



## An overview of SMB Select program - Emerging Markets (LATAM) FY07

Successful, Motivated, Business-Oriented Selected Partners

Cisco  
SMB **Select**  
Partner  
Emerging Markets



## Overview

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- There are significant growth opportunities for Cisco and our partners who focus on the **SMB space** (defined as companies with 250 or fewer employees).
- Cisco has specific solutions for resellers to sell to the **SMB market**.
- SMB select is a program designed for Two-Tier resellers and offers a **tiered** level of benefits.



## SMB Select: Background

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SMB select was created to address a need in the channel community. The goal was to have an entry level program in the Channel Partner Program which offered a way of educating and rewarding SMB\* focused resellers.

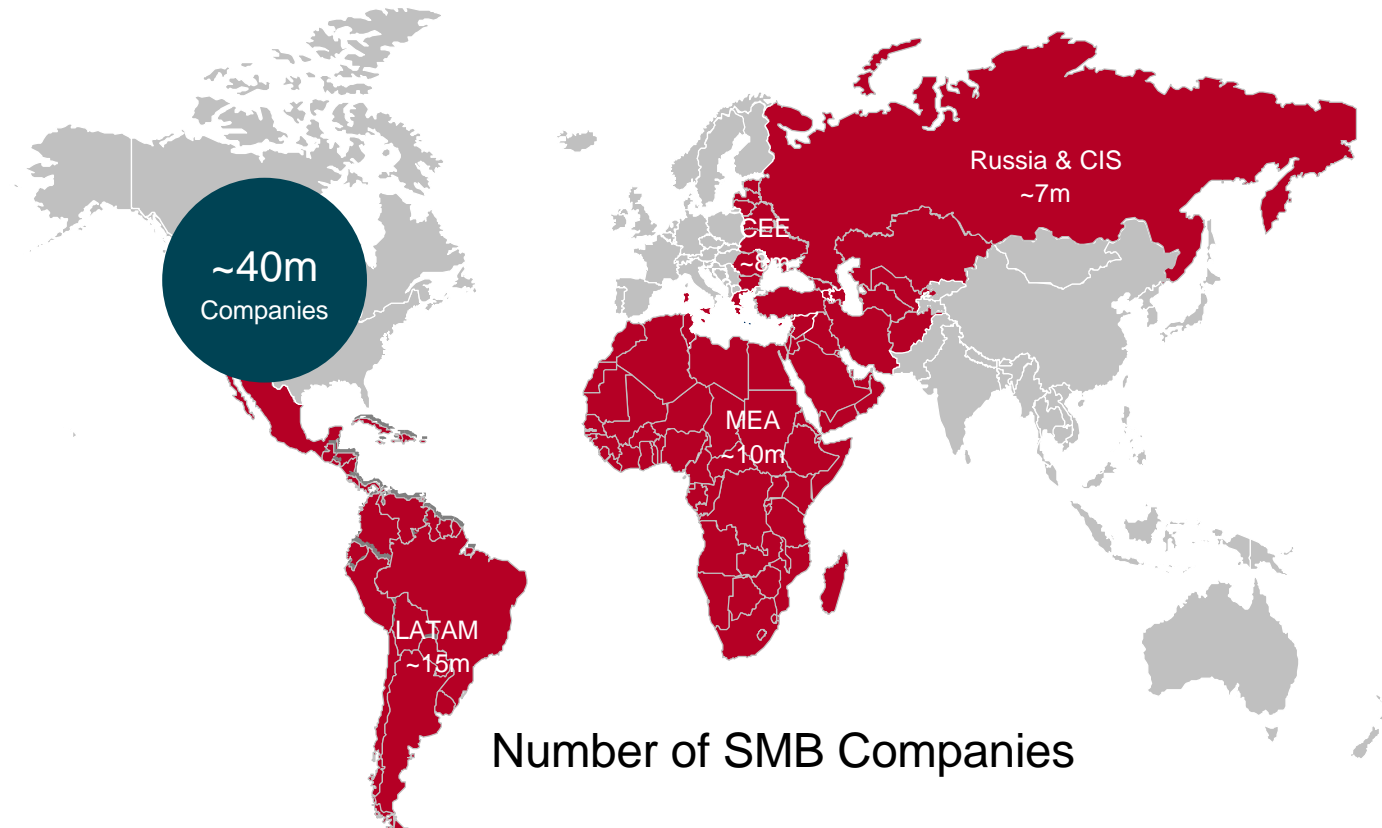
\*SMB (definition)

