



Gold Certification Requirements

Certification and specialization are based on meeting all requirements within a given country, or [country grouping](#) where relevant.

All applicants must agree to the [Channel Partner Program Terms and Conditions](#) which can be found in the [Program Management and Application](#) tool) during the application process.

Specialization Requirements

Partners need four of the following specializations for Gold Certification:

- [Advanced Enterprise Networks Architecture Specialization](#) (Required)
- [Advanced Security Architecture Specialization](#) (Required)
- [Advanced Collaboration Architecture Specialization](#) or
- [Advanced Data Center Architecture Specialization](#) or
- [Advanced Service Provider Architecture Specialization](#)

Note: Enterprise Networks and Security Architecture are mandatory; partner may choose the remaining two Advanced Architecture Specializations: Advanced Collaboration Architecture, Advanced Data Center Architecture, or Advanced Service Provider Architecture Specialization to qualify for Gold Certification.

Hybrid IT Requirements

Partners must be able to resell four [Hybrid IT Services](#) from the following list:

1. Cisco Cloud Service or Cisco Powered Cloud Service (required)
2. Cisco Managed Service, Cisco Powered Managed Service or Cisco Based Partner-Created Managed Service (required)
3. Cisco Cloud Service or Cisco Managed Service or Cisco Powered Cloud Service or Cisco Powered Managed Service or Cisco Based Partner-Created Service
4. Cisco Cloud Service or Cisco Managed Service or Cisco Powered Cloud Service or Cisco Powered Managed Service or Cisco Based Partner-Created Service

Cisco Based Service Definitions:

Cisco Based Partner-Created Managed Service: An offer where the key features of the service are provided by Cisco device(s), or a network-based service is built on Cisco infrastructure AND the service includes monitoring and management of Cisco equipment owned or leased by the customer (Cisco endpoints or customer premises equipment)

Cisco Based Partner-Created Cloud Service: A cloud-based service built on Cisco reference architecture. Examples can be found in the [Design Zone](#).

Hybrid IT Documents

- [Hybrid IT Guide \(PDF\)](#)

To sell the hybrid services, you will need to secure a provider contract(s) and ensure the following are in place:

- End customer SLA
- Marketing and/or technical description
- Hybrid IT resale lifecycle management process

Certified Role Requirements

Partner must have a minimum of 12 unique certified full-time employees:

- minimum of four CCIEs
- no more than four Selling Business Outcomes (SBO) or The Cisco Business Architecture Approach (DTBAA) may be counted toward the total

Support Requirements

Type	Gold
Legal agreement	Valid resale agreement or Cisco Indirect Channel Partner Agreement (ICPA) in place
Demonstration capabilities	Ability to demonstrate a technology or solutions specialization at the time of audit
Customer service	24 hours a day, seven days a week
Escalation process	Required
Call Back	One hour
Support lab	Support lab equipment requirement for collaborative services partners only
Pre-Sales Support	Required
Post-Sales Support	Requirements based on Partner Support Agreement

Customer Satisfaction

Note: Participation in the [Cisco partner customer satisfaction survey](#) is required.

Measurement	Explanation
January measurement	Provide 30 valid contacts/email addresses for current customers to receive a customer satisfaction survey.
July measurement	Partner must enter follow-up activities in the PAL tool for all low scores received for the current fiscal year.
New Partner Certification*	Participation in customer satisfaction activities at the first measurement after a full six months of attaining Gold certification (January or July measurement)
Recertification	Participation in both January and July measurement customer satisfaction activities

* The definition of "new" partner as it relates to the enforcement of the customer satisfaction requirement is a partner that has not been certified at any level within the previous six months.

Exception

Premier partners moving to Gold Certification must provide a minimum of 30 valid customer contact names/email addresses at the first January measurement period that occurs after a full six months of attaining Gold Certification.

Note: Certification and specialization are based on meeting all requirements within a given country, or country grouping where relevant. All applicants must agree to the Channel Partner Program Terms and Conditions which can be found in the [Program Management and Application](#) tool during the application process. All Certifications and Specializations must be renewed in the tool every year. A complete list of requirements including certified personnel may be found in the [Audit and Policies Document](#).

Service Requirements

Service Attach Rate

New and renewing Gold Certified Partners are required to have a minimum service attach rate of 40 percent during the four previous Cisco quarters.

For partners who have not previously been Gold Certified, the service attach rate requirement may be met by achieving a rate of 40 percent within the past 12 months.

Revenue from Services

New and renewing Gold Partners must generate at least 15 percent of revenue from services during the two previous Cisco quarters.

For example:

- Total product revenue (from the networking products division) for the past two Cisco quarters
- Total services revenue (from all services sold, including Cisco SMARTnet and professional services)

$$\text{Revenue from Services}\% = \frac{\text{Total revenue of service sold (Managed, Professional Service, \& SMARTnet)}}{\text{Total product revenue of the networking division}} \times 100 = 15\%$$

Revenue from services must meet the following requirements:

- The percentage of revenue from all services (includes all vendors, and does not have to be 100 percent Cisco-specific) against the product revenue must be at least 15 percent
- Partners must provide documented evidence that they have met or exceeded this requirement

Measurement must be specific to the division engaged in providing networking services or solutions in the country applying for certification.

The [service requirements](#) apply to both Cisco Branded Services (CBR, Packaged Services, Pay-for-Performance), and Partner Branded Services (CSSP, Co-Brand, Collaborative Technical Services).



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