Cisco Authorized Technology Provider Program

IP Interoperability and Collaboration Systems Program Requirements

This Program Requirements Document ("PRD") for the Cisco® IP Interoperability and Collaboration Systems Authorized Technology Provider ("IPICS ATP") Program sets forth the requirements for a Cisco channel partner’s participation in the IPICS ATP Program for Cisco’s Physical Security Business Unit. Program Requirements consist of the Indirect Channel Partner Agreement or the Systems Integrator Agreement (either is referred to as the "Agreement"), executed by and between Cisco and the channel partner ("ATP Partner"), the terms and conditions of which are incorporated herein by this reference, and the requirements set forth below. If there is a conflict between the IPICS ATP PRD and the Agreement, the terms of the Agreement shall take precedence. Capitalized terms not otherwise defined in the IPICS ATP PRD shall have the meanings specified in the Agreement.

Part 1. Program Overview

1.1 Program Goals

The goal of the Cisco Authorized Technology Provider Program is to develop the global market opportunity for advanced and emerging technology solutions through qualified Cisco channel partners. Participation in a Cisco ATP program allows Cisco channel partners to develop competencies in specific advanced or emerging technologies through specialized training and demonstrate expertise through knowledge validation processes. Qualified Cisco ATP Partners are recognized on the Cisco Partner Locator, allowing partners to differentiate themselves from competitors and providing them the opportunity to enter into new markets.

The specific goal of the IPICS ATP Program is to implement and grow a global value-added reseller (VAR) channel program, built with integrity and maximum value for Cisco, its channel partners, and its end users.

The resulting program should:

- Build a channel to meet the demand for the Physical Security Business Unit IPICS Products.
- Ensure high-quality IPICS deployment and customer satisfaction.
- Offer opportunities for partners to increase their revenue base and profits through a suite of resale and service-based offerings.

1.2 Cisco Theater Definitions

Cisco theaters will award Cisco IPICS Partner status individually on a per-country-group basis as defined at: http://www.cisco.com/web/partners/pr11/pr8/pr51/partners_program_country_grouping_list.html.

If the ATP Partner status is provided in a country group that includes a country within the European Economic Area ("EEA"), the ATP Partner is authorized to provide Cisco IPICS products and services in an EEA country ("Destination Country") where it is not qualified to participate in the program, provided it has either: (a) subcontracted the services function required under this program to another provider qualified in the Destination Country as set forth herein; or (b) made other arrangements to Cisco’s reasonable satisfaction, such approval not to be unreasonably withheld or delayed, to provide the services function required under this program in the Destination Country of a quality equivalent to the services provided by a partner qualified in that country to provide such services.

Cisco theaters follow:

- APJC (Asia Pacific, Greater China, and Japan)
• EMEA (Europe, Russia, Middle East, and Africa)
• Americas (United States, Canada, and Latin America)

Please Note: Canada is not participating in the ATP IPICS Program at this time.

1.3 ATP Products
The Cisco IPICS ATP Program governs the accessibility of Cisco IPICS Products. These products are available only to qualified ATP partners. These products are referred to collectively in this document as the IPICS Products. A detailed list of the Cisco IPICS Products and associated product numbers is available on Partner Central on the IPICS ATP program page:


Please note: This ATP does not cover the Access Control product suite

Part 2. Program Requirements
2.1 Business Requirements
ATP Partner must complete (and thereafter maintain) all requirements set forth herein within one hundred eighty (180) calendar days of the date of ATP Partner's invitation to the IPICS ATP Program. Channel partners are not fully qualified/approved and will not be recognized on the Partner Locator until all ATP program requirements have been met.

The business requirements for participation in the IPICS ATP Program are:

2.1.1 ATP Partner must hold one of the following specializations: Express Foundation or Express Collaboration or Higher Specialization

2.1.2 For the duration of ATP Partner's participation in the IPICS ATP Program, ATP Partner must continue to be an authorized Cisco channel partner with a valid Agreement in place.

2.1.3 ATP Partner must attend, at their cost, all required personnel training as defined in Section 2.3. Individuals fulfilling the ATP job roles must attend all training as defined in Section 2.3 of this Program Requirements Document (PRD). Cisco will not be responsible for travel, lodging, or other incidental expenses incurred by partner while attending training. Prior to attending training, each individual must fully and completely review all online videos on demand (VoDs) and quick learning modules (QLMs) complete all prerequisite courses and requirements as defined in Section 2.3).

