is necessary on your part. You can begin accessing Linksys online resources through Cisco Partner Central as of August 12, 2008.

Q. What is required to become a Cisco Registered Partner?

A. Linksys LPC partners can become a Cisco Registered Partner in just a few simple steps:

1. Obtain a Cisco.com User ID (CCO ID) at: <https://tools.cisco.com/RPF/register/register.do>
2. Complete the [application](#).
3. Review and accept the terms of the Cisco Indirect Channel Partner Agreement (ICPA) and click on the check box to indicate you are a transitioning Linksys LPC partner.
4. Submit the application.

[Registration](#) for new partners can be found on Cisco Partner Central.

Q. After I have submitted my application, how long does it take to get approved?

A. Notification of your acceptance as a Cisco Registered Partner will be sent approximately 24 hours after you submit your application. Your status as a Registered Partner is valid for 12 months and must be renewed annually. To renew, simply log onto Partner Central and accept the terms of the Indirect Channel Partner Agreement (ICPA). Partners will receive a notice 90 days prior to the expiration of their Registered Partner status.

Q. Do I have to wait until September 16 to become a Cisco Registered Partner?

A. No. In fact we encourage Linksys LPC partners to complete the Cisco Registered Partner process as soon as possible to take advantage of the many additional benefits

available to the Cisco partner community. [Registration](#) for new partners can be found on Cisco's Partner Central.

Q. What happens if I have not completed the Cisco Registered Partner process by September 16?

A. If you have not become a Cisco Registered Partner by September 16, 2008, you may still purchase Linksys Business Series products through our authorized distribution partners. You will not, however, be able to take advantage of any promotions on these products, nor receive the many other benefits granted to the Cisco Registered Partner community.

Q. How will this transition affect my Linksys partner discount with the authorized distributors? (NA and Australia only)

A. As part of this transition, upfront discounts at distribution for LPC partners on the Linksys Business Series product line will end. Instead, Cisco will offer a greater variety of promotions and a potentially more aggressive promotion strategy. Look for details on future promotions on Partner Central.

Q. As a Linksys LPC partner, I am able to take advantage of benefits associated with the program, including the Demo/NFR Program and Bid Desk (US). How will the transition affect these programs?

A. The Linksys Business Series Demo/NFR program will continue to be available for specific products. Requests into the Bid Desk (US) will be handled on a case-by-case basis. However, these programs will be available only to those partners who have made the transition to become Cisco Registered Partners.

Q. Are there any training courses or exams that must be completed in order to become a Cisco Registered Partner?

A. No. Registration is simple and straightforward. All that is required to become a Registered Partner is to obtain a Cisco.com user ID (CCO ID), complete the application, and click to accept the Indirect Channel Partner Agreement (ICPA).

We do, however, encourage all of our partners to take advantage of the wide range of training and education courses available including:

- Cisco [SMB University](#) offerings which focus specifically on Cisco SMB solutions and products
- Cisco [Partner Education Connection \(PEC\)](#) offerings which cover the full spectrum of Cisco solutions and products

Q. Will my Linksys LPC username and password work on the Cisco.com site?

A. No, they will not be valid. Linksys LPC passwords will expire September 16, 2008. After that date, all partners will need to obtain a Cisco.com user ID (CCO ID) to access online Linksys partner resources.

Q. I am a reseller that sells both consumer-facing and small business-facing Linksys products, and I am part of the LPC and Star Retailer programs. What will happen to the Linksys Star Retailer program?

A. The Linksys Star Retailer program (Star Partner in the United States and Canada) will remain intact and will continue to offer product knowledge and marketing support targeting consumer-facing products designed, shipped, and supported by the consumer business unit of Linksys.

Q. What benefits do I receive as a Cisco Registered Partner?

A. As a Registered Partner, you will be granted partner-level access to Cisco.com. You will gain access to a wide range of sales and marketing support resources, tools, and content and be eligible to participate in the Cisco Channel Partner Program. You will also be able to participate in special promotions that are made available to Cisco Registered Partners from time to time. Other benefits may be available to you based on your geographic location.

Q. Will the current Linksys product restrictions remain in place once the transition has taken place?

A. No. Once the Linksys LPC program has been transitioned, the current restrictions on the Linksys LVS system will be retired. Purchase of LVS solutions will be open to all Cisco Registered Partners.

