



**Direct Partner
eDelivery
Process Manual**

Version 2.0

DISTRIBUTION STATEMENT:

To be distributed to Cisco Distributor/DVAR Partners

TABLE OF CONTENTS

1. INTRODUCTION.....	3
1.1. Purpose.....	3
1.2. Scope	3
1.3. Process Description.....	4
1.4. Roles and Responsibilities	4
1.5. Master Data Dependencies	4
2. ASSUMPTIONS.....	4
3. PROCESS FLOW – Electronic Delivery Order and Fulfillment.....	4
4. PROCESS FLOW – Step by Step.....	5
5. REPORTS AND FORMS.....	6
6. OPPORTUNITIES	7
7. EXCEPTION MANAGEMENT	7
Appendix A – Administrator Guide.....	10
Appendix B – User Guide.....	10
Appendix C - Document Revision History	10
Appendix D - Document Approval History	10
Appendix E - List of Abbreviations.....	10

1. INTRODUCTION

1.1. Purpose

The purpose of this document is to describe the approach by which Cisco plans to implement a world class integrated software delivery system that enables the electronic fulfillment of software license entitlement documentation including the Right to Use, End User License Agreement and License Claim Form. Currently, physical fulfillment of software products can take up to several weeks. This delay can be shortened to less than one day with on-demand delivery.*

1.2. Scope

A select group of Partners and Distributors will be invited to participate in a pilot program slated to begin in Cisco Q3FY08 in support of a limited number of products. Implementation will be scaled by theatre as well as being limited to only the Cisco approved pilot Partners. A roadmap to introduce additional products, partners, and distributors is being developed for implementation in Q4FY08.

Theatre	Engagement	Phase 1
EMEA	Pilot	Calendar Q2 2008
	Scaled Roll Out	Calendar Q3 2008
US	Pilot	Calendar Q2/3 2008
	Scaled Roll Out	Calendar Q3/4 2008
ROW	Pilot	TBD
	Scaled Roll Out	TBD

Out of scope are:

- PIDs not designated by Cisco to be delivered through this program
- Single SKU for delivery of both electronic and physical product
- Technical and/or financial considerations at Distributor/End Users if these considerations make them unable to use this process
- Geographic jurisdictions that do not allow for product delivered in this manner

1.3. Process Description

This document details the process and cross-functional activities for electronic license delivery. This information is being provided to enable shortened delivery time frames, consistent policies and messaging, and clearly defined exception management.

* assumes no issues with booking order

1.4 Roles and Responsibilities

The key roles that are involved in executing this process are:

Reseller/Distribution: Sales, Order Entry and/or Purchasing; Management

Cisco: Customer Service Representative; Distribution Operations

RACI Chart

Role	Company	Partner Communication and basic Training	Develop process and roll out to Distributors	Ensure customer can receive product in new format, place order accordingly	Process reseller order, escalate issues	Ensure correct booking of Cisco order, escalate issues	Trigger fulfillment availability of order	Complete fulfillment and delivery process to Reseller/end user	Provide feedback and suggestions for process improvements
Sales/Order Entry	Reseller	C	C	R	C	I	I	R	C
Management	Reseller	C	I	A	I	I		A	I
Order Entry and/or Purchasing	Distributor	C	C	I	R	C		I	C
Order Fulfillment	Distributor	C	C	I	I	I	I	R	C
Management	Distributor	C	I	I	A	I		A	I
Customer Service	Cisco	I	C	I	C	R	R	I	C
Distribution Operations	Cisco	R	R	I	I	C	A	C	R
Program Management	Cisco	A	A	I	I	I	I	I	A