2.1.4 ATP Partner must have a current Cisco Brand Resale support agreement with Cisco.

2.1.5 This program requires the partner to have the capability to sell Cisco Support (Cisco SMARTnet® Service and Software Application Support [SAS]) via a valid services agreement or through a Cisco Authorized Distributor.

2.1.6 ATP Partner must complete and submit to Cisco the ATP Partner Application and Program Requirements Checklist documents via the ATP Invitation Tool as instructed in the ATP Partner's invitation email.

2.1.7 ATP Partner must offer each of the following services capabilities for Cisco's IPICS solutions: prepare, plan, design, and implement (PPDI). ATP Partner must provide each of these services through internal capabilities (for PPDI services). However, in the initial expertise development phase, Cisco recommends that ATP Partner work with Cisco Services in the up-skilling process by co-delivering or by engaging mentorship from Cisco Services when required.

2.1.8 ATP Partner is required to meet all demo/lab requirements as identified in Section 2.5, which may be required for demonstration purposes or to support customer engagements. ATP Partner agrees to use this demo gear for their required IPICS training. A valid support contract must be maintained for all lab equipment providing partner-level access (level 3) to cisco.com, Cisco Technical Assistance Center
2.1.9 ATP Partner should prefereably have current knowledge of radio technology and have an understanding of the following: LMR (land mobile radio) theory, radio types (analog/digital/trunked), the RF spectrum, simplex vs. duplex, radio technical concerns (gain, attenuation, impedance), and tone remote control.

2.1.10 ATP Partner must agree to submit to an annual review to verify documentation of its procedures and validate its adherence to the IPICS ATP Program requirements set out in sections 2.1.1 through 2.1.9 above.

2.2 Personnel Role Descriptions and Requirements

This section describes the personnel roles (including functional responsibilities and desired skills) Cisco requires for the successful sale, design, implementation, and operation of IPICS Products.

The personnel requirements identified in the following sections are minimum requirements to qualify for the Cisco IPICS ATP program. ATP Partners should ensure that they have additional trained personnel as needed to support each customer engagement and their overall market opportunity. In addition to performing the indicated roles, these individuals are the first line of internal support.

Note: If ATP Partner should lose one of the persons fulfilling the roles below, the ATP Partner will have 30 days to notify Cisco of the noncompliant contact for said role. Partner should open a case with the Partner Relationship Team at "www.cisco.com/go/prt " to report the role requirement status change. Failure to do so can result in disqualification as an ATP partner. Upon notification, Cisco will allow the partner 90 days to train and assign a new person to fulfill the ATP role.

The IPICS ATP Program requires two unique personnel to fill the three roles below. Role sharing is permitted within this ATP Program; however, the SE and FE must be unique individuals.

2.2.1 Account Manager (AM): A minimum of one (1) AM is required. The AM will handle the account management and presales tasks necessary to recognize opportunities and to sell the products. The responsibilities include providing monthly forecasts to their Cisco channel account manager, attending monthly meetings with Cisco channel account management staff, articulating to customers the Cisco IPICS solution, preparing technical responses to RFPs, and providing sales support for installed customers.

2.2.2 Systems Engineer (SE): A minimum of one (1) SE is required. The presales SE is responsible for ensuring the highest level of technical account management. The responsibilities include being able to demonstrate IPICS solutions, prepare technical responses to RFPs, provide the customer with implementation planning and system design guidance, and manage the project engagement for a successful system deployment.

2.2.3 Field Engineer (FE): A minimum of one (1) FE is required. The FE (postsales/ deployment engineer) is required to assist customers with the installation and support of IPICS products. Responsibilities include providing installation test and turn-up services, problem determination, analysis, and problem resolution.

2.3 Personnel Role Training

This section identifies the required training for each of the roles defined in Section 2.2. Required training can be found on the Partner Education Connection (PEC). To locate the ATP learning maps:

- Launch and log in to the PEC www.cisco.com/go/pec.
- Click the “Browse Catalog” tab.
- Select the ATP Link on the left navigation panel.
- Click the desired role of the ATP program.

