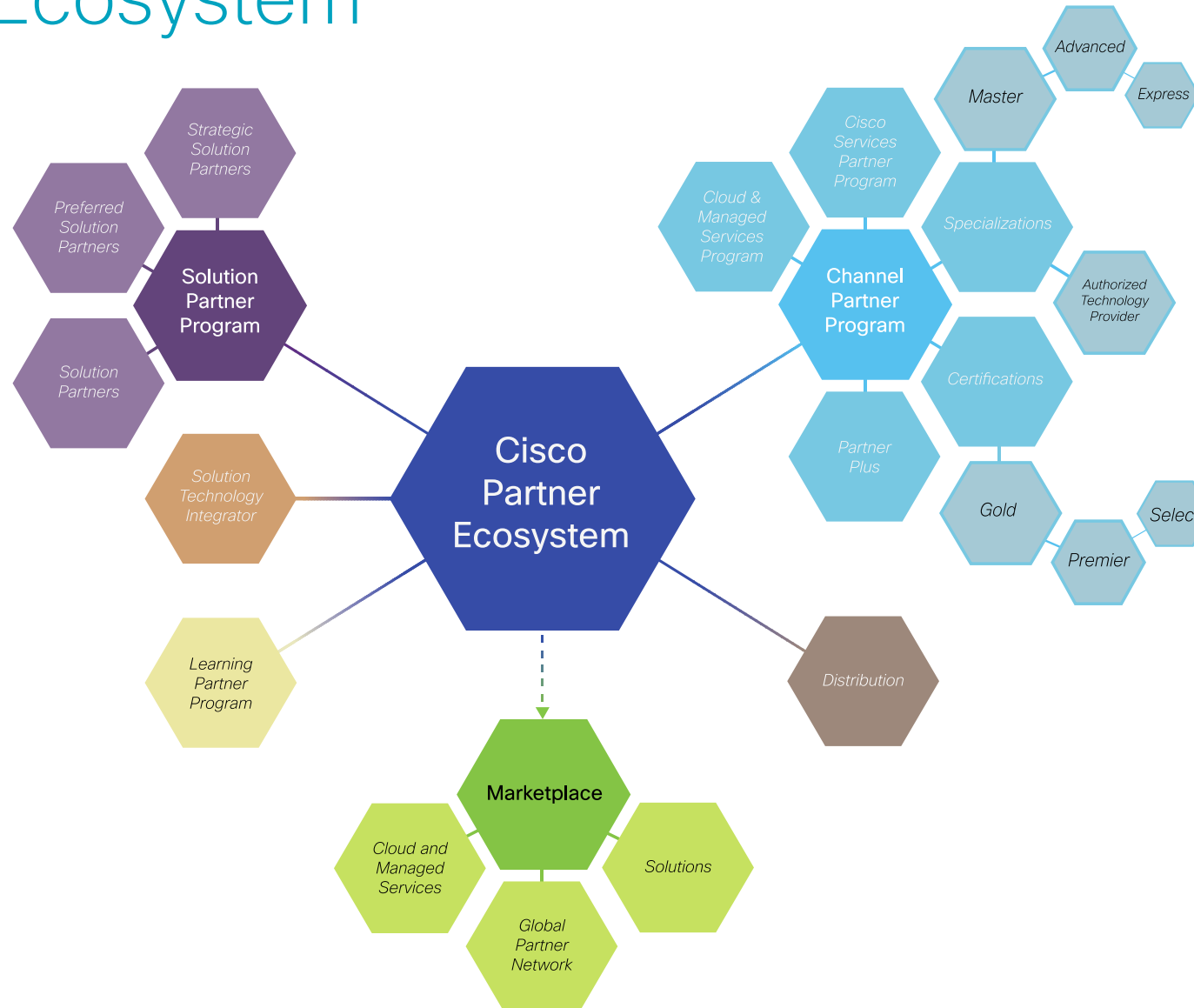# Channel Partner Program – Evolution

March 2014

Overview

- What is the Cisco Partner Ecosystem?

- Channel Partner Program
    - Drivers and Benefits
    - Changes and Making the Transition

- Evolution of Cisco Certifications

- Evolution of Cisco Specializations

- Global and Multinational

- Channel Partner Program Evolution At a Glance

Cisco Partner Ecosystem

Channel Partner Program
Unlock the Value of the Ecosystem

- **Connects** you to advanced architectures, solutions and services.

