



Channel Partner Program: Hybrid IT Guide

Gold

Pick four or more hybrid IT services to resell in-country, making sure at least one is cloud and one is managed. These four or more services can be a combination of your own Cisco Powered™ services offerings, Cisco® Cloud Services, Cisco® Managed Service, another Cisco CMSP certified provider's Cisco Powered services, or a Cisco based partner-created service.

Premier

Pick one or more hybrid IT service to resell in-country. This service can be one of your own Cisco Powered™ services offerings, a Cisco® Cloud Service, Cisco® Managed Service, another Cisco CMSP certified provider's Cisco Powered service, or a Cisco based partner-created service.

How to Set Up Your Hybrid IT Services

Cisco CMSP Partners: Set up your Cisco Powered services offerings

- Make sure your company's Cisco Powered services are being offered in the country in which your Gold or Premier certification is valid.
- Make sure your main CMSP application owner in the [Program Management & Application \(PMA\) tool](#) marks that those Cisco Powered services are being offered for sale in that country.
- Formalize the local process for selling those services in your certification location by developing the following for each service:
 - A marketing description
 - An end customer SLA
 - A resale lifecycle management process

Set up your Cisco Cloud Services resale processes

- Choose to sell Cisco Cloud Consumption as a Service, Cisco Energy Management as a Service, Cisco Meraki®, Cisco Spark, Cisco Umbrella or Cisco WebEx®.
- Formalize the local process for selling those services in your certification location by developing the following for each service:
 - A marketing description
- **Note:** Cisco Meraki can be sold as either a Cisco cloud service or a Cisco managed service.

Set up your Cisco Managed Service resale processes

- Choose to sell Cisco Meraki®
- Formalize the local process for selling this services in your certification location by developing the following:
 - A marketing description
- **Note:** Cisco Meraki can be sold as either a Cisco cloud service or a Cisco managed service.

Set up your Cisco CMSP certified provider Cisco Powered services resale process



- Locate a Cisco certified provider in the [Cloud and Managed Services Marketplace](#), [Virtual Cloud Connection](#), or [Partner Locator](#), or work with your Partner Account Manager to identify a provider.
- Develop a relationship with your chosen provider(s) and secure a contract for reselling their services.
- Formalize the local process for selling the services in your certified location by developing the following for each service:
 - A marketing description
 - An end customer SLA
 - A resale lifecycle management process

Set up Cisco based partner-created services



- Develop your Cisco based service, using Cisco technology.
- Make sure you have an ITIL[®] certified individual as a full-time employee.
- Formalize your service and provide the following to Cisco:
 - A marketing description
 - An end-customer SLA
 - A network topology as it pertains to your Cisco based service only (with Cisco products identified)
 - A tool list (tools used for management and monitoring)
 - The certificate for your ITIL certified employee
 - Lifecycle management documents from a specific list*
- 1 Plan document
- 1 Build document
- 2 Manage documents
 - A resale lifecycle management process (checked at audit)

Definitions

- **Marketing Service Description (MSD):** The Marketing Service Description is a document produced by the reseller that explains to a potential customer what the service is and what features and benefits the service provides. The MSD must be a published document.
- **Service-Level Agreement (SLA):** A contractual agreement between a cloud and/or managed services provider and an end customer that generally has measurable terms and describes the IT service, documents service-level targets, and specifies the responsibilities of the IT service provider or services reseller and the customer. Some metrics that may be included in SLAs are:
 - The percentage of the time services will be available
 - Specific performance benchmarks to which actual performance can be periodically compared
 - The schedule for notification in advance of network changes that may affect users
 - Help desk response time for various levels of problems (escalations)

*Plan, Build, and Manage lifecycle services list options:

- **Plan:** Lab topology and reservation process; Project management process; Customer training; Demand management
- **Build:** Disaster recovery plan and testing; Change management process; Service-level measurement and reporting; Capacity management; Release and deployment management; Network readiness assessment example
- **Manage:** Service desk reports, including key performance indicators (KPIs); Escalation process; Examples of a case from end to end, including change request, return materials authorization (RMA) and Cisco Technical Assistance Center (TAC) requests, call back, auto escalated incident, and proactive and reactive management; Incident management; Problem management; Remote troubleshooting access



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