### 2.3.1 IPICS ATP Required Coursework

<table>
<thead>
<tr>
<th>Role</th>
<th>Training Required</th>
<th>Delivery</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Manager (AM)</td>
<td>Cisco IPICS Sales Training</td>
<td>VoD</td>
<td>8 hours</td>
</tr>
<tr>
<td>Systems Engineer (SE)</td>
<td>Cisco IPICS ILT Training</td>
<td>Instructor led</td>
<td>24 hours (3 days)</td>
</tr>
<tr>
<td></td>
<td>IOS LMR Training: series of 3 downloadable guides</td>
<td>Online</td>
<td>3 hours</td>
</tr>
<tr>
<td></td>
<td>IOS Multicast Routing: downloadable guide</td>
<td>Online</td>
<td>4 hours</td>
</tr>
<tr>
<td>Field Engineer (FE)</td>
<td>Cisco IPICS ILT Training</td>
<td>Instructor led</td>
<td>24 hours (3 days)</td>
</tr>
<tr>
<td></td>
<td>IOS LMR Training: series of 3 downloadable guides</td>
<td>Online</td>
<td>3 hours</td>
</tr>
<tr>
<td></td>
<td>IOS Multicast routing: downloadable guide</td>
<td>Online</td>
<td>4 hours</td>
</tr>
</tbody>
</table>

### 2.4 Customer Post sales Support

ATP Partner will have the capability to offer each customer to which it resells IPICS solutions the following postsales support services:

- The ATP Partner will offer Cisco Support (Cisco SMARTnet Service and Software Application Support [SAS]) via a valid services agreement or through a Cisco Authorized Distributor.

### 2.5 Demo Requirement

IPICS ATP Partners must have the ability to demonstrate the IPICS solution. The lab/demo equipment required for the IPICS ATP Program is housed in a separate document titled “IPICS ATP Lab Guide,” which is located in the Emerging Technologies Partner Resource Center. The lab guide goes into further detail as to what capabilities an ATP Partner must be able to demonstrate. These capabilities will need to be verified by a Cisco contact. The lab/demo equipment is to be used by the ATP Partner solely for support, training, customer proof-of-concept, and other similar internal activities. ATP Partners may purchase or lease the suggested equipment directly from Cisco at the discount for purchase of such equipment set forth in the Agreement or at other pricing as may be offered by Cisco from time to time.

Please see Appendix A, for information on how to download the most recent version of the IPICS ATP Demo Equipment BOM from the Emerging Technologies Channel Partner Resource Center website.
Part 3. Customer Satisfaction
The satisfaction of customers served by Cisco channel partners is a measure of both presales and postsales/deployment support that an end user experiences while purchasing products, services, and solutions through these partners. The benefits of receiving and acting on feedback from customers are numerous. It will provide a foundation for building long-term relationships with customers and Cisco and provides the ATP Partner with an opportunity to improve business practices in selling and supporting products, services, and solutions. It will also generate key indicators of future directions and market changes.

The ATP Partner acknowledges that Cisco may require random surveys of IPICS ATP installations. The global customer satisfaction tool would be used to determine a customer satisfaction rating. The ATP Partner must achieve at least a 4.2 average for every five surveys received.

Part 4. Verification of ATP Requirements
Verification that the ATP Partner meets IPICS ATP Program requirements will be evidenced in an Program Requirements Checklist that is provided to the partner at the time of IPICS ATP Program invitation. Channel partners are not fully qualified/approved and will not be recognized on the Partner Locator until all IPICS ATP Program requirements have been met. Thereafter, Cisco will reverify ATP Partner’s qualifications at least once per year prior to or at the anniversary of ATP Partner’s qualification/approval date. Through the renewal process, Cisco will assess whether ATP Partner continues to meet all requirements stated in the then-current PRD.

Part 5. Changes to the IPICS ATP Program
Cisco reserves the right to change the requirements for ATP Partner’s continued participation in the IPICS ATP Program. Any such change will be communicated to ATP Partner in writing, including by electronic posting. ATP Partner will have a minimum of ninety (90) days following the date of Cisco’s written notice to comply with the new requirements.

Part 6. Term and Termination of the IPICS ATP Program
ATP Partner’s participation in the IPICS ATP Program will begin on the date ATP Partner’s submitted application (and Program Requirements Checklist) is approved by Cisco (the “Effective Date”).