- **Opens** new sales opportunities that enable you to capitalize on evolving consumption models.

- **Expands** your ability to reach new markets while you increase your value to customers.

- **Equips** you with the tools necessary to deliver better business outcomes, improve performance and accelerate innovation.

- **Rewards** you for successfully bringing Cisco solutions and services to your customers.

Channel Partner Program – Why are we evolving?

The market is changing. Customers are changing. And they're expecting you to:

- **Offer** more architectures, solutions, technologies and services

- **Deliver** cloud and managed services to meet hybrid IT needs

- **Drive** new business-relevant conversations

- **Provide** more business relevant solutions

- **Build** new skills to meet shifting business demands

We are excited to be with you as you capture these opportunities, expand your services and solutions, and become more profitable.

Benefits for Channel Partners

Respond to evolving customer needs

- Expanded solution, architecture, technology and services offers
- Richer professional and support services
- Easy expansion into the cloud business
- More focus on business outcomes

Channel Partner Program

Improve profitability

- Stand out from your competitors
- Greater customer demand
- More opportunity for services value add
- Enhanced and simplified Incentives
- Capture new markets and grow your business

Build new capabilities

- New cloud, managed services and on-premises options
- New business value expertise
- New and enhanced Specializations
- Increased recognition in the marketplace

Improve ease of doing business

- Simplified CSAT (Customer Satisfaction)
- New modular and elective specialization model
- Single deal registration process
- Reduced Multinational and Global requirements

Channel Partner Program – Key Changes

Evolution of our Certifications

- New hybrid IT requirements for Gold and Premier
- Business Value Practitioner for Gold Partners
- More paths to become Premier and Select
- Retirement of Silver

Enhancement of Specializations

- New Solution and Master Specializations
- Modular design and electives
- Updated Architectures (New Security and Enterprise Networks)

Enriched Incentives

- Enhanced solution incentives
- New incentives for hybrid IT
- Single deal registration process
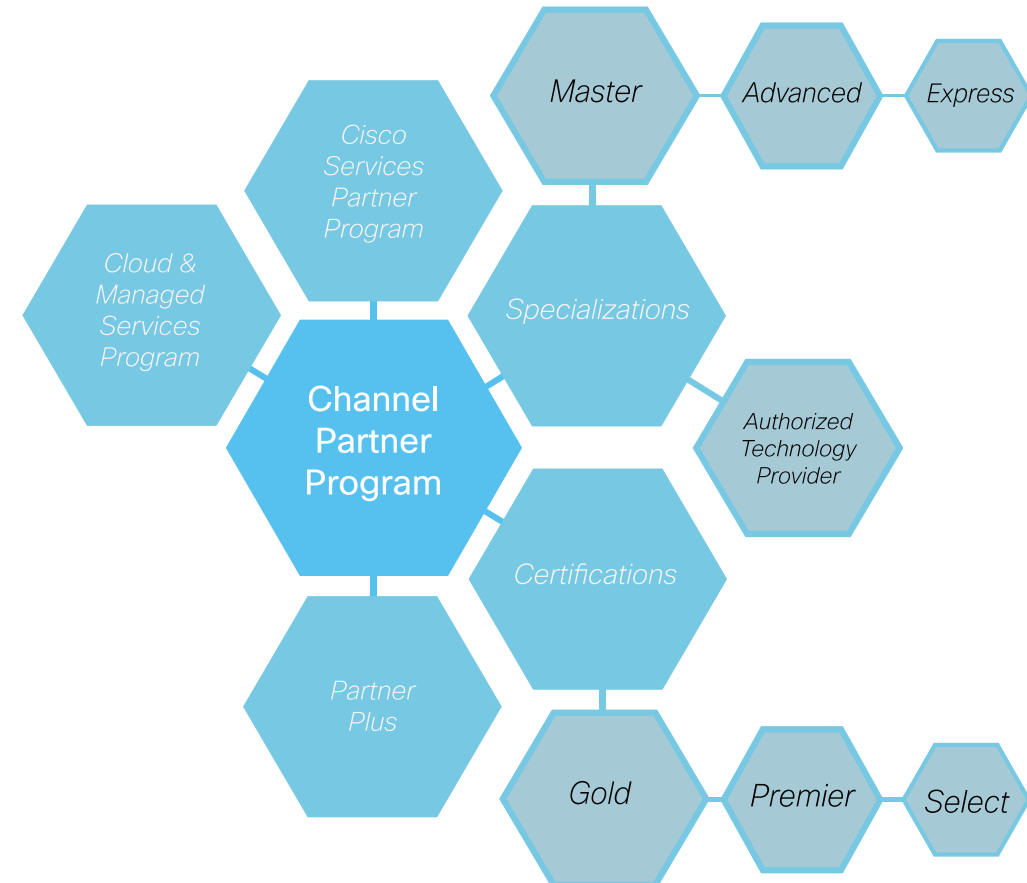
Making the Transition