Legend: R= Responsible, A=Accountable, C=Consult, I=Inform

1.5. Master Data Dependencies

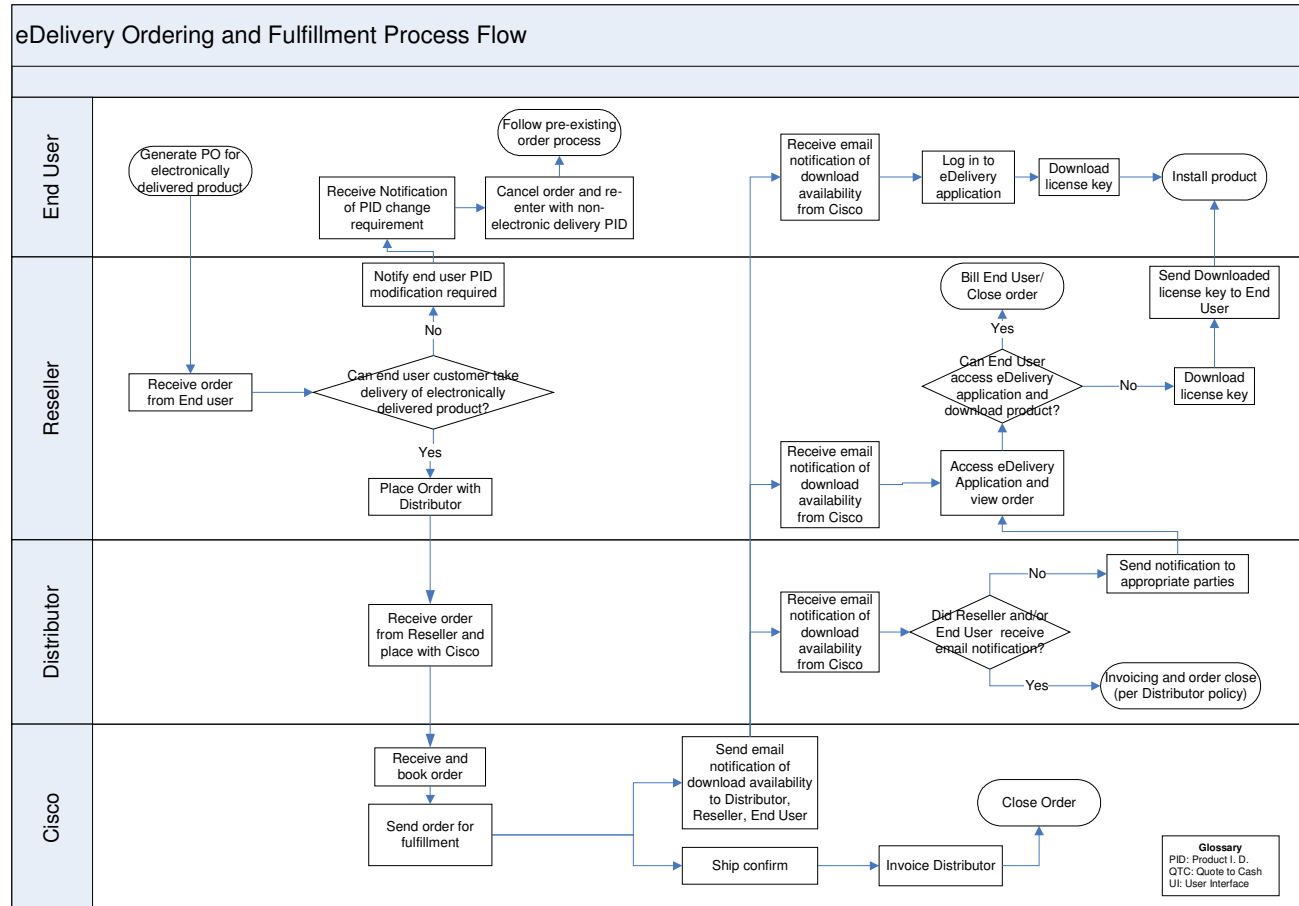
Key Master data elements are:

- Customer Data: Customer account data, Customer email address
- Product Data: PID, Item Master setup
- Order Data: Cisco's Sales Order number, Customer PO number

2. ASSUMPTIONS

- End User Customer is able to receive product via electronic delivery.
- Orders requiring eDelivery will include appropriate PID.
- Distributor/Reseller eDelivery Program enrollment and approval by Cisco

3. PROCESS FLOW – Electronic Delivery Order and Fulfillment



4. PROCESS STEPS – Ordering an electronically delivered item

Reseller

- a) Confirm end user can accept product delivered electronically. This includes:
 - 1) Ability to access the web application to download software and license keys (no firewall or security issues)
 - 2) Ability to authorize payment for licenses received electronically
- b) Find the appropriate PID (beginning with L-) for electronically delivered licenses on available price list. Note that only the PIDs that begin 'L-' are available for electronic receipt.
- c) Place order with approved Distributor for desired PIDs. Due to the phased nature of this roll out, not all Distributors may have this functionality enabled; check with Distributor regarding their ability to order these PIDs before placing order.

