



Channel Partner Program

Gold Certification

Quick Reference
Cisco Confidential



What is Gold Certification?

Gold Certification is the highest certification level for partners within the Cisco Resale Partner Program. Gold Certification requires a partner to undertake the training and qualifications for every Cisco advanced specialization available today. This is a significant commitment that sets the standard for competence in today's market.

As a Partner that completes the Gold Certification you are demonstrating to your customers that you have a strong partnership with Cisco and also that you have a focus on the technology needs of your customers at the very highest level.

Why should you invest in Cisco's Certified Channel Partner Program?

- **Your company will be listed in the [Cisco Partner Locator](#)**
This is a valuable tool for customers wanting to engage with Cisco technology and work with Cisco partner by helping them locate a certified and specialized partner.
- You will have access to Cisco's [Partner Education Connection tool \[PEC\]](#). This provides free training on products, tools and solutions as well as mapping-out partners' entire Cisco career education needs and history using the online Learning Map.
- As a Certified partner you will be **eligible to receive protected extra discounts on nominated new business opportunities** through using the Opportunity Incentive Program (OIP)
- You will have **access to the Cisco Trade-in Accelerator Program [TAP]**. This offers significant rewards to partners when migrating older Cisco equipment or competitive equipment into your customer base.
- You will **participate in Cisco's Industry recognized Customer satisfaction [CSAT] methodology**, that guarantees accurate measurement and tracking of customers satisfaction within all elements of the business relationship.
- As a Cisco Gold Partner, you are eligible to apply for **Joint Marketing Funds (JMF)** which can support your marketing activities and help increase sales and revenue.
- In addition to participation in Cisco's CSAT program, **you have the chance to achieve quarterly Customer Satisfaction Excellence awards** that are published on Cisco's Partner Locator tool. These are visible to any end-user business looking for a Cisco Certified Partner.
- As a Gold certified partner you are able to use a **market-recognized Cisco Gold Partner logo** in all your customer-facing marketing activities
You will have **access to resources at Cisco** to help you navigate your company within the Cisco world and assist you in growing your business.
- Your technical staff have the invaluable **opportunity of learning and practicing on Cisco's latest technologies via the Partner Education Connection (PEC)**. PEC contains hundreds of hours of online technology training, hands on labs, technology demonstrations and Cisco tool training. Any Partner employee with a CCO ID can access PEC.
- A **dedicated helpline** is open to you (Partner Relationship Team), to assist with any questions or problems you may encounter. This can be accessed via www.cisco.com/go/prt



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What benefits are specific to Gold partners?

- Gold Certification is the highest level of Certification available in the Cisco Resale Partner Program. Gold certification makes significant demands in terms of breadth and depth of your capabilities in the market. As a partner at the Gold Certified level you are recognised by customers and Cisco as having attained the highest level of competence possible. This enables you to address the complex nature of today's technology deployments and the increasingly complex demands of the end-user community.
- As a Gold partner you will receive the highest levels of discount against Cisco's global price-list and an additional incentive when selling advanced technologies through the Value Incentive Program.
- You will receive the highest allowance to purchase Cisco equipment for in-house usage. You will also gain demonstration capabilities over and above any other level of Cisco Certified partners.
- As a Gold partner you are listed first on any search made using the Partner Locator.
- You can receive direct and preferential access to Cisco Channel Partner Program support operations
- By virtue of the depth and breadth of your proven and audited technology expertise you will have a market recognised capability for being the most competent in technology integration on behalf of their customers.
- You will receive direct access to Cisco Channel Partner Program support operations.
- Also, as a Gold partner you are required to have tremendous breadth and depth of expertise across the whole life-cycle of any technology deployment. This deep knowledge, gained via qualification in multiple technology areas guarantees the ability to design, deploy and support integrated technology solutions.
- You can enjoy additional financial rewards when deploying Cisco's advanced technologies by enrolling in Cisco's Value Incentive Program (VIP). This is an additional 1% discount for Gold Certified Partners.
- As a Gold partner you will benefit from the critical or large project deployments when a end user specifies that only Gold partners may reply to a tender.
- Achieving Gold Certification is an indicator to the market that the partner has achieved the top level of Cisco post-sales technical competence.
- Having Gold certification is a guarantee to the market that the partner has achieved a deep understanding of each and every one of Cisco's Advanced technologies. It also provides proof to the market of your ability to integrate multiple Cisco technologies.

How do you become Cisco Gold Certified?

There are four elements to becoming Gold Certified: -

- 1 You must complete all four of Cisco's Advanced Specialisations: -

Gold Specialisation Requirements
Advanced Unified Communications
Advanced Routing and Switching
Advanced Security
Advanced Wireless LAN

2 You must have individuals fulfill the relevant roles across all Advanced Specialisations [above]: -

Certified Individuals in Specialisations			
Title	Account Manager	System Engineer	Field Engineer
Advanced Routing and switching	CSE	CCDA	CCNP
Advanced Unified Communications	CSE	CCDA	CCVP
Advanced Security	CSE	CCDA	CCSP
Advanced Wireless Lan	CSE	CCDA	CCNA
CCIE requirements for Certification: Gold = 4 CCIE can satisfy any technical CCxx specialisation role.			