Whether you are a provider or a reseller, Cisco Powered is the industry standard for Enterprise class cloud for:
- faster time to value
- assured performance
- and continuous innovation

If you want to **provide** Cloud services
- Tap into the large sales force of cloud resellers – as Gold and Premier partners migrate to hybrid IT – for expanded customer reach and faster time to market
- We give incentives to resellers to drive demand for you
- Grow your profitability with reduced marketing and sales costs with the Cisco Powered brand

If you want to **resell** Cloud services…
- It's quick and it's easy. You can start now with our rich portfolio
- We help you with incentives, resources, and enablement
- We connect you with cloud providers

What's in it for Gold Partners?

Profitability. Be on the path to…

- Grow your profits by offering or reselling Cisco cloud or Cisco Powered cloud and managed services
- Get new and recurring revenue with professional and Partner Support Service
- Have access to the broadest opportunity to maximize VIP and VIP Gold bonus across architectures
- Get the highest up front discounts on hybrid IT and architectures.

Recognition. Because you've earned it...

- Cisco sales teams know and recognize the value of a Gold partner.
- Your customers will feel confident in you. Gold means quality
- You have the expertise to deliver architectures, solutions, hybrid IT, and services.
- Showcase this highest level of brand and badging.

"Partner of the Future". You will be able to…

- Initiate new Lines of Business conversations with your Business Value Practitioner Certificate
- Provide hybrid IT and cloud solutions
- Tap into the connected partner ecosystem to deliver solutions that result in business outcomes.

Dedicated Support. You can expect…

- Dedicated go-to-market, technical, marketing and enablement support
- The highest level branding and recognition in marketplace and the Cisco Partner Locator tool
- To combine your own expertise with Cisco's extended knowledge base and smart capabilities.

Evolution of Gold Certification – Requirements and Benefits

Select Partner   Premier Partner   Gold Partner

Breadth of Expertise

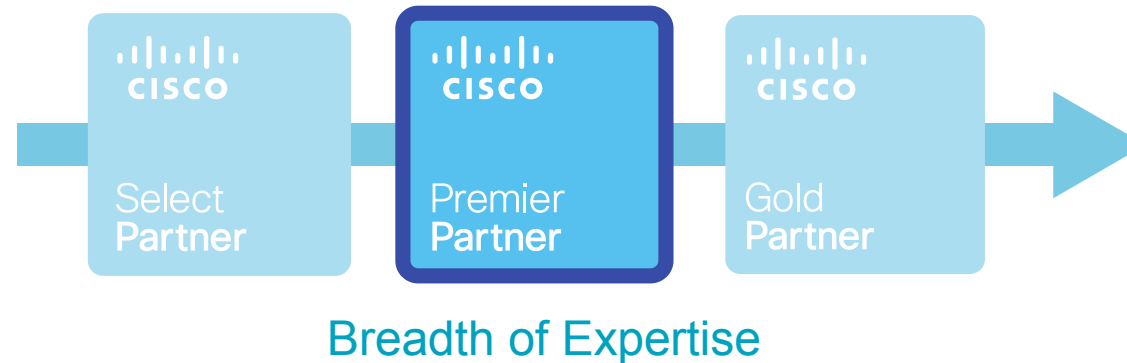| New Requirements	Benefits
Four Cisco advanced architecture specializations • New, mandatory Advanced Enterprise Networks Architecture and Advanced Security Architecture Specializations.	• Build on your architectural strength and expand your market reach.
Four Cisco cloud or Cisco Powered cloud and managed service offers, in your resale business and/or as a provider, which must include at least: • One Cisco Powered cloud service or Cisco cloud service, and • One Cisco Powered managed service or Partner-created Cisco based managed service.	• Be recognized for offering hybrid IT and meeting a broader set of customer needs. • Gain recognition with Cisco sales teams.
Four CCIEs plus one Business Value Practitioner.	• Expand conversations with new lines of business and offer business outcome driven solutions.
CSAT 30 surveys, without needing to meet a region score target. Low score follow-up will still be required.	• Enjoy a simplified CSAT process.

