## Appendix 2: Program Policies

This table provides an overview of policies only. See linked requirements for details.

<table>
<thead>
<tr>
<th>Policy</th>
<th>Purpose</th>
<th>Gold</th>
<th>Silver</th>
<th>Master UC</th>
<th>Master Security</th>
<th>Managed Services (MSCP)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Annual Re-Certification/ Specialization Qualification</strong></td>
<td>Policy regarding annual recertification and re-qualification for specializations.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>On-site Audit Waiver</strong></td>
<td>Policy to waive the on-site audit requirement for recertification for partners demonstrating outstanding performance within the program.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Get-Well Plans</strong></td>
<td>Policy regarding providing an extended time period to ensure compliance with an outstanding requirement for recertification.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Certification Downgrade</strong></td>
<td>Policy regarding partner downgrade for noncompliance to program requirements.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Mergers, Acquisitions and Affiliate Policy</strong></td>
<td>Policy related to certification (and specialization) of a business entity formed by a merger or acquisition or where the resources and staff fulfilling the certification or specialization requirements are controlled or employed by more than one legal entity.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>CCIE/CCVP/CCSP Hiring and Terminating</strong></td>
<td>Policy regarding loss of or hiring of a CCIE, CCVP or CCSP from another Cisco certified or specialized partner.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>CCIE Sharing</strong></td>
<td>Policy regarding sharing of CCIEs required for certification and/or specialization.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>CCIE Contracting</strong></td>
<td>Policy regarding contracting out required CCIEs, including to Cisco Learning Solution Partners (CLSP).</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Policy</td>
<td>Purpose</td>
<td>Gold</td>
<td>Silver</td>
<td>Master UC</td>
<td>Master Security</td>
<td>Managed Services (MSCP)</td>
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</tr>
<tr>
<td><strong>Competitor Policy</strong></td>
<td>Policy regarding direct competitors to Cisco not being eligible for certification or specialization.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Outsourcing</strong></td>
<td>Policy for outsourcing part of partner’s support service (as required for certification and/or specialization) to a third party. This policy covers call center operation, technical support and on-site service.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Consolidated Support Centers (CSC)</strong></td>
<td>Policy that allows a partner that operates in more than one country to consolidate support operations in one or more regional centers.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Language Requirements</strong></td>
<td>Policy regarding language requirements for audit documents</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Discounts and Rebates</strong></td>
<td>Policy regarding discounts and rebates granted for program participation</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Multiple Master Specializations</strong></td>
<td>Policy regarding attaining Master Specialization in more than one technology, i.e., Master UC and Security</td>
<td>N/A</td>
<td>N/A</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Direct competitors of Cisco Systems will not be granted Specialized or Certified Partner status pursuant to the World Wide Channel Partner Program. Direct competitors may participate as registered partners. Any entity that is owned or controlled by a competitor may not participate as Specialized or Certified Partners. Ownership or control is defined as 51% or more.
**Detailed Program Policies**

<table>
<thead>
<tr>
<th><strong>Annual Re-Certification/Specialization Qualification</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gold</strong></td>
</tr>
<tr>
<td>Certification is valid for 12 months. Partners are expected to remain in compliance with the program requirements throughout the certification period. Partner compliance is validated through an annual recertification audit.</td>
</tr>
<tr>
<td>- Certified partners must submit an on-line application for recertification by their certification anniversary date each year.</td>
</tr>
<tr>
<td>- Partners that have not submitted a complete application within 30 days of their certification anniversary date may be de-certified.</td>
</tr>
<tr>
<td>- In order to maintain certification, the recertification audit must be conducted no later than 60 days after the partner’s certification anniversary date.</td>
</tr>
<tr>
<td>- If a partner’s recertification is delayed for any reason, including a corrective action plan to address a deficiency, the partner’s certification anniversary date will not be adjusted. The partner will still be due for recertification on their next anniversary date.</td>
</tr>
</tbody>
</table>