* You may have individuals fulfill more than one role across multiple specialisations. They should discuss current role-sharing regulations with their Channel Account Manager [CAM]

3 You must have the support capability defined below as a minimum: -

Support Requirements	
Type	Gold
Legal Agreement	Valid resale agreement or indirect Channel Partner Agreement (ICPA) in place
Demonstration Capability	Demonstrate one specialisation technology
Customer Service	24 Hour
Escalation Process	Required
Call Back	1 Hour
Support Lab	Support lab equipment requirement should be discussed with your CAM
Lab Purchase requirement	Unified Communications Specialisation
Pre-sales Support	Required
Post Sales Support	Requirements based on Partner Support Agreement

4 You must participate in Cisco's Customer Satisfaction Program [CSAT], including a number of surveys that meet a minimum customer satisfaction rating.

Who should you contact to learn more about Gold Certification?

Anyone wishing to learn more about Gold Certification should consult their Channel Account Manager and also review the terms and conditions of the program on the Cisco website:-

[Cisco Channel Partner Program - GOLD Certification](#)



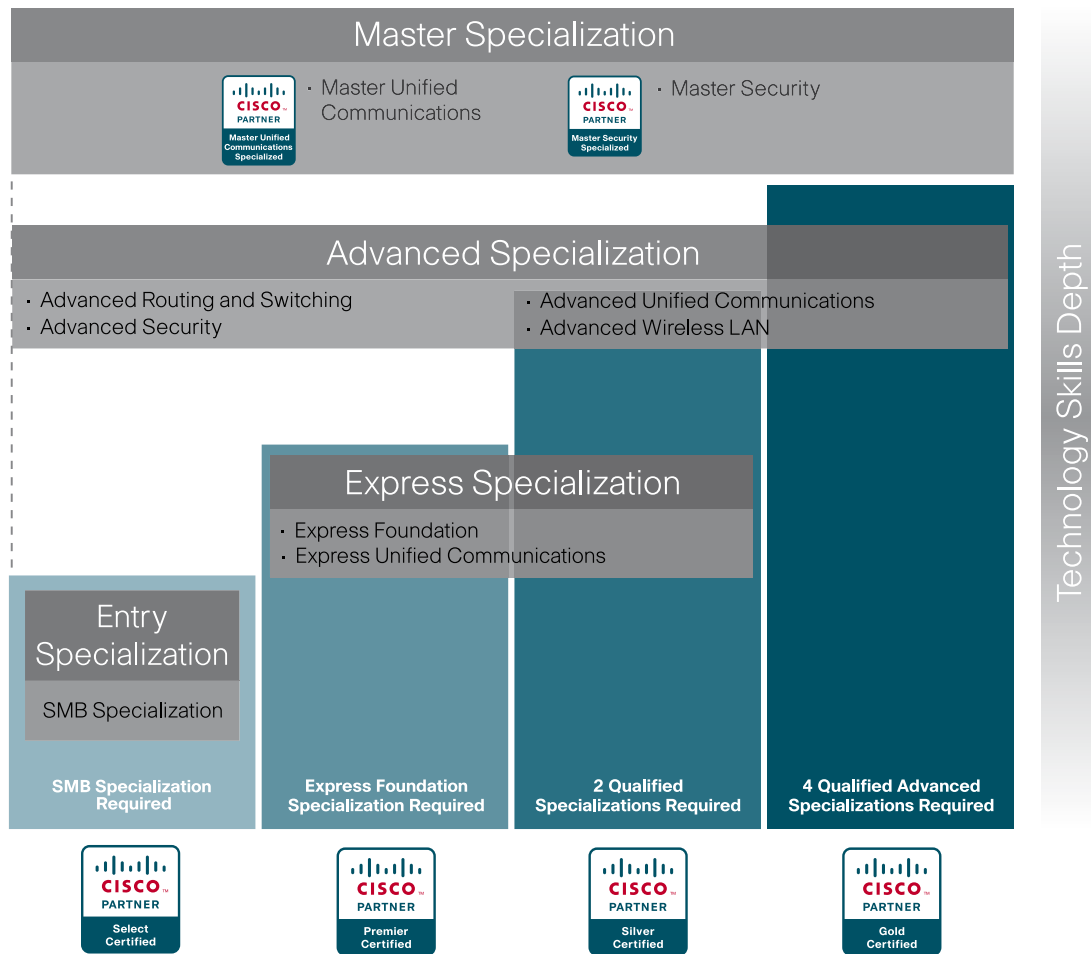
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Cisco Channel Partner Resale Program Map

See below for overview of the channel Partner Program



Integrated Skills Breadth

Cisco is committed to strengthening and continuing our value-based channel strategy. The industry-leading Cisco Channel Partner Program continues to offer certifications, specializations and incentives as the building blocks for its Resale Program.

Advanced and Master specializations can be obtained independently of a partner's certification status.

Cisco enables Partners to build on their investments and obtain new capabilities to capture their share of growing markets.

To find out more please visit
www.cisco.com/go/partnerprogram