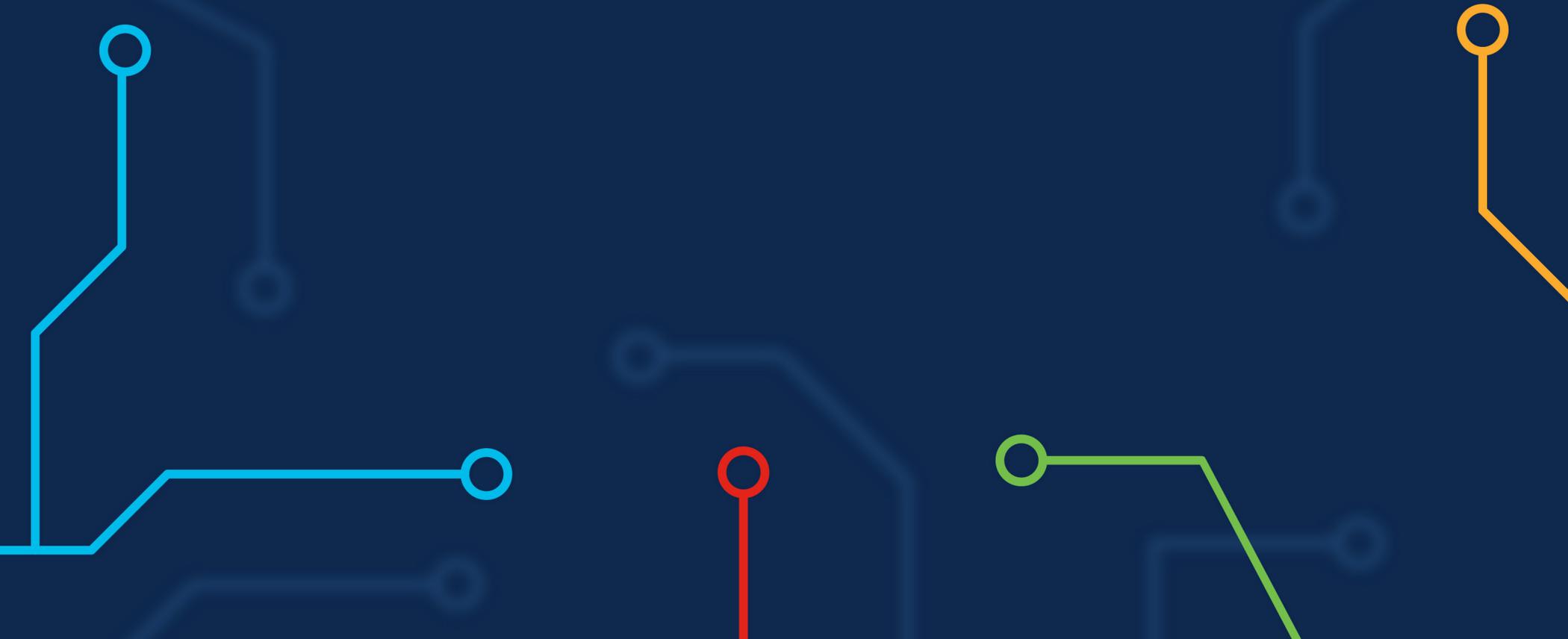


# DevNet Specialization

## User Guide

October 2020



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# Overview

The DevNet Specialization provides a path to help you build or enhance your software development practice, with a focus on automation and application development on top of Cisco platforms. Achieving this Specialization recognizes your expertise and ability to support customers throughout the lifecycle with the right people, tools, and processes.

This guide explains how to apply for and renew the DevNet Specialization and where to find resources.

## Participation

- Open to all registered partners
- Two levels available, including: DevNet Specialized or Advanced DevNet Specialized

Review the [requirements](#) for more information.

## Important Information

If a translated version of this document exists, always refer to the English version on the DevNet Specialization website for the most current edition. In the event of a discrepancy between a translated version of the document and the English version on the program website, the English version shall prevail.

## Recommended Web Browsers



Firefox



Google Chrome



Microsoft Internet  
Explorer 8

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# Not a Cisco Partner Yet?

## Companies Having No Previous Business Relationship with Cisco

To participate, you must be a Registered Cisco partner. In addition, you need access to specific tools in order to apply for, manage, and track your specialization. Here's how to get started:

### Step 1:

#### Register for a Cisco.com (CCO) ID and Password

This step grants you entitlement and access to Cisco websites, tools, and resources necessary to conduct business.

