

CHAMPIONS of DIVERSITY

NMSDC turns 45!

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EDITION

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TechCorner Spotlight features new technologies and tools, diverse-owned technology companies or those who use leading technologies.

Disruption Saves Lives: VR Meets CPR

Technology providers are not the only disruptors who have used digital technologies to create innovative products and services or to solve existing problems with the use of technology.

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2017 NMSDC



2017 WRMSDC CORPORATE LUNCH & LEARN

FEATURES

NMSDC turns 45!



THIS PAST OCTOBER in Detroit, Michigan, the National Minority Supplier Development Council ([NMSDC](#)) held its annual conference and business opportunity exchange, but that's not all. NMSDC turned 45!

Just a few months prior to the council turning 45, the board named Louis Green interim executive director and president of NMSDC. Green is a former chairman of the Michigan Minority Supplier Development Council and is currently CEO of Supplier Success, LLC. The board also elected a new vice chairman and named the three following items the council will focus on going forward:

1. Continuing to build on teamwork that supports the network and affiliates
2. Establishing and maintaining a framework of leadership and organizational structure that provides value to all key stakeholders:
 - Certified minority business enterprises (MBEs)
 - Corporate members
 - Communities in which NMSDC makes an economic impact
 - Employees and staff who are vital to ensuring that the mission and vision of NMSDC are carried out in a customer-centric way
3. Reviewing NMSDC's global initiatives and reestablishing linkage with existing global affiliates

With an obviously full plate, Green was gracious enough to share with us his thoughts and impressions of this year's annual conference and his predictions on technology trends for MBEs in the next five years or so.

MG3: Share your top two or more successes/highlights from this year's annual conference and business opportunity exchange as the interim president of the council.

LG: This year's NMSDC conference was a resounding success, bringing in more sponsorship dollars and booth sales than ever before. Of all the moments that stand out to me, two come to mind. The first was a plenary session we did featuring Janice Bryant Howroyd, Carmen Castillo, and Andra Rush—three women of color who do over a billion dollars in sales per year. Second, I would say that having our esteemed former president Harriet Michel host a portion of the awards banquet was very special. I was delighted to present a new award named after her with her in attendance. Those are the moments that I'll never forget.

MG3: What do you consider the impact of this year's conference programming, "the future of the supply chain through technology-focused programming," which included the following:

Cybersecurity: A Serious Security Challenge; Supply Chain of the Future: A Self Organizing Network; and How Small Business Can Leverage Technology?

LG: It's no secret that technology is changing how many industries operate, and will even eliminate a number of industries in the coming years. We need to prepare our MBEs for these changes so that they are not caught flat-footed when the dollars dry up or shift away. Cybersecurity, blockchain, Internet of Things—these are all hot opportunity areas that our MBEs need to embrace, sooner rather than later. There is huge potential for MBEs in technology, security, and software.

MG3: What do you see as the technology trends for MBEs over the next five years or so?

LG: It pains me to say it, but a lot of low-overhead industries that have been key to MBE success are going to disappear or be transformed very quickly. We need to be ready for that. Staffing firms, trucking companies, and facilities

management are three industries that come to mind. We are urging all of our MBEs, regardless of industry, to start building competencies in software and professional services in order to adapt to the changing technology.

MG3: Share with us how NMSDC and its regional affiliates will support these technology trends as it achieves its mission to work through the NMSDC network to support and facilitate MBE integration into corporate and public-sector supply chains; build MBE capacity and capabilities through programs and other educational offerings; and facilitate MBE-to-MBE partnerships to meet the needs of corporate members.

LG: Our regional affiliates play a critical role in our organization's success. They are the ones working directly with MBEs to offer training and development at the local level. As a national organization, we are placing extra emphasis on building strategic capabilities for our

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2017 Fall GOCA Conference

New Video: Cisco South Africa's Offset Program Impacts Skills Shortage



THE GLOBAL OFFSET AND COUNTERTRADE ASSOCIATION (GOCA) convened its fall 2017 conference in Key Biscayne, Florida, with attendees from across the globe representing many industries, including the technology industry. GOCA's mission is to promote global trade and understanding.

Cisco and Bell Helicopter, a Textron company, were sponsors of the conference. Cisco is a GOCA corporate member and participated in training and knowledge-sharing sessions that took place over two days. Attendees were treated to informative sessions on topics such as U.S. government offset regulations, customer solutions for satisfying offset obligations, and Korean offset issues, to name a few.

