



# Channel Partner Program

## Premier Certification

Quick Reference  
**Cisco Confidential**



## What is Premier Certification?

Premier Certification is the next step after Select Certification for partners within the Cisco Resale Partner Program. As a Partner that completes the Premier Certification you are demonstrating to your customers a commitment to working with Cisco and that you have a focus and understanding of their technology needs.

## Why should you invest in Cisco's Certified Channel Partner Program?

- **Your company will be listed in the [Cisco Partner Locator](#)**  
This is a valuable tool for customers wanting to engage with Cisco technology and work with Cisco partner by helping them locate a certified and specialized partner.
- You will **have access to Cisco's [Partner Education Connection](#) tool [PEC]**. This provides free training on products, tools and solutions as well as mapping-out partners' entire Cisco career education needs and history using the online Learning Map.
- As a Certified partner you will **be eligible to receive protected extra discounts on nominated new business opportunities** through using the Opportunity Incentive Program (OIP)
- You will have **access to the Cisco Trade-in Accelerator Program [TAP]**. This offers significant rewards to partners when migrating older Cisco equipment or competitive equipment into your customer base.
- You will **participate in Cisco's Industry recognized Customer satisfaction [CSAT] methodology**, that guarantees accurate measurement and tracking of customers satisfaction within all elements of the business relationship.
- As a Cisco Premier Partner, you are eligible to apply for **Joint Marketing Funds (JMF)** which can support your marketing activities and help increase sales and revenue.
- In addition to participation in Cisco's CSAT program, **you have the chance to achieve quarterly Customer Satisfaction Excellence awards** that are published on Cisco's Partner Locator tool. These are visible to any end-user business looking for a Cisco Certified Partner.
- As a Premier certified partner you are able to use a **market-recognized Cisco Premier Partner logo** in all your customer-facing marketing activities
- You will have **access to resources at Cisco** to help you navigate your company within the Cisco world and assist you in growing your business.
- Your technical staff have the invaluable **opportunity of learning and practicing on Cisco's latest technologies via the Partner Education Connection (PEC)**. PEC contains hundreds of hours of online technology training, hands on labs, technology demonstrations and Cisco tool training. Any Partner employee with a CCO ID can access PEC.
- A **dedicated helpline** is open to you (Partner Relationship Team), to assist with any questions or problems you may encounter. This can be accessed via [www.cisco.com/go/prt](http://www.cisco.com/go/prt)



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## What benefits are specific to Premier partners?

- As a Premier partner you will receive a higher allowance to purchase Cisco equipment for in-house usage and demonstration capabilities over and above Registered or Select Certified partners.
- Premier partners receive competitive pricing when purchasing from Cisco's Authorized Distribution partners.
- Cisco's Premier Certification branding is recognised in the market as having a significant value-add, over and above Registered or Select Certified partners.
- The deeper technical skills required at the Premier Certification level open-up new market opportunities not available at either Registered or Select Certified partner level.
- If you are a Premier partner focusing on the small and medium business market [SMB] you can receive significant financial rewards for selling Cisco technologies designed specifically for these customers if you have obtained the SMB specialization. In addition, the relatively low cost of meeting the requirements of certification at this level ensures an early return of the investment.

## How do you become Cisco Premier Certified?

There are four elements to becoming Premier Certified: -

- 1 You must achieve the Express Foundation specialization, using three individuals fulfill the roles required:
  - You must pass the Express Foundation Specialisation
  - You must have three individuals fulfil the roles required within Express Foundation:

Certified Individuals in Specialisations			
Title	Account Manager	System Engineer	Field Engineer
Express Foundation	CSE	CCDA	CCNA



**2** You must have the support capability defined below as a minimum: -

Support Requirements	
Type	Premier
Legal Agreement	Valid resale agreement or indirect channel partner Agreement (ICPA) in place
Demonstration Capabilities	
Customer Service	8x5
Escalation Process	Not required
Call Back	24 hour
Support Lab	Not Required
Pre-sales Support	Required
Post Sales Support	Configuration Services and Onsite capability within 24 hours

**3** You must commit to participation in Cisco's Customer Satisfaction Program [CSAT]

Who should you contact to learn more about Premier Certification?

Anyone wishing to learn more about Premier Certification should consult their Channel Account Manager and also review the terms and conditions of the program on the Cisco website:-

**[Cisco Channel Partner Program - PREMIER Certification](#)**

## Additional Resources:

Channel Partner Program Welcome Kit [www.cisco.com/go/partnerkits](http://www.cisco.com/go/partnerkits)

Cisco Partner PR templates can be found on this site plus you can order additional plaques or certificates to promote your certification level.

