



Cisco Specializations directly reflect a partner's depth of skills in a particular technology. The Cisco Channel Partner Program offers four levels of Specialization—Entry, Express, Advanced and Master, each representing greater capabilities in sales, technical and lifecycle services.

The Master Specialization recognizes partners with the highest qualified practice in a given technology and offers further opportunities for market differentiation. The Master Specialization builds on the Advanced Specializations and is targeted at an elite group of partners that have the most in-depth technology skills and demonstrated customer success in selling, deploying and providing services for more sophisticated Cisco solutions.

Master Unified Communications Specialization

The Master Unified Communications Specialization is designed to recognize an elite group of channel partners who have the most in-depth technology skills and demonstrated customer success in selling, deploying and supporting sophisticated Cisco Unified Communication solutions. Partners with a highly qualified unified communications practice can achieve a Master Unified Communications Specialization, regardless of certification level.

The Master Unified Communications Specialization offers partners the greatest differentiation and branding opportunities along with the highest Value Incentive Program (VIP) rebate as a reward for providing value-added services and for commitment to their customers' success.

Benefits

Cisco Master Specialized Partners enjoy these benefits:

- **Branding:** Greatest differentiation and branding opportunity which partners' can integrate into customer sales efforts, marketing plans and company value proposition.
- **Profitability & Growth Opportunities:** Highest VIP rebate to reward partners for their capabilities in providing value-added services, for their commitment to customer success, and for loyalty to Cisco. Cisco Unified Communications sales drive higher-margin services and end-to-end business solutions that help partners build trusted, sustainable relationships with customers.
- **Marketing:** Cisco promotes the Master brand to customers via product/ solution launches, Cisco events, press announcements, and a comprehensive suite of co-marketing materials for partners to accelerate their marketing efforts to their customers. In addition, Master partners are clearly highlighted in the enhanced customer-facing [Cisco Partner Locator](#)

Requirements

To achieve the Master Unified Communications Specialization, partners must first attain the Advanced Unified Communications Specialization. Next, partners must meet stringent requirements to demonstrate master-level capabilities and customer success track record.

Requirements must be met in three areas:

- **5 Customer Reference Accounts**—Successful delivery of integrated, multiple Unified Communications solutions and applications integration in areas such as Contact Center,

Unified Messaging, Rich Media, Mobility, Presence solutions.

- **Technology Capability**—Additional CCIE personnel requirements with the deep technology skills customers require. Industry recognized Project Management credentials. Cisco and third party application integration experience.
- **Services Capability and Methodology**—Comprehensive Services Assessment across the Cisco Lifecycle Services phases (Prepare, Plan, Design, Implement, Operate and Optimize) including: ISO prescribed skills for the Operate Phase, post implementation support (with Day 2 troubleshooting and solution optimization).

To protect the integrity and value of the Master Specialization, Cisco requires an annual onsite audit. Partners will be asked to provide validation of third-party certifications, proof of specific business processes, and proof of proficiency in Unified Communications technologies.

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.