



Go where your network can take you

Wherever you want your network to take your business, a Cisco® Certified Partner can help you get there. Choose a partner with the Cisco Certified Partner brand, credentials, and experience that best fit your technical needs and business strategy, and be assured you'll be partnering with a value-based solutions provider that meets the exacting standards of the world's leading networking company.

When it comes to optimizing every aspect of your network for business success, it's not only what you know, it's who you know. That's why it's time you got to know a member of the Cisco® Resale Channel Program. Cisco and our trusted partners understand that you need a trusted advisor who has the technology breadth to deliver integrated network solutions, and the technology depth to deliver highly specialized solutions.

Business needs are changing. An industry evolution is underway where the network is becoming the platform for all communications, collaboration, and interactions. This is creating unprecedented business and technology opportunities for you. Cisco and our partners are working together to meet your changing needs.

As the role of the network evolves, you need a trusted advisor capable of delivering the products, services, and expertise that put you ahead of your competition. Whether it's an integrated networking solutions provider or a highly specialized solutions provider, you'll find that trusted advisor in a Cisco Certified Partner.

Fully Invested in Network Expertise

Cisco Certified Partners offer validated skills in one or more technology specialties—ranging from core routing and switching infrastructure and unified communications, to wireless LAN deployments and multi-level security. You can select a Cisco Certified Partner that will assist you with any or all phases of building and operating your network—starting with planning, preparing, and designing your network, and proceeding through implementation, operations support, and optimization.

Cisco partners pride themselves on keeping pace with innovations in networking. Our partners maintain a staff that has earned multiple Cisco career certifications



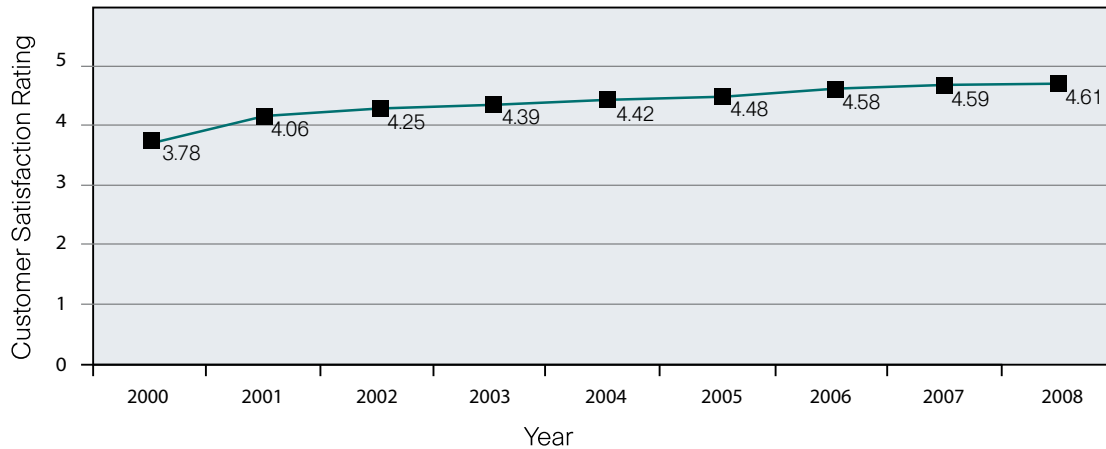
and that partake in ongoing specialized training. This represents a serious investment in networking knowledge that our partners can bring to your technology and business strategy. Furthermore, Cisco partners understand the strategic role the network plays in your business strategy. By selecting partners from one of the industry's largest and most esteemed channel partner programs, you'll get a partner with the experience and focus that exactly suits the business you're in, and your unique way of doing business. And you'll work with a business partner whose training, technical skills, and services capabilities.

Proven Methods for Deployment

The Cisco Lifecycle Services approach helps partners define the activities needed in order to successfully deploy and operate Cisco solutions, to optimize technology performance throughout your network lifecycle, and to reduce your deployment risk. Training on Cisco Lifecycle Services methodologies are embedded in each Cisco certification and help partners to improve deployments and increase customer satisfaction.