**Silver**

Same as Gold

**Master UC**

Same as Gold

**Master Security**

Same as Gold

**Managed Services**

Same as Gold

<table>
<thead>
<tr>
<th><strong>On-Site Audit Waiver</strong></th>
</tr>
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<tbody>
<tr>
<td><strong>Gold</strong></td>
</tr>
<tr>
<td>In order to qualify, partners must have demonstrated exemplary performance during their prior year’s audit, resulting in no audit action items and get-well plans. Partners must also have remained in compliance with the overall certification program, including requirements for personnel and customer satisfaction, consistently during the 12 months preceding their current anniversary date, with no get-well plans assigned by the Program Manager.</td>
</tr>
<tr>
<td>Partners must also meet all criteria outlined in <a href="#">Section II.1 of the Certification and Specialization Terms and Conditions</a>, plus relevant attach rate and service revenue metrics. Any changes to the program requirements, partner’s support agreement, merger/acquisition or business operations may disqualify partners from an on-site audit waiver.</td>
</tr>
<tr>
<td>Eligibility for the audit waiver is based upon the discretion of the Cisco Channel Certification Manager. Partners awarded an audit for a given recertification anniversary date must participate in an on-site audit for recertification on their following anniversary. Partners will not be awarded audit waivers two consecutive years.</td>
</tr>
<tr>
<td>All partners qualifying under the current Channel Partner Program requirements for the first time will not be eligible for the on-site audit to be waived, unless they have been recently audited for Master UC, Master Security, or Managed Services.</td>
</tr>
</tbody>
</table>

**Silver**

Same as Gold

**Master UC**

Same as Gold

**Master Security**

Same as Gold
Managed Services
Same as Gold

Get-Well Plans

Gold
During the course of a get-well plan, the partner will maintain the current certification level, provided that all other certification or specialization requirements are met. Failure to meet the get-well plan requirements may result in loss of certification or specialization and corresponding discount. Eligibility for get-well plan is based upon the discretion of the Cisco Channel Certification Manager. Consecutive get-well plans (two get-well plans in one certification year) are not allowed.

Silver
Same as Gold

Master UC
Same as Gold

Master Security
Same as Gold

Managed Services
Same as Gold

Certification Downgrade

Gold
Cisco may decertify or downgrade a partner if the partner fails to comply with Gold or Silver requirements during the certification term due to, but not limited to, the following:
- Failure to maintain current ICPA
- Failure to meet certified individual requirements
- Failure to meet specialization requirements
- Failure to meet customer service requirements
- Failure to meet the service attach rate requirement, if applicable
- Failure to submit the renewal application within 30 days of anniversary date

Silver
Same as Gold

Master UC
Same as Gold

Master Security
Same as Gold

Managed Services
Same as Gold. Plus
- In addition to any of its other remedies, Cisco reserves the right to terminate a partner from participation in the Managed Services Channel Program for the following reasons: (a) submission of false, misleading, or incomplete MSCP information; (b) other fraud or abuse of this or other Cisco marketing or sales programs; (c) the distribution of Cisco Products purchased from any source other than Cisco or an authorized Cisco Distribution Partner, or Global Logistics Partner purchasing product in the MSCP program and deploying product in non-managed environments, intentionally purchasing product under the Managed Service identifier to obtain higher discounts (for example, buying CPE for use in a Cisco Powered Managed Service and using the product to terminate a Cisco Strategic Managed Service or Cisco Legacy Managed Service).

Mergers, Acquisitions and Affiliate Policy

Gold
The new, combined entity must inform Cisco of the integration of the entities by providing the Program Manager with a plan for integration of processes, systems, labs, escalations, etc., as well as timelines for this integration.
Where the resources and staff relevant to the program are controlled or employed by different
companies within the same corporate group, Cisco will grant certification or specialization only if the applicant can demonstrate that those staff and resources operate as an integrated business unit with respect to the support services supplied to the partner’s customers. For that reason, certification (and specialization) is granted for a single company within a country/country group. Cisco requires that the resources and staff relevant to the applicant's certification (and specialization) work as an integrated business unit to fulfill the customer's pre-sales and post-sales support needs.

This integration must conform to the requirements as laid out below.

To be considered toward certification or specialization program qualification, certified individuals must be full-time or full-time equivalent employees of the company based within the country for which certification (and specialization) is applied and identified as such in Cisco’s training database.

