Fraud Alert

Purchase of Cisco products from unauthorized resellers due to stock shortages and/or long lead time issues

Cisco Brand Protection

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Cisco products are some of the best performing and highest quality networking products in the market. When Cisco products are purchased from Cisco's authorized resellers (also known as Cisco Authorized Partners or Cisco Partners), those Cisco products include valid software licenses, Cisco-backed warranties, and automatic eligibility for Cisco SMARTnet and other industry-leading Cisco technical support programs.

Material shortages across the semiconductor industry continue to impact supply chains globally, slowing output across multiple industries from automotive to consumer electronics and beyond. This has resulted in extended lead-times across almost all of our products and extended delivery dates. Unfortunately, with an increase in lead-times, we are seeing an increase in both gray market and counterfeit activity.

Now, more than ever, it is important to stay vigilant and protect your business by purchasing Cisco products through Cisco's authorized resellers. You can consult the list of Cisco Partners at Cisco Partner Locator website located at: http://www.cisco.com/go/partnerlocator.

If you choose to purchase Cisco products from an unauthorized reseller you may be taking the following risks:

- **Counterfeit products**. Purchasing Cisco products from an unauthorized reseller may put your company at a risk of receiving counterfeit Cisco products. Counterfeit products may cause serious damage to the network your company depends on for its business operations or introduce security vulnerabilities. Additionally, counterfeit Cisco products are not eligible for any kind of Cisco support services. Visit the Non-Entitlement Policy for more information: https://www.cisco.com/c/en/us/products/warranties/warranty-doc-c99-740959.html#_Toc22263307.

- **Licensing**. Cisco sells its products with end user licenses that permit the end user of the product to use the software Cisco provides, for example Cisco IOS contained on a Cisco router or switch. If your company purchases Cisco products from an unauthorized reseller, you may not have a valid software license, in which case you would need to purchase a software license or submit a request and be approved for a license transfer. Visit Cisco's Hardware Inspection and Software Relicensing Program for more information: http://www.cisco.com/c/en/us/products/hw_sw_relicensing_program.html.

- **Warranties**. Cisco products are sold with end user warranties that apply to the original end user who purchased the product from a Cisco Authorized Partner. These express warranties may not be transferred to any subsequent user of Cisco equipment unless specifically authorized by Cisco. Cisco may not provide warranty support for any equipment that you purchase from an unauthorized reseller. This does not affect any warranty Cisco is required to provide by applicable laws. Support Plans. If you purchase a Cisco product from an unauthorized reseller, the said product is not automatically eligible for Cisco SMARTnet or Smart Net Total Care support services. Cisco must first evaluate the product's eligibility to receive support services (i.e., to ensure that product is genuine, no changes have been made to the Cisco hardware or software, and to confirm that the product still functions according to Cisco's specifications and customer expectations). Cisco's policy is to charge an inspection fee for this evaluation. In full, this policy is set forth on Cisco's site: http://www.cisco.com/en/US/prod/hw_sw_relicensing_program.html.
  Visit Cisco' Smart Net Total Care website for more information: https://www.cisco.com/c/m/en_us/customer-experience/support/smart-net-total-care.html.

- **Support Plans**. If you purchase a Cisco product from an unauthorized reseller, the said product is not automatically eligible for Cisco SMARTnet or Smart Net Total Care support services. Cisco must first evaluate the product's eligibility to receive support services (i.e., to ensure that product is genuine, no changes have been made to the Cisco hardware or software, and to confirm that the product still functions according to Cisco's specifications and customer expectations). Cisco's policy is to charge an inspection fee for this evaluation. In full, this policy is set forth on Cisco's website: http://www.cisco.com/en/US/prod/hw_sw_relicensing_program.html. Visit Cisco' Smart Net Total Care website for more information: https://www.cisco.com/c/m/en_us/customer-experience/support/smart-net-total-care.html.

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