Customer Satisfaction with Worldwide Partners

Year-over-Year Improvement



Measuring Success Through Customer Satisfaction

Cisco partners get it done. And done right. They share with Cisco a commitment to continuous improvement, reflected in superior networking effectiveness and high customer satisfaction scores.

The customer satisfaction component of the Resale Channel Program holds partners accountable for maintaining high customer satisfaction levels, using the same annual survey process that Cisco uses to measure its own customer satisfaction. And the results are evident in our customer satisfaction scores that have grown from 3.78 out of a possible 5.0 in 2000, to 4.61 out of a possible 5.0 year-to-date in fiscal year 2008. This represents an increase of more than 21 percent.

By requiring all our partners to consistently measure customer satisfaction and by independently auditing each partner's customer satisfaction surveys, Cisco helps ensure uniform standards of excellence across the global partner community. Partners that have achieved outstanding customer satisfaction are highlighted in the Cisco Partner Locator to assist you in your selection of a Cisco Certified Partner.

The Right Partner for the Job

Solutions providers in the award-winning Cisco Resale Channel Program offer a broad array of integrated networking credentials and specialized technical skills. A partner may be qualified to perform a number of services for a variety of customers, or the partner may specialize in specific technologies. Partners may have a global presence or regional focus. You can choose the partner that best fits your needs.



Cisco Wins 2008 CRN Channel Champions Award

Cisco won in five categories in the 18th annual CRN Channel Champions awards, which measures overall Solution Provider perceptions of vendor products and services.

Cisco was recognized in the following categories:

- Network Security Appliances
- SMB Networking Hardware
- Enterprise Wireless LANs
- SMB Wireless LANs
- Voice-over-IP Technology



2008 VARBusiness ARC Award in four categories

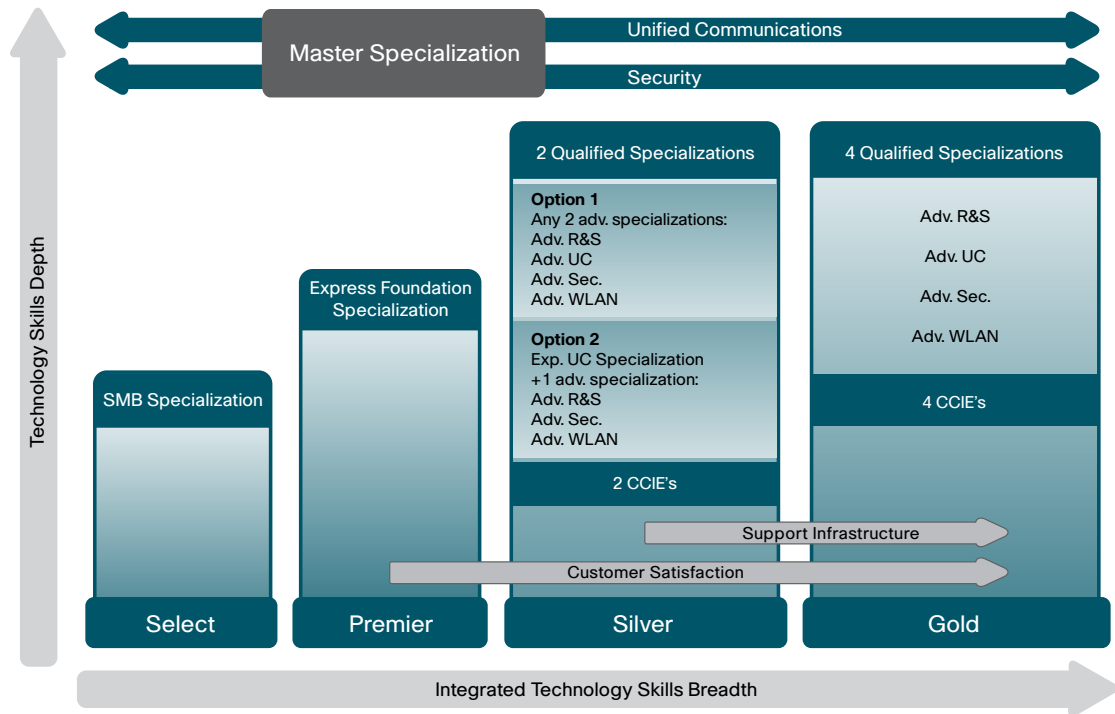
Cisco earned the ARC Company of the Year awards in four categories, the most of any vendor in the 2008 survey. This included trophies for Network Infrastructure—Enterprise, SMB Networking Hardware, Voice-over-IP and Wireless Infrastructure.

