



Step by step guide to becoming a Cisco Registered Partner



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Welcome



Dear Linksys partners,

Linksys partners now have an opportunity to strengthen their competitive advantage with the addition of new tools and resources to serve small and medium-sized (SMB) customers. The recent integration of the Linksys Partner Connection with the Cisco Channel Partner Program has opened a wealth of new opportunities to serve this growing market, and all Linksys partners can easily take advantage of this transition.

By becoming a Cisco Registered Partner, Linksys partners will gain a variety of benefits along with continued access to Linksys tools and resources, including:

- Partner-level access to the Cisco Partner Central website, where you will find many Cisco SMB partner resources
- Access to Cisco SMB marketing programs and tools
- An expanded portfolio of solutions and resources to help you better serve your SMB customers and address a wide variety of SMB needs
- Access to the SMB University for training courses designed specifically for partners serving the SMB customer segment
- Uninterrupted access to Linksys Business Series online resources and product information

To take advantage of these benefits, you must become a Cisco Registered Partner. I encourage you to register; you can begin now by following the easy steps outlined in this step-by-step guide created especially for you.

Regards,

Andrew Sage

VP, Worldwide Small Business Sales

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Step 1.

Become a Cisco Registered Partner

Become a Cisco Registered Partner

1. Review the Partner Registration User Guide
<http://www.cisco.com/web/partners/pr11/pr193/index.html>
2. Apply to the **Registered Partner Program**
<http://tools.cisco.com/WWChannels/IPA/welcome.do>
 - i. Apply for a Cisco.com user ID – CCO ID (only if you do not already have one) After apply in for the CCO ID, you will receive an automated response with the assigned ID.
 - ii. Provide or verify company and contact information
 - iii. 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.
<http://www.cisco.com/web/partners/pr11/pr193/requirement.html>
 - iv. **Submit the application**
http://tools.cisco.com/RPF/register/registerdo?app_id=CHANNELS

After the partner completes the registration form and clicks to accept the ICPA, the partner will receive notification of their acceptance as a Registered Partner within 24 hours. As a Registered Partner, you will be granted partner-level access to Cisco.com, and be eligible to participate in the Cisco Channel Partner Program. Status as a registered partner is valid for 12 months and must be renewed annually.

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Associate People with your Company

Associate People with your Company

1. Use Partner Self-Service <http://tools.cisco.com/WWChannels/GETLOG/login.do> (PSS) to register your company's details, partner tool administrators and people associated with your company.

i. Partner Self Service User Guide

http://www.cisco.com/web/applicat/partserv/applications_training_tutorial_guest.html

Quick Reference Guides

<http://www.cisco.com/warp/public/765/tools/pss/Reference.html>



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

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