Welcome to the Cisco Channel Partner Program

Thank you for your interest in becoming a Cisco Reseller! We’re excited to have you join our ecosystem of trusted partners. This guide includes the information you need to get started.

Where Should You Start?

Here’s an overview of the process:

1. **Get Ready**
   - Start by partnering with a Cisco Distributor.
   - You’ll need to provide your Cisco Distributor name and Distributor Reseller Account Number to begin our online application.
   - If you haven’t partnered with a Cisco Distributor yet, use our Disti Locator tool to find one now!

2. **Complete New Partner Onboarding**
   - New to working with us?
   - Prior to applying to the program, you must first establish your relationship with Cisco.
   - Set up ID and password
   - Register as a Cisco partner

3. **Manage Company Information**
   - Ensure your team has the right level of access.
   - Before completing the application, you need to assign critical roles to the right people and update your communications preferences.
   - Get Started
If your company is new to Cisco, start by registering for a Cisco.com ID and password. You’ll need it before you can apply to become a Reseller—it’s how you get access to the necessary websites, tools, and resources.

**Important:** Each individual at your company who will access Cisco tools and documentation will need to obtain a Cisco.com ID.

1. Go to [www.cisco.com](http://www.cisco.com). Select the Register link in the upper right corner of the screen.
2. Enter your Contact Information. Please ensure that each individual chooses the correct job role.
3. Complete the requested Security information, and then click Register to complete registration. An email confirmation will be sent within 15 minutes with your new credentials.

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Become a Cisco Partner

The next step is to register as a Cisco partner, which establishes your company’s business relationship with Cisco. Allow about 30 to 45 minutes to complete the application.

1. Log in to the Partner Registration tool using the link from your invitation.
2. Select the check box to indicate that you are the signatory for your company. Then select Reseller. Click Continue.
3. Complete the required steps as indicated.
4. Review compliance requirements (U.S. partners must supply an IRS W9 form).
5. Accept the Terms and Conditions document, and then submit the application.
6. We will review your company’s application within 10 business days of your submission date. Once your application is processed, you’ll receive an email notifying you that your company has either been approved or denied as a Cisco Registered Partner.

Next, you need to make sure everyone has the right access level/role and update your communications preferences.

Having trouble?

Refer to the steps in the back of this guide to open a case with Cisco Support.
Manage Your Company Information

It’s critical to manage your preferences and assign critical roles prior to applying.

About Your Role as Partner Administrator

As the person who registered your company, you are automatically assigned as Cisco’s primary contact and also have the Partner Administrator level of entitlement, which allows you to:

• Manage your company’s data
• Authorize tool access for other contacts at your company
• Enroll as a Reseller, and register activities
• Assign other important roles (including additional Partner Administrators for your company)

Manage your preferences

Set up your communications preferences through Cisco Account Profile.

Associate employees to your company

Need to make sure other employees are associated with your company and have access to Cisco websites?

• They need a Cisco.com user ID and password first. Register here.
• After the Cisco User ID is registered, each employee will need to go to Partner Self Service to request association.
• You will receive an email to approve the association. Within 48 hours of your approval, employees will have access to all resources based on your company’s access level.

Assign Partner Administrator(s)

If you prefer, you can assign another person as your Partner Administrator using Partner Self Service.

• Refer to the Partner Self Service Job Aid, User Guide, and FAQs for directions and ensure that this individual is assigned with the following access levels:
  1. Partner Self Service (PSS) Administrator
  2. Program Management & Application
• The individual must be associated to your company before you can assign the access.

For Questions and Help

Refer to the Partner Self Service tool for more information or the steps to properly open a case with Cisco Support found in the back of this guide.
## Need Help?
Below are typical scenarios that you may experience and how to resolve them before submitting a case.

### Issues
- Login issues
  - Cisco.com
  - Partner Registration (PREG)
- Unable to locate Partner Administrator
- Need to associate Cisco.com ID with your company
- Need to update your company information

### How to Resolve in Advance
- Refer to the [Partner Self Service](#) tool for more information
- Contact one of the Partner Administrators for your company, who can help resolve your issue

**Important:** For enrollment issues, a support case must be opened via Customer Service Central (CSC) before the end of the enrollment period. Issues reported via email will not be considered. See directions below.

### Still need help?
If you’re not able to resolve your issue using the recommended documents and training, please open a case through [Customer Service Central](#).
- Tools > View All > Channel Partner Tool Access
- Scroll through the options and select the appropriate tool—note that during this step, you may see the category [Other Option](#) appear after making your selection. Please disregard; just complete the remaining sections and then submit the case.