For more details please visit the ARC page.



2008 VARBusiness 5 Star Partner Program Winner

Cisco Resale Partner Program Framework



Accelerate Your Growth and Profitability

The Cisco Resale Channel Program enables our partners to develop technology skills breadth and depth such that they can provide broad, integrated network solutions, highly specialized solutions, or both. Furthermore, the Cisco Lifecycle Services approach has been integrated to help partners successfully deploy, operate, and optimize Cisco solutions. By earning Cisco career certifications and specializations, Cisco partners are able to provide opportunities for customers to accelerate their growth, differentiate their business, and increase their profitability.

Cisco specializations include four distinct levels that directly reflect the partner’s depth of sales, technical, and services expertise in a particular technology.

Entry: The SMB Specialization recognizes partners that have completed technical training in switching, routing, security, and wireless solutions for small and medium-sized businesses with fewer than 250 employees.

Express: Two Express Specializations are available. The Cisco Express Foundation Specialization recognizes partners that have completed integrated training in routing and switching, wireless LAN, and security technologies. The Cisco Express Unified Communications Specialization recognizes

partners for their knowledge and expertise in selling, designing, installing, and supporting converged data, voice, and video networking for small and medium-sized businesses.

Advanced: Partners can achieve Advanced Specialization in unified communications, security, wireless LAN, routing and switching, and datacenter technologies. Cisco Advanced Specializations recognize partners for their knowledge and expertise in selling, designing, installing, and supporting solutions for a wide range of customer needs—from small to medium-sized businesses all the way up to larger enterprise organizations.



Master: The Master Specialization recognizes partners with a highly qualified practice in a specific technology. Master Specialization builds on the advanced specializations and recognizes an elite group of partners that have the most in-depth technology skills and demonstrated customer success in selling, deploying, and providing services for more sophisticated Cisco solutions. Cisco currently offers Master Specializations in security and unified communications.



Cisco Certified Partners have met rigorous standards for networking competency, service and support, and customer satisfaction. Partners are certified at four levels. Each level reflects a partner's skills breadth across key technologies to ensure their ability to deliver integrated solutions.



Select Certified Partners have achieved the Cisco SMB Specialization, which focuses on small and medium-sized business customers with fewer than 250 employees. Select Certification reflects a partner's technology and business expertise specific to the SMB market.



Premier Certified Partners have achieved the Cisco Express Foundation Specialization. Premier Certified Partners have demonstrated competency in the integration of basic routing and switching, wireless LAN, and security technologies.



Silver Certified Partners have achieved two of the following Advanced Specializations: Unified Communications, Routing and Switching, Security, and Wireless LAN; or have achieved the Express Unified Communications Specialization and one of the following advanced specializations: Routing and Switching, Security, or Wireless LAN.



Gold Certified Partners have the broadest range of expertise by achieving all of the following four Advanced Specializations: Unified Communications, Routing & Switching, Security, and Wireless LAN.

Cisco Certified Partners have access to the full spectrum of Cisco Channel Partner Program resources, enjoy a close relationship to Cisco's worldwide sales and service organizations, and have access to the latest technologies.

Where Do You Go from Here?

No matter where you're focusing your business, there's a Cisco Certified Partner ready to work toward your success. Take advantage of the world-class knowledge, experience, and professionalism that only a qualified Cisco Certified Partner can deliver. There's a convenient Partner Locator tool waiting to assist you at www.cisco.com/go/partnerlocator.



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Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

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