



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 Premier Certification

The Premier Certification designation recognizes and rewards partners that have achieved the Express Foundation Specialization. This foundational specialization expands technical competency in the integration of basic routing and switching, wireless LANs, and security technologies. In addition, Premier Certified Partners have integrated a basic level of Cisco Lifecycle Services into their offerings and demonstrated a measurably high level of customer satisfaction.

The Cisco Premier Certified Partner designation offers branding recognition, economic incentives and differentiation as a reward for loyalty to Cisco, for capabilities in providing value-added services, and for a commitment to customer success.

Benefits

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

Premier Certified Partner exclusive benefits include:

- Branding as a Cisco Premier Certified Partner
- Recognition as a Premier 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)

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

Premier Certification has three key requirement areas.

1. Specialization Requirements—Sales, Technical, & Lifecycle Services training and exams Premier: Express Foundation Specialization
2. Premier Certification requires 3 Unique Certified Individuals
3. Service and support capabilities—Services Assessment across the Cisco Lifecycle Services phases: Prepare, Plan, Design, Implement, Operate and Optimize

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.