

Program Notification

April 6, 2021

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Cisco's Policies in relation to Purchases and resale of Cisco Products and Services

Buy Right – Buy Authorized Cisco

The Cisco products that partners purchase are regularly installed within critical network infrastructures. The authenticity, reliability and high quality of the products are therefore fundamental factors to consider at the time of the purchases.

What you Need to Know

As a Cisco Partner, you are authorized to purchase Cisco products and services only from an 'Authorized Source' and resell them to end users. An Authorized Source is defined as Cisco or a distributor that is authorized by Cisco to redistribute products and services in a specific territory, depending on your Cisco agreement. You can consult the list of authorized distributors within your territory [here](#).

Under your partnership agreement with Cisco, partners agree to provide Cisco with end user details for each sale of Cisco products and services. In particular, partners shall identify the complete name and address of each end user in the applicable purchase order. It is paramount partners only resell Cisco products and services to the approved end users, and correctly report the end user details back to Cisco. Compliance with this requirement allows Cisco to ensure our products are with end users who can benefit from valid software licenses, Cisco warranties and support services and are not resold elsewhere, including into the grey market.

Purchase of Cisco products or services from companies that are not Authorized Sources, expose partners and their customers to risk of counterfeit. Counterfeit products do not only violate Cisco intellectual property laws and trading in them is illegal, but they also pose serious threat to your customers' network and can introduce security vulnerabilities.

Purchase of Cisco products or services from companies that are not Authorized Sources in your territory, their resale to entities other than approved end users or providing incomplete or incorrect end user details is in breach of your agreement with Cisco and may lead to any of the following actions:

- Audits of your purchase and sale records
- Shipment suspension
- Suspension or termination of Cisco services for products purchased outside Authorized Source
- Rebate withholds
- Termination of your partnership agreement

Cisco products purchased from companies that are not Authorized Sources within your territory are not covered by Cisco warranty, are not eligible for Cisco support services and do not have a valid Cisco software license unless they successfully pass an inspection and any applicable re-licensing fees are paid.

Cisco treats compliance with our policies and agreements very seriously. Partners will be required to view a compliance video with these reminders when renewing their partnership with Cisco.

Resources

Please visit the Cisco Brand Protection website for more information on Cisco genuine and authorized products:
www.cisco.com/go/brandprotection.

Thank you.



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