Evolution of Premier Certification – Requirements and Benefits

Select Partner | **Premier Partner** | **Gold Partner**

Breadth of Expertise

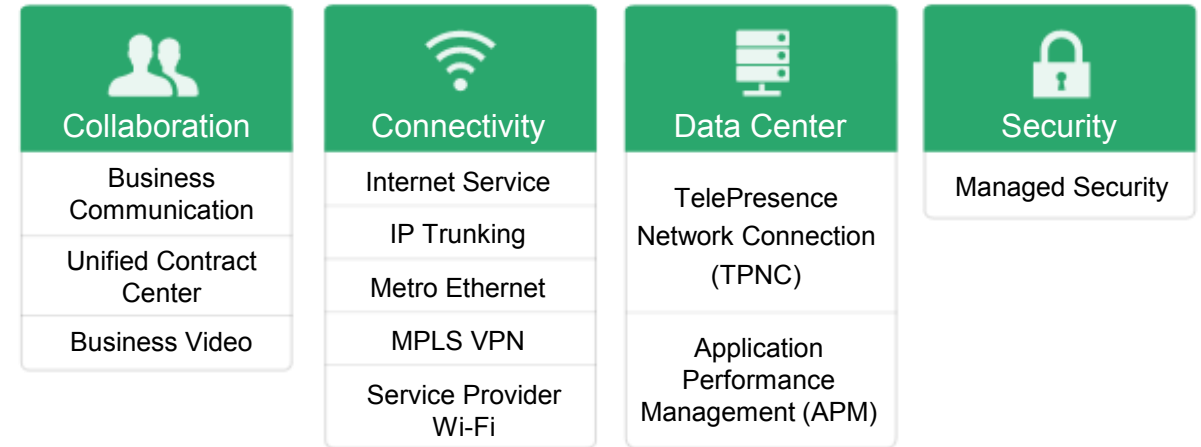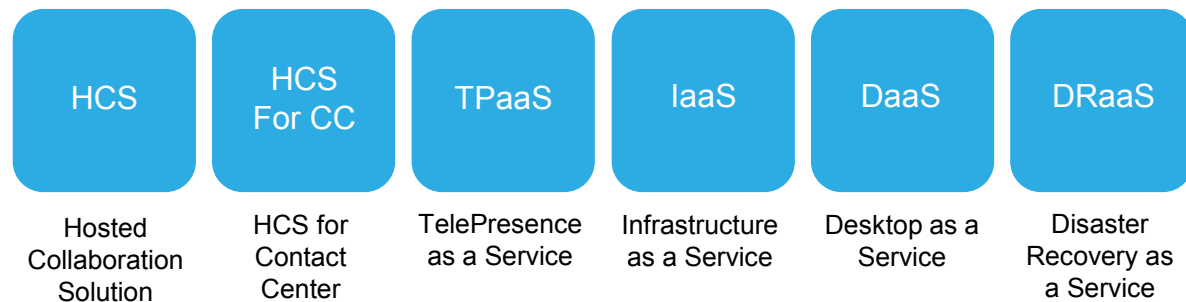| New Requirements	Benefits
• At least one Cisco Powered cloud service, Cisco cloud service, Cisco Powered managed service, or Cisco based managed service.	• Be recognized for providing or reselling hybrid IT and offering business results oriented solutions.
• An Express Collaboration or Express Foundation Specialization. Or any Cisco Advanced Specialization.	• Take advantage of more choices to reach a larger market and earn recurring revenue.
• A minimum of 10 CSAT surveys without needing to meet a region score target. Low score follow-up will still be required.	• Enjoy a simplified CSAT process • Gain recognition with Cisco sales teams.

