



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 Silver Certification

The Cisco Silver Certification designation recognizes and rewards those partners that have achieved two from the following list of four Advanced Specializations: Unified Communications, Routing & Switching, Security, and Wireless LAN technologies; or, the Express Unified Communications Specialization and one of the following Advanced Specializations: Routing & Switching, Security, or Wireless LAN technologies. In addition, Silver Certified Partners have integrated Cisco Lifecycle Services into their offerings and demonstrated a measurably high level of customer satisfaction.

Silver Certification offers greater branding recognition, economic incentives and differentiation than for Premier or Select designation, and represents a reward for loyalty to Cisco by providing value-added services and for demonstrating a commitment to customer success.

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

## Benefits

With Silver 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.

Silver Certified Partner exclusive benefits include:

- Branding as a Cisco Silver Certified Partner
- Recognition as a Silver 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

Silver Certification has four key requirement areas.

1. Specialization Requirements—Sales, Technical, and Lifecycle Services training and exams. One of two options:

- Two from the following four Advanced Specializations: Routing & Switching, Security, Unified Communications, Wireless LAN technologies; or
  - Express Unified Communications Specialization and one of the following Advanced Specializations: Routing & Switching, Security, or Wireless LAN technologies.
2. Silver Certification requires 6 Unique Certified Individuals
  3. Service and support capabilities—Services Assessment across the Cisco Lifecycle Services phases: Prepare, Plan, Design, Implement, Operate and Optimize
  4. Customer satisfaction requirements—Independently audited customer satisfaction surveys to ensure that Cisco Certified Partners have the capabilities and proven success to meet customer needs.

## 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.