The relevant resources and staff must act operationally as an integrated business unit. There must be:
- Common support and management structures
- Common escalation procedures
- A shared intranet, with visibility to customer status across the affiliates
- Call-tracking systems that intercommunicate
- A centralized approach allowing post-sales engineers to access information about all installations and support all customers, even when planned, designed, or implemented by another affiliate

The staff must be full-time or full-time equivalent employees of the affiliate or applicant and working within the country for which certification is applied for.

A fully owned subsidiary, or the parent company of a certified partner can benefit from the same discount of the certified partner. The non certified business division will not be able to use the branding of the certified division.

**Mergers**
Regardless of when companies merge, Cisco certification will recognize the new entity as of the date the new legal contract is signed with Cisco. Until the new legal contract is signed, the merging entities will maintain their separate certification (and specialization) achieved.

An on-site audit will be required within 90 days of the merger in order to verify that the combined company meets all requirements for that certification (and specialization). The requirement for an on-site audit is to determine the level of integration and potential disruption in the pre-sales or post-sales functions of the two businesses.

The new, combined entity must inform Cisco on the integration of the entities by providing the Program Manager with a plan for integration of processes, systems, labs, escalations, etc as well as timelines for this integration. For companies that will remain separate legal entities, please see the affiliate policy below.

**Affiliates**
Each affiliate applicant must show:
- The affiliate is controlled, directly or indirectly, by the applicant
- Both the applicant and the affiliate are controlled, directly or indirectly, by the ultimate parent company
- The affiliate controls, directly or indirectly, the applicant

Control for these purposes may be assumed where there is, directly or indirectly, 51 percent share ownership or where local accounting rules allow the applicant and the affiliate to file consolidated
statutory accounts as part of a corporate group.

<table>
<thead>
<tr>
<th>Silver</th>
<th>Same as Gold</th>
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<tbody>
<tr>
<td>Master UC</td>
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<tr>
<td>Master Security</td>
<td>Same as Gold</td>
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<tr>
<td>Managed Services</td>
<td>Same as Gold</td>
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</tbody>
</table>

Same as Gold, plus partners that meet the definition of affiliates that want to transact with Cisco in the Managed Services Channel Program must, at a minimum, have achieved Cisco Premier status independent of the Parent (affiliate) company, and the Parent company must be responsible for the POS requirements of their affiliates transacting in MSCP.

### CCIE/CCVP/CCSP Hiring and Terminating

#### Gold

**Losing Partner**
If the loss of a CCIE, CCVP, or CCSP takes a certified partner below the number of individuals required for certification or a specialization, partner is to notify Cisco of its noncompliance within 30 days.

Upon receipt of such notice, partner may qualify for an extension of up to six months to replace the CCIE, CCVP, or CCSP in order to avoid de-certification or losing the specialization that requires a CCIE, CCVP, or CCSP. A partner that voluntarily terminates the employment of a CCIE may not qualify for the time extension. During the extension period, the partner will retain its certification or relevant specialization as long as all other certification or specialization requirements are met.

If a partner does not notify Cisco of its noncompliance with the CCIE, CCVP, or CCSP requirement within 30 days and Cisco identifies the deficiency, the partner may be given an extension of up to 60 days to replace the CCIE, CCVP, or CCSP in order to avoid de-certification or losing the specialization that requires a CCIE, CCVP, or CCSP. This extension period will begin upon Cisco’s notification to the partner of noncompliance.

**Gaining Partner**
If a partner hires a CCIE, CCVP, or CCSP away from another Cisco certified or specialized partner, Cisco will not count this individual toward certification or specialization for the hiring partner for a period of 12 months from the termination date of the previous partner. This rule does not apply if a Cisco certified or specialized partner terminated the CCIE, CCVP, or CCSP or is willing to release their CCIE badge to be used. In this case, Cisco will require documentation from the partner that terminated the CCIE, CCVP, or CCSP or releases their CCIE, CCVP, or CCSP. If the CCIE, CCVP, or CCSP worked for more than one certified or specialized partner within the past 12 months, termination or release documentation will be required from each previous company.