- Go to [www.cisco.com](http://www.cisco.com)
- Click the Register link in the upper right corner of the screen
- Complete the required steps as indicated
- Click the Register button to complete registration
- An email confirmation will be sent requesting that you verify your email address and to activate your Cisco account



### Step 2:

#### Apply to Become a Cisco Registered Partner

This step establishes your company's business relationship with Cisco and your ability to enroll in programs, roles, and offers.

For resellers:

- Refer to the [Partner Registration tool](#)
- Complete the required steps as indicated
- Review Cisco compliance requirements (U.S. partners must supply an IRS W9 form)
- Accept the Terms and Conditions document, then submit the application
- You will receive an email from Cisco with your acceptance. Cisco approves most applications within 30 minutes

For non-resellers:

- Contact the DevNet specialization team [devnet\\_specialization\\_team@cisco.com](mailto:devnet_specialization_team@cisco.com) and request access to register
- We will email you a separate link to register.
- Complete the required steps as indicated
- Review Cisco compliance requirements (U.S. partners must supply an IRS W9 form)
- Accept the Terms and Conditions document, then submit the application
- You will receive an email from Cisco with your acceptance. Cisco approves application within 48 hours

**Important:** You will automatically be assigned as your company's Partner Administrator. This role is responsible for managing your company's data, authorizing tool access, renewing partner-level access, assigning a Rebate Coordinator, and ensuring that your company appears correctly in the Partner Locator tool. **Proceed to the next section for additional administration steps.**

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# Cisco Partner

## CCO User ID Definition, Creation and Maintenance

Whether you're a long time Cisco partner or have just become a new Cisco partner, it's important to keep the information in your profile current. The below tables reflect the three CCO user ID levels and what they are able to do.

Please reference the [Partner Self Service User Guide](#) for more detailed instruction.

### Guest User

User **is not** associated to a Partner company. This role cannot grant access to others.

Associate Myself with a Company

### Partner User

User is associated with Partner company. This role cannot grant access to others.

- Manage My Profile
- Access Management (i.e. for viewing and requesting access to partner applications, and roles (i.e. TPV admin access, PSS admin access, PM&A + PPE, etc.))
- Manage My Reward Program
- View Cisco Sales Contacts

### Partner Self Service (PSS) Administrator

The first person to register the company as a registered partner with Cisco, will be assigned to this role. This role can grant access to tools, applications, and roles **ONLY** to employees who are associated with the company.

- Manage My Profile
- Access Management (i.e. for viewing and granting access to partner tools administrator access to others (i.e. TPV admin access, PSS admin access, PM&A + PPE, etc.))
- Manage My Reward Programs
- View Cisco Sales Contacts
- Company Details
- Location Management
- Contact Management
- Association Requests
- Accountable Program Contacts (i.e. assign rebate coordinator(s), program coordinator(s), and payment administrator(s))
- View and Download Reports
- Manage Corporate E-mail Domains
- Global Administrator (can manage multiple geographies)
- Distributor Details (only for Partner Admins of 2-Tier companies)

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# Cisco Partner

## Apply to Programs

If you are not one of the designated Partner Administrators for your company, you will need to be granted access to the [Program Management and Application \(PMA\)](#) tool to apply for, manage, and track your company's certifications and specializations. The following section assumes you already have access to the [Program Management and Application \(PMA\)](#) tool which is used to apply for and track your DevNet specialization program. If you do not have access to the PMA tool, please request access from your company's Partner Administrator. Instructions on how to request tool access can be found in the [Partner Self Service – User Guide](#) by clicking on manage access requests and then click access management.

## Program Requirements

Each level of the specialization includes unique requirements around business processes, people and organization, software offers, code examples and customer references. For details, please review the [DevNet Specialization requirements](#) and [Advanced DevNet Specialization requirements](#).

The image shows two overlapping document thumbnails. The left thumbnail is titled "DevNet Specialization Program Requirements" and the right one is titled "Advanced DevNet Specialization Requirements". Both documents are marked as "Cisco confidential" and include a list of requirements (A through F) for each specialization level. The left document also includes a section for "Step 1: Prerequisite Information and Documentation" and a table for "Practitioner Roles".

Requirement	Evidence
Practitioner Roles	

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## Apply to Programs

1. Log into the Program Management and Application tool (PMA): [www.cisco.com/go/pma](http://www.cisco.com/go/pma); page defaults to 'My Programs'.
2. Click the Apply to Programs tab to begin the application process.
3. Review the list of specializations, then click Apply to initiate the application for DevNet Specialization or Advanced DevNet Specialization (we're using DevNet Specialization as the example throughout).

Click the Help and Training tab to access training videos on how to use the PMA tool.