## Partner Enablement

For the complete overview of Cisco resources which can help you sell, deliver and support Cisco solutions, visit [www.cisco.com/go/partnerenablement](http://www.cisco.com/go/partnerenablement)



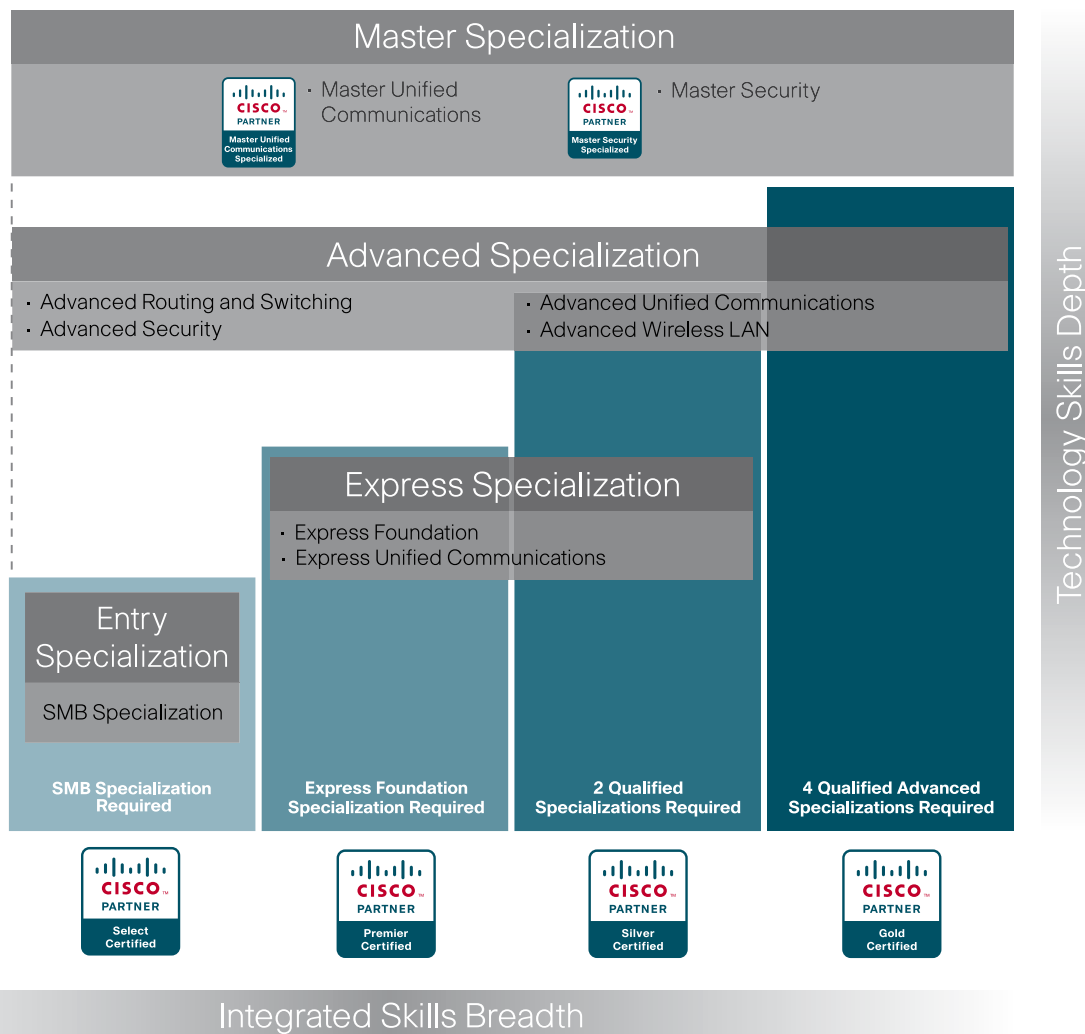
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## Cisco Channel Partner Resale Program Map

See below for an overview of the Channel Partner Program



Cisco is committed to strengthening and continuing our value-based channel strategy. The industry-leading Cisco Channel Partner Program continues to offer certifications, specializations and incentives as the building blocks for its Resale Program.

Advanced and Master specializations can be obtained independently of a partner's certification status.

Cisco enables Partners to build on their investments and obtain new capabilities to capture their share of growing markets.

To find out more please visit [www.cisco.com/go/partnerprogram](http://www.cisco.com/go/partnerprogram)