A knowledge-sharing session on global science and technology partnerships was led by Cisco's own offset manager, Edrei DuToit. Du Toit's session addressed how Cisco South Africa has been successful in addressing the country's skills shortage. Instrumental to the ongoing success of Cisco South Africa's offset programs has been its global science and technology partnerships. Du Toit addressed the skills shortage and shared that the root of unemployment is not only a lack of jobs but also an inadequately educated workforce. Sobering reports about the pending amplification of the undereducated workforce from the United Nations Educational, Scientific, and Cultural Organization ([UNESCO](#)) and the [World Economic Forum](#), both with representatives of major organizations involved in education and related activities across the world, were shared and include the following:

- The global "talent shortage" is currently 38 percent.
- The top 10 hardest jobs to fill are in science, technology, engineering, and mathematics.
- There is currently a 200 million person shortage of workers with information, communications, and technology (ICT) skills around the world.

Solutions were then provided to bridge the skills gap and aid unemployment. Du Toit urged her peers to consider partnerships with industries, governments, and compliance agencies, in addition to their

work with training institutions. She stressed the importance of understanding offset requirements versus the value-added outcome, and advised her peers to be transparent as they teach, advise, mentor, and actively participate in their offset training programs. She also credited the successes of Cisco South Africa's offset program in the creation of 360 degree programs that are flexible for any environment and/or enterprise and include technical and professional skills training for network consulting engineers, software developers, and cybersecurity engineers.

Du Toit concluded her knowledge-sharing session by debuting a video that demonstrates the impact offset programs can have on job creation, innovation, the development of small to midsized enterprises, and the increase in economic opportunities. The video can be viewed [here](#).

The next GOCA conference will be held in Paris, France, in April 2018. Learn more about [GOCA](#).

NMSDC turns 45!

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MBEs, in addition to the usual training about sales, marketing, bookkeeping, etc. When it comes to capacity building, we are focused on delivering access to capital solutions so that our MBEs can grow their businesses from Tier I to Tier IV suppliers.

And finally, we see the future of MBE growth relying heavily on strategic joint ventures between diverse firms with complementary expertise. Wherever we can facilitate joint ventures that make sense, we will work to make them happen.

OUTREACH GALLERY



2017 NMSDC BOE



2017 NMSDC BOE



2017 NMSDC BOE

CyKor, SDVOSB Fights Cybercrime in Real Time

IMMERSION CYKOR, LLC (CyKor) is somewhat of a unicorn in federal contracting. Few federal contractors and fewer diverse-owned federal contractors have won a federal prime contract their first year in business. But CyKor did so, and has gone on to be awarded additional government contracts, both as the prime contractor and as a subcontractor.

What makes CyKor special besides being a service-disabled veteran-owned small business (SDVOSB)? We asked some Cisco account managers about CyKor, and they weren't shy about extolling the virtues of their diverse-owned partner.

Quotes from Cisco account managers:

"A valued partner relationship based on integrity, honesty, and trust."

"Veteran-owned/navy connection goes a long way in facilitating opportunities."

"CyKor understands both the mission and the desired outcome for the customer, along with an understanding of the procurement process and how solutions are deployed."

"They are dedicated not only to selling products, but to fully supporting the people (customers) they sell to."

In a short amount of time, CyKor has built an impressive book of business by helping businesses solve their challenges with information technology, namely their cybersecurity challenges, with the top three security-related challenges being:

1. Properly trained personnel for the ever-changing threat landscape
2. Integrations within agency and company architectures, allowing multiple technologies to work seamlessly together
3. Full threat visibility across networks



CYKOR CASE STUDY SUMMARIES

Government Customer

A large customer in the federal space had a challenge providing advanced threat control while using disparate tools within their environment. CyKor proposed an architecture focused on Cisco Firepower that provided integrated products, streamlining the ability of the customer to gain control of advanced threats and allowing personnel to focus on the most critical threats to the environment.

Commercial Customer

A commercial customer in the financial sector had the challenge of controlling access to the network and gaining visibility into what is connected to the network. CyKor developed a security solution centered on Cisco ISE to control and visualize what is accessing the wired, wireless, and VPN networks. CyKor used Cisco TrustSec to develop a segmentation architecture without having to redesign the network, which in turn enabled it to accelerate protection for the customer.



