



The Advanced Data Center Networking Infrastructure Market Opportunity

The Cisco® Advanced Data Center Networking Infrastructure Specialization recognizes partners for their knowledge and expertise in selling, designing, installing, and supporting a comprehensive data center solution. The Advanced Data Center Networking Infrastructure Specialization is designed to help partners meet a wide range of customer needs—from small and medium-sized businesses (SMBs) all the way up to enterprise-scale organizations. It focuses on data center networking market opportunities, such as networking infrastructures and applications that require advanced product knowledge and the ability to deploy solutions over multiple sites and geographies.

Achieving this specialization can boost your company's credibility with customers by enhancing your ability to deliver an advanced data center networking solution using IP as the transport technology that spans the distance from the customer premises to the network core. Cisco specializations directly reflect a partner's depth of skills in a particular technology. The Cisco Channel Partner Program offers four levels of specialization—Entry, Express, Advanced, and Master. Each level represents greater capabilities in sales, technical, and lifecycle services.

The Advanced Data Center Networking Infrastructure (DCNI) Specialization is targeted at partners that have the most in-depth technology skills and demonstrated customer success in selling, deploying, and providing services for more sophisticated Cisco solutions. There is not currently a Master Data Center Networking Infrastructure Specialization.

Partner Benefits

The Advanced DCNI Specialization offers partners the greatest differentiation and branding opportunities. Cisco Advanced DCNI Specialized Partners enjoy these benefits:

- **Branding:** Greatest differentiation and branding; partners can integrate this into customer sales efforts, marketing plans, and company value proposition.
- **Profitability and growth opportunities:** Value Incentive Program rebates reward partners for their capabilities in providing value-added services, for their commitment to customer success, and for their loyalty to Cisco. Cisco Advanced DCNI sales drive higher-margin services and end-to-end business solutions that help partners build trusted, sustainable relationships with customers.
- **Marketing:** Cisco promotes the Advanced brand to customers through product/solution launches, Cisco events, press announcements, and a comprehensive suite of co-marketing materials to help partners accelerate their marketing efforts to their customers.

Requirements

To achieve the Advanced Data Center Networking Specialization, partners must first pass all exams detailed on the requirements page at <http://www.cisco.com/web/partners/program/specializations/datacenter/dcni/requirements.html>.

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 at <http://www.cisco.com/go/dcni>.