Program Evolution
SB Specialization (SBS) v.4

AM & EN Training Content
- SB Technology Fundamentals
- Connect & Secure
- UC320W
- WebEx, BE3000, (SBCS, UC500), CCAcx
- On Plus

AM & EN Exams
- 650-179 and 650-196

SB Foundation (SBFS) v.1

AM & EN Training Content
- SB Technology Fundamentals
- Connect & Secure
- UC320W
- WebEx
- On Plus

AM & EN Exams
- 650-256 and 650-395

*NEW SMB Specialization (SMB) v.1

AM & EN Training Content
- SMB Telepresence
- WebEx
- UCS C & E series
- Nexus 3K, Flexpod Express, VSPEX
- Cisco Cloud-Managed Access Switches & Wireless
- Cisco SA500 Series
- Cisco ASA 5500 Series
- Web & Email security
- Campus LAN Access, ISR

AM & EN Exams
- 700-505 and 700-501
Impact on Cisco Partners

Existing SB and/or SBF Specialized Partners

- Cisco SB and SBF Specialized partners with anniversary dates between 1 Sept 2013 and 2 March 2014 got their date postponed to 3 March 2014
- Pass the exams and apply for the SMB Specialization prior to the SB and/or SBF specialization anniversary date
- Select Certification renewal – as is process

New Partners

- SB and SBF Exams are no longer available for new applicants
- Pass exams for the SMB Specialization
- Apply for the SMB Specialization and consequently for the Select Certification
Specialization Requirements

1. **Registered Cisco Partner**

2. Valid resale agreement or Indirect Channel Partner Agreement (ICPA) in place

3. Account Manager (AM) and Engineer (EN) **job roles***

4. Individual/s fulfilling the AM and EN job roles must successfully pass required 700-505 and 700-501 exams (Trainings are recommended / not mandatory)

5. Apply for the SMB Specialization via CSApp tool [www.cisco.com/go/csapp](http://www.cisco.com/go/csapp)

*Note: Job role sharing rules – 1 person can satisfy both AM and EN roles*
SMB Specialization Curriculum
Learning Path and Exam for the Account Manager

Partnering with Cisco for SMB Sales Modules

- **Cisco Story / Selling Strategically** - Value-added Selling 45min
- **Services & Support**
  - TAC 15 min
  - SBSC 15min
- **Partner Tools**
  - Cisco Tools / Resources for AM 45min
  - Promotions/Incentives (NFR, TMP) 30min

Cisco Architectures for SMB Sales Modules

- **Borderless Networks**
  - SMB Routing 45min
  - SMB Switching 45min
  - SMB Competitive Positioning 30min
  - SMB Security 30min
  - SMB Wireless 30min
  - *SMB Cloud Device Management Overview 30 min
- **Collaboration**
  - Cisco Collaboration for SMB (intro to ECS) 30min
  - Cisco WebEx Meeting Center 30min
  - SMB Telepresence 30min
- **Data Center**
  - Compute and Virtualization for AM 60min
  - Data Center Switching for AM 30 min
  - Express Pod and VSPEX 60min

- Training available via 2 independent Quick Learning Modules (QLM’s)
- *SMB Cloud Device Management training item is posted directly on Meraki website (link is advertised on the PEC “Cisco Architectures for SMB Sales Module” page
- Total Content duration: 9.5hrs
- Content hosted and accessed on the Partner Education Connection (PEC).
- Partners can launch the content also via SMB Specialization website
- Online Training courses in English.
- Exams are online via [www.vue.com/cisco](http://www.vue.com/cisco)
- Exams cost $80

AM Exam: 700-505
SMB Specialization Curriculum
Learning Path and Exam for the Engineer

Partnering with Cisco for SMB ENG Modules

Services & Support
TAC 15 min
SBSC 15min

Partner Tools
Cisco Tools / Resources for ENG 60min

Cisco Architectures for SMB ENG Modules

Borderless Networks
SMB Routing 90min
SMB Switching 90min
SMB Competitive Positioning 60min
SMB Security 120min
SMB Wireless 60min
*SMB Cloud Device Management Overview 90 min