L to R: Bob Greenberg, Regional Manager, Federal Security NSO; CyKor CEO Guadagnini; Rear Admiral Mark D. Guadagnini; Will Ash, Cisco Sr. Director of Security Sales Public Sector at 2017 team meeting at US Naval Academy football stadium.

CyKor has been most instrumental in the second challenge area, focusing on identifying architectures that provide open communication across security platforms, which creates streamlined technologies and increases full threat visibility for current and future customers. This ability to guide product integrations within customer architectures increases automation of workflows, alleviating some of the pain in the shortage of qualified personnel. Two Cisco solutions, Cisco [Firepower®](#) and Cisco® Identity Services Engine ([ISE](#)), have been identified by CyKor as being most effective in solving customers' biggest cybersecurity challenges. The Cisco Firepower Next-Generation Firewall (NGFW) is the industry's first fully integrated, threat-focused NGFW. It's designed to deliver a comprehensive, unified policy management of firewall functions, application control, threat prevention, and advanced malware protection from the network to the endpoint. Cisco ISE is a policy management and control platform for wired, wireless, and VPN. It supports "bring your own device" (BYOD), guest access and highly secure access, and Cisco [TrustSec®](#) services.

CyKor's professional services mission is to be a trusted advisor as the industry evolves to capitalize on emerging trends such as cybersecurity, Internet of Everything, hybrid IT and cloud computing—BYOD, unified workspace, and data and information integration—and big data.

CyKor President and CEO Michael Guadagnini advises any companies and agencies looking for cybersecurity solutions to first identify ones that create open information sharing, so that they can be easily integrated. Integrated security architectures will help reduce false positives and allow for automated protection across environments. This will allow staff to focus on more immediate issues, rather than chasing irrelevant false positives.

TechCorner Spotlight:

Disruption Saves Lives: VR Meets CPR

AFTER 20 YEARS OF SUCCESS in the safety training and products industry, award-winning entrepreneur Pamela Isom, president and CEO of In Case of Emergency ([ICE](#)) decided to disrupt her industry, her service offerings, and her method of service delivery to exceed customer expectations and to save more lives.

As most savvy business owners want to do, Isom took time to think of ways to continue to grow her business, to transform her business, to solve her customers' challenges, and to disrupt her industry. The idea to disrupt her industry with technology was seeded at the 2017 Diversity Professional Summit day-long workshop led by Cisco's Madison Gunter III. Gunter encouraged attendees to consider the following as options for disrupting their current businesses and achieving next-level growth: new technologies, mentors and advisors, and acquisitions.

Technology providers are not the only disruptors who have used digital technologies to create innovative products and services or to solve existing problems with the use of technology. Isom sought to use technology to solve existing problems in the safety training industry. She knows what her customers' challenges are and what their wish lists include. They want to and will comply with OSHA safety requirements. They want to train and empower their people to feel comfortable saving lives in case of real emergencies. They want to save money. They want to lose fewer man hours.

The disruptor: Virtual reality (VR) goggles. Imagine a better-trained workforce that exceeds OSHA safety training requirements and has less time away from work. Isom has essentially turned her service offering from a commodity into a need. Cardiopulmonary resuscitation or CPR training is the most requested safety

training, but requires a commitment to a three-hour training class. That means if a company has a requirement to train 100 employees, it loses at least 300 man hours, even if it is for a great cause.

VR Safety, Isom's new business, offers trainees a virtual training platform not currently offered by competitors that creates real-life scenarios. Trainees are immersed in a virtual work environment where they encounter a victim suffering from cardiac arrest. The trainees interact with other simulated bystanders, retrieve an automated external defibrillator (AED), and perform CPR on the victim. The immersive VR environment is supplemented with a physical resuscitation mannequin to allow for a multi-sensory (auditory, visual, and tactile) experience. Sensors allow trainees to gain feedback about their rescue on the mannequin in a 30-minute simulation.

This disrupter solves existing problems for many companies and agencies because it saves time, exceeds safety training requirements, and yes, save lives.



