Step by step guide to becoming a Cisco Registered Partner

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Dear Linksys partners,

Linksys partners now have an opportunity to strengthen their competitive advantage with the addition of new tools and resources to serve small and medium-sized (SMB) customers. The recent integration of the Linksys Partner Connection with the Cisco Channel Partner Program has opened a wealth of new opportunities to serve this growing market, and all Linksys partners can easily take advantage of this transition.

By becoming a Cisco Registered Partner, Linksys partners will gain a variety of benefits along with continued access to Linksys tools and resources, including:

- Partner-level access to the Cisco Partner Central website, where you will find many Cisco SMB partner resources
- Access to Cisco SMB marketing programs and tools
- An expanded portfolio of solutions and resources to help you better serve your SMB customers and address a wide variety of SMB needs
- Access to the SMB University for training courses designed specifically for partners serving the SMB customer segment
- Uninterrupted access to Linksys Business Series online resources and product information

To take advantage of these benefits, you must become a Cisco Registered Partner. I encourage you to register; you can begin now by following the easy steps outlined in this step-by-step guide created especially for you.

Regards,
Andrew Sage
VP, Worldwide Small Business Sales
Step 1.
Become a Cisco Registered Partner

**Become a Cisco Registered Partner**

1. Review the Partner Registration User Guide

2. Apply to the **Registered Partner Program**
   
   i. Apply for a Cisco.com user ID – CCO ID (only if you do not already have one) After apply in for the CCO ID, you will receive an automated response with the assigned ID.
   
   ii. Provide or verify company and contact information
   
   iii. Review the terms of the Indirect Channel Partner Agreement (ICPA) and **click on the check box to indicate you are a transitioning Linksys LPC partner** and then click to accept the agreement.
   
   
   iv. Submit the application

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After the partner completes the registration form and clicks to accept the ICPA, the partner will receive notification of their acceptance as a Registered Partner within 24 hours. As a Registered Partner, you will be granted partner-level access to Cisco.com, and be eligible to participate in the Cisco Channel Partner Program. Status as a registered partner is valid for 12 months and must be renewed annually.
Step 2.
Associate People with your Company

Associate People with your Company


   i. Partner Self Service User Guide

Quick Reference Guides