



Announcing Select Certification and SMB Specialization for Cisco SMB-Focused Partners



The Cisco Channel Partner Program is evolving to meet the needs of SMB-focused partners like you by introducing Select Certification and SMB Specialization, both designed to assist partner growth and differentiation.

The small and medium-sized business (SMB) segment has become the IT industry's fastest-growing segment, as more SMB customers are embracing technology to gain a competitive advantage.

With this trend comes a heightened demand from customers for knowledgeable network professionals who can successfully design and deploy Cisco SMB solutions—especially in the SMB market where customers rely heavily on their partners as trusted advisors.

Select Certification:

- Provides an entry point into the Cisco Channel Partner Program for partners with a primary focus on the SMB market
- Offers training, tools, and incentives
- Demonstrates a partner's competency in deploying Cisco SMB solutions

SMB Specialization:

- Validates a partner's ability to successfully sell, design, and deploy proven Cisco solutions to small and medium-sized businesses
- Is required for Select Certification

The Select Certification and SMB Specialization replace the SMB Select designation. Partners currently holding the SMB Select designation will have up to the 27th October, 2007, to make this transition.

We look forward to the success of this exciting Channel Partner Program evolution and the many benefits it will offer you as our partner.

To view a VOD, download presentations and additional marketing material, please go to:

<http://www.cisco.com/go/smbselectemerging>

For more information about Select Certification, go to:

www.cisco.com/go/select

For more information about the SMB Specialization, go to: www.cisco.com/go/specializations/smb

To download the Cisco Select Certification logo (for partners that complete the requirements for the Select Certification), go to: www.cisco.com/web/partners/market/partner-marks.html

Please contact your local Cisco Channel Account Manager or Distribution Partner for more information or email smbselect-emer-support@external.cisco.com

Thank you.

Cisco Emerging Markets Channel Team