Pam Isom, CEO, ICE Safety Solutions and VR Safety

Company name: VR Safety

Core business service/technology: Virtual training for real emergencies

Elevator pitch: Disrupting the safety training industry by delivering global corporations immersive VR training for real emergencies

Location: Fremont, CA

BETA clients: Golden State Warriors, Toyota, and ServiceNow

Year established: Go live March 2018

Service area: National and international

Currently doing business with Cisco? Not at this time

Diversity certifications: Minority-owned and woman-owned

URL: www.getice.com

Contact: Pamela Isom, president/CEO, ICE Safety Solutions

FACTS

***Each year, more than 350,000 out-of-hospital cardiac arrests occur in the United States.**

***CPR, especially if performed in the first few minutes of cardiac arrest, can double or triple a person's chance of survival.**

***Almost 90 percent of people who suffer out-of-hospital cardiac arrests die.**

(Source: [American Heart Association](#))

#theEditor'sCorner

with Madison Gunter III

BUSINESS DIVERSITY **is** BUSINESS DEVELOPMENT!

World Wide Technology's Secret Sauce

IT IS NO SECRET THAT TECHNOLOGY CAN DRIVE A COMPANY'S SUCCESS.

Award-winning, certified minority-owned Cisco Gold Certified Partner World Wide Technology ([WWT](#)) understands this principle well. Founded in 1990, WWT has grown to be a reported \$10.4 billion company with more than 4700 employees. It does not rely solely on its successes in providing customers with advanced technology solutions; it also attracts and retains new customers with their own supplier diversity initiatives and exceeds their expectations.

World Wide Technology "gets" business diversity and officially started weaving business diversity into its corporate fabric over 10 years ago. Dicran Arnold, director of business development, Western Region, WWT, shared with us the company's secret sauce for success and how it all began.

MG3: Can you give an overview of how long you've been with WWT and how you came to create the diversity overlay positions for WWT?

DA: After leaving my previous job as director of procurement, I started as an account manager at World Wide Technology in 2004, thirteen and a half years ago. Today, I am director of business development for the West region and part of that leadership team. The biggest part of my role still focuses on supplier diversity, but because it has expanded into other areas, I decided to drop "diversity" from my title.

You've heard of the Bible story about Solomon, the baby, and two women who claimed to be the baby's mother. Like Solomon, my manager Dan Walters used his wisdom to make a decision that led to the framework of the diversity business development position. I had just moved to the Bay Area to start the process of building out our team. A couple of months later, we hired several new account managers, including Monica Moore, from competitors. She and I both were calling on Kaiser, and neither wanted to share control of the account. Playing to both our strengths and backgrounds, metaphorically, Dan split the baby and gave me responsibility for the supplier diversity and procurement relationships and Monica



responsibility for the OEM and IT relationships, and it worked! After we successfully pursued Kaiser, Dan and I discussed how the model might offer value to other account managers in the region that may not have strong procurement or diversity backgrounds, and he empowered me to provide it.

MG3: What are the responsibilities of these positions?

DA: Since then, I have had great teammates like Malcolm Goodwin, David Keen, Brian Sharpless, and Shay Gillespie that have helped shape the role as we know it today. While each region operates a little differently, our role continues to evolve from the early days, and I have learned a lot from each of them. Today, Brian, Shay and I continue to bring new ideas to the table to make our roles more valuable to the company, our partners, and our customers. Within our respective regions, we lead or support many of WWT's diversity initiatives and STEM outreach at events and with different organizations. We also sit on several of the Minority Business Enterprise input committees and on the board of directors for several of the National Minority Supplier Development Council's regional affiliates.

MG3: What have you contributed to the development of these positions to make this initiative successful?

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"D is a tremendous leader on the Diversity Team! They are shining examples of WWT's core values at work; making a difference in the communities in which our employees work and live. Their support of the various Supplier Diversity, Diversity and Inclusion and Charitable organizations has allowed us to have a voice in important conversations that impact communities of color. In addition to the personal enrichment they receive by supporting these organizations, their involvement opens doors to relationships with key representatives from our customers who have similar initiatives. This has proven to be invaluable to our sales teams across the globe." – Dave Steward, co-founder and chairman, World Wide Technology

have become successful account managers in our sales organization.

MG3: How does WWT's leadership view these positions? What has been the impact to WWT?

DA: Dave feels that WWT, as one of the largest MBEs, should be an inspiration for smaller MBEs. Too often, you don't see the more successful MBEs at diversity events anymore. If the WWT story has helped or encouraged one MBE, then we have made a difference in this world. I am only here today because others have helped me and, to this day, they continue to help me. I am truly blessed!