Program Management & Application

Choose Geography English Back to admin | Help and Training | Go to TPV

Advance Search

Cisco is announcing new core training and exams for the Cisco® Express Specialization -Security Track and Advanced Security Architecture Specialization programs. The new training and exams will impact the Account Manager (AM) and Systems Engineer (SE) Roles. See Program [Notification](#) for more information.

My Programs **Apply to Programs** Continuous Learning View Planner Reporting Dashboard

Search ProgramName/Type

Program Name	Apply	Planning
<input type="checkbox"/> Advanced Enterprise Networks Architecture Specialization	Apply	Planning
<input type="checkbox"/> Advanced SP Architecture Specialization TEST19C	Apply	Planning
<input type="checkbox"/> Advanced Security Architecture Specialization	Apply	Planning
<input type="checkbox"/> CEAS19C-Clone	Apply	Planning
<input type="checkbox"/> Cisco Express Specialization	Apply	Planning
<input type="checkbox"/> Customer Experience Specialization	Apply	Planning
<input type="checkbox"/> DevNet Specialization	Apply	Planning

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# Program Application

## Apply to Programs

1. Selecting the Apply button opens the application, where you will have access to information, comments, and actions that are required to complete the application process.
2. The first section will display Cisco's Comments and relevant information. Although most communication on application status and request for information is done via email notification, the DevNet program manager may insert instructions or information in the comments section of the application.

**Note:** The progress bar shows you each step of the application. You can save the application at any step and complete the remainder at another time.



Support Information

For a full explanation of the DevNet Specialization requirements and benefits please visit <http://www.cisco.com/c/en/us/partners/partner-with-cisco/channel-partner-program/specializations.html>

**CISCO'S COMMENTS**

Relevant comments from your Program Manager may appear here.

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## Apply to Programs: Job Role Allocation

Select the contacts you wish to assign to a required role from the dropdown list provided. Individuals become available to select from the list once they have completed all requirements for the specified job role as noted in the [DevNet Specialization](#) or [Advanced DevNet Specialization requirements](#).

**Note:** The Partner PMA administrator may select the Planning Details link to view the eligibility status of multiple candidates for the specific job role. If you have contact(s) that are meeting requirements, but are not showing up in the Job Role Allocation dropdown list, check the following: (a) It has been more than 3 days since all of the required exams were passed (b) Contact(s) are correctly associated to your company via Partner Self Service (instructions can be found in the 'associate myself to a company' section of the Partner Self Service (PSS) User Guide (c) Contacts are not already assigned to another role (see [role sharing rules](#)). If the issue cannot be identified through the above, please open a case (see Support and Resources section for instructions).

### Job Role Allocation !

A consolidated view of all job role planner details may be found [here](#) or on the Planner tab at top. Individual job role details may be viewed using the "Planning Details" links below.

**+ Legend**

- Field Practitioner 1**  
**No Eligible Contacts**  
([Show Allocation History - Previously](#)) ([Planning Details](#))
- Field Practitioner 2**  
**No Eligible Contacts**  
([Show Allocation History - Previously](#)) ([Planning Details](#))
- Software Practitioner 1**  
**No Eligible Contacts**  
([Show Allocation History - Previously](#)) ([Planning Details](#))
- Software Practitioner 2**  
**No Eligible Contacts**  
([Show Allocation History - Previously](#)) ([Planning Details](#))
- Software Sales Lead**  
**No Eligible Contacts**  
([Show Allocation History - Previously](#)) ([Planning Details](#))

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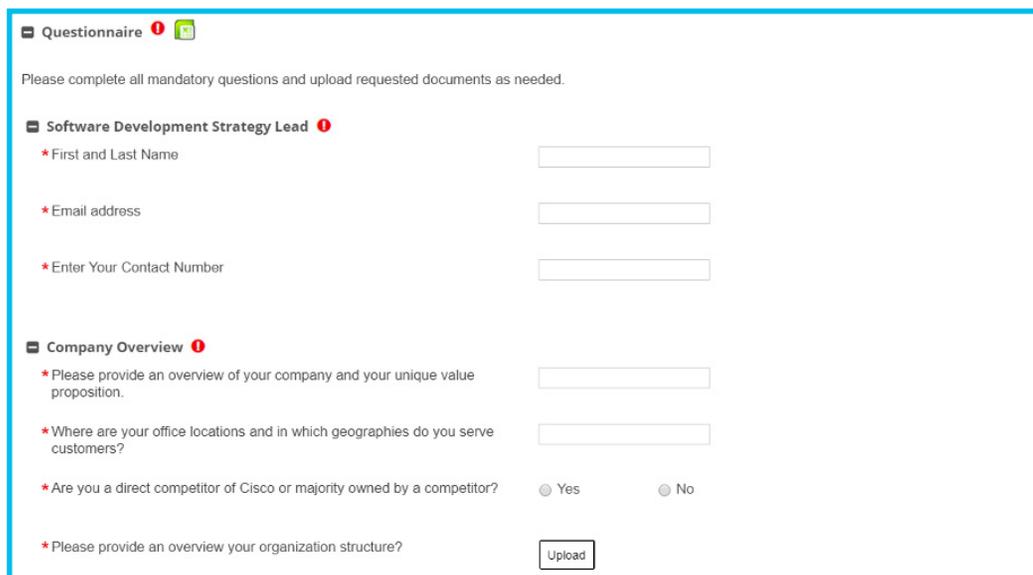
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# Program Application