Collaboration
Cisco Collaboration for SMB (intro to ECS) 30min
Cisco WebEx Meeting Center 30min
SMB Telepresence 30min

Data Center
Compute and Virtualization for ENG 90min
Data Center Switching for ENG 60 min
Express Pod and VSPEX 60min

* SMB Cloud Device Management training item is posted directly on the Meraki website (link is advertised on the PEC “Cisco Architectures for SMB Sales Module” page

Total Content duration: 15hrs
Content hosted and accessed on the Partner Education Connection (PEC).
Partners can launch the content also via SMB Specialization website
Online Training courses in English.
Exams are online via www.vue.com/cisco
Exams cost $80

SE Exam: 700-501
Small Business Specialization Profitability

**Marketing**
- Recognized as SMB Specialized and Select Certified in Cisco Partner Locator
- [Cisco Certified Partner Kit](#) (sales tools, logos, guidelines)
- Achieve Cisco [Select Certification](#)
- [Design Zone](#) for tested designs and configurations
- [Partner Marketing Central](#) with free customizable campaigns and marketing assets (direct mail and banners, etc.)

**Competitive**
- Access to industry-leading product across routing, switching, security, collaboration, and other portfolios
- Eligibility to sell [Cisco Smart Care Service](#)
- By offering [Cisco EasyLease*](#) financing as part of your sales strategy (*Available only in some European countries)

**Financial**
- Channel [incentive programs](#) such as OIP, SIP, TIP, TMP or NFR
- Quarterly payments to qualifying partners based on [VIP Program (Express Track)](#)
- [Program intelligence tools](#) provide simplified enrollment and sales-tracking capabilities
- Respond quickly to customer requests with the [Cisco Fast Track](#) program
Benefits
Position yourself to succeed in the small and mid-sized business space. With the entry-level SMB Specialization, you gain access to:

- SMB Specialization PPT
- Cisco Value Incentive Program
- A broad range of products spanning all Cisco architectures
- Cisco Partner Helpline and distribution sales support
- Business planning and demand-generation sales tools, including collateral and web content
- Eligibility to sell Cisco Smart Care Service
- SMB Specialization At A Glance
- SMB Specialization Q and A

Certifications and Incentives
Partners who invest in SMB Specialization are eligible to apply for the Cisco Select Certification. SMB Specialized Partners may also participate in Cisco channel incentive programs.

Account Manager (SMBAM)

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<tr>
<th>Prerequisite</th>
<th>Format</th>
<th>Cost (USD)</th>
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<td>SMB Solutions for Account Managers (700-505)</td>
<td>Online Exam</td>
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Recommended Training:

- Partnering with Cisco for SMB Sales
  - ELT
  - $30
  - 2.5 hours

- Cisco Architectures for SMB Sales
  - ELT
  - $0
  - 8.5 hours

Downloadable Training Content:

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Engineer (SMBEN)

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<tr>
<td>Requirement:</td>
<td>Format</td>
<td>Cost (USD)</td>
<td>Duration</td>
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<tr>
<td>SMB Solutions for Engineers (700-501)</td>
<td>Online Exam</td>
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<td>60 min</td>
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Recommended Training:

- Partnering with Cisco for SMB Engineers
  - ELT
  - $0
  - 1.5 hours

- Cisco Architectures for SMB Engineers
  - ELT
  - $0
  - 13 hours

Downloadable Training Content:

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Key Highlights

• Online training modules on PEC can be accessed directly from SMB Specialization website

• Online exams can be accessed also via www.vue.com/cisco

• Online exams process was changed in March 2013 (become familiar with the changes before you proceed with the exam)

• New exam vouchers http://www.pearsonvue.com/vouchers/pricelist/cisco.asp

• Download the PPTs from SMB Specialization website if you wish to study offline!