Stan Sena, president/CEO, Mountain Plains NMSDC and Dicran Arnold, WWT

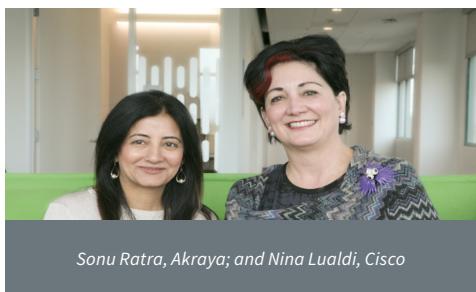
CONTRACTING NEWS

Cisco Launches U.S. Diverse Supplier Sponsorship Program

(article contributed by Cisco Global Procurement Services)



(L to R) Denise Lombard, Cisco; Sonu Ratra, Akraya; and Nina Lualdi, Cisco



Sonu Ratra, Akraya; and Nina Lualdi, Cisco

IN AUGUST 2017, Global Procurement Services ([GPS](#)), in conjunction with the Supply Chain Transformation office, launched the U.S. Diverse Supplier Sponsorship Program. The sponsorship program is part of Cisco's strategy to cultivate and grow Cisco's diverse supplier base to increase innovation and economic vitality, and to strengthen Cisco's leadership as a socially responsible company.

Twenty-eight of our diverse suppliers were thoughtfully matched with Cisco senior directors in various business functions. Key program objectives include providing our diverse suppliers cross-functional visibility into our business, assisting suppliers in working within Cisco's structure, and sharing business function strategies and priorities. GPS provides ongoing structure and guidance to help ensure the program's success.

The official kickoff was held on August 29, at which both the sponsors and diverse suppliers gained insight into Cisco's business, with presentations from several key executives, including Alexandra Lopez, CPO and VP of GPS; Guillermo Diaz, CIO and SVP of IT; and Clare Markovits, chief of staff, Digitization Office.

The key to a successful sponsor/sponsoree relationship is developing a trusted partnership. Nina Lualdi, Cisco's senior director for strategic innovation, and Sonu Ratra, founder of Akraya and Women Back to Work, have developed a special lifelong connection due to the program.

Lualdi has more than two decades of experience managing complex multicultural and multigeographic transformation initiatives on a global scale. As a board member of the Silicon Valley Leadership Group Foundation and the Institute of Economic Empowerment of Women, Ratra was able to benefit from Lualdi's experiences as a woman business leader with global cultural acumen.

Ratra says, "Nina took the time to understand my business and our

challenges scaling the business. I admire her ability to tackle complex problems by going back to the basics, pushing the limits, and challenging the status quo. Each time I meet Nina, I come back with a head full of big ideas! It has been the most meaningful mentoring for me and my business."

As for Lualdi, she enjoyed the opportunity to provide Ratra with ideas to help grow her business. "It has been an absolute pleasure to work with Sonu, and I look forward to our continued partnership," Lualdi said.

In addition to the benefits Lualdi and Ratra have gained from the program, several other diverse suppliers also benefited early on from the program. Tiffany Finocchio, president of Finocchio Consulting, Inc., recently stated, "The program has injected my business with new excitement and energy for further business development. It's helping us hone our value proposition and pushing us past our comfort zone. A big THANK YOU."

Adarsh Katyal, president and CEO of Varite, Inc. commented, "*There is a tremendous commitment from Cisco's senior leadership for this program and to develop its diverse suppliers. I would like to thank Cisco's Supplier Diversity, GPS, and Executive teams for investing their valuable time and resources to develop diverse suppliers.*"

Cisco's commitment to supplier diversity starts at the top with Chuck Robbins, CEO. His Policy Statement for Supplier Diversity states in part:

"Our Supplier and Partner Diversity program has proven to be a clear competitive advantage for Cisco, helping us drive innovation and collaboration. We are proud that this program enables us to incorporate the many diverse ideas and viewpoints that are critical to our success."

Read the entire Cisco Supplier Diversity Policy Statement [here](#).

New SBA Size Standards

EFFECTIVE OCTOBER 1, 2017, the U.S. Small Business Administration (SBA) has updated its table of small business standards by adopting the U.S. Office of Management and Budget's (OMB) North American Industry Classification System (NAICS) revision for 2017 (NAICS 2017). ([Source](#))

What are small business size standards?