## Apply to Programs: Questionnaire

1. In the questionnaire section, you can download a questionnaire template directly from the application (green icon) or from the DevNet Specialization Program Requirements document. Once the questionnaire is complete, please follow the file upload instructions under the My Documents section of this guide.
2. You must enter all required information in the questionnaire section and upload supporting documentation where requested.
3. Click and accept the Application and Processing acknowledgement.



The screenshot shows a web form titled "Questionnaire" with a red information icon and a green download icon. Below the title is a instruction: "Please complete all mandatory questions and upload requested documents as needed." The form is divided into two sections: "Software Development Strategy Lead" and "Company Overview".

**Software Development Strategy Lead**

- \* First and Last Name:
- \* Email address:
- \* Enter Your Contact Number:

**Company Overview**

- \* Please provide an overview of your company and your unique value proposition:
- \* Where are your office locations and in which geographies do you serve customers?:
- \* Are you a direct competitor of Cisco or majority owned by a competitor?:  Yes  No
- \* Please provide an overview your organization structure?:

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# Program Application

## Apply to Programs: My Documents

In this section you will upload required files and additional supporting document into the application. Upload any required documents as needed.

1. Identify the document category to upload your file.
2. Click on the Upload icon.
3. Upload the file by clicking on select files or drag and drop the file from your desktop, click Attach.
4. Once attached the file name will display in the document column next to the file.
5. Scroll down to the Legal Document section to complete the application.

**MY DOCUMENTS** !

*Please upload the current version of the required documentation.*

Document Category	Upload	Document Name	Comments
*DevNet Questionnaire <a href="#">Template: DevNet Questionnaire</a>	↑		
General	↑		
*Customer Reference <a href="#">Template: devnet-specialization-customer-reference-template</a>	↑		

Attach file(s)

Browse Document Repository

Drag and drop files here  
OR

**MY DOCUMENTS** ✓

*Please upload the current version of the required documentation.*

Document Category	Upload	Document Name	Comments
General	↑	<a href="#">step-by-step_Registered_Partner.pdf</a> (kuadams: 11-May-2020)	

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## Apply to Programs: Legal Document

1. By clicking on the link, you will be able to view the Terms and Conditions.
2. Click the check box to acknowledge that you have read and agree to the program Terms and Conditions. Then choose one of the following options:
  - Cancel the application (all information will be lost)
  - Save the application (you can complete at another time)
  - Click Next to submit the application. The Submit Program Application page displays
    - Select the program(s) you wish to submit
    - Click Submit and you are prompted to confirm your submission; click OK to complete
    - You will receive an automated email confirming your submission has been received
3. The My Programs tab will then be displayed.

**Legal Document** 

*Please review and accept the most recent Terms and Conditions of program participation.*

**Terms and Conditions**

[View Terms and Conditions](#)

I have read and agree to the Terms and Conditions

Accepted By:

Accepted Date:

[Cancel](#) [Save](#) [Next](#)

[Download Application..](#) [Archived Documentation...](#)

[Jump to Top](#)

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# Program Application

## Apply to Programs: Application Status

- The status of your DevNet Specialization application will be displayed along with suggested actions.
- The DevNet Specialization has additional validation steps requiring a Cisco Program Manager to review the application before it can be approved. As a result, the status of your application will show as Submitted until the Program Manager begins to review it. At that time, the Program Manager will change it to In-Review status. This usually occurs within 3 business days of submission.
  - The application will remain In-Review status until all program requirements have been verified and the live practical demonstration has been passed
  - The Advanced Specialization program requires a capability review be conducted and the application will be changed from 'In-Review' to 'Audit' status until that process is completed
- Once reviewed and all requirements noted as met, the Program Manager will change the status to Approved. You may have to refresh your browser view to show the updated status.
- Upon approval, you will receive a confirmation email and the status will continue to show as Approved until 90 days before your next anniversary renewal date, at which time it will change to a status of Re-Cert to allow updates to your application.

