



# Multinational and Global Certification Program

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# Objective

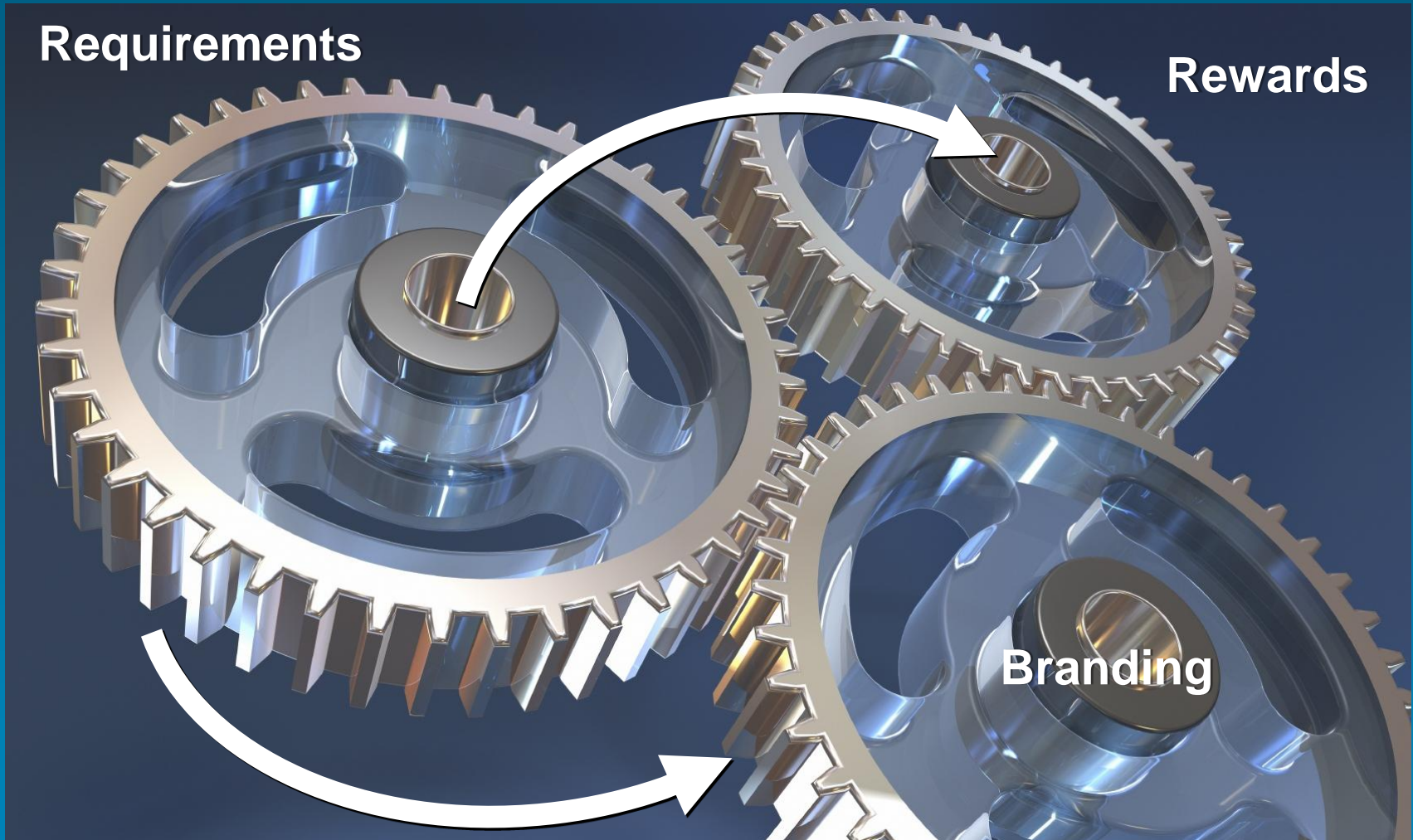


The **Multinational Resale Certification Program** Recognizes Partners for Their Ability to Deliver Business Solutions Built on Cisco's Technologies in Multiple Countries in a Cisco Theater



The **Global Resale Certification Program** Recognizes Partners for Their Ability to Deliver Business Solutions Built on Cisco's Technologies in Multiple Countries in All Cisco Theaters

# Fundamental Partner Program Structure



# Multinational Certification Prerequisites

Multinational Resale Agreement for  
Subject Theater

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No Special Application Required



# Multinational Certification Solution

Cisco Theater

Certifications

Number of Certifications

USC

Gold  
Silver

1  
1

Euro

Gold  
Silver

2  
2

Emerging: LatAm

Gold  
Silver

1  
2

Emerging: East

Gold  
Silver

1  
2

Japan

Gold

1

APAC

Gold  
Silver

2  
1

Greater China

Gold  
Silver

1  
1

**TOTAL**

**Gold**  
**Silver**

**9**  
**9**

# Global Certification Prerequisites

## Global Resale Agreement

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## Global Commerce Specialization

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### Note:

- Continental regions only apply for Global Certification
- Americas includes: US, Canada, and Latin America
- EMEA includes: Africa, Middle East, Eastern and Central Europe
- Asia includes: Asia, Australia, New Zealand, Japan



# Global Commerce Specialization Requirements

- Valid SI agreement
- One Gold and one Silver certification in each continental region
- Legal presence in at least 20 countries
- Procurement (to support both centralized and decentralized customer models)
- Effective security management system for identifying security threats
- Business continuity (documented plans and procedures for ensuring business continuity)
- Global order management
- Global invoicing
- Global logistics