Distributor

- d) Receives order from Reseller and validates information.
- e) Places order with Cisco for requested items. This includes entering end user and/or reseller email address(es) to which notification should be sent.

Cisco

- f) Receives order from Distributor and completes any additional booking requirements
- g) Fulfills order by sending notification email indicating availability of download and containing instructions on license key download

End User

- h) Logs in and accesses license key via data provided in email. Downloads appropriate approved product.

5. REPORTS AND FORMS

5.1 Reports and Forms Requirement

The following is a list of reports that will be reviewed periodically to monitor success and adoption rate of the new process and product:

#	Report Name	Purpose	Periodicity	Owner	Reviewer
1.	POS	Point of Sales data to report sales of applicable items	Weekly/monthly	Distribution Operations	Program Management
2	Customer Feedback forms	To get real time feedback on process utilization	Monthly	Distribution Operations	Program Management

6. OPPORTUNITIES

- Increased use of electronic delivery and increased product range would result in improved customer satisfaction

7. EXCEPTION MANAGEMENT

SITUATION	ACTION REQUIRED	NEXT STEPS	END RESULT
Customer wants to buy electronically delivered product and cannot find appropriate PIDs on price list	Ensure that desired product is available in eDelivery format	Contact Cisco Customer Interaction Network through their website. http://www.cisco.com/warp/public/687/Directory/DirTAC.shtml	Electronically delivered PID is ordered, if available. If not available, product is received via traditional means
Customer wants to download software images through eDelivery program	Place order for items to be received via traditional delivery methods	Advise Cisco of desire to order item electronically (via feedback form available in the application)	Product is delivered through traditional means; product is made available through eDelivery as soon as feasible
Customer orders non-electronic delivery PID; wants electronic delivery	Cancel order	Place new order for electronic delivery PID	Customer receives electronic delivery PID; training may be needed to ensure that correct item is ordered in future
Customer orders electronic delivery PID; wants physical delivery PID	Customer should contact Customer Case Management Tool or Cisco Customer Service and request a return	Enter order for physically delivered PID	Electronically delivered PID is returned; physically delivered PID is billed and used by customer
Customer wants to access eDelivery application and is not currently set up to do so	Customer should log in to www.Cisco.com and set up/request a User ID and password	After Cisco registration is completed, Account Administrator can set up an eDelivery User Account	Customer receives User/access rights to eDelivery application

SITUATION	ACTION REQUIRED	NEXT STEPS	END RESULT
Customer wants to turn off/turn on email notifications for eDelivery account	Log into eDelivery and change email settings by accessing the My Settings link	Review User or Administrator guide for eDelivery	Customer updates account settings as desired
Customer needs to add a new user to their eDelivery account	Contact Customer Account Administrator. If you don't know who your Customer Account Administrator is, then contact the Cisco Customer Service Relationship Manager for your account	Account Administrator will add User	User Accounts are added by Account Administrator
Customer did not receive email notification after placing an order for eDelivery items	<ol style="list-style-type: none"> 1) Ensure eDelivery enabled PIDs were ordered 2) Check eDelivery application settings to ensure email notification is enabled 3) Check Spam/Junk mail folder in email 4) Check order status by checking cycle status within the Status Tool. Order needs to be booked and (not on hold) and show a ship confirm date. Additionally, select the software license details tab and verify that the order line displays correct product, PAK, transaction date and email address 	Contact Cisco Customer Interaction Network through their website if the problem persists. http://www.cisco.com/warp/public/687/Directory/DirTAC.shtml	Customer receives email and/or resolves issue and product is released.
Customer receives email notification and is unable to log into eDelivery application	<ol style="list-style-type: none"> 1) Check the following: 2) Does customer have a valid Cisco eDelivery User account? (to resolve, register at http://www.cisco.com) 3) Has password been reset? Access the password reset tool by clicking http://tools.cisco.com/RPF/passwordreset.do 4) Has customer forgotten or misplaced password? Access the password reset tool by clicking http://tools.cisco.com/RPF/passwordreset.do 5) Has it been >12 months since account was accessed? Access the password reset tool by clicking http://tools.cisco.com/RPF/passwordreset.do 6) Contact eDelivery Account Administrator 	Contact web-help@cisco.com	Customer is able to log into eDelivery application
Customer has successfully logged into eDelivery application but is unable to see any orders available for download	<ol style="list-style-type: none"> 1) Ensure that product ordered is available for electronic fulfillment and that electronic download PIDs are ordered 2) Check order status by checking cycle status within the Status Tool. Order needs to be booked and (not on hold) and show a ship confirm date. Additionally, select the software license details tab and verify that the order line displays the correct product, 	If data in software license details tab needs to be changed or updated, contact Cisco Customer Interaction Network through their website. http://www.cisco.com/warp/public/687/	Customer obtains product