1. Small Medium Business
2. Successful, Motivated, Business-Oriented



## What does the opportunity look like?

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## SMB Select: The new program for LATAM

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### Key Points of the new program:

#### Easy to Join

- Tiered benefit approach under one program, giving resellers who are more skilled and sell more, higher rewards
- Clear and simple overview of the requirements and benefits of the program
- Simple registration process
- Focus on profitability and education where it is needed in the partner community





## SMB Select: Mission statement

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To establish the SMB Select program as the primary global, two-tier channel program for providing partner members with the sales, marketing, and technical support resources necessary to successfully serve and profit from the small-to-medium business market



## SMB Select Program: Who should join?

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- This is a program for Successful, Motivated, Business-Oriented Selected Partners. If you fit into this category, consider joining the program.
- For Cisco, SMB select is about rewarding, developing and creating partnerships with resellers who see Cisco as part of their long term strategy - with the focus on profitability for partners
- If you derive most of your revenue from low end products and focus on selling solutions to the SMB market - this program is for you.



## Why should you join the program?

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- The program supports profitability and education in the partner - key factors for long term growth
- First step on the ladder of the award winning Channel partner program from Cisco - giving you additional skills & a competitive advantage
- Offers resources and coaching if you want to focus on Cisco through technical, sales and marketing support
- You will have access to an exclusive program which will give you a competitive advantage in the SMB market space





## SMB Select Requirements

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1. **Register as a Cisco Reseller: Sign the IPCA (Indirect Channel Partner Agreement)** <http://www.cisco.com/web/partners/pr11/pr193/requirement.html>
2. **1 reseller employee must have passed one of the SMB University exams or hold a higher-level certification**  
<http://www.cisco.com/global/LA/microsites/smb/index.shtml>  

Can include: Cisco Sales Expert (CSE), CCNA, CCDA, CCNP, CCDP, or CCIE.
3. **Commit to provide end user information on POS to Distributor**
4. **Give Cisco permission to send marketing information: Permission granted upon accepting SMB select invitation**
5. **Maintain at least 70% of product revenues from SMB products**  

\*\*\* Partners that achieve \$70,000 in revenue and have two reseller employees with SMB University exams or higher certifications receive additional benefits

## Program Benefits

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- **SMB University** training at significant discounts or subsidized
- Discounts on selected **Cisco SMB product lines**
- Access to **OIP** program
- Access to **Cisco online tools** and their benefits
- Access to **SMB Support Assistant**
- Access to **NFR Products** (Cisco SMB product families)
- Invitation to annual **SMB Select Summit**



## Examples of Additional Benefits\*

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- **SMB University** training at no charge
- Priority “hot” leads which have been generated by Cisco end user campaigns
- Higher discounts on selected **Cisco SMB product lines**
- **Additional support** and funding available for marketing activities

\*See the requirements slide for eligibility to the Extra Benefits





## Training and Education for SMB Select partners for Growth

<http://www.cisco.com/global/LA/microsites/smb/index.shtml>

- **SMB University** will provide a framework on which to build and deliver training specifically addressing the needs of SMB partners
- Designed specifically for **reseller sales team**
- Current courses address Foundation (Routing, Switching and Wireless), Security, and Unified Communications solutions
- Curriculum to include new courses on Services and best practices, marketing tools and **Smart Business Roadmap** in the coming year
- Free on-line testing for instant assessment