# Global and Multinational Program Benefits

Consistent 42% Discount for the  
Cisco Global and Multinational Customer List

[www.cisco.com/go/cisco1000](http://www.cisco.com/go/cisco1000)

Larger Continents Provide Investment Flexibility

Consolidated Support Center (Service Desks)  
Can Be Located in One or More Regional Centers

Ability to Map Global Certified to Multinational  
Certified in Each Theater

Credibility to Provide Consistent Level of Service  
Anywhere in the Theater or Worldwide Where  
Customers Are Located

Flexibility to Service Multinational Customers





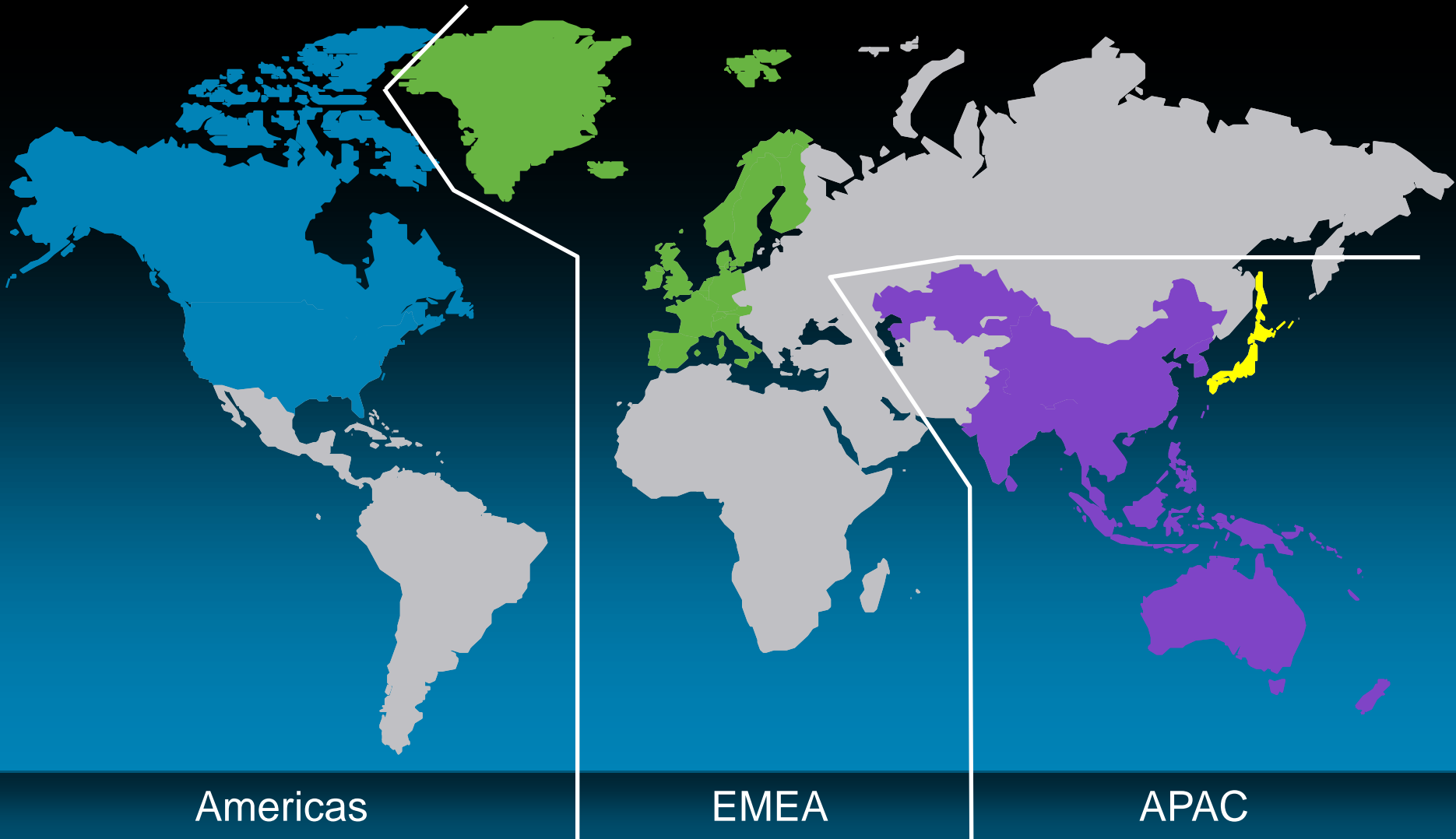
# 2 Ways to Achieve Global Certification

**Global certification to be achieved following one of the 2 methods**

1. Continental Region

2. Multinational in each  
Cisco theater

# Current Continental Regions



Americas

EMEA

APAC

Note: Continental regions only apply for Global Certification.

# Global Certification Requirements

Continent

Certifications

Number of Certifications

Americas

Gold

2

Silver

3

EMEA

Gold

3

Silver

4

Asia

Gold

4

Silver

2

**TOTAL**

Gold

9

Silver

9

# Multinational Certification Solution

Cisco Theater

Certifications

Number of Certifications

USC

Gold  
Silver

1  
1

Euro

Gold  
Silver

2  
2

Emerging: LatAm

Gold  
Silver

1  
2

Emerging: East

Gold  
Silver

1  
2

Japan

Gold

1

APAC

Gold  
Silver

2  
1

Greater China

Gold  
Silver

1  
1

**TOTAL**

**Gold**  
**Silver**

**9**  
**9**