Cisco Cloud and Managed Services – Options for Partners

Cisco Cloud Services

- WebEx
- Cisco Cloud Web Security (ScanSafe)
- Meraki

Cisco Powered Managed Services

Collaboration	Connectivity	Data Center	Security
Business Communication	Internet Service	TelePresence Network Connection (TPNC)	Managed Security
Unified Contract Center	IP Trunking		
Business Video	Metro Ethernet	Application Performance Management (APM)	
	MPLS VPN		
	Service Provider Wi-Fi		

Cisco Powered Cloud Services

HCS	HCS For CC	TPaaS	IaaS	DaaS	DRaaS
Hosted Collaboration Solution	HCS for Contact Center	TelePresence as a Service	Infrastructure as a Service	Desktop as a Service	Disaster Recovery as a Service

## Cisco-Based Partner–Created Managed Service

✓ **Requirement 1** — An offer where the key feature or service is provided on Cisco device(s) or a network-based service is built on Cisco infrastructure

✓ **Requirement 2** — A service that includes the proactive monitoring or management of Cisco equipment owned or leased by the customer (Cisco endpoints or customer premises equipment)

Evolution of Select Certification – Requirements and Benefits

Select
Partner

Premier
Partner

Gold
Partner

Breadth of Expertise
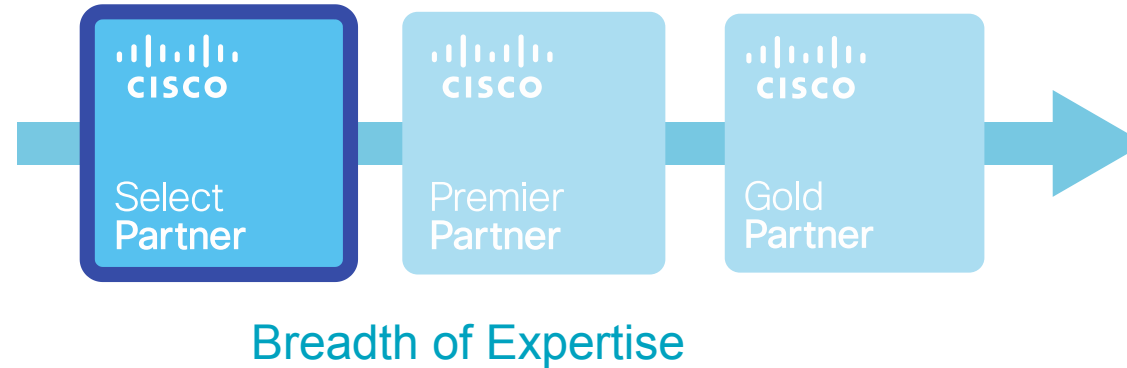
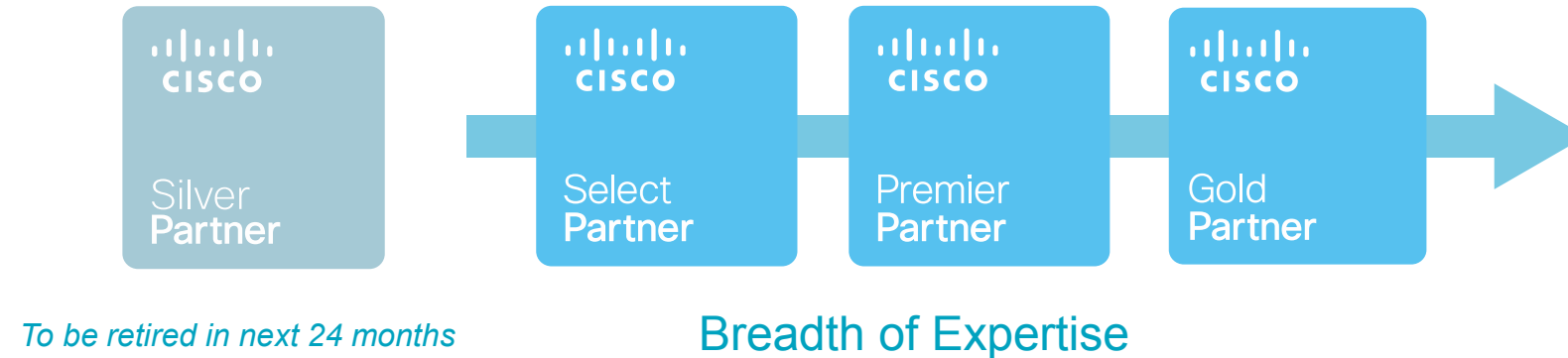| New Requirements	Benefits

Become Select Certified with any Express (or higher) Specialization, including SMB Specialization.

• Have more choices to become Select certified.

• Grow your business in your target market.

• Gain recognition with Cisco sales teams.

Retirement of Silver Certification

Silver Partner

Select Partner

Premier Partner

Gold Partner

To be retired in next 24 months

Breadth of Expertise

Overview	Action

The Silver Certification retires on April 1, 2016. You can choose to:

- Earn more credibility and expertise through the new <u>Gold certification</u> which demonstrates a wide breadth of knowledge across technologies, or

- Build upon your core expertise by evolving to <u>Master Specialization</u> which demonstrates the deepest level of your architecture and technology expertise.

