

Enhanced Cisco Channel Partner Program – What’s New Certification / Specialization Requirements

New		Benefit
Certifications	<ul style="list-style-type: none"> Based on required specializations and no points 	<ul style="list-style-type: none"> Clear definition of differentiation
Specializations	<ul style="list-style-type: none"> Three Levels: Express, Advanced, and Master Specializations Six Base Specializations, Four Optional Specializations 	<ul style="list-style-type: none"> Differentiation opportunity New Master Specialization Branding
Training	<ul style="list-style-type: none"> Technical: Enhanced and simplified 40% of training free of charge Fewer hours for Express Unified Communications Specialization Majority of Technology Specialists roles align to one course 	<ul style="list-style-type: none"> Enhanced, simpler More e-learning available Increase sales effectiveness
Individual Certification	<ul style="list-style-type: none"> Role dedication based on unique individuals within specializations Fewer certified individuals required for Silver and Gold Certification Express Foundation Specialization role utilized in one other Advanced Specialization roles CCIE requirement maintained More individuals may need to complete training 	<ul style="list-style-type: none"> Better resource alignment Technical and Sales depth strengthened Improved customer satisfactions
Lab & Demonstration	<ul style="list-style-type: none"> No annual lab purchase required (except Unified Communications Specializations) Support lab required for Cisco Shared Support Program and Systems Integrator Support partners only Demonstration capability required 	<ul style="list-style-type: none"> Cost savings
Customer Satisfaction	<ul style="list-style-type: none"> Top partners achieving customer satisfaction excellence identified in Partner Locator Enhanced survey tools Customer satisfaction requirements unchanged 	<ul style="list-style-type: none"> Differentiation based upon customer satisfaction Ease of doing business
Cisco Lifecycle Services Framework	<ul style="list-style-type: none"> Comprehensive training & tools Comprehensive Cisco Lifecycle Services training free of charge Steps to Success tools and process 	<ul style="list-style-type: none"> Enhance or compliment service offerings Deployment success and higher customer satisfaction
Economic Incentives	<ul style="list-style-type: none"> New Advanced Specialization discounts Tiered VIP rewards based on new specialization levels 	<ul style="list-style-type: none"> Opportunities for profitability