

Cisco Partner Ecosystem

For Customers



Your business. Our partners. Limitless opportunities.

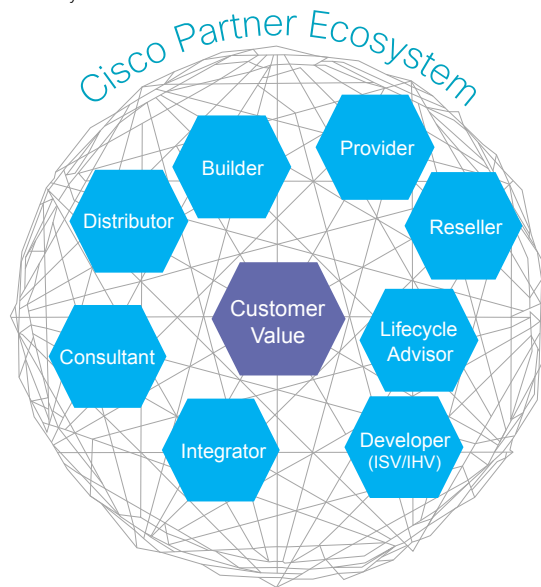
The Internet of Everything gives you new ways to grow your business and open new revenue streams. It brings new chances to exceed your customers' expectations. And new opportunities to simplify your workflow, make your employees more efficient, and quickly adapt to shifting consumption models.

It gives you all of these advantages, and countless others. But you need the right relationships in place to make the most of them.

We've assembled a vast network of partners that have the best solutions, software, and services you can find. A network that stretches clear across the globe. We call it the Cisco Partner Ecosystem.

You'll appreciate that they're industry leaders with collective expertise. And the tremendous breadth and depth they have. And that they constantly innovate and reinvest in themselves, so you'll always have access to the most advanced resources out there. Always be in a position to make the best possible investments for your company.

Figure 1. Cisco Partner Ecosystem Framework



But what really makes our partners so special is their dedication to your success. It's the time they'll take to really understand your needs and goals, and to help you reach them. It's their total commitment to helping you capture your full share of value in the Internet of Everything.

What do our partners do?

Our partners help bring the Internet of Everything to life. They play many roles in that journey.

- As **developers**, they design, test, and build everything from software to solutions to services.
- As **integrators**, they combine technologies from many different sources to create solutions.
- As **builders**, they create new private cloud solutions from scratch.
- As **providers**, they use our technology and services to offer other services.
- As **consultants**, they recommend technology and services from us and other partners.
- As **lifecycle advisors**, they help customers choose the right software and services at every stage of the solution.
- As **distributors**, they package up and sell our software, solutions, and services through resellers.
- As **resellers**, they sell our software, solutions, and services directly to the public.

Find the right solutions—and the partners who can deliver them.

The Cisco Marketplace is a hub of countless solutions. A single website where you can connect to our partners that offer the solutions you need. You'll be able to identify the ones that are uniquely suited to help you solve your toughest business challenges. To maximize the opportunities around you. And to show you ones you didn't know existed.

The Partner Locator helps you find a Cisco partner near you with the breadth and depth of expertise you're looking for.

For more information on finding the solutions and partners right for you, go to:

<https://marketplace.cisco.com/>

<https://tools.cisco.com/WWChannels/LOCATR/openBasicSearch.do>

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