## SMB Select Matrix - Benefits

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Benefits	SMB Select	SMB Select Extra Benefits
Exclusive SMB Select Pricing promotion on CE500 Switch Family (**Information and Pricing available from your Cisco Authorized Distributor)	●	
Higher Discount on SMB Select pricing promotion on CE500 Switch Family (**Information and Pricing available from your Cisco Authorized Distributor)		●
Access to Opportunity Incentive Program (OIP) - Please note that OIP is not combinable with SMB Select Pricing Promotions	●	●
Access to dedicated Cisco Account Manager team		●
Access to SMB Support Assistant Service support product codes. This provides the reseller with access to: Cisco SMB technical engineers, 1 year advanced hardware replacement, Operating system software maintenance Cisco SMB support Assistant client and portal *Provided End User Data is submitted to Distribution Partner	●	●
SMB Select designation on Cisco Partner Locator	●	●



## SMB Select Matrix - Benefits (cont.)

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Benefits	SMB Select	SMB Select Extra Benefits
SMB University – Subsidized sales training on a continuous basis through a training initiative focused on SMB Select partner sales people. Please note this training cost is subsidized by Cisco.	●	
SMB University – Fully funded sales training on a continuous basis through a training initiative focused on SMB Select partner sales people. *The cost of this training will be funded by Cisco		●
Special pricing on not for resale demo products – (Can purchase up to \$30,000 list price limit per year)	●	●
Priority end user customer leads generated through Cisco marketing campaigns which are “Hot Leads” will be passed on to SMB Select Partners to help with new business development.		●
SMB Select Annual Summit – Invitation to the Annual summit where there will be Recognition Awards, Executive Briefings and Getting to know your local Cisco team	●	●



## SMB Select Matrix - Benefits (cont.)

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Benefits	SMB Select	SMB Select Extra Benefits
<p>Incentive Funds from Cisco. These funds are available to help grow SMB Select Partners' business and can be used for but are not limited to the following activities:</p> <ul style="list-style-type: none"><li>–End User Seminar events with SMB Select Partner</li><li>– Technical Training</li><li>– Telemarketing and direct marketing campaigns delivered by Cisco in SMB Select Partner's Name</li><li>– The Incentive fund is based on 3% of total POS (Distribution Cost) of SMB Products purchased during the previous month.* Maximum amount of accruable funds is \$7500 per quarter per partner.</li><li>– Funds will be administered by a third party through a claim process.</li></ul>		●
<p>Access to Cisco's Partner Website which gives you availability to marketing material, technical documentation, On line training courses, ideas for vertical solutions and much more.</p>	●	●

## Next Steps – How to join the program

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### Where to register?

- If the reseller is **NEW** to Cisco - Indirect Channel Purchase Agreement (ICPA)  
<http://www.cisco.com/web/partners/pr11/pr193/requirement.html>
- To register for **SMB Select**  
[https://tools.cisco.com/gdrp/coiga/showsurvey.do?surveyCode=1373&keyCode=142833\\_15](https://tools.cisco.com/gdrp/coiga/showsurvey.do?surveyCode=1373&keyCode=142833_15)
- To take the **SMB University** exam on-line (no cost)  
<http://www.cisco.com/global/LA/microsites/smb/index.shtml>





### For more information - tools, product information and SMB resources

- SMB University  
<http://www.cisco.com/global/LA/microsites/smb/index.shtml>
- Opportunity Incentive Program  
<http://www.cisco.com/go/oip>
- Cisco SMB Support Assistant Portal  
<http://tools.cisco.com/Support/SMBSA/Login.do>





## More information

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For more information about SMB Select in your region,  
contact your Distributor Account Manager

- Email Support

[smbselect-emer-support@external.cisco.com](mailto:smbselect-emer-support@external.cisco.com)