Q. Once I become a Cisco Registered Partner, will I have access to Cisco products and services?

A. Yes; Registered Partners may purchase non-restricted products through Cisco Authorized Distributors. A complete listing and descriptions of the Cisco SMB products and services can be found in the SMB Product Guide at www.cisco.com/go/smbproductguide

Q. Can I buy Cisco products without being a Registered Partner of Cisco?

A. Yes. Non-registered partners are able to purchase non-restricted Cisco products through our Authorized Distributors. Non-registered partners, however, do not have access to Partner Central, the central repository for all partner resources and tools, nor are they able to take advantage of any product promotions that are offered.

Q. What marketing support will I receive from Cisco as a Registered Partner? And what will happen to the marketing assets currently residing on Linksys partner site?

A. Registered Partners have access to a wide variety of marketing support tools and resources through Partner Central on Cisco.com. Many of the Linksys support materials you accessed through LPC will now be available on the Cisco Partner Central SMB site. In addition you will have access to resources such as Linksys' BIG PLAY portal, which is being transferred to Cisco's Campaign Builder tool; the LPC Newsletter, which is transferring to the Cisco Customized Partner Intelligence (CPI) newsletter; and extensive Partner Marketing Guides, SMB Solution Profiles, and Smart Designs. The [Registered Partner Jump Start Plan](#) guides new Cisco Registered Partners directly to those resources and tools that are most beneficial to them in the beginning phase of being a Cisco partner.

Q. Who will be my main points of contact for marketing support in my country?

- A. The Cisco Partner Central SMB site contains a variety of marketing support tools and resources for partners. Among these you will find Campaign Builder, which provides easy-to-use demand-generation resources; a Marketing Guide for Cisco Partners; the Customized Partner Intelligence (CPI) newsletter; and much more. We also encourage you to talk with your Cisco Authorized Distributor sales representative, who can help you take full advantage of Cisco marketing support materials.

Q. What type of localization is available on Cisco's Partner Central, such as for Campaign Builder, CPI newsletter, Partner Marketing Guides, etc.?

- A. Although English is the main language for the marketing resources and assets; several are available in multiple languages. Please refer to the Partner Central SMB site in your country for the specific languages available.

Q. Where do I find more information about the Cisco Channel Partner Program?

- A. Complete details about the Cisco Channel Partner Program can be found at the [Registered Partner](#) page.

The SMB Specialization and Select Certification is an ideal entry point for partners whose primary focus is the SMB segment. Cisco Select Certification recognizes and rewards partners that have achieved the SMB Specialization. The SMB Specialization focuses on small and medium-sized business customers that have fewer than 250 employees. Select Certification reflects a partner's technology and business expertise specific to the SMB market and can help partners build customer satisfaction and loyalty while increasing their exposure to new customers. View details on the [Select Certification](#).

Q. Will the Linksys to Cisco Trade Up Program still be offered?

- A. Yes. The Linksys to Cisco Trade Up program will continue in its entirety and in the geographic locations previously in place.

Q. After the transition, where do I order Linksys Business Series products?

- A. You can continue purchasing Linksys Business Series products from your current Linksys distributor or from any of the other Cisco or Linksys authorized distributors in your country.

Q. Will obtaining technical support on the Linksys Business Series change after the transition?

- A. No. The support processes for the Linksys Business Series products are not changing with this transition. You will continue to utilize the same phone numbers to obtain Linksys technical support and will continue to use the same processes to obtain a replacement product. Information on the Linksys support process can be found at www.linksys.com/support.

Q. If I have a combined Linksys and Cisco solution installed, what is the primary support contact number?

- A. The support processes for the Cisco and Linksys Business Series products are not changing with this transition. To obtain support, you will continue to contact the appropriate support organization for the product in question.

Q. Will Cisco services programs such as SMARTnet and Smart Foundation be available for the Linksys Business Series products?

- A. Cisco services programs will continue to be offered only on Cisco products.

Q. How will the management of my account change with the transition?

- A. With Cisco's expanded focus on the small business customer and the partners that serve them, we are committed to maintaining our account coverage. In certain geographies, however, there may be some realignment of account support.

Q. Linksys did not have a representative in my country, but Cisco does. Can I now contact my local Cisco representative to assist in the procurement of Linksys products?

- A. For assistance in procuring the Linksys Business Series products, please contact your Cisco or Linksys authorized distributor. The list of the authorized distributors for your geography can be found at www.cisco.com/go/linksyspartner.



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Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

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