pdctest100Company(USA)

	Program Name	Status	Next Action	Anniversary Date
<input type="checkbox"/>	Cisco Hyperflex Authorization	APPROVED	<a href="#">Review Application</a>	21-May-2020
<input type="checkbox"/>	Cisco IoT Authorization	INCOMPLETE	<a href="#">Review Application</a>	
<input type="checkbox"/>	Cisco Umbrella for MSSPs	RE-CERT	<a href="#">Renew</a>	11-Mar-2020
<input type="checkbox"/>	CiscoVision	RE-CERT	<a href="#">Renew</a>	09-May-2018
<input type="checkbox"/>	IP Fabric for Media Authorization	RE-CERT	<a href="#">Renew</a>	10-Apr-2019
<input type="checkbox"/>	Master Security Specialization	APPROVED	<a href="#">Review Application</a>	28-Sep-2020
<input type="checkbox"/>	Master Service Provider Technology Specialization	NOT-SUBMITTED	<a href="#">Review Application</a>	
<input type="checkbox"/>	Unified Contact Center Enterprise Authorization	RE-CERT	<a href="#">Renew</a>	20-Jan-2018
<input type="checkbox"/>	Cloud and Managed Services Express	APPROVED		20-Sep-2020
<input type="checkbox"/>	DevNet Specialization	APPROVED		01-May-2021
	Registered Partner	APPROVED	<a href="#">Renew</a>	25-Jun-2014

Non Compliant
 Get Well Plan
 Continuous Learning

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# Program Renewals

Partners must maintain the program requirements throughout the entirety of the program validity period (one year) and are required to renew their DevNet specialization annually. Please reference the renewal section of the [DevNet Specialization](#) and the [Advanced DevNet Specialization](#) requirement documents. All renewal requirements must be fulfilled and renewal application submitted to gain full program approval for renewal. The image below shows how to initiate the renewal application. Once the application is opened, reference the above training slides on how to update and complete the application.

## Initiate the Renewal Application Process

1. Log into the Program Management and Application tool: [www.cisco.com/go/pma](http://www.cisco.com/go/pma)
2. Click the My Programs tab to review the status of your application process.
3. Click on Program Name or the Renew link to open the application.

**Note:** If you have met all the requirements, your DevNet Specialization track may be renewed automatically.

My Programs					
<a href="#">Apply To Programs</a> <a href="#">Continuous Learning View</a> <a href="#">Planner</a> <a href="#">Reporting Dashboard</a>					
<input type="text"/> Search					
<b>pdbtest100Company(USA)</b>					
	Program Name	Status	Next Action	Anniversary Date	
<input type="checkbox"/>	<a href="#">Cisco Hyperflex Authorization</a>	⚠ APPROVED	<a href="#">Review Application</a>	21-May-2020	
<input type="checkbox"/>	<a href="#">Cisco IoT Authorization</a>	INCOMPLETE	<a href="#">Review Application</a>		
<input type="checkbox"/>	<a href="#">Cisco Umbrella for MSSPs</a>	⚠ RE-CERT	<a href="#">Renew</a>	11-Mar-2020	
<input type="checkbox"/>	<a href="#">CiscoVision</a>	RE-CERT	<a href="#">Renew</a>	09-May-2018	
<input type="checkbox"/>	<a href="#">Customer Experience Specialization</a>	NOT-SUBMITTED	<a href="#">Review Application</a>		
<input type="checkbox"/>	<a href="#">DevNet Specialization</a>	⚠ RE-CERT	<a href="#">Renew</a>	01-May-2021	

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# Support and Resources

## Important Resources

Our Partner Support team is just a click away to assist with questions or issues relating to your company status, CCO user ID, access to Cisco tools, or processing/renewing your DevNet Specialization program in PMA. Go to the Customer Service Hub to search for guidance and recommendations for the most common support case issues. You can also open a case by entering text on your particular issue in the search bar which will display results including several navigation options to open your case with the correct team. The support team will respond to cases within 48 hours. To check the status of your case, refer to Customer Service Central and select the My Cases tab for further information.

Products & Services Support How to Buy Training & Events Partners

Customer Service Hub

What is the status of my order?

FREQUENT ACTIONS Assignment Setup Credit Reassignment SAVM Maintenance Request Standard Order Expedite Requests

My Dashboard

Cases Awaiting Your Response	Cases Completed Since Last Visit	Cases Updated Since Last Visit
------------------------------	----------------------------------	--------------------------------