• SMB specialization qualifies Cisco partner for Select Certification

• Select Certification website

• Free support for presales questions - Partner Helpline and distribution sales support

• Access to free customized sales and reseller training - PEC

• Disti Compass Application - consolidates the partner enablement offerings delivered by Cisco distributors (Go to iOS or Google Apps store)

• Meraki Webinars - http://meraki.cisco.com/webinars?region=eu
FAQ document posted on the SMB Specialization website

Q1: If my company or my Cisco distributor has got old exam $65 voucher, can it be used to pay for the exam?
A1: Yes it can, but due to the fact the exam cost increased from $65 to $80 you can use the voucher for the portion of the exam and pay the remaining $15 (the VAT will be collected on the $15)

Q2: If my old voucher expires soon or it already expired is there any possibility to extend the expiration date or reinstate it?
A2: No, in such case you need purchase new voucher or pay for the exam standard way using credit card.

Q3: What happens if my Small Business Specialization expires next year (eg. March 2013), but my Account Manager and/or Engineer roles expire earlier? What does it mean for me?
A3: In spite of the fact your roles expire earlier we will still honor your specialization as being valid until your specialization anniversary date. So your deadline to attain the new SMB Specialization will be your current specialization anniversary date.

Q4: And how about my Select Certification. It is somehow impacted by all these changes.?
A$: Select Certification requires partner to hold valid specialization. It is therefore not impacted if you hold valid specialization at the time of the Select Certification renewal
Small Business Specialization Product Portfolio

Borderless Networks
- Campus LAN Access 100-500 / 2960-s / 3560- x / 3750-x/3850
- RV Series Routers
- ISR 19xx /29xx /39xx
- Cisco Cloud-Managed Access Switches

Collaboration
- Cisco SA500 Series
- Cisco ASA 5500 Series
- Web and Email Security
- ISR-embedded security features
- Cisco Cloud-Managed Wireless
- Cisco Access Points
- Cisco Wireless LAN Controllers
- Cisco SMB TelePresence
- Cisco WebEx

Data Center
- UCS E-Series
- UCS C-Series
- Data Center Switching (Nexus 3000 series)
- Flexpod Express
- VSPEX

Product Drilldown
Product Access Matrix

Product access varies by Theatre. Rewards for product SKU’s are aligned most closely with the Fast Track family of VIP-Express.

The products listed are those meant for resale by partners in the Small and Midsize Business Specialization. Higher-level products are intended for partners who have attained more advanced Specializations.
Online exam registration with PearsonVUE

- Click on “Schedule Online”
- Sign in with your “username” and “password”
  First time users must register in the Pearson Vue site

**Step 1: Exam**
- Scroll down through the list of published exams and select the appropriate “SMB exam”, click “Next”
  AM role exam is 700-505
  EN role exam is 700-501

**Step 2: Review**
- Accept “Terms & Conditions” and click “Next”
- If you have “Voucher” or “Promotion” you can apply it on next page; otherwise click “Next” immediately

*Note: if you have $65 voucher you will need to pay remaining $15 as the exam cost changed from the previous SB exams*

**Step 3: Payment**
- Check if “Billing address” is correct; if not, then update it to reflect your credit card address
- Enter your “Credit Card information” and click “Next”

*Note: In some countries PearsonVUE must validate the credit card with the bank before accepting it. If the system notifies you that you are located in one of these countries, contact +44 161 855 7455 and the PearsonVUE Call center will assist you with the credit card validation process.*

**Step 4: Confirm**
- Read and agree to “Cancellation policies” and to “minimum system requirements” and click “Confirm order”

**Step 4: Receipt**
- You will receive an email with a confirmation around the registration
- You can go ahead and take the exam immediately or anytime within the next 48 hours

In case you need a support, contact [http://www.pearsonvue.com/cisco/contact/](http://www.pearsonvue.com/cisco/contact/)