

Channel Partner Program Announcement



Announcement date: November 1, 2017

Announcing Cisco Partner Authorizations

On November 1, 2017, Cisco is announcing the rebranding of Authorized Partner Programs (APP) and Authorized Technology Programs (ATP). After this date, these programs will be known as Authorizations.

What do I need to know?

Previously, Cisco had an Authorized Partner Program (APP), an Authorized Technology Provider Program (ATP), as well as various welcome and pilot programs for acquired companies. As part of our efforts to simplify partner programs, we are rebranding these multiple program offerings into one offer within our Channel Partner Program called Authorizations. .

How is my ATP or APP changing?

Authorizations will continue to provide first-to-market opportunities for partners with specific skills, practices, and capabilities.

The only change to any of these existing offers is the name. As of November 1, 2017, all of these offers will now go by one common name—Authorizations. The requirements and benefits of each will remain intact and without change for all enrolled and participating partners.

How do I enroll?

To enroll, follow the enrollment process indicated for each Authorization. Please note that while we rebrand these various offers into one category called Authorizations, you may note some discrepancies in naming in the [Program Management & Application](#) tool. After November 1, 2017, please be aware of the following:

- IPICS ATP is now IPICS Authorization
- Network Services Orchestrator ATP is now Network Services Orchestrator Authorization
- TelePresence Video Master ATP is now TelePresence Video Master Authorization
- Unified Contact Center Enterprise ATP is now Unified Contact Center Enterprise Authorization

More information

For additional details, and to learn more about the different authorizations Cisco offers, check out our [new Authorizations page](#).



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