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<tbody>
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<tr>
<td>Master Security</td>
<td>Same as Gold</td>
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<tr>
<td>Managed Services</td>
<td>N/A</td>
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</tbody>
</table>

### CCIE Sharing

#### Gold

A partner using the Consolidated Service Center model (see CSC policy) may meet the CCIE requirement in the following manner:

- Half of the required CCIEs must be located in the designated CSC. These engineers must be
distinct from those nominated for in-country certification for the CSC country or any other countries. The remainder of the required number of CCIEs must be located in the country applying for certification.

- If a partner has multiple CSCs, CCIEs can only be allocated from the designated CSC that will provide remote support for the country applying for certification.
- If a remote country is not using a CSC, all CCIES required for certification must be in country.

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<tr>
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<tr>
<td><strong>Master Security</strong></td>
<td>Same as Gold</td>
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<tr>
<td><strong>Managed Services</strong></td>
<td>N/A</td>
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</table>

**CCIE Contracting (including to CLSPs)**

<table>
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<tr>
<th>Gold</th>
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</table>

CCIEs required for certification must be legally employed by the applying partner in the country where the partner is seeking certification. A maximum of 50 percent of the required number of CCIEs can be hired under contract provided that the following criteria are met:

- CCIE must have exclusive, full-time contract with partner in country seeking certification and must dedicate 100 percent of his or her time to that partner’s business
- Contract must be good for at least 12 months from the audit date

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<td>Same as Gold</td>
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<tr>
<td><strong>Managed Services</strong></td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Competitor Policy**

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</table>

No direct Cisco competitor can be Cisco certified or specialized. In the event a current certified partner becomes a competitor through a merger and acquisition process, the partner will receive a 30 days de-certification notification.

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<tr>
<td><strong>Master UC</strong></td>
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<tr>
<td><strong>Master Security</strong></td>
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<tr>
<td><strong>Managed Services</strong></td>
<td>Same as Gold</td>
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**Outsourcing**

<table>
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Call Center Operation
The partner may outsource initial call-taking activities to a third party as long as the following requirements are met:

- The partner must demonstrate how the skills and capabilities of the outsourced party are evaluated in determining suitability to provide such services, including the mechanism employed to monitor ongoing performance.
The outsourced activities must be formalized in a contract between the partner and the outsourced company. This contract must be made available to the audit team for review during the audit and must include a SLA consistent with the support requirements for the partner’s level of certification.

- The outsourced party must receive phone calls in the local language through the partner’s published service telephone number for the country.
- The outsourced party must have appropriate access to the partner’s call-tracking system to allow for immediate logging of customer calls.
- The outsourced party must ensure callback by a partner engineer within one hour.
- The outsourced party must be able to contact partner engineers or management and transfer customer phone calls to the partner as appropriate.
- Subsequent call tracking and management, troubleshooting, case updates, escalation and alerts, and case closure are the full responsibility of the partner.
- No technical support is to be outsourced as part of the Call Center.

After-Hours Call Center Support
After-hours call center operation can be outsourced to a third party, such as a paging service, if the following criteria are met:

- The partner must demonstrate how the skills and capabilities of the outsourced party are evaluated in determining suitability to provide such services, including the mechanism employed to monitor ongoing performance.
- The outsourced activities must be formalized in a contract between the partner and the outsourced company. This contract must be made available to the audit team for review during the audit and must include a SLA consistent with the support requirements for the partner’s level of certification.
- The third party must have procedures to guarantee that customers will receive technical support as stipulated in their service contract. These procedures must consist of an escalation process where, if the designated on-call engineer does not respond within a specified timeframe, a second attempt is made. If there is still no response, a manager is notified.
- Procedures must be documented on how the partner will be notified, during normal business hours, of all calls received during the previous after-hours or holiday period.
- No technical support is to be outsourced as part of the Call Center.

Technical Support Operation
Technical support operation must remain in-house with the partner and cannot be outsourced to a third party.

On-site Hardware Replacement Services
The partner may outsource on-site hardware replacement provided that the following requirements are met:

- The partner must demonstrate how the skills and capabilities of the outsourced party are evaluated in determining suitability to provide such services, including the mechanism employed to monitor ongoing performance.
- The outsourced activities must be formalized in a contract between the partner and the outsourced company. This contract must be made available for review during the audit.
- Details regarding the training and skill level of the engineers of the outsourced party to support Cisco products must be provided.