The new rules will be phased in as new specializations become available in the second half of 2014.

- Build your hybrid/IT business to expand into new markets and earn more incentives.

- Become Master Specialized for better incentives and stronger brand recognition.

- Maintain your Silver Certification with current requirements while you are evolving to Gold or Master during the 24 month transition period.

Specialization Evolution

Depth of Expertise

CISCO
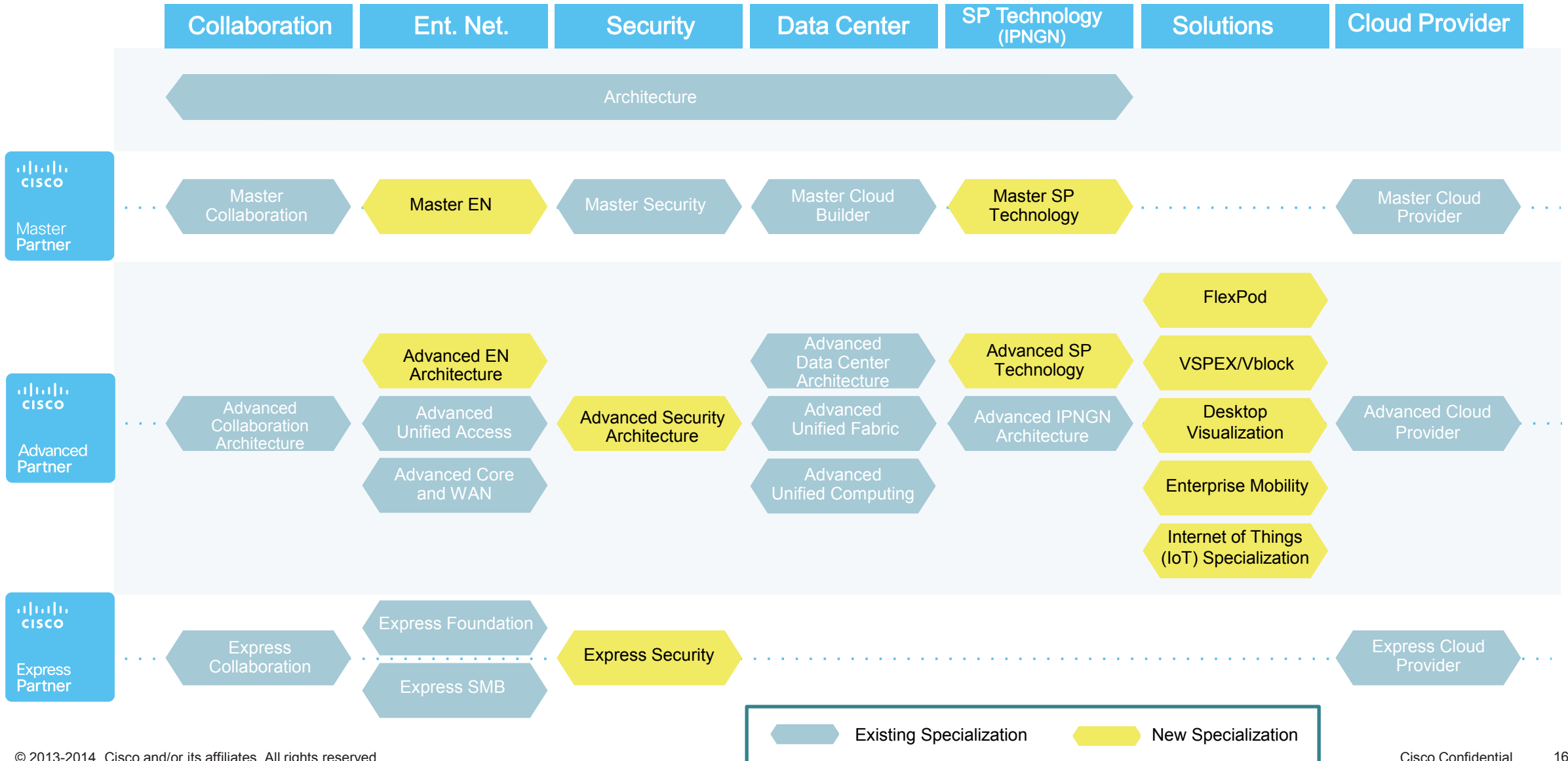
Master Partner

CISCO

Advanced Partner

CISCO

Express Partner

Stand out from the crowd. Use the best and most comprehensive specialization program in the industry. Choose the specializations that best align to your business strategy. And enjoy a higher level of incentive rewards.

