

# Cisco IoT Design-In Program

## Q What is the Cisco® IoT Design-In Program?

A The IoT Design-In Program is Cisco's first systematic lifecycle program for industrial networking. The program covers three steps – discover, develop, deliver – to integrate asset connectivity specifically **for industrial control system vendors, systems integrators, and equipment builders.**

## Q What are the partner benefits of using the Cisco IoT Design-In Program?

A The systematic approach of the Design-In Program speeds time to market, improves profitability, and increases reliability through reference guides, learning labs, developer sandboxes, and Cisco professional services and technical support.

## Q Who is the IoT Design-In Program for?

A The Design-In Program is relevant for IT professionals who need to work with their OT counterparts, including solution architects, network administrators, developers, and chief security officers who together ensure that the network infrastructure and applications perform optimally and securely.

It also involves everyone from the operator on the shop floor (OT), controls engineer, and technician to the plant manager (OT) and chief operating office. These professionals are ultimately focused on delivering operational efficiency and business outcomes.

## Q What products are included in the Cisco IoT Design-In Program?

A The program includes most Cisco products depending on the agreement signed by the partner with Cisco.

## Q How do I resell products and support under the Cisco IoT Design-In Program?

A The Cisco Global Partner Organization provides a full range of services for registered partners. The first step in establishing a reseller relationship under the Cisco IoT Design-In Program is to become a Cisco partner. Cisco has a dedicated team that will work with you to assess the requirements for and the specifics of the Cisco channel partner program. The Cisco channel partner program covers the IoT products as well as various support offerings.

## Q What are the requirements to become a Design-In partner?

A This program is designed for partners who are delivering products at scale and on an ongoing basis. The dedicated Cisco channel partner program team will work with you to assess these and other specifics.

**Q What commercial resale agreements are available for the Cisco IoT Design-In Program?**

**A** The Cisco IoT Design-In Program supports the full range of Cisco channel partner agreements. Cisco has also created a new channel partner agreement named the “Cisco IoT Design-In Program,” which is tailored to the specific needs of industrial control system vendors, equipment builders, and integrators, who typically sell indirectly through OEM channels.

**Q What workshops are available in the Discover or Develop phase of the Design-In Program?**

**A** Two types of workshops are available to the partners in the Discover or Develop phase. The first type is conducted in the Discover phase by the Cisco IoT Business Unit for the partner to identify the best fit of IoT products for their business goals.

The second type of workshop is targeted in the Discover or Develop phase, and is conducted by the Cisco Customer Experience team to delve deeper into key topics related to cybersecurity and edge computing, with content tailored to where the partner is on their journey. Partners can also engage Cisco Customer Experience for custom workshops or consultations at any stage.

**Q What kind of development resources are available?**

**A** Cisco has created Design-In reference guides, hands-on learning labs, and sandboxes specifically tailored for the Design-In Program and has made them available on DevNet. Cisco will facilitate support and additional documentation for solution validation during the development phase of the program for a small fee.

**Q Is the Cisco IoT Design-In Program restricted to partners from certain countries?**

**A** The Cisco IoT Design-In Program is global (except for China). It is currently available in countries with the largest footprint of industrial control system vendors, machine builders, and systems integrators, including Germany, Japan, and the United States. However, select accounts need to be approved on a case-by-case basis in the pilot phase.