<table>
<thead>
<tr>
<th>Silver</th>
<th>Master UC</th>
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<tbody>
<tr>
<td>Same as Gold</td>
<td>Partner may not outsource activities as described for Gold certification;</td>
</tr>
<tr>
<td></td>
<td>must be accomplished with internal infrastructure.</td>
</tr>
<tr>
<td>Master Security</td>
<td>Same as Master UC</td>
</tr>
</tbody>
</table>


Managed Services

Same as Gold, except:

- Technical support for specific edge technologies may be outsourced to partners with specific domain knowledge necessary to provide a fully managed solution. Any third party must have all appropriate Cisco certifications for those technologies. Partners must own a NOC and be outsourcing one element of their MNS business, not their entire MNS offering.

Consolidated Support Centers (CSC)

Gold

A partner that operates in more than one country may elect to consolidate support operations in one or more regional centers. The Consolidated Support Center (CSC) may be utilized to take, handle, resolve or escalate customer support cases, in conjunction with the partner’s local support organization.

The CSC must meet the following criteria as validated by an annual audit:

- CSC must operate on a 24x7 schedule, either as a single entity or through a “follow-the-sun” coverage model
- CSC must follow operations and service delivery methodologies based upon an accepted industry standard such as the Information Technology Infrastructure Library (ITIL) framework.
- CSC must employ a consistent process for handling and passing cases between the local and central operations.
- CSC and all countries utilizing it must share the same IT infrastructure and tools
- Participating countries must have visibility through tools to real-time information on the status of cases
- Partner can have more than one CSC providing support to customers in a given country, but must identify all centers providing support, scope of responsibility and documented process for providing seamless support.

The CSC(s) must provide support specified for certification level of the remote country, including:

- Telephone support with local phone number and support of national language(s)
- Call-back and on-site response
- Single, integrated call tracking system with transparent escalation process (system must meet all program requirements)
- All resources providing technical support, in the local support organization and in the CSC, must have full access to the call tracking system

At the time of the audit the following requirements will be validated:

- Partner must outline a lab strategy, sparing strategy and relationship to specializations in remote country
- Partner must demonstrate a single, integrated call tracking system
- Partner must demonstrate case escalations between country seeking certification and CSC
- Partner must demonstrate that CSC staff and local staff have full access to call tracking system
- Partner must demonstrate central lab’s remote access and access across the different countries
- Partner must provide international escalation procedure: demonstrated by example of two cases per country

Lab Equipment (for Cisco Collaborative Services, Shared Support, SIS and Reseller Agreements)

Equipment necessary to satisfy the demonstration and post-sales lab requirements for certification and specialization can be located in the CSC if the following criteria are met:

- Engineers in the remote country must have full access to equipment located in the CSC (on a 24-hour basis for Gold certified countries). Partner will be required to demonstrate this during the on-site audit.
- If a remote country is not using a designated CSC, all required equipment must be located in-country.
If a partner utilizes a centralized lab (in a CSC) for achieving certification and/or specialization in remote countries, the CSC lab will be audited on an annual basis.

**Audit Requirements: Remote Country Using CSC**

If a country operation seeking certification is using a CSC in another country, the following audit requirements apply (in addition to the standard audit itinerary):

- Partner must provide adequate documentation of the support processes between the CSC and country seeking certification, including but not limited to, passing of cases between the two organizations.
- Partner must demonstrate that the CSC CCIEs designated to support the remote country and the management of both the CSC and support organization of the remote country are incorporated in the escalation process. This should be demonstrated in the 10 sample cases.
- Partner must demonstrate that support personnel in the CSC and country seeking certification have full access to the call tracking system in order to enter and update cases.
- Partner must provide documented process outlining seamless escalation process to CSC.
- Partner must provide evidence of execution of CSC recommendations at end customer installation.

**Audit Requirements: CSC**

A separate audit of the CSC will be conducted to ensure that support between the countries and central operation is performed in accordance with SLAs, and that policies and procedures are understood and correctly executed on both. Cisco will exercise commercially reasonable efforts to attempt to schedule a CSC audit at a time contiguous with other program audits to reduce overhead and interference.

