How to Avoid the Risks of the Unauthorized Market

Purchase from unauthorized resellers may lead to

**No support from Cisco**
Cisco® products purchased from unauthorized resellers may not be automatically eligible for Cisco support. Cisco has a right to inspect the products purchased from unauthorized resellers and to deny support.

**No warranty from Cisco**
Only new or refurbished Cisco products purchased from an authorized Cisco reseller benefit from Cisco warranty.

**No end user license**
Cisco products purchased from an unauthorized reseller may not have a valid software license.
Potential risks associated with buying from unauthorized resellers

<table>
<thead>
<tr>
<th>Potential risks</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Counterfeit Cisco products</strong></td>
<td>Products that have not been manufactured by Cisco or with Cisco’s consent (i.e., a fake).</td>
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<tr>
<td><strong>Counterfeit upgraded products</strong></td>
<td>Cisco products that have been modified from a lower to a higher version without Cisco’s consent and outside of Cisco’s control.</td>
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<tr>
<td><strong>Diverted products</strong></td>
<td>Product sold to different end users than the ones reported in Cisco’s point-of-sale data.</td>
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<tr>
<td><strong>Gray (unauthorized) products</strong></td>
<td>Genuine Cisco products that have not been purchased from Cisco authorized channel partners.</td>
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<tr>
<td><strong>Stolen products</strong></td>
<td>Cisco products that have been stolen from original end users or the manufacturer and resold without consent.</td>
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<tr>
<td><strong>Old products</strong></td>
<td>Products that may be end of life or end of support.</td>
</tr>
</tbody>
</table>

It can be tempting to buy from unauthorized distributors at a lower price. But substandard gear can damage your network and your company. Gain peace of mind with Cisco Refresh.

**Why is Cisco Refresh better?**

For a **competitive** (or affordable) **price**, you'll get certified **remanufactured** equipment that comes with:

- Genuine hardware
- Upgrades
- Full support
- Replacement guarantees
- A valid software license
- Complete warranty.

And if you find you have grey market gear, Cisco Refresh gives you a cost-effective way to protect your network with certified, pre-owned products.

**How can I get started?**

Go to our HealthCheck page and enter the serial numbers of your Cisco gear. There is no cost for this service, no matter what the outcome.

**More Resources**

Your Cisco Contact | Cisco Refresh | Brand Protection | Refresh Channel Partners | Cisco Capital
For more information, you can contact Cisco Refresh or Brand Protection #KeepItReal

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