

Channel Partner Program

Silver Certification

Quick Reference
Cisco Confidential



What is Silver Certification?

Silver Certification is the third step for Partners within the Cisco Resale Partner Program. Partners who complete the Silver Certification are demonstrating to their customers a commitment to working with Cisco. It is also recognition of a focus on the technology needs of their customers. Silver Certification requires a partner to undertake the training and qualifications to advanced Cisco Specialisation standards, which is a significant commitment that sets the standard for competence in today's market.

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 Silver 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 Silver certified partner you are able to use a market-recognized **Cisco Silver logo** in all your customer-facing marketing activities
You will access to **resources at Cisco** to help you navigate 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 Silver partners?

- Silver Certification is the penultimate level in the Cisco partner program. Silver certification makes significant demands in terms of breadth and depth of a partners capabilities in the market. As a Silver Certified partner you are recognised by customers and Cisco as having very high level capabilities that enable you to address the complex nature of today's technology deployments.
- Silver certification is a guarantee to the market that you as a partner have achieved deep understanding of specific advanced technologies, which represent the highest levels of Cisco specialization. When you achieve advanced specializations in advanced technology areas you will receive the Gold equivalent discount when deploying advanced technology products.
- Increasingly, in today's market, customers are demanding higher levels of skills not found at the Select or Premier level of Cisco Certification. As a Silver partner you will benefit when end-users issue tender requests that specifically request partners at the Cisco Silver certified level or above.
- Silver Certification is an indicator in the market that you have achieved the highest levels of Cisco post-sales technical competence.
- You'll receive a higher allowance to purchase on Cisco equipment for in-house usage and demonstration capabilities over and above Registered, Select Certified or Premier partners.
- As a Silver partner you have the capability to integrate your own services capability with Cisco's, to create compelling life-cycle services for your customers. Silver certification is a prerequisite for any collaborative Cisco services contract whereby partners may package their own service elements alongside Cisco's at an extremely competitive discount.
- You will receive direct access to Cisco Channel Partner Program support operations.
- Silver partners, by virtue of the depth and breadth of their proven and audited technology expertise have a market recognised capability for being highly competent in technology integration on behalf of their customers.
- Silver partners are able to choose which technologies they will demonstrate their expertise in. This allows the partners' investment to be placed exactly within their specific areas of expertise.
- As a Silver partner you can enjoy increased customer loyalty through your level of certification and its recognition in the marketplace. You will also benefit from the strongly audited Customer Satisfaction program [CSAT] and Cisco's life-cycle services methodology.
- You will be audited annually by an external body that will validate your ongoing capabilities and recommend remedial actions where appropriate. This process provides guarantees to the market of the ongoing quality of service [QOS] that can be expected from a Cisco partner at the Silver Certified level.

How do you become Cisco Silver Certified?

There are four elements to becoming Silver Certified: -

1 You must choose between two routes to Silver Certification: -

Silver Specialisation Requirements

Any two of the following Advanced Specialisations: Advanced Unified Communications, Advanced Routing and Switching, Advanced Security, Advanced WLAN

or

Express Unified Communications Specialisation plus one of the above listed Advanced Specialisations, excluding Advanced Unified Communications Specialisation

- 2 You must have individuals fulfill the relevant roles in whichever Specialisations route you have chosen [above]: -

Certified Individuals in Specialisations			
Title	Account Manager	System Engineer	Field Engineer
Express Unified Communications	CSE	CCDA or CCNA	
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: Silver = 2 CCIE can satisfy any technical CCxx specialisation role.			

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

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

Support Requirements	
Type	Silver
Legal Agreement	Valid resale agreement or indirect channel partner Agreement (ICPA) in place
Demonstration Capability	Demonstrate one specialisation technology
Customer Service	8x5
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 Silver Certification?

Anyone wishing to learn more about Silver 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 - Silver Certification](#)



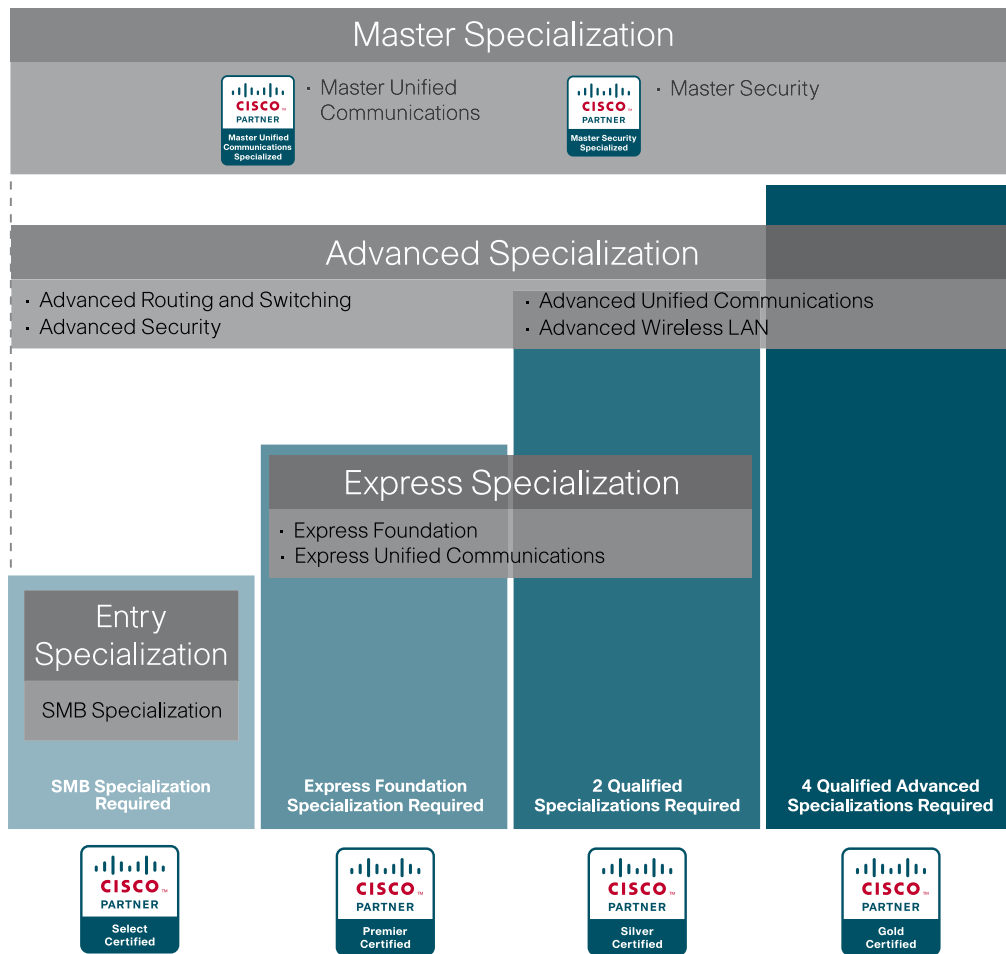
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Cisco Channel Partner Resale Program Map

See below for overview of the channel Partner Program



Technology Skills Depth

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