ATP Partner status shall commence on the Effective Date and continue thereafter for a period of one (1) year, unless sooner terminated as set forth below. ATP Partner’s participation will continue until the earliest of: (a) the termination or expiration of the Agreement or like document with Cisco; (b) termination by either party for any reason upon at least thirty (30) days’ prior written notice to the other; (c) Cisco’s termination of the IPICS ATP Program specifically or the overall ATP Program, which termination Cisco will communicate to ATP Partner in writing; or (d) determination by Cisco that ATP Partner no longer meets the program requirements, which termination Cisco will communicate to ATP Partner in writing.
Part 7. Ownership and Software Licensing

7.1 Ownership
Except for rights expressly licensed in writing by either party to the other, each party shall retain all right, title, and interest in and to the technology and Confidential Information provided/made available by each party hereunder. Cisco shall retain all right, title, and interest in and to the ATP Program’s name, Cisco logos, trademarks, and trade names. ATP Partner shall retain all right, title, and interest in and to its logos, trademarks, and trade names.

7.2 Software license
Cisco grants to ATP Partner a nonexclusive and nontransferable license to use the Cisco software specified in the Program Requirements in object code form and related documents (e.g., technical specifications and manuals) (the “Cisco Software”) solely for internal demonstration and evaluation purposes for the term of the Program Requirements. Except as may be provided in the Agreement, any Cisco Software received with or for specified products (including any upgrade or updates) may not be distributed/licensed further. EXCEPT AS EXPRESSLY AUTHORIZED UNDER THESE PROGRAM REQUIREMENTS, THE ATP PROGRAM OR ANY RELATED SUPPORT PROGRAM, ATP PARTNER SHALL NOT (AND SHALL NOT PERMIT A THIRD PARTY TO): COPY, IN WHOLE OR IN PART, CISCO SOFTWARE OR RELATED DOCUMENTS; USE THE CISCO SOFTWARE ON UNAUTHORIZED CISCO EQUIPMENT; MAKE ERROR CORRECTIONS OR OTHERWISE MODIFY THE CISCO SOFTWARE OR DOCUMENTS; DECOMPILE, DECRYPT, REVERSE ENGINEER, DISASSEMBLE OR OTHERWISE REDUCE ALL OR ANY PORTION OF THE CISCO SOFTWARE TO HUMAN-READABLE FORM; OR TRANSFER, SUBLICENSE, RENT, LEASE, DISTRIBUTE, SELL, OR CREATE DERIVATIVE WORKS OF THE CISCO SOFTWARE OR DOCUMENTS.
Appendix A: Emerging Technologies Channel Partner Resource Center

To locate and view the most current lab requirements for the IPICS ATP Program, follow the directions below to access the Emerging Technologies Channel Partner Resource Center. Please note; all IPICS ATP partners must receive access to this portal to download and view the lab requirements. Section 1 of this Appendix, will give directions on how to gain access to the ET Channel Partner Resource center, and Section 2, will give specific directions on where to locate the IPICS ATP lab/demo requirements.

Section 1: Access to the Emerging Technologies Channel Partner Resource Center:

Step 1: To obtain access to this ET Channel Resource Center go to: [www.ciscoet.com](http://www.ciscoet.com) and click on the request access tab located in the center of the website. (See Diagram 1: below – area highlighted in red)

***It is important to point out that not all Channel Partners will be granted access to this site, for more information on who qualifies for access or questions about access restrictions email: admin@ciscoet.com***
Step 2: Fill in your partner relevant information in the pop up window and press “Send Request”, once sent your request will be processed within 24 hours.

Step 3: If approved you will receive an email that will give you a link to set your password, and after you complete this step you will have access to the ET Partner Resource Center.
Section 2: Download and view the IPICS ATP Lab Requirements BoM:

**Step 1:** Log In to the ET Channel Partner Resource Center

![Login Page](image1)

- **Step 2:** Once logged into the ET Partner Resource Center, click on the Physical security tab

![Physical Security Tab](image2)
Step 3: When you are viewing the Physical security Tab, Locate the IPICS tab from among the choices.

Step 4: Once you have landed on the IPICS ATP Section of the Resource Library locate the Demo Information from the pull down menu.

Step 5: Once you have selected the Demo Information you will be able to view the current IPICS BOM.