The enhanced specialization portfolio will include:

- Two new Master Specializations: Master Service Provider Technology and Master Enterprise Networks

- Four new Solution Specializations: Flexpod, Desktop Virtualization, VSPEX/VBlock, and Enterprise Mobility

- New Internet of Things (IoT) Specialization

- New Advanced Security Architecture and Advanced Enterprise Networks Architecture Specializations

- New elective and modular models

- Sales enablement content focused on business outcomes

- More flexibility and simplicity in achieving specialization badging

Specialization Portfolio

Collaboration	Ent. Net.	Security	Data Center	SP Technology (IPNGN)	Solutions	Cloud Provider

Architecture

Master Partner
- Master Collaboration
- Master EN
- Master Security
- Master Cloud Builder
- Master SP Technology
- Master Cloud Provider

Advanced Partner
- Advanced Collaboration Architecture
- Advanced EN Architecture
- Advanced Unified Access
- Advanced Core and WAN
- Advanced Security Architecture
- Advanced Data Center Architecture
- Advanced Unified Fabric
- Advanced Unified Computing
- Advanced SP Technology
- Advanced IPNGN Architecture
- FlexPod
- VSPEX/Vblock
- Desktop Visualization
- Enterprise Mobility
- Internet of Things (IoT) Specialization
- Advanced Cloud Provider

Express Partner
- Express Collaboration
- Express Foundation
- Express SMB
- Express Security
- Express Cloud Provider

Legend:
- Existing Specialization
- New Specialization

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Global and Multinational

As the world gets flatter, you need to support your customers beyond your borders. So, we redesigned our programs that make it more flexible for your global and regional business expansion. You can leverage your host country capabilities and follow your customers in remote countries.

	Current	Future
Global*	9 Gold 9 Silver	6 Gold 9 Premier
Multinational (at region level – AMER, APJC, EMEAR)	3 Gold 3 Silver	2 Gold 3 Premier
Global Partner Network (GPN)	Top 3000 accounts	All Accounts
Deal Registration	Multiple processes	A single simplified global process

Global and Multinational enhancements go live on August 1, 2014

*Number of certifications across countries or country groups.
Global Commerce Specialization required.*

Evolution At-A-Glance – Channel Partner Program

What	From	To	Why
Certifications	Four levels of certification primarily focused around traditional IT solutions	Three levels of certification that now include Hybrid IT/ Cloud and Business Value Practitioner requirements.	Enhanced Certification value proposition. Enable you to sell cloud and managed services along with traditional IT packaged with services. To address different customer requirements and consumption models.
Specializations	Four architectures with specializations: Borderless Networks, Data Center, Collaboration and IPNGN with varying levels of specialization.	Five architecture specializations including new Enterprise Networks, Security, Data Center, Collaboration and SP Technology (IPNGN). Announcing new Solution specializations and IoT Specialization. More software and services content with a more flexible and modular design.	New, relevant content helps you align to customer needs and saves you money. Specializations designed for faster time to market, and competitive differentiation.

Evolution At-A-Glance – Channel Partner Program

What	From	To	Why
Incentives	Incentives focused on architecture and product resale. Lots of competing programs and promotions for partners to learn.	More incentives on hybrid IT and software lifecycle management. Increased SIP for additional discounts on solutions with a new specialization. Single deal registration process.	You can more easily invest to drive change and move down a path to sell, activate, adopt and renew.
Customer Satisfaction (CSAT)	Requires minimum number of surveys + minimum CSAT score	Minimum number of surveys and No minimum CSAT region target, but low score follow up required	Enjoy a simplified CSAT process without having to over-manage the system
Global and Multinational	Multinational – 9 Gold, 9 Silver Global – 9 Gold, 9 Silver GPN – Top 3,000 accounts	Multinational – 2 Gold, 3 Premier Global – 6 Gold, 9 Premier GPN – Open to all accounts	Leverages host country capabilities while allowing partners to follow customers in remote countries per legal entity.

For more information

Cisco Partner Ecosystem

www.cisco.com/go/partnerecosystem

Thank you.