Suggested participants:

- Partner’s Cisco Alliance Manager/Director and a Technical Manager responsible for all service and support of Cisco technology
- Cisco account manager and Cisco SE responsible for partner relationship across geographic region, or local SE in country where CSC is located
- The partner theater support or local technical lead, able to demonstrate the tools and case handling (usually a CCIE)

Prerequisites (to be collected prior to the audit):

- Case handling and escalation process documentation, in English
- Description of integrated call tracking system, in English
- Auditor will select two cases (not older than 12 months) per supported country
- Lab equipment use policy

Itinerary:

- Introductions and audit goals (auditor)
- Overview of audit methodology (auditor)
- Partner support strategy overview presentation, including regional and/or technology coverage, organization structure, SLAs and metrics
- Call handling process from end customer to CSC to Cisco (reviewing of call tracking system, including two cases per remote country using CSC)
- Review of audit findings (if applicable)

During the CSC audit, the partner must:

- Provide an overview of qualified engineers
- Outline lab equipment strategy and sparing strategy, including relationship to specializations in remote countries
- Demonstrate a single, integrated call tracking system, including tracking of elapsed time from case receipt to closure (all requirements for tracking and escalation should be satisfied)
- Demonstrate that the CSC CCIEs designated to support the remote country and the management of both the CSC and support organization of the remote country are incorporated
in the escalation process (this should be demonstrated in the two sample cases per remote
country using the CSC)
- Demonstrate that support personnel in the CSC and country seeking certification have full
  access to the call-tracking system in order to enter and update cases
- Demonstrate the central lab’s remote access capabilities and access across the different
countries
- Provide international escalation procedure: demonstrated by example of two cases per country
- Provide the ratio assigned to in-country engineers versus remote counties supported
- Demonstrate that the lab is equipped to support the various remote country specializations.
- Have, or have access to the Service Level Agreements (SLA) of customers in the remote
country(s) of support.
- Demonstrate solid connectivity in accessing the lab and call tracking systems remotely
  particularly in the event of poor network infrastructure locations.
- Demonstrate the CSC has technical personnel on duty to support customers in all languages of
  the supported remote countries. (A duty roster for the local CCIEs must be presented to the
  auditor for review.)
- Demonstrate local management visibility of high priority cases. (Two sample cases must be
  provided to the auditor.)
- Present a documented review process that validates that escalation is triggered in accordance
  with the escalation procedures and/or other business rules meeting the specific country
  requirements.

<table>
<thead>
<tr>
<th>Silver</th>
<th>Same as Gold</th>
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</thead>
<tbody>
<tr>
<td>Master UC</td>
<td>Same as Gold</td>
</tr>
<tr>
<td>Master Security</td>
<td>Same as Gold</td>
</tr>
<tr>
<td>Managed Services</td>
<td>Same as Gold, except:</td>
</tr>
<tr>
<td></td>
<td>- Partners with current MSCP qualification who want to use Consolidated Support model do not require a separate CSC audit.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Language Requirements</th>
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</thead>
<tbody>
<tr>
<td>Gold</td>
</tr>
<tr>
<td>Partner may submit documents in a language other than English.</td>
</tr>
</tbody>
</table>

If the partner submits documents in a language other than English, Cisco will attempt to qualify the documents using an auditor familiar with the partner's language.

If an auditor cannot qualify the documents, Cisco will attempt to have them qualified by a Cisco employee familiar with the partner's language. This responsibility will rest with the theatre in which the partner is applying for Master Specialization.

If neither the auditor nor a Cisco employee can qualify the documents, the partner will be asked to translate them into English.

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<td>Managed Services</td>
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</table>
### Managed Services

#### Discount Structure
The available discount at which a partner may purchase Managed Service CPE products is dependent upon the level to which the Managed Service has been certified below. Discounts are applicable only when buying Direct from Cisco. Purchase price when buying from distributor or global logistic partner are to be negotiated directly with distributor or global logistic partner.

- Cisco Powered Managed Services: Discount 47% off GPL + 10% rebate of net amount
- Cisco Strategic Managed Services: 47%
- Cisco Legacy Managed Services: 42%

Irrespective of the Managed Service, discounts will be available only for eligible Managed Service CPE. Products purchased for a partner’s internal use, core infrastructure or resale without the provision of a Managed Service, are not eligible under the MSCP.

