



An industry evolution is underway in which the network is becoming the platform for all communications, collaboration, and interactions. Developing broader, integrated technology skills enables partners to deliver the integrated networking solutions customers are demanding and to broaden their role and enter new markets. Developing deeper technology skills enables partners to further differentiate by offering more sophisticated advanced technology solutions. And using the Cisco Lifecycle Services approach helps partners define the activities they need to successfully deploy and operate Cisco solutions.

Cisco Gold Certification

The Cisco Gold Certified Partner designation offers the highest level of branding, economic incentives and differentiation as a reward for loyalty to Cisco, for capabilities in providing value-added services, and a commitment to customer success. Cisco Gold Certified Partners have the broadest range of expertise having achieved four advanced specializations: Unified Communications, Routing & Switching, Security, and Wireless LAN technologies. In addition, Gold Certified partners have integrated Cisco Lifecycle Services into their offerings and demonstrated a measurably high level of customer satisfaction.

Benefits

With each level of certification, partners benefit from an increased level of support and economic incentives from Cisco, including access to best-in-class products and services, technical support, productivity tools, online training, marketing resources, and sales promotions.

Gold Certified Partner exclusive benefits include:

- Branding as a Cisco Gold Certified Partner
- Recognition as a Gold Certified Partner in the [Cisco Partner Locator](#)

- Eligibility to participate in the [Cisco Channel Incentive Programs](#) with higher economic incentives than all other certification levels
- Access to [Joint Marketing Fund Builder](#) (availability varies by geography)
- Invitations to Cisco-sponsored Partner Events

Additional benefits for all Cisco Certified Partners include:

- Participation in [Partner Success Story Program](#)
- Access to [Cisco Partner E-Learning Connection](#)
- Access to Cisco customer satisfaction best practices and tools
- Access to restricted products (varies by geography)
- Eligibility to sell [Cisco Smart Care Services](#)
- A Cisco Certified Partner Kit that contains useful tools and resources such as sales tools, logos, guidelines, and information about Cisco certification and specializations

Requirements

Gold Certification requires 12 unique certified individuals and all four of the following Advanced Specializations:

- Routing & Switching
- Security
- Unified Communications
- Wireless LAN

Service and support capabilities—Services Assessment across the Cisco Lifecycle Services phases: Prepare, Plan, Design, Implement, Operate and Optimize
Customer satisfaction requirements—Independently audited customer satisfaction surveys ensure that Cisco

Certified Partners have the capabilities and proven success to meet customer needs.

While Gold Certification recognizes partners for the broadest technical skills, Master Specialization recognizes partners for achieving the deepest level of expertise in a specific Cisco technology. Some Gold Certified Partners choose to further expand their expertise by adding Master Security Specialization or Master Unified Communication Specialization.

Key Customer Benefits

As part of an elite group of providers with proven, in-depth technology skills and customer success in selling, deploying, and providing services for Cisco solutions, partners reinforce their role as a trusted technology advisor, helping customers:

- Accelerate growth and profitability
- Gain and keep a competitive advantage
- Stay in front of the latest technology

For More Information

Please visit the [Cisco Channel Partner Program](#) Website.