



Master specialization offers Cisco partners the greatest differentiation and branding opportunities, which partners can integrate into their customer sales efforts, marketing plans, and company value proposition. Cisco promotes the master brand to customers through product and solution launches, Cisco events, press announcements, and a comprehensive suite of co-marketing materials that partners can use to accelerate their marketing efforts.

Cisco Master Specialized Partners are also recognized on the enhanced Partner Locator—one of the most visited sites on Cisco.com by customers. Cisco sales teams also use Partner Locator to augment their internal training and search for partners as they engage with out joint customers. Master Specialized Partners are recognized on Partner Locator in two ways:

- **Advanced Search Function:** Customers or Cisco Field seeking partners with the greatest depth of experience can use the Partner Locator tool to search for a Master Security or Master Unified Communications Specialized partner through the advanced search menu.
- **Master Specialization Profiles:** Master Specialized partners can further promote their unique services and offerings by developing a profile for posting on the Master Specialized pages. Cisco Marketing teams will work with you to develop and produce a profile using the template below, and post it for download off the site.

Master Profile Instructions

Please complete the template below and submit to your Cisco representative.

Partner Description here.

Master Specialization Profile	
Headquarters (City, State, Country)	
Company Overview	

Services & Solutions Offerings Description	
Cisco Certifications	<input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Premier <input type="checkbox"/> Select
Cisco Specializations	<p>One of these must be selected in order to complete the form.</p> <input type="checkbox"/> Master Unified Communications <input type="checkbox"/> Master Security
	<p>Additional Specializations</p> <input type="checkbox"/> Advanced Routing and Switching <input type="checkbox"/> Advanced Unified Communications <input type="checkbox"/> Advanced Security <input type="checkbox"/> Advanced WLAN <input type="checkbox"/> SMB <input type="checkbox"/> Express Unified Communications <input type="checkbox"/> Data Center Network Infrastructure <input type="checkbox"/> Data Center Storage Networking
Regional Focus	<input type="checkbox"/> North America <input type="checkbox"/> Latin America <input type="checkbox"/> Middle East/Africa <input type="checkbox"/> Asia <input type="checkbox"/> Europe
Vertical Experience	<input type="checkbox"/> Education <input type="checkbox"/> Energy & Materials <input type="checkbox"/> Financial Services <input type="checkbox"/> Healthcare <input type="checkbox"/> Manufacturing <input type="checkbox"/> Media/Entertainment <input type="checkbox"/> Professional Services <input type="checkbox"/> Public Safety <input type="checkbox"/> Real Estate <input type="checkbox"/> Retail <input type="checkbox"/> Service Provider <input type="checkbox"/> State & Local Government <input type="checkbox"/> Technical Services <input type="checkbox"/> Transportation <input type="checkbox"/> Wholesale/Distribution