Discounts awarded under the three discount levels cannot be combined.

#### Discounts, Rebates and Claiming
A rebate of 10% of the net purchase price of the Managed Service CPE will be paid to the partner for CPE purchases that match the agreed upon product lists for the partner’s Managed Services that have been designated as Cisco Powered Managed Services. This rebate is in addition to Cisco Powered Managed Services discount for eligible CPE products and subject to the following conditions:

- Rebate will be paid to partner centrally on achievement of criteria
- Rebate and qualification to be calculated and paid on CPE sales is only associated with Cisco Powered Managed Services.

On an individual Cisco Powered Managed Service basis, claims will be validated and if the requirements are met, Cisco will calculate the eligible rebate for the CPE deployed at end user sites during the claim period. Cisco will then confirm to the partner the value of the rebate that they are entitled to claim. If the partner is on credit hold with Cisco finance, the rebate will be withheld until the account is made current.

#### Eligible Products
Rebates and/or discounts are awarded for CPE purchases that match the agreed upon CPE lists for each Managed Service. No other SKUs or product families are eligible for discount or rebate. Rebates will only be paid, subject to all other program conditions, on products that have serial numbers and that are not included as components of a larger assembly at zero cost. For example, an interface card may be a component of a complete product, or an individual item to be sold separately. When the interface card is included in the price of the complete product, a rebate will only be paid on the complete product item that includes the other components (providing the complete product item serial number is quoted).

#### Combination with other Programs
MSCP rebates and/or discounts cannot be claimed in conjunction with any of the following:

- Solution Incentive Program (SIP)
- Opportunity Incentive Program (OIP)
- Value Incentive Program (VIP)
Cisco EUP promotions
- Infrastructure discounts

MSCP rebates and discounts do apply when combined with CTMP and TMP trade-ins pursuant to the CTMP and TMP terms and conditions.

Data Accuracy
Rebates and/or discounts will only be paid if accurate and complete Point of Sale ("POS") information is provided. It is the responsibility of the partner to provide POS information consistent with the POS template (see MSCP POS Template; http://www.cisco.com/go/mscp) no later than the second week of each month for the prior month’s transactions in order to qualify for the discounts and/or rebates set forth in this program. POS is to be supplied for all Managed Services transactions that are purchased under the program. Cisco will not honor discounts or pay any quarterly rebates unless POS data is in compliance and up to date. Failure to deliver accurate POS data for a 3 month period will cause a partner to be suspended from purchasing CPE under this program.

Cisco reserves the right to audit all purchase orders, discounts and rebates claimed or made under the MSCP. Cisco reserves the right to validate the end user details and the status of the Managed Service deployed.

If irregularities are found such as incorrect/non-existent end user detail, incorrect MSID or late submission of deployment reports, then Cisco reserves the right to withhold discounts and rebate payments, and/or to terminate partner participation in the MSCP at Cisco’s discretion.

Rebate Eligibility
SKUs or product families eligible for the rebate are tied to pre-established BOMs by Managed Service type as provided by each pilot participant.

Rebates will be paid only on the applicable Managed Service transactions (as identified by a unique pre-established reusable deal ID per transaction).

Product that is procured from a distributor may only be purchased from an authorized distributor.

Partners are responsible for keeping their own sales information. Cisco will provide partner access to program results via the MSCP tool. If partner believes there are any discrepancies between Cisco published bookings and their own records they are responsible for identifying such potential discrepancies to Cisco. Any bookings discrepancies must be reported immediately. Deadline for any bookings discrepancy cases is one month from final bookings date.

Sales that are eligible for the rebate under the MSCP are not eligible for any other Cisco rebate program unless otherwise stated by Cisco.

Cisco reserves the right to modify or cancel the program at its discretion without prior notice to channel partners.

Cisco reserves the right to refuse this offer to deals that do not comply with the intent of this program.

Rebate is based on meeting full payout criteria.

