



SMB Select Program – Latin America

Frequently Asked Questions

PROGRAM REQUIREMENTS

Q: What are the requirements for a reseller to enter the program?

A: A reseller must meet three basic requirements for admittance into the program.

1. Become a Registered Reseller. Sign the ICPA available at:
<http://www.cisco.com/web/partners/pr11/pr193/requirement.html>
2. Have one reseller employee pass either one of the SMB University Exams
3. If a reseller already sells Cisco, reseller's revenue must be at least 70% from SMB product families. They must maintain this product mix to remain in the program after one year.

Q: If a reseller has never sold Cisco, does the 70% SMB Revenue requirement apply?

A: Not for entry into the program, but they will need to maintain this product mix to remain in the program after a year.

Q: Where can a reseller employee take the SMB University Exam

A: The SMB University Exam is available via our COLT (Cisco On-Line Testing) tool on the SMB University Website: <http://www.cisco.com/global/LA/microsites/smb/index.shtml>

Q: Is there any cost to take the SMB University Exam?

A: No, the exams are free of charge to all resellers

Q: When will the reseller employee know if they have passed the SMB University Exam?

A: Exam takers will know immediately if they have passed the exam. Individuals have three opportunities and 45 minutes to take and pass the exam.

Q: How do resellers officially register for the program?

A: Once a reseller has registered with Cisco and signed the ICPA (Indirect Channel Partner Agreement), and has completed the training requirement, they need to register on the SMB Select website at:
https://tools.cisco.com/gdrp/coiga/showsurvey.do?surveyCode=1373&keyCode=142833_15

Q: How will resellers be notified of admittance into the program?

A: Once resellers have registered and met all requirements, Cisco will send them an email officially welcoming them into the program and outlining the program benefits available to them. Resellers will show on Cisco's Partner Locator as SMB Select Partner designated one month after the end of the month in which they were admitted. Example: Partner is admitted January 15th, Partner will appear with SMB Designation on Partner locator after March 1st.



CISCO AND CHANNEL PARTNER CONFIDENTIAL

PROGRAM REQUIREMENTS

Q: Is there any revenue requirement for admittance or permanence in the program?

A: There is no revenue requirement for admittance or permanence in the program. However, SMB Select partners that achieve over \$70,000 in Cisco revenue and meet the revenue mix requirement (70% of revenue must be from SMB product families) can be eligible for additional exclusive benefits under the program, if they complete the additional training requirements.

Q: Where can resellers obtain more information on the program requirements or benefits?

A: More information can be obtained from Cisco Authorized Distributors. Also, program information can be downloaded from the Cisco Latin American Channel Website: <http://www.cisco.com/global/LA/partners/index.shtml>

Q: If resellers have more questions regarding the program, where can they direct their inquiries?

A: A program email alias has been set up for additional support. Resellers can email smbselect-emer-support@external.cisco.com with any additional questions.

PROGRAM BENEFITS

Q: How can a reseller have access to the additional benefits under the program?

A: Three criteria must be met:

1. SMB Select Partner must reach \$70,000 in revenue since they join the program.
2. 70% of their revenue must be from SMB Product Families.
3. 2 reseller employees must have passed an SMB University Exam or higher.

Q: Where can resellers find a list of the SMB Product Families?

A: A list of the SMB-eligible product families can be found on the Latin America Channels website at: <http://www.cisco.com/global/LA/partners/index.shtml>

Q: Where can resellers find more information on the SMB Select exclusive pricing promotions offered under the program?

A: SMB Select Partners will receive information and special pricing under the promotion from Cisco Authorized Distributors.

PROGRAM BENEFITS**Q: Where can resellers find more information on the OIP program available to SMB Select Resellers?**

A: Information on the OIP program is available on Cisco's Partner Website at: <http://www.cisco.com/go/oip> A Cisco CCO ID is needed to access this website.

Q: How can SMB Partners find more information on the additional benefits offered to partners that meet the requirements?

A: A Cisco ICAM (Inside Channel Account Manager) will contact SMB Partners that reach the revenue and training requirements and are eligible for the additional benefits.

Q: What courses are available through SMB University for SMB Partners?

A: SMB University courses are focused on sales skills training, and on the SMB product and solutions from Cisco. A full calendar of courses will be published periodically on the SMB University website with links to registration and cost information. Content and schedules can be found at: <http://www.cisco.com/global/LA/microsites/smb/index.shtml>

Q: I clicked on the "register here" link on the SMB University website and found no courses in my area or country

A: New schedules are being developed constantly so please check again. Also, Cisco Authorized Distributors will inform reseller of course schedules being developed in their countries as soon as they are ready.

Q: Is there any cost to taking SMB University courses?

A: SMB University courses will be subsidized to SMB Select Partners, so there will be a nominal fee. For SMB Select Partners that qualify for Additional Benefits under the program, all SMB University courses will be free of charge.

Q: Are SMB University courses offered in my local language?

A: SMB University courses will be taught by Cisco Training Partner instructors in the local language. Most materials will be available in the local language, although some technical materials will be in English.

Q: How many SMB University courses can I take?

A: SMB Select resellers can take as many of the SMB University courses as they wish to support growth in their business. Available courses today include:

- Selling Cisco SMB Foundation Solutions
- Selling Cisco SMB Security Solutions
- Selling Cisco SMB Unified Communications Solutions
- Advanced Foundation Solutions: Hands-on course
- Advanced Security Solutions: Hands-on course
 - Advanced courses include Smart Business Roadmap modules