



## Network integrity begins with the purchase. Be sure of your supply source.

When the equipment you're buying is mission critical, quality and authenticity should be your most important consideration.

Products sourced from outside the authorized Cisco Channels are not guaranteed by Cisco, and may pass through many hands before they are made available to you. Cisco is not able to offer assurance as to the handling, storage, and shipment of these products.

Unauthorized shipments may include second hand, third party, or even counterfeit products. Not only may these products function poorly in your network, they may also have invalid warranty and software licenses, no support entitlement or incorrect configurations.



## Getting the real deal—what can you do?

### When placing orders or requesting quotes, Cisco recommends that you do the following:

- Always source your equipment directly from authorized Cisco Channels. Check the authenticity of your reseller with your Cisco contact. For a detailed list of our Channel Partners, please refer to [www.cisco.com/go/partnerlocator](http://www.cisco.com/go/partnerlocator)
- Ask whether the equipment is new, genuine Cisco product and not second hand or pre-owned
- Ask for a guarantee of genuine Cisco components and no third party or counterfeit substitutions
- Be suspicious of prices that seem too good to be true—they probably are
- Check that the equipment provided comes with a valid software license
- Check that the equipment provided has a full Cisco warranty enclosed
- Ask whether the equipment entitles you to Cisco Service Support
- Be wary of packaging that appears to be sub-standard, not original, or seems to have been previously used or tampered with
- Avoid dealing with any supplier who insists that you
  - order immediately to beat the price increase,
  - take advantage of a special offer that is about to expire,
  - reserve the last few remaining products in stock, or
  - purchase OEM specials.
- Resist Internet, e-mail or telemarketing offers that will send representatives to pick up your payment in person, or demand cash-on-delivery shipment.
- Report suspicious activity to your nearest Cisco office, or send an e-mail to [brandprotection@cisco.com](mailto:brandprotection@cisco.com)
- Include wording such as the following in your RFP for Cisco networking equipment:

*“Unless otherwise specified, Vendor warrants that the Cisco products are new and in their original packaging. No substitutions are to be supplied without the Buyer’s prior written consent. Vendor certifies that the products are genuine Cisco products, are entitled to a full Cisco warranty, and that any related software is licensed originally to the Buyer as the original licensee authorized to use the Cisco software.”*

## Don't let this happen to you!

### A typical case scenario:

Assured of authenticity and attracted by a heavily discounted price, one company decided to purchase networking equipment from a reseller who was not authorized by Cisco. Once installed, the company’s network began to experience downtime and maintenance issues. Concerned by such poor performance, the Cisco account manager requested the serial numbers of the company’s new equipment.

The serial numbers revealed that the Cisco Catalyst 6500 switches had been cobbled together using a second-hand chassis from Germany, second-hand Firewall Services Modules, and new VPN concentrators from the USA, and a variety of batteries from the USA and Germany. The WICs, GBICs and memory inside the 6500s were third party products not covered by Cisco’s warranty. Both the IOS and firewall software were illegally upgraded.

The company’s ‘brand new’ Catalyst 2950 switches had a similarly international flavour, including products from China that had reached their end of life and were out of warranty, as well as one new 2950 previously belonging to a customer from France. It is not known how the 2950 left the French customer’s site. A Cisco 3750 switch from China was also involved, with Cisco records revealing that it was the subject of a dubious support agreement.

Essentially the company was left with potentially illegal or stolen equipment that was mostly out of warranty and unsupported. They also experienced issues with the IOS and firewall software licensing. The company was effectively using Cisco copyright software without a license.

## Cisco Partners:

### Providing added value to genuine, quality Cisco products

Cisco believes that its success in the marketplace is in part due to a business model which places a high priority on careful selection and training of its Channel Partners. When you buy through an authorized Cisco partner you're getting a lot more than high-quality products.

### What You Can Expect from Your Cisco Partner

#### All Cisco certified and specialized partners...

- Are specialized in one or more networking technologies including security, unified communications, mobility, routing and switching, and others
- Have extensive experience to help you build and optimize your network for maximum business value
- Are dedicated to a standard of excellence that helps ensure successful deployment
- Work to understand your business and your unique requirements
- Are established, seasoned business professionals who are trained in the Cisco Lifecycle Services approach

### Why Choose a Cisco Partner?

#### All Cisco certified and specialized partners...

- Meet the exacting standards of the world's leading networking company, and the industry's leading channel program
- Offer you the broadest range of networking technology skills, lifecycle services capabilities, and geographic locations
- Employ an average of five Cisco certified experts, each with a total of nearly 700 hours of training
- Are rated an average of 4.54 out of 5.00 on independent post-sales customer satisfaction surveys
- Can assist in the coordinated sequence of activities required for successful deployment and operation of your networking technologies

For full details on the Cisco Channel Partner program and to find out what you can expect from your Cisco Channel Partner go to [www.cisco.com/go/channelpartner](http://www.cisco.com/go/channelpartner)

### Genuine peace of mind.

New and authentic Cisco products entitle you to service support, upgrades, replacement guarantees, a valid software license, and full warranty. For details on Cisco Warranty, third party support, and software licensing go to [www.cisco.com/go/warranty](http://www.cisco.com/go/warranty)





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