SITUATION	ACTION REQUIRED	NEXT STEPS	END RESULT
	PAK, transaction date and email address.	Directory/DirTAC.shtml For all other issues, open a support case through TAC Service Request Tool	
Customer has successfully logged into eDelivery application but is unable to download orders	Check 'My Settings' in eDelivery Application and verify that User is authorized to download content	Contact Cisco Customer Interaction Network through their website. http://www.cisco.com/warp/public/687/Directory/DirTAC.shtml	Customer is able to download orders
Customer has successfully logged into eDelivery application but receives a message indicating that their IP address has been blacklisted	Note error code, transaction number, and contact information provided in error message	Contact appropriate party for resolution/further investigation by emailing: export@cisco.com or swbc-ec@cisco.com	Problem is researched and resolved if possible
Customer has logged into application and a downloaded claim certificate containing the PAK, but is having issues with registration	Open a support case through TAC Service Request Tool . Provide a Cisco Connection Online (CCO) user id and password. Complete the service request form. Hit submit to create the actual service request/case. Choose <i>licensing</i> in the <i>Specify Product</i> section to route the request to the Global Licensing Operations Group.	Work with support staff to resolve issue	Registration issue is resolved
Customer has registered PAK but does not believe the correct or complete license was received	Open a support case through TAC Service Request Tool . Provide a Cisco Connection Online (CCO) user id and password. Complete the service request form. Hit submit to create the actual service request/case. Choose <i>licensing</i> in the <i>Specify Product</i> section to route the request to the Global Licensing Operations Group.	Work with support staff to resolve the issue	Customer gets required information or assistance to resolve issue
Customer wishes to print and ship eDelivery license transmitted by Cisco Systems Inc.	If printed and shipped internationally, responsibility for country of origin marking belongs to the party printing this document	N/A	N/A

APPENDIX A – Cisco eDelivery Distributor/DVAR Administrator Guide



CSCO_eDelivery_EL
D__Distributor_Adminr

APPENDIX B – Cisco eDelivery Distributor/DVAR User Guide



CSCO_eDelivery_EL
D__Distributor_User_

APPENDIX C - DOCUMENT REVISION HISTORY

Change History			
Rev.	Date	Name (Alias)	Description of Change
2.0	11 March 2008	Raina Davis	Updates and edits
1.0	23 January 2008	Raina Davis	Completion of edits as required by Program Management team

APPENDIX D - DOCUMENT APPROVAL HISTORY

Approval History			
Rev.	Approval Date	Department	Name

APPENDIX E - LIST OF ABBREVIATIONS

Phrase	Abbreviation for	Short Definition
Disti	Distributor	Term used loosely to describe Cisco Partners, Distributors, and Resellers
PAK	Product Activation Key	License to activate content
PID	Product Identification Number	Product part number
POS	Point of Sale	Report providing more detail on indirect channel sales
PO	Purchase Order	Payment method
RACI	Responsible, Accountable, Consult, Informed	Responsibilities list
RMA	Return Materials Authorization	Authorization to return product
RTU	Right to Use	Authorization to use content
UI	User Interface	Application to download content