SBA has established numerical definitions, or "size standards," for all for-profit industries. Size standards represent the largest size that a business (including its subsidiaries and affiliates) may be to remain classified as a small business concern.

Why are they important to small businesses?

These size standards apply to SBA's financial assistance and to its other programs, as well as to federal government procurement programs when there is a benefit available to qualifying as a small business concern.

How are size standards determined?

The [Small Business Act](#) authorizes the SBA's administrator to establish small business size standards. In general, for each industry, SBA examines the following primary factors in developing or revising the size standard.

- Industry structure
- Federal procurement—small business share in federal contracts

SBA also considers the following secondary factors:

- Technological change

- Competing products from other industries
- Industry growth trends
- History of the activity in the industry
- Impacts on SBA programs

Highlights from the updated size standards:

- SBA increases small business size standards for NAICS Sector 31-33, Manufacturing
- SBA increases employee-based size standards for industries in NAICS Sector 42, Wholesale Trade, and NAICS Sector 44-45, Retail Trade
- SBA updates employee-based small business size standards for industries that are not part of Manufacturing (NAICS Sector 31-33), Wholesale Trade (NAICS Sector 42), or Retail Trade (NAICS Sector 44-45)
- SBA issues a final rule on increases to monetary size standards for inflation

Download the new SBA small business size standards [here](#).

Learn more about SBA small business size standards [here](#).

OUTREACH GALLERY



2017 WBEC-WEST



2017 PARTNER SUMMIT



2017 PODF



2017 NMSDC



2017 PODF



2017 WRMSDC ANNUAL MEETING

DBP PROGRAMS

7th Partner Operations Diversity Forum: Cybersecurity Awareness

"There are two types of companies: those that have been hacked, and those who don't know they have been hacked." —John Chambers, former CEO, Cisco

THE MONTH OF OCTOBER IS NATIONAL CYBERSECURITY AWARENESS MONTH, and Cisco is a champion sponsor of this annual campaign. Cisco Diversity Business Practices (DBP) did its part to bring awareness to cybersecurity at this year's Partner Operations Diversity Forum held during the 2017 National Minority Supplier Diversity Council Annual Conference and Business Opportunity Exchange in Detroit, Michigan.

Data breaches at major companies are reported almost daily, but are occurring much more rapidly and frequently. We all have been affected by data breaches, and so has nearly every industry and country. Doubtful? Think Equifax. Yahoo. Home Depot.

Cisco Gold Partner [Zones, Inc.](#), a security solutions provider with a

sales channel that is among the best and brightest, served as the technology sponsor and helped facilitate an interactive demo on how our daily lives are touched by the solutions that help protect us from being hacked. The Cisco Customer Experience team produced an interactive Cisco network security solution by using a simple airport analogy that looked at each component of the robust solution. Forum attendees got to see how Cisco's multiple layers of defense give access to users and block access to impostors, all while helping to protect the network.

This annual forum, a flagship Cisco DBP program, drew a customer audience that represented over \$154 million and a diverse partner audience representing close to \$4 billion in Cisco fiscal year 2017 revenue.

IN THE NEWS

Cisco Partner Lovefest: Partner Summit 2017

THOUSANDS OF CISCO PARTNERS attended the 2017 Partner Summit this past fall in Dallas, Texas, at the Kay Bailey Hutchinson Convention Center, October 31 to November 2. Partner Summit is essentially where Cisco shares its vision and strategic plan with its partner community, takes pride in the evolution of its world-class channels program, and shares how key programs will continue to support and provide profitable growth for its partners. With a significant portion of Cisco revenue generated by its global partners, how could it be anything other than a lovefest?

In addition to the first-ever impact session dedicated to network programmability, a compelling impact session on security, and another session on multicloud, Cisco recognized its most outstanding partners, including several diverse partners that generated nearly 10 per-

cent of FY17 revenue. Twenty or so awards were captured by diverse partners, including World Wide Technology ([WWT](#)), which garnered 13 [awards](#). Other noted diverse partners who won awards at this year's summit include [NetSync Network Solutions](#), [SHI](#), [Universal e-Business Solutions](#), and [Zones](#), Inc. Learn more about the partner programs here.

Did you know that there are five types of Cisco partners?

- **Resellers**
- **Service providers**
- **Multi-partners**
- **IoT partners**
- **Marketplaces**

CONTACT US:

