



# The Value of Joint Marketing with Cisco



**Bucharest, April 28**

# Business Week – Best Global Brands

#1st in the World

Coca Cola

Pepsi

#26th in the World

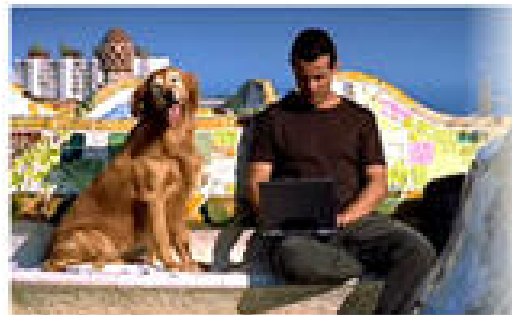
#24th in the World

Apple

Nike

#29th in the World

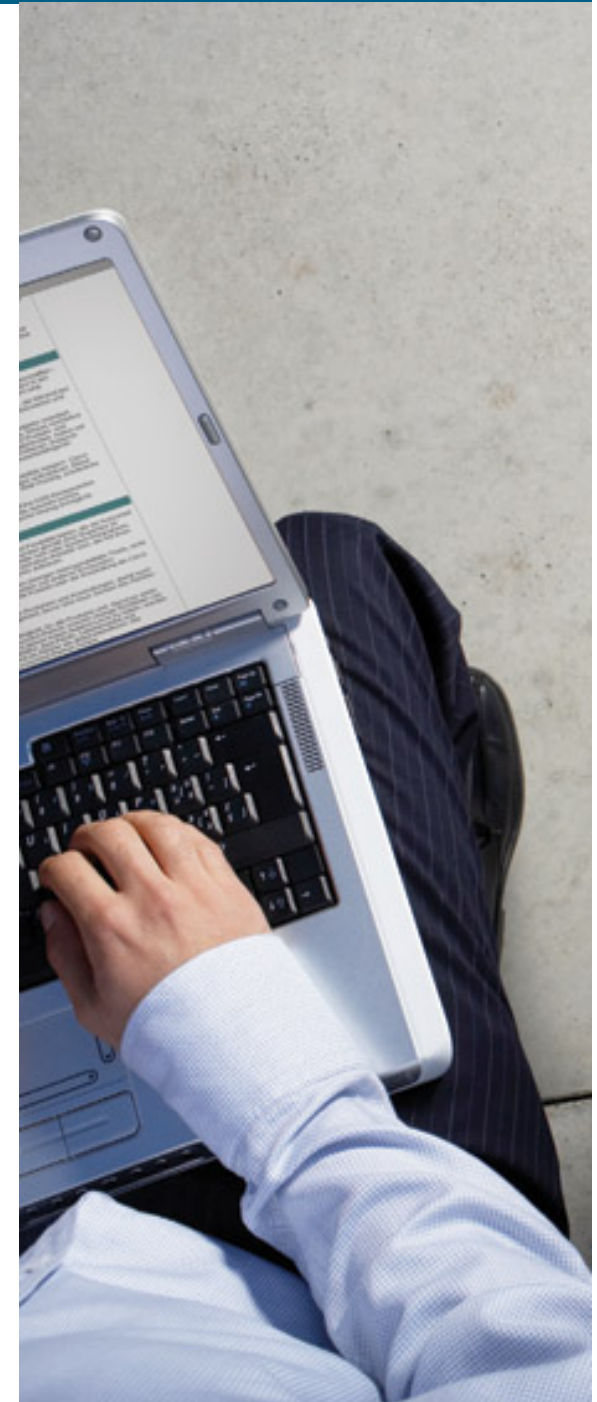
# Cisco - #17 Global Brand in the World



2008 Brand Value		(\$Billion)
1.	Coca Cola	66.7
2.	IBM	59.0
3.	Microsoft	59.0
4.	GE	53.0
5.	Nokia	35.9
6.	Toyota	34.0
7.	Intel	31.2
8.	McDonald's	31.0
9.	Disney	29.2
10.	Google	25.6
11.	Mercedes Benz	25.6
12.	HP	23.5
13.	BMW	23.3
14.	Gillette	22.0
15.	American Express	21.9
16.	Louis Vuitton	21.6
17.	<b>Cisco</b>	<b>21.3</b>
18.	Marlboro	21.3
19.	Citi	20.1
20.	Honda	19.0

# Agenda

- An **overview on marketing resources** available to Distributors and Resellers - where to find product images and Cisco Logos
- Update on new content available on Campaign Builder to help drive awareness and sales - **for Distributors and Resellers**
- **Cisco Partner Space**
- **Web Collage**





Worldwide [change] | Logged In | Profile | About Cisco

Go

Solutions

Products & Services

Ordering

Support

Training & Events

Partner Central

My Cisco ▾

## Partner Central



Marketing support

Channel Partner  
Program

Incentives &  
Promotions

Marketing

Sales

Tools



**Introducing Cisco Collaboration -- Unified Communications, Video and Web 2.0 Enabled Applications**

> [Learn More](#)

### Linksys

▸ Linksys Partners are now transitioning to become part of the Cisco Channel Partner Program.

> [Learn More](#)

### Partner Motion Kits are Here

▸ Access this channel-friendly content to help you build your mobility practice.

> [Learn More](#)

[Leverage the New Partner Marketing Guide](#)

### News

### Events

### Partner Community

[Cisco Extends Collaboration Reach With Jabber Buy](#)

September 19, 2008

[VoIP Touches A New Tone](#)

September 22, 2008

[20 Most Strategic Security Vendors](#)

September 22, 2008

> [View all news](#)

Cisco Customized Partner Intelligence

> [Subscribe Now](#)

### Alliances

[Service Provider Alliances](#)

[Strategic Alliances](#)

### Other Partners

[Cisco Distribution Partners](#)

[Technology Developer Partners](#)

# Marketing Tools on Partner Central

The screenshot displays the Cisco Partner Central website interface. At the top left is the Cisco logo. To the right, there are links for "Worldwide [change]", "Logged In", "Profile", and "About Cisco". Below these is a search bar with a "Go" button. A navigation bar contains links for "Solutions", "Products & Services", "Ordering", "Support", "Training & Events", "Partner Central", and "My Cisco". The "Partner Central" section is active, showing a large banner with a soccer field background. Overlaid on the banner are three columns of marketing tools:

- Create Campaigns and Demand Generation**
  - Campaign Builder
  - Partner Space
  - Marketing Acceleration Planner (US/Canada only)
- Obtain Marketing Funds**
  - Joint Marketing Funds
- Leverage Cisco Brand**
  - Partner Logos
  - PR Templates
  - Corporate Positioning

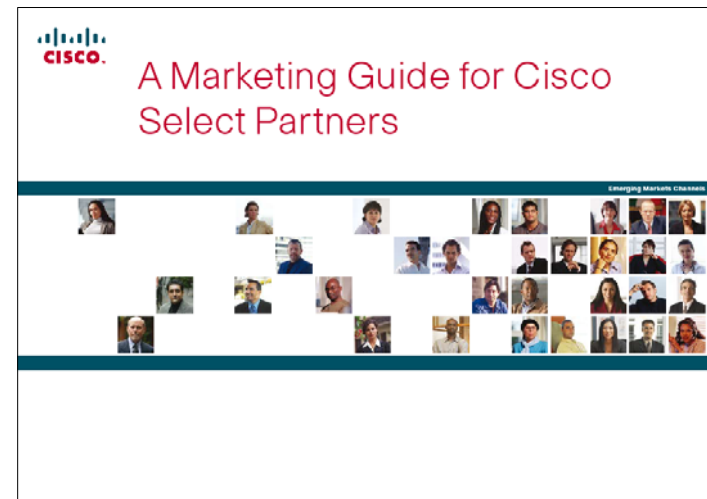
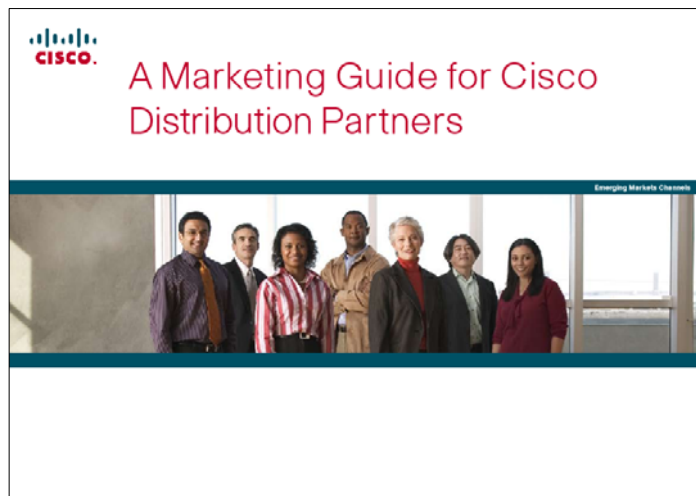
Below the banner is a horizontal menu with five tabs: "Channel Partner Program", "Incentives & Promotions", "Marketing" (which is highlighted), "Sales", and "Tools".

# Partner Marketing Guide

- Ideas & tips for marketing activities – Partner Marketing Guide

Available in 3 versions – 1 tier, Select Partners and Distribution

- Includes: How to create a 12 month marketing plan, JMF guidelines, useful technology links
- Available on Partner Central, pdf or on CD.






# Cisco Partner Logo




## Guidelines for Cisco Partners



# Partner logos

Address  http://www.cisco.com/web/partners/market/partner-marks.html

 Worldwide [change] Welcome, Sophie Kramhoft | Profile | About Cisco

Search

<b>Solutions</b>	<b>Products &amp; Services</b>	<b>Ordering</b>	<b>Support</b>	<b>Training &amp; Events</b>	<b>Partner Central</b>	<b>My Cisco</b> ▼
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HOME

PARTNER CENTRAL

MARKETING

**Campaign Builder**

**Partner PR Templates**

**Cisco Partner Logos**


**Corporate Positioning**

**Marketing Funds**

**U.S. and Canada Channels Marketing**

## Cisco Partner Logos

This page provides information on the Cisco relationship logo including usage guidelines and specific requirements related to your particular program and partner level.



Cisco has created logos denoting specific levels of qualification for use by Authorized Distributors and Registered, Master Specialized, and Certified Partners when they are acting on behalf of Cisco. If you are a Master Specialized, Registered, or Certified Partner or an Authorized Distributor, it is important that you begin to use the appropriate logo for your agreement in accordance with the [Usage Guidelines](#) (PDF - 545 KB). Please refer to the [Quick Reference](#) (PDF - 162 KB) sheet for general usage requirements as an At-A-Glance reference. Your use of the logo indicates your agreement to be bound by the guidelines and terms and conditions set forth in that document.

Logo File Formats

**Logos Available for Download**

Who Can Use

We have added multiple types of logo file formats for your marketing needs:

- EPS files for print
  - 2-color/spot color
  - 2-color/CMYK
  - White
  - Black
- GIF files for on screen
  - 2-color RGB for use on white background in two sizes
- EMF file for PowerPoint Presentations
  - 2-color
- PSD file for on screen
  - White logo on colored background in two sizes

NOTE: Partner must create custom artwork depending on background color

**For More Information**  
If you have questions or require additional information, send an e-mail to: [Channel Partner Program Logo Manager](#)

**Related Links**

[Tool Index](#)

[Cisco Marketing Library](#)

[Cisco Partner View](#)

[Deal Registration Tool](#)

[Partner Helpline](#)


[Partner Marketing Guide](#)

[Steps to Success](#)

[Partner Events](#)

[Partner Newsletter](#)

[Site Map](#)



**Penetrate  
US\$8 billion  
mobility  
market**

[Learn More](#)

# Available logos and formats - [www.cisco.com/go/partnerlogo](http://www.cisco.com/go/partnerlogo)

[Logo File Formats](#)
[Logos Available for Download](#)
[Who Can Use](#)

To download a logo, right-click the graphic and select "Save Picture As".

Cisco Partner Logos	
Certified Partner Logos	Master Specialization Logos
 <a href="#">High Res EPS</a> <a href="#">Low Res GIF</a> <a href="#">EMF for Presentation</a> <a href="#">PSD on White for Web</a>	 <a href="#">High Res EPS</a> <a href="#">Low Res GIF</a> <a href="#">EMF for Presentation</a> <a href="#">PSD on White for Web</a>
 <a href="#">High Res EPS</a> <a href="#">Low Res GIF</a> <a href="#">EMF for Presentation</a> <a href="#">PSD on White for Web</a>	 <a href="#">High Res EPS</a> <a href="#">Low Res GIF</a> <a href="#">EMF for Presentation</a> <a href="#">PSD on White for Web</a>
 <a href="#">High Res EPS</a> <a href="#">Low Res GIF</a> <a href="#">EMF for Presentation</a> <a href="#">PSD on White for Web</a>	<b>Registered Partner Logo</b>  <a href="#">High Res EPS</a> <a href="#">Low Res GIF</a> <a href="#">EMF for Presentation</a> <a href="#">PSD on White for Web</a>
 <a href="#">High Res EPS</a> <a href="#">Low Res GIF</a> <a href="#">EMF for Presentation</a> <a href="#">PSD on White for Web</a>	<b>Authorized Distributor Logo</b>  <a href="#">High Res EPS</a> <a href="#">Low Res GIF</a> <a href="#">EMF for Presentation</a> <a href="#">PSD on White for Web</a>

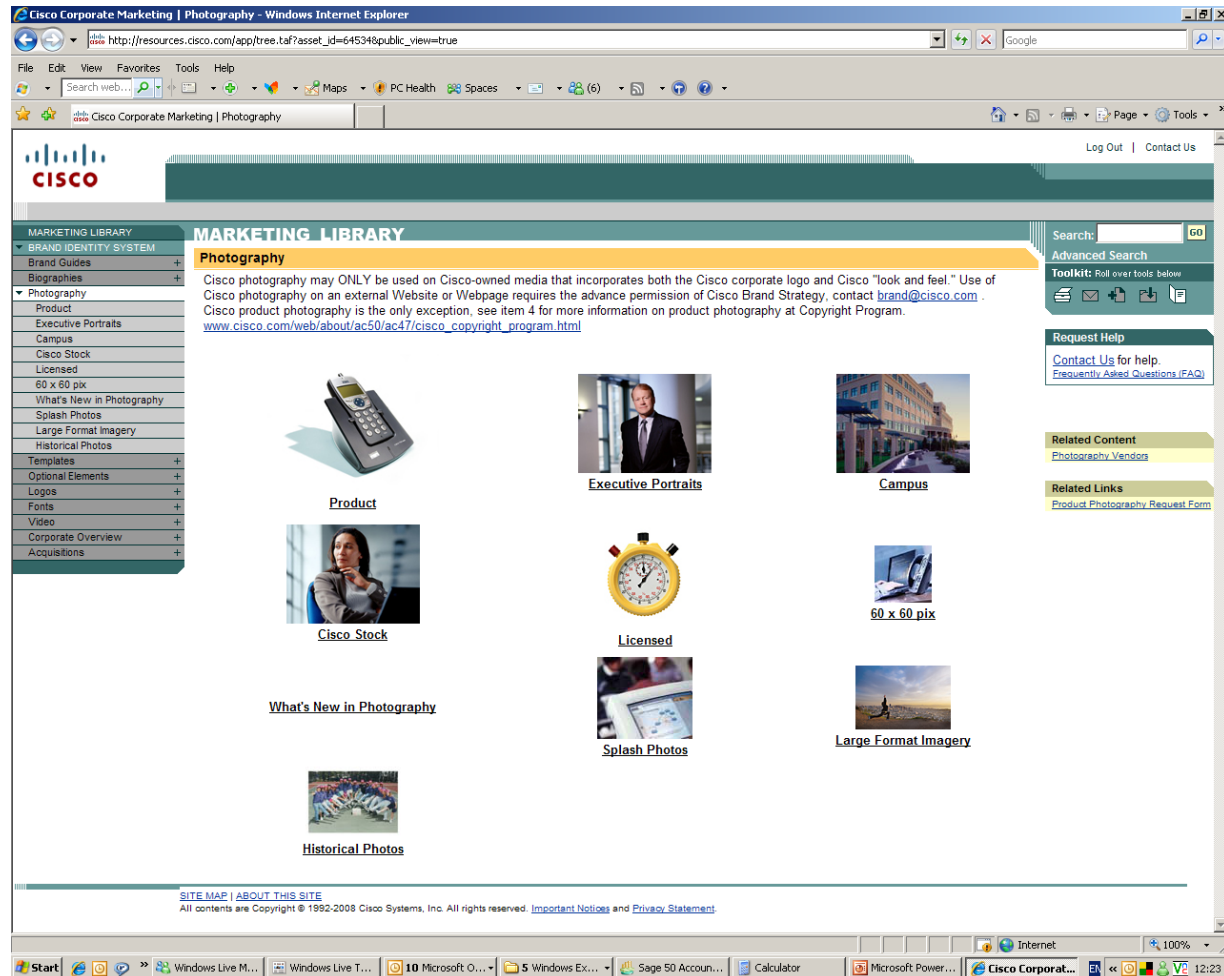
# Cisco Marketing Library




[www.cisco.com/go/vam](http://www.cisco.com/go/vam)

# Cisco Marketing Library

- The marketing library gives you access to Cisco marketing assets, including:
- Images
- Logos
- Examples of campaigns



# Product images available















MARKETING LIBRARY
BRAND IDENTITY SYSTEM
Brand Guides +
Biographies +
Photography
Product
Executive Portraits
Campus
Cisco Stock
Licensed
60 x 60 pix
What's New in Photography
Splash Photos
Large Format Imagery
Historical Photos
Templates +
Optional Elements +
Logos +
Fonts +
Video +
Corporate Overview +
Acquisitions +

## MARKETING LIBRARY

### Search

**Search Results:**  
170 Matches Found   Go to page: | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | -> |

<b>Cisco Catalyst 2918-24TT-C</b> <a href="#">ZOOM</a>   <a href="#">DOWNLOAD</a> 	<b>Cisco Catalyst 2918-24TT-C</b> <a href="#">ZOOM</a>   <a href="#">DOWNLOAD</a> 	<b>Cisco Catalyst 2918-48TT-C</b> <a href="#">ZOOM</a>   <a href="#">DOWNLOAD</a> 
<b>Cisco Catalyst 2918-24TC-C</b> <a href="#">ZOOM</a>   <a href="#">DOWNLOAD</a> 	<b>Cisco Catalyst 2918-48TC-C</b> <a href="#">ZOOM</a>   <a href="#">DOWNLOAD</a> 	<b>Catalyst 2918 Family</b> <a href="#">ZOOM</a>   <a href="#">DOWNLOAD</a> 
<b>Catalyst 2918 Family</b> <a href="#">ZOOM</a>   <a href="#">DOWNLOAD</a> 	<b>Catalyst 2918 Family</b> <a href="#">ZOOM</a>   <a href="#">DOWNLOAD</a> 	<b>Cisco Empowered Branch Family 1861-BRI and FXO, NME-NAC-K9 module, AIM-IPS-K9 module and 2900 family</b> <a href="#">ZOOM</a>   <a href="#">DOWNLOAD</a> 
<b>Cisco WS-C2960-24-S</b> <a href="#">ZOOM</a>   <a href="#">DOWNLOAD</a> 	<b>Cisco WS-C2960-24-S</b> <a href="#">ZOOM</a>   <a href="#">DOWNLOAD</a> 	<b>Cisco WS-C2960-24-S</b> <a href="#">ZOOM</a>   <a href="#">DOWNLOAD</a> 

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# Campaign Builder

Free on line marketing tool for Cisco Partners



# Who can use Campaign Builder?

## **Distributors**

- We have created Distribution content. This is messaging from Distribution partners to resellers

## **Cisco Partners & Resellers**

- All Cisco Partners with a CCO id (at level 3 access)
- Most content is available to Select Certified Partners and above
- Registered partners can access Small Business Content and partner choice templates

## **Cisco Learning Partners**

- We have created content specifically for CLPs



## Benefits of Campaign Builder

- **Free** to use for all Cisco Partners
- Saves time and money
- Create co-branded collateral
- Option brand neutral material
- Privacy – Cisco has no access to partner customer data
- Access to reports – measure marketing effectiveness
- Predefined technology & Solution content – less work for partners
- Email blasts at the touch of a button



## Human Network Template



## Partner's Choice Template

# When to use Campaign Builder

## If you want to:

- Drive incremental sales through marketing activities
- Target new or existing resellers
- Have an easy way to add activities to your marketing plans
- Raise your brand awareness
- Link your brand to Cisco
- Support to run a marketing campaign
- Have access to predefined Technology & Solution messaging



# What types of collateral are available?

- Email templates
- Direct Mail
- Advertisements
- “Seminar in a Box” Kits
- Flyers, Banners and Scripts
- Specific collaterals



Fast Track. SMB Products, Competitively Priced.

Cisco makes it easier for you to do business by:

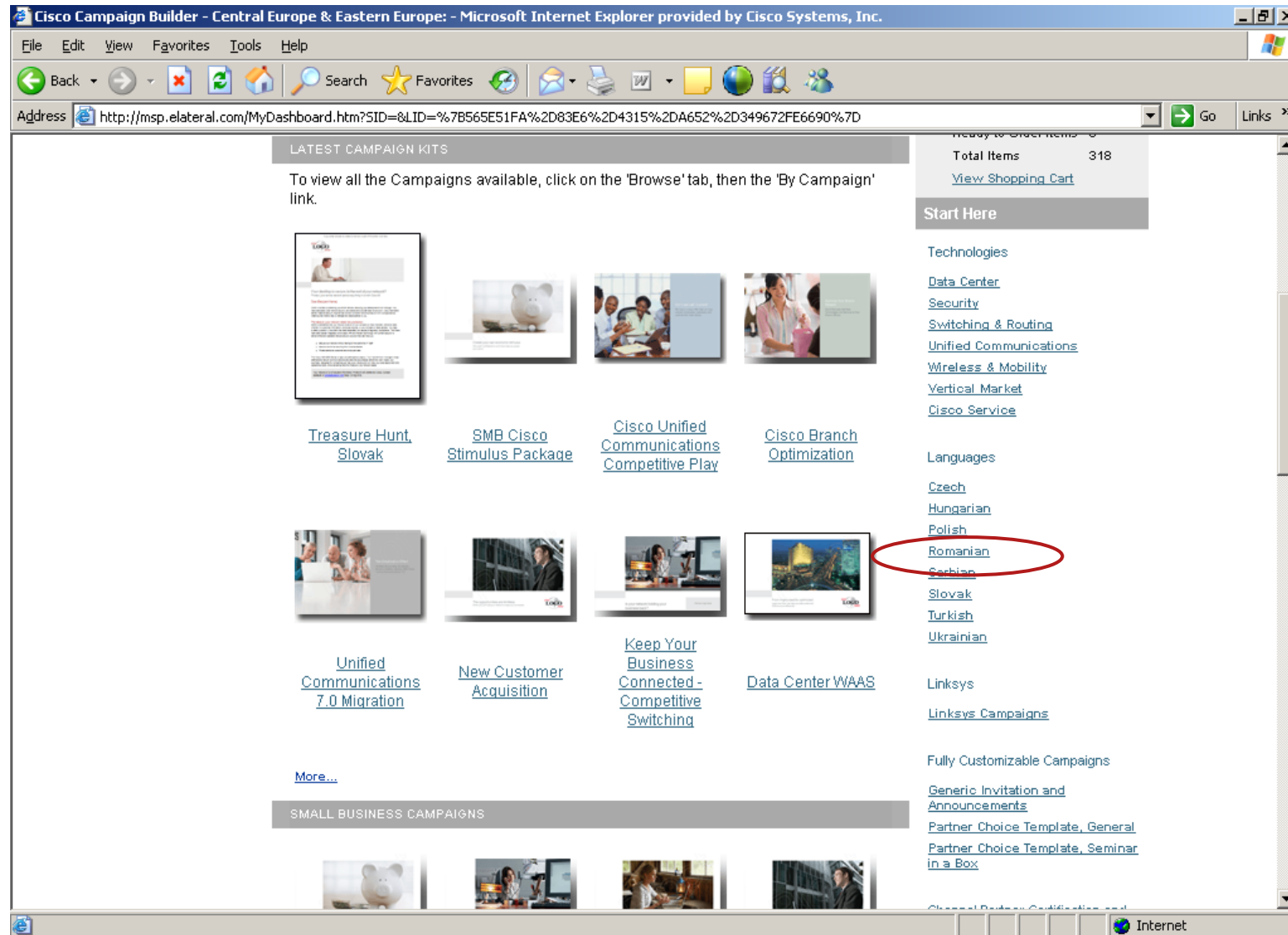
- Providing the products SMBs want
- Offering competitive pricing
- Keeping SMB products in stock

Contact Test Company at 243 1234 567 or  
lucille@test.com.  
Or log on to

your **LOGO** here



# CE & EE Campaign Builder Homepage



# Romanian content...

Cisco Campaign Builder - Central Europe & Eastern Europe: Browse > Campaign > Romanian - Microsoft Internet Explorer provided b

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites RSS Print Mail New Tab

Address [http://msp.elateral.com/Browse\\_Campaigns\\_Show.htm?CampaignUID=%7B04D70B53%2D6431%2D4244%2D950B%2DE060C3FA2F8E%7D&SID=&LID=%7B565E51FA%2D4244%2D950B%2DE060C3FA2F8E%7D](http://msp.elateral.com/Browse_Campaigns_Show.htm?CampaignUID=%7B04D70B53%2D6431%2D4244%2D950B%2DE060C3FA2F8E%7D&SID=&LID=%7B565E51FA%2D4244%2D950B%2DE060C3FA2F8E%7D) Go Links >>

**CISCO** Worldwide [change] Log In Register About Cisco

Search Go



Solutions Products & Services Ordering Support Training & Events Partner Central


Partner Central


HOME  
Partner Central  
**Campaign Builder**


Home Browse Order History Your Account


Start Here Campaigns Categories Types All

 **Romanian** 

  
[UC Great Exchange: Accelerating Business Transformation \(Romanian\)](#)

  
[Cisco Smart Business Communications System, Romanian](#)

  
[Partner Choice Template, General, Romanian Language](#)

  
[Partner Choice Template, Seminar in a Box, Romanian Language](#)

**For Assistance**

For Campaign Builder support send us an email  
[campaignbuilder-cee@external.cisco.com](mailto:campaignbuilder-cee@external.cisco.com)

**Search this site**

Offerings  GO

[Advanced Search](#)

**Basket**

Incomplete Items	312
Ready to Order Items	6
Total Items	318

[View Shopping Cart](#)

**Start Here**

[Technologies](#)  
[Data Center](#)  
[Security](#)  
[Switching & Routing](#)

Internet

# Assets...


Cisco Campaign Builder - Central Europe & Eastern Europe: Browse > Campaign > UC Great Exchange - Microsoft Internet Explorer p

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Wordpad Explorer Internet Options

Address http://msp.elateral.com/Browse\_Campaigns\_Show.htm?CampaignUID=%7BF450E273%2D8F8C%2D4538%2DB680%2DD13E58FA4132%7D&SID=&LID=%7B565E51FA% Go Links >>


Start Here Campaigns Categories Types All




## UC Great Exchange: Accelerating Business Transformation (Romanian)

Trecerea la Comunicații Unificate pe scară largă: Transformarea accelerată a afacerii: Concentrați-vă asupra nevoilor clienților dumneavoastră și discutați cu ei despre modul în care tranziția către soluțiile de comunicații unificate (UC) și aplicațiile lor duc cu adevărat la accelerarea transformării afacerilor. În acest site veți găsi materiale de marketing cu privire la creșterea vânzărilor prin acțiuni comune de marketing cu Cisco:

- materiale de marketing cu privire la soluțiile de comunicații unificate (UC) - "Trecerea la Comunicații Unificate pe scară largă"
- materiale pentru evenimente



[Materiale de marketing pentru UC](#)



[Materiale pentru evenimente](#)

For Campaign Builder support send us an email  
[campaignbuilder-cee@external.cisco.com](mailto:campaignbuilder-cee@external.cisco.com)

**Search this site**

Offerings    
[Advanced Search](#)

**Basket**

Incomplete Items	312
Ready to Order Items	6
Total Items	318

[View Shopping Cart](#)

**Start Here**

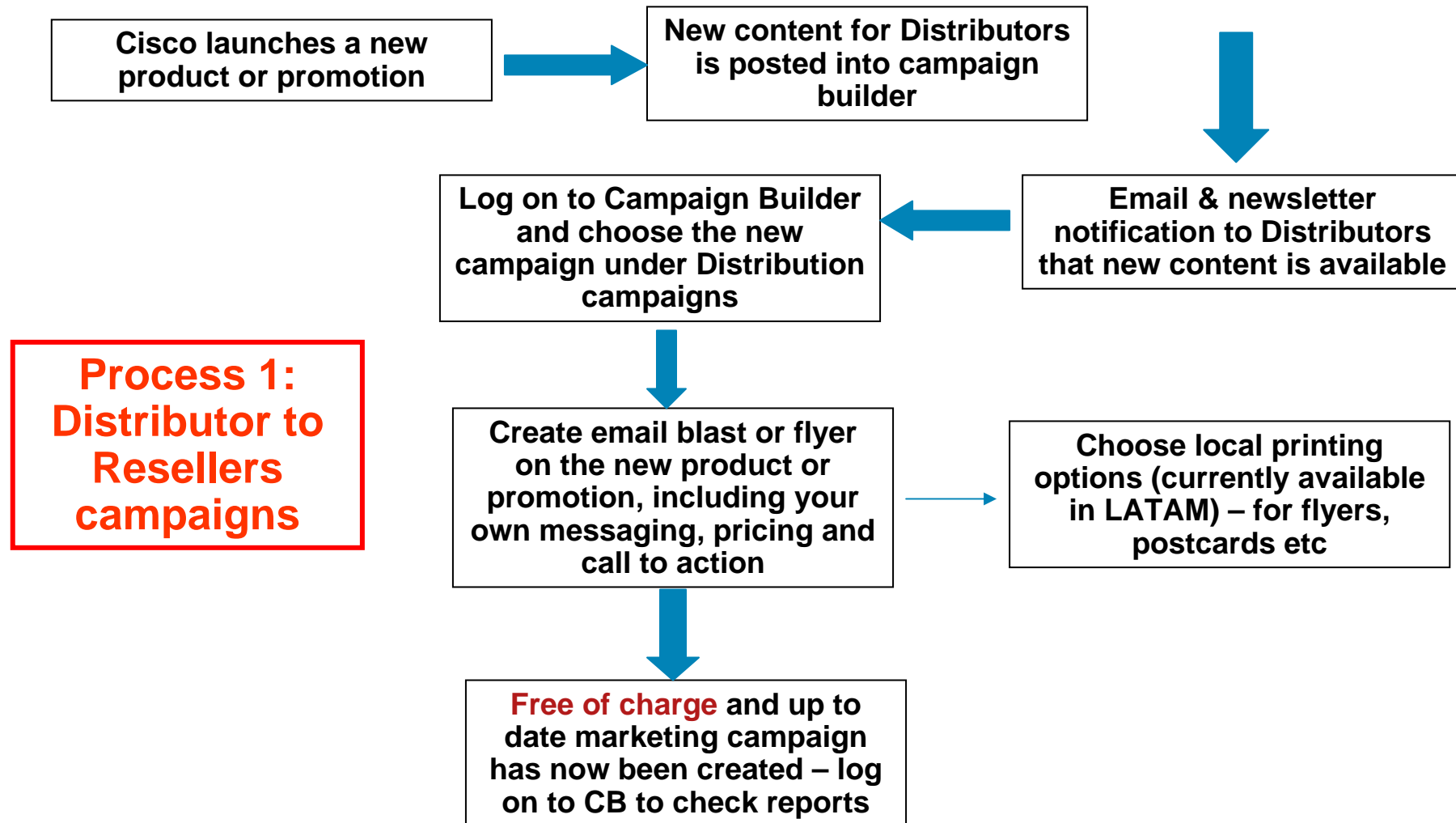
[Technologies](#)  
[Data Center](#)  
[Security](#)  
[Switching & Routing](#)  
[Unified Communications](#)  
[Wireless & Mobility](#)  
[Vertical Market](#)  
[Cisco Service](#)

**Languages**

[Czech](#)  
[Hungarian](#)  
[Polish](#)  
[Romanian](#)  
[Serbian](#)

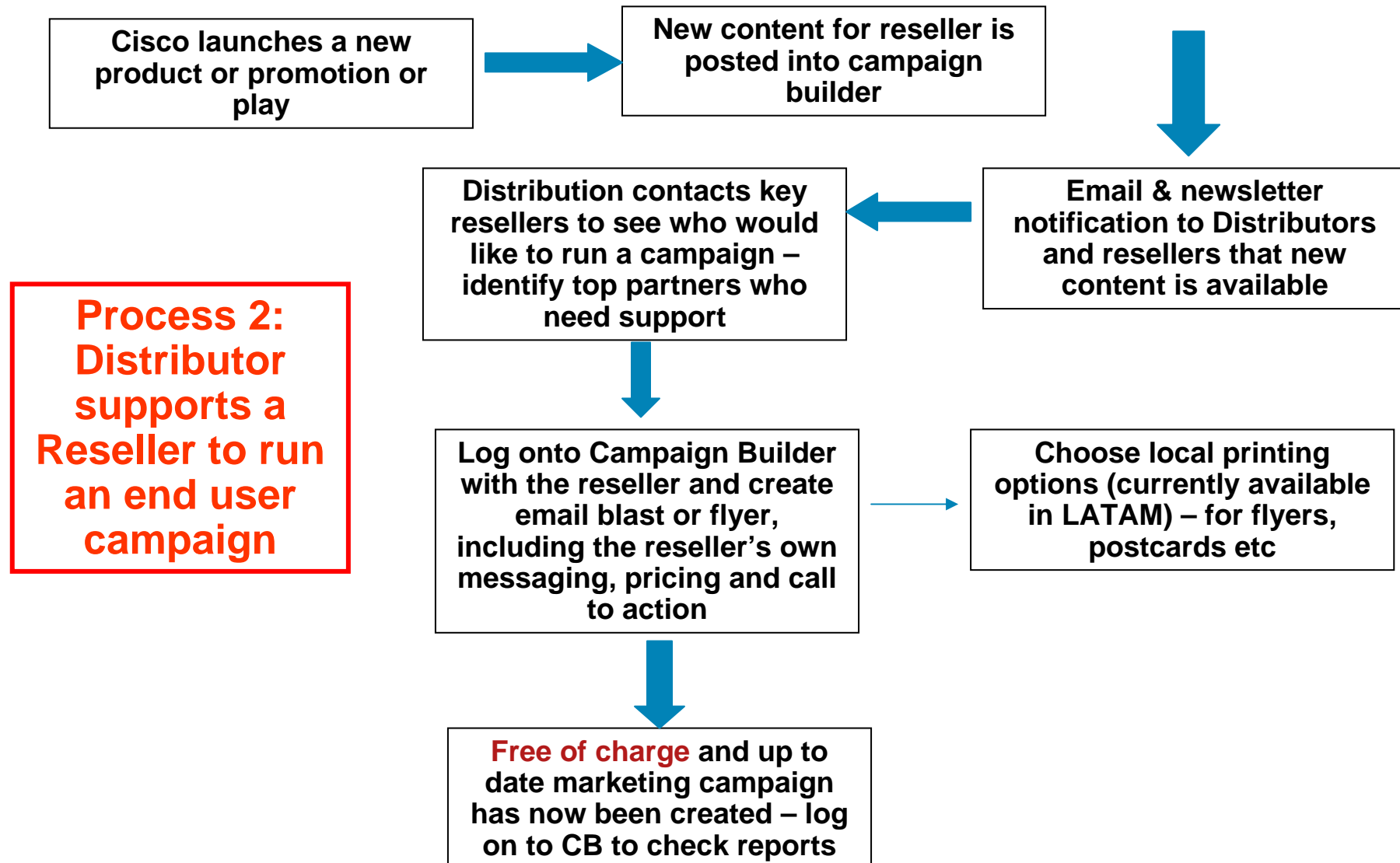
Done Internet

# An example of how to use Campaign builder





# An example of how to use Campaign builder



# Some of the Images available for you to use



Uncropped\_Elateral\_Images.jpg



20C393146-001\_6\_full.tif



76S37183\_7\_full.tif



78937841\_7\_full.tif



sb10062854f-001\_6\_full.tif



sb10067024i-001\_6\_full.tif



20C493295-001\_6\_full.tif



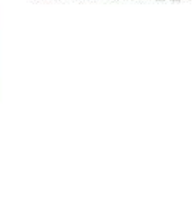
76845362\_7\_full.tif



78937886\_7\_full.tif



sb10065029aw-001\_6\_full.tif



sb10065029aw-001\_6\_full.tif



20C495960-001\_6\_full.tif



76845835\_7\_full.tif



78937890\_7\_full.tif



sb10066829ap-001\_6\_full.tif



sb10066829ap-001\_6\_full.tif



75462919\_7\_full.tif



78C04027\_7\_full.tif



78937922\_7\_full.tif



sb10067024n-001\_6\_full.tif



sb10067024n-001\_6\_full.tif

## LATEST CAMPAIGN KITS

To view all the Campaigns available, click on the 'Browse' tab, then the 'By Campaign' link.



[Integrated Technology Campaign for Mid Market - Integrated Service Network](#)



[Cisco Smart Business Communications System](#)



[Treasure Hunt](#)



[SMB Switching](#)



[SMB Playbook Unified Wireless Discovery](#)



[Applications Advantage \(Awareness and Consideration\) - Cisco Unified Communications](#)



[Integrated Technology Campaign for Mid Market - Mobility](#)



[Data Center WAAS](#)



[Now You Can Campaign One](#)



[Power of the Mobile Workspace](#)



[Cisco Unified Communications Midmarket Enterprise BDM](#)



[Communications without Boundaries - UC Advantage](#)

**Latest campaigns plus technology campaigns – a lot of content**

### Technologies

[Data Center](#)

[Security](#)

[Switching & Routing](#)

[Unified Communications](#)

[Wireless & Mobility](#)

[Vertical Market](#)

### Linksys

[Linksys Campaigns](#)

### Fully Customizable Campaigns

[Generic Invitation and Announcements](#)

[Partner Choice Template, General](#)

[Partner Choice Template, Seminar in a Box](#)

[Channel Partner Certification and Specialization Campaigns](#)

[Master UC](#)

[Master Security](#)

[Gold Certification Program](#)

[Silver Certification Program](#)

[Premier Certification Program](#)

[Now, Select Certified](#)

### Related Links

[Campaign Builder Summary Page](#)


[Ask Campaign Builder Application Questions](#)



## Now You Can, Campaign One

Enable your business to move with you. Cisco mobility solutions enable secure, wireless access to the people, applications, and information your business needs to stay competitive.

[Search within this Campaign](#)

Items per page: 12 

Showing 1 of 1



### [Postcard, Now You Can - Campaign One](#)

PDF Download



### [E-mail, Now You Can - Campaign One](#)

E-mail Blast



### [Ad, Full page, Now You Can - Campaign One](#)

Advertisement




### [Ad, Half Page, Now You Can - Campaign One](#)

Advertisement



### [Web Banner, Now You Can](#)

Downloadable File

Items per page: 12 

Showing 1 of 1

[If you are a Campaign Builder user, please send us an email](#)

[campaignbuilder-cee@external.cisco.com](mailto:campaignbuilder-cee@external.cisco.com)

#### Search this site

Offerings 



[Advanced Search](#)

#### Basket

Incomplete Items	183
Ready to Order Items	2
Total Items	185

[View Shopping Cart](#)

#### Start Here

[Technologies](#)

[Data Center](#)

[Security](#)

[Switching & Routing](#)

[Unified Communications](#)

[Wireless & Mobility](#)

[Vertical Market](#)

[Linksys](#)

[Linksys Campaigns](#)

[Fully Customizable Campaigns](#)

[Generic Invitation and Announcements](#)

[Partner Choice Template, General](#)

[Partner Choice Template, Seminar in a Box](#)

[Channel Partner Certification and Specialization Campaigns](#)

[Master UC](#)

[Master Security](#)



# Easy steps – how to use campaign builder

- Log on to the website – [www.cisco.com/go/campaignbuilder](http://www.cisco.com/go/campaignbuilder)
- Upload your company logo in the correct format. Once you have received an email stating your logo is in the tool, you are ready for step 3
- Choose the campaign you want to use and customize the messaging
- If you want to send an email, upload your database (Cisco has no access to this!)
- Complete your order – your email will be sent or you can download the asset you have ordered
- Go back into the tool and check your metrics (if you have sent an email)



# Cisco Partner Space- New Platform

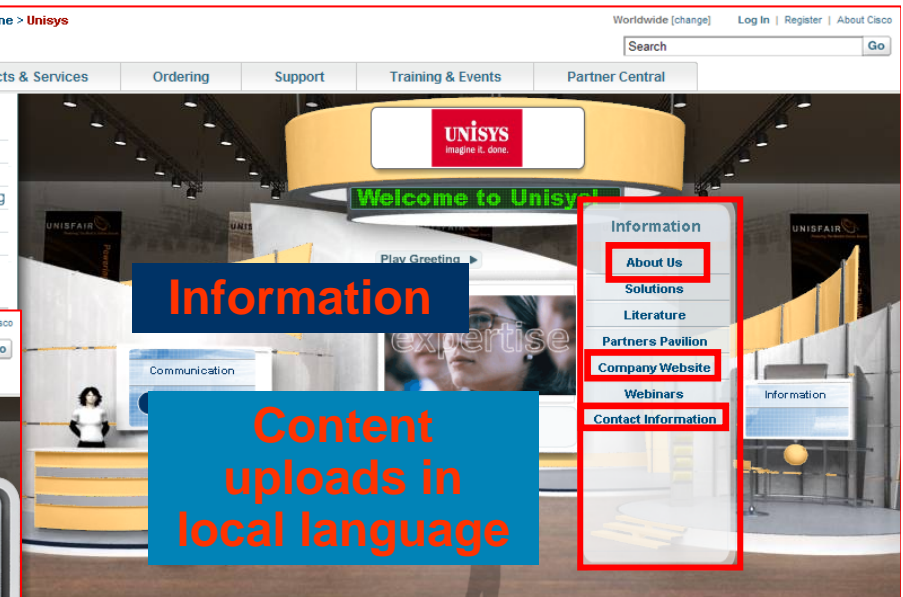
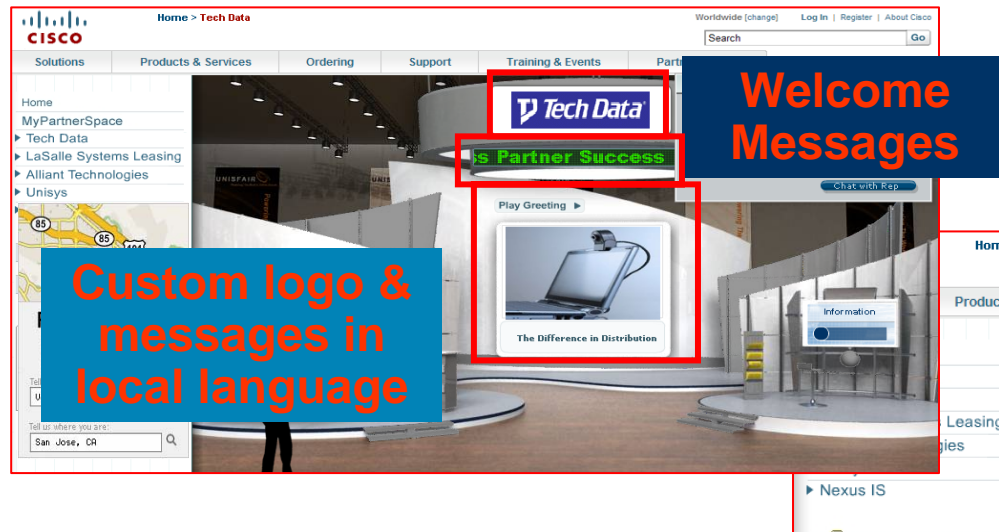
## *An Innovative Web2.0 Marketing Platform*

- **The new platform technology will allow:**
  - Seamless integration of web content & functionality in the booth
  - Visitors can easily access your booth based on their specific search criteria
  - Cost-effective Web2.0 events using the integration of WebEx Event or existing standard platform capabilities
  - Better networking capabilities with automated company profiles from Partner Data Base



# Partner Space (Customizable)

## Welcome; Information; Communications





# New Features

- Audio and Video personal chat
- Group chats
- Blog center
- Buddy lists
- Host private webcasts



# Webcollage

Channel Syndication Program  
Joint Marketing Made  
Simple by Cisco



## What is Webcollage?

- A tool for partners and distributors to have consistent syndicated content in their websites
  - accurate Cisco SMB product information
  - Automated and real time updates
  - Free for partners

# Channel Syndication Program Overview

- Offers a rich media experience from product solutions down to the sku level
- 2 products:
  - Product level content- product microsites- in English, German (French and Spanish available shortly)
  - Solutions Showcase availability in English and German
- Product / Sku Based
- Available in any country in the world that accepts English, German, French, and Spanish content
- Available to Cisco Registered Partners & onwards, Disti, DMR or VAR
- Integrates with almost any website with minimal support
- No Maintenance Necessary

# Channel Syndication Program - Partner Benefits

- Increase customer loyalty
- Continuously updated, fresh product content
- Enhanced product information, research and reporting capabilities
- Customized showcases to match the partner site's look-and-feel
- No ongoing IT requirements/ maintenance
- No content development resources required

# Example- Brand Showcase- Hungarian Partner- Polygon

<http://www.polygon.hu/wps/wcm/connect/polygon1/Polygon+Informatikai+Kft./Termek/Cisco+termekek+US/>

**POLYGON Informatikai Kft.**  
Közérő Megoldások Termékek Szolgáltatások Oktatások Szóftverfejlesztés Pályázatok Céginformáció

**POLYGON Informatikai Kft.**  
Közérő Megoldások Termékek Szolgáltatások Oktatások Szóftverfejlesztés Pályázatok Céginformáció

**Cisco termékek (US)**  
Szóftvertermékek  
Hardvertermékek  
IBM termékek (US)  
Lenovo termékek (US)  
Cisco termékek (US)

**Gyorsnavigáció**  
— Kérem válasszon —

**Rendszerintegráció**

**Bankinformatika**

**Hálózatintegráció**

**Szóftverfejlesztés**

**Microsoft**  
A Microsoft Certified Partnerként vállalat teljes termékportfolióját értékesítjük  
2008.11.27 - Tovább...

**Termékek > Cisco termékek (US)**

**Security and Surveillance**  
Reduce costly security threats

**Shop**  
**Cisco Spam & Virus Blocker**  
Isolt it is minutes and virtually eliminate email spam and viruses from entering your inbox.  
**ASA 5500 Series**  
Network protector tailored to your business.  
**VPN 3000 Series**  
Provide secure, reliable VPN services.  
**IPS 4200 Series**  
Stop threat, protect your network.  
**Cisco Small Business Routers (Linksys Business Series)**  
Connect your business to the outside world while networking your internal devices to each other.  
**Cisco Small Business Video Surveillance Cameras (Linksys Business Series)**  
Keep tabs on your workspace from anywhere with remote ly-controlled cameras, with feeds

**Learn**  
**Self-Defending Networks**  
Watch Ad  
**Remote Workers: as Secure as They Think?**  
Read More

**Kapcsolódó témák**  
Erdőgazdálkodási hálózatok tervezése, építése  
Isol automatizálás  
ThreatVision L1700p  
ThreatVision L120p  
Acsell pc

**Hardvertermékek**  
Szerver, távoli asztali számítógépek, notebook, monitor és hardvertermékek az IBM és más gyártók kínálatából  
2008.11.03 - Tovább...

**Finanszírozási konstrukciók**  
IBM kedvező pénzügyi megoldásával bármilyen hardverhez, szóftverhez és szolgáltatáshoz hozzájuthat  
2008.11.27 - Tovább...

**Karrier**

**Security and Surveillance**  
Reduce costly security threats

**Cisco Spam & Virus Blocker: Overview**  
The Cisco Spam & Virus Blocker is a dedicated antispam, antivirus, and antiphishing security appliance that virtually eliminates email threats right out of the box.

**Precision accuracy:** Helps ensure that email threats and spam are caught and business email is delivered.

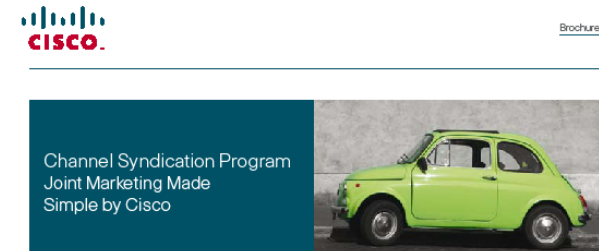
**Continuous automatic updates:** Constant communication with SenderBase services, a network database of email security threats, ensures that your Cisco Spam & Virus Blocker installs the latest updates to protect your business email.

**Easy installation and use:** Simple browser-based setup wizards allow you to install Cisco Spam & Virus Blocker in nearly any network within 15 minutes, providing protection for your business right out of the box.

**Effortless management:** From the moment the appliance is installed, you get spam protection with no additional effort from you or your staff.

# Channel Syndication Program Resources

- To learn more or to Sign Up to the program, visit [www.cisco.com/go/webcollage](http://www.cisco.com/go/webcollage)
- Share the word with your partners- Download the Partner Kits from [www.cisco.com/go/webcollage](http://www.cisco.com/go/webcollage) and send to your resellers.



## WebCollage Channel Syndication Program

Leverage your website to sell more Cisco.

With the WebCollage Channel Syndication Program.

Your website can help you sell Cisco Small Business products – with the WebCollage Channel Syndication Program. It's a comprehensive program designed especially for Cisco Partners – providing a scalable, powerful way to deliver up-to-date, accurate Cisco product information and rich, multimedia assets to potential buyers. Easily integrate product marketing tools into your website to enhance the customer experience – and sell more Cisco products, worldwide.

What you get with WebCollage:

- Demand-generation tools to drive business to your website
- Brand showcase offering a complete solution selling experience
- Detailed information on Cisco Small Business products
- Access to SalesAdvancer for lead generation, capture, and tracking
- Integrated promotions to highlight specific Cisco and partner programs
- Complete reporting metrics on WebCollage generated traffic

It's easy, it's effective – and it's free.

Get the benefits of the Cisco/WebCollage Channel Syndication Program.

- Available at no cost to Cisco partners
- Easy to get started – set up in less than an hour
- Content is customizable – only include the Cisco products you want to sell
- New prices and content automatically updated from Cisco
- No maintenance, easy-to-use
- Big sales potential

Get on board and try it, today. [www.cisco.com/go/webcollage](http://www.cisco.com/go/webcollage)

## Webcollage Training- April 21st

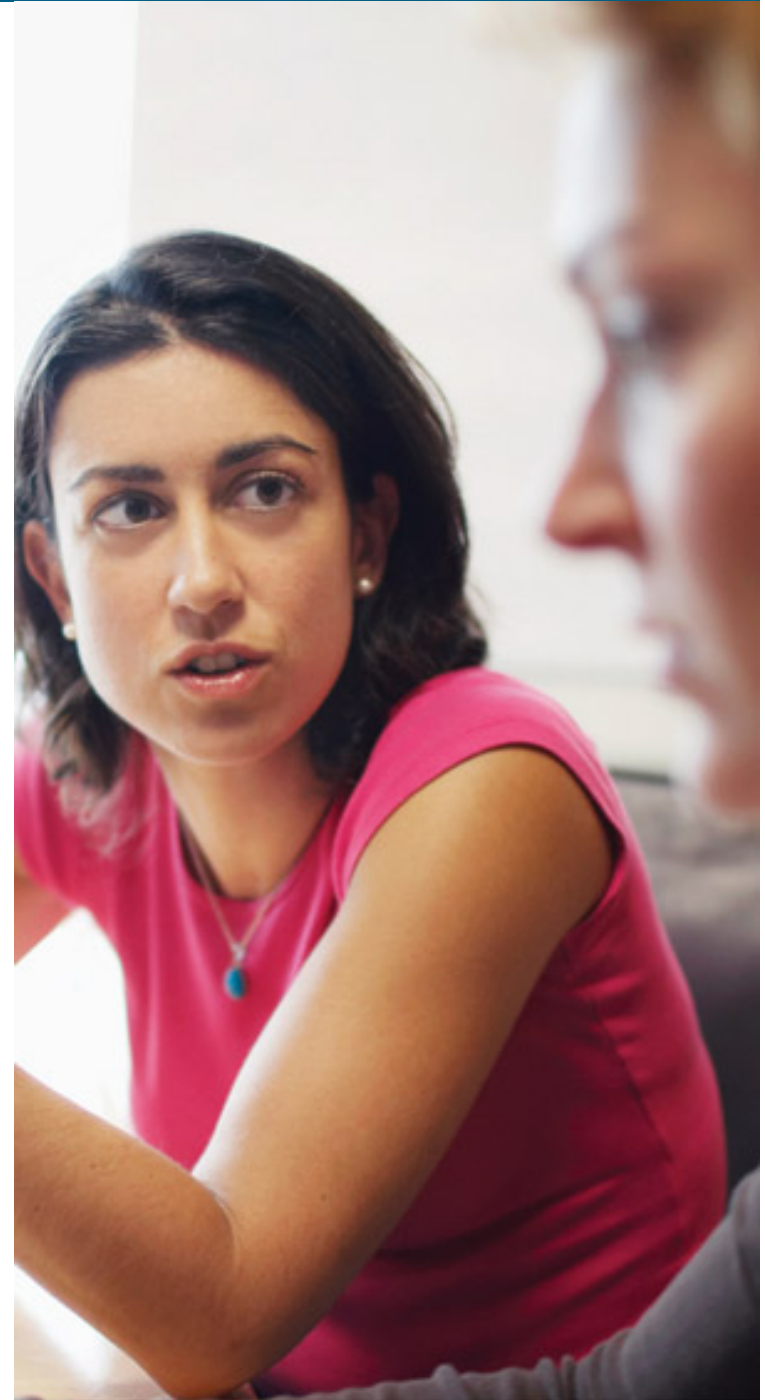
- 9:00 am, Eastern Daylight Time (GMT -04:00, New York)
- 4:00 pm, Saudi Arabia Standard Time (GMT +03:00, Riyadh)
- 4:00 pm, Eastern Europe Daylight Time (GMT +03:00, Bucharest)
- 3:00 pm, South Africa Standard Time (GMT +02:00, Pretoria)

To register to the training [click here](http://www.cisco.com/go/webcollage)

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# How we can support you

- Product Images available on the marketing library
- Cisco Partner logos – easy to access on CCO
- Campaign Builder assets – for you and your resellers
- Marketing Guide (online version and pdf) plus marketing workshops for you and your resellers with local Cisco teams
- Funding

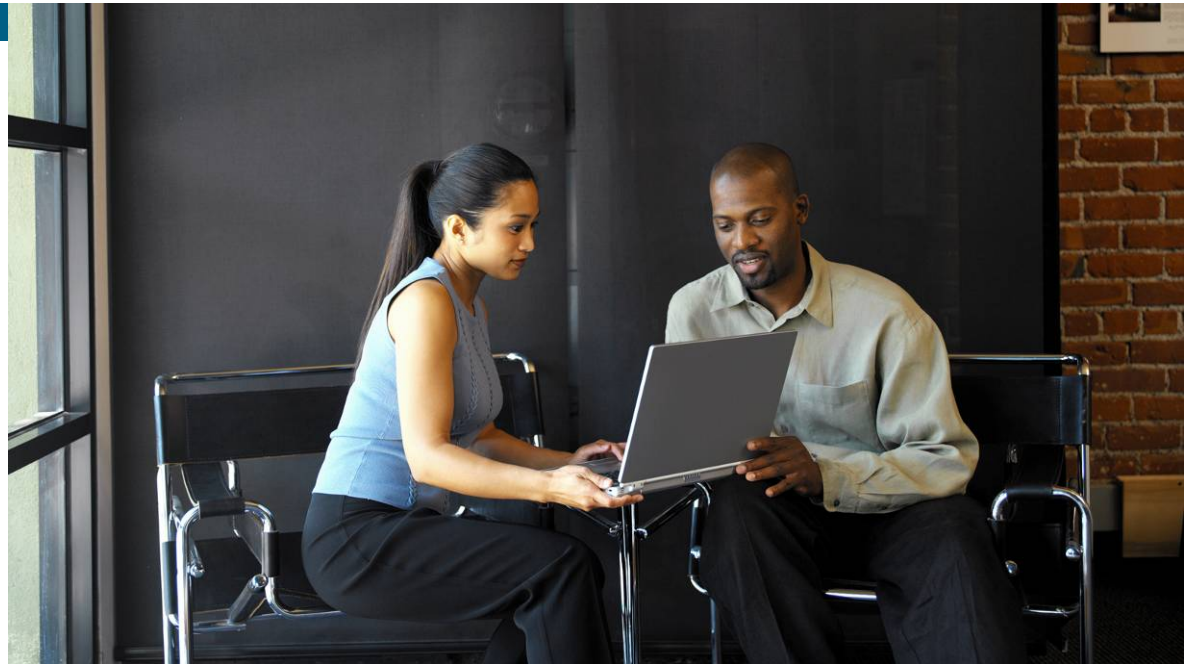




# Funds Overview - Simplified

Partner Certification/ Specialization	Development Funds	Marketing Funds
Select SMB Specialization	3% PDF rebate (max 5K/Q) – 2% in EU (3% > 100K)  8% PDF UC rebate	Select JMF TMM/CDG
Premier, Silver, Gold	PDF for Premier SMB Specialized	Standard JMF (max 50%)
Distribution	COOP/MBO	
Learning Partners		CLP JMF

## Q and A



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