Net bookings are used to qualify partner for MSCP revenue requirement. Actual payment is based on specific MSCP period net bookings that ship in time periods as defined above. Net Bookings = MSCP period bookings less MSCP period de-bookings. Bookings are recognized when order is placed with Cisco. Authorized Distributor orders may not be received by Cisco on the same business day an order is placed with a Cisco Authorized Distributor. Authorized Distributor
bookings are typically received by Cisco in one business day; partners buying through distributors must purchase at least one business day prior to the deadline (see above) to apply toward period bookings. Cisco does not recognize distributor point-of-sale (POS) until product ships and invoices, regardless of when product is booked with an Authorized Distributor.

Specific to Authorized Distributor bookings, the timing or transaction date will be tied to the “Claim Date” vs. the actual raw “POS date” when the goods are actually shipped. The “Claim Date” is tied to the event when Cisco actually reimburses the applicable Distributor for claims submitted against the Managed Services Channel Program (MSCP).

If the partner has an accounts receivable statement that is overdue by 15 days or more, the MSCP rebate will be withheld until the account is made current Cisco reserves the right to add or remove Managed Services from the eligible list of services at the beginning and end of each Cisco fiscal quarter.

In addition to any of its other remedies, Cisco reserves the right to terminate a partner from participation in this program for the following reasons: (a) submission of false, misleading, or incomplete program information, including claims for sales made under the program; (b) other fraud or abuse of this or other Cisco marketing or sales programs; and (c) the distribution of products purchased from any source other than Cisco or an authorized Cisco distributor.

Rebate payments will be made within region or theatre where net bookings/shipments originated. Enrolled partners should provide the appropriate bank routing information within each of the applicable regions and/or theatres.

**POS Close-Out Policy**

In the event that an enrolled partner is delinquent in providing monthly POS reports for a total of 90 days, any outstanding rebates due to the applicable partner will be put on hold. In addition, enrollment privileges in the current program will be revoked. The delinquency period is measured from the time POS data is due to Cisco (five working days following the calendar month-end). The applicable enrolled partner then has an additional 90 days to recover and provide up to date POS reporting information. In the event that such data is provided over this additional 90 day period, outstanding rebates will be paid in full and the partner will automatically be eligible for privileges contained within the current and prior program periods.

No special payments will be made if and when a partner recovers and qualifies for a payment. In such cases, the timing of payment will coincide with the standard quarterly cycle as provided to all enrolled partners. If after a total of 180 days the applicable partner still does not provide the required POS data, any outstanding rebates will be terminated and closed out. In addition, enrollment privileges will be revoked until the partner has provided all the required up to date POS reporting information. In the event that POS information is finally provided, the partner will be eligible for the current program period.

As noted, rebate payment periods are measured in three month or quarterly increments.

<table>
<thead>
<tr>
<th>Multiple Master Specializations</th>
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<tbody>
<tr>
<td><strong>Gold</strong></td>
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<tr>
<td>N/A</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
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<tr>
<td>N/A</td>
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<tr>
<td><strong>Master UC</strong></td>
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**Pre-Audit Requirements**

- Advanced Specialization: Partners must hold an Advanced Specialization in all technologies for which they desire Master Specialization.
- CCIE: Partners must have a technology-specific CCIE certification in all technologies for which they desire Master Specialization. A person holding multiple CCIE certifications may only be
designated to fill the requirement of one Master Specialization.

- Project Manager: Partners must have a technology-specific project manager in all technologies for which they desire Master Specialization. Each must be a unique full-time regular employee residing in the country of the partner seeking certification and in good standing with Cisco.
- Industry-specific Security certifications: The person designated to fill this requirement must be a dedicated member of the security practice and a unique full-time regular employee residing in the country of the partner seeking specialization and in good standing with Cisco.
- Customer Reference Accounts: Reference accounts may be shared across Master Specializations. That is, a customer for whom the partner has designed and deployed Cisco solutions that meet the requirements of the Master Security Specialization AND the Master Unified Communications Specialization may use that customer as a reference account for BOTH master specializations.

**Demos**
Partners may combine demos for as many technologies as they feel comfortable.

**Applicability of Industry Standards/Certifications**
If the partner is applying ISO 20000, ISO 27001, SAS70 or other certification as an exemption (as specified in the Requirements section of this document), this certification may be used as an alternative to an on-site audit of the applicable requirements for as many technology practices for which the certification is valid. Certification must be valid for at least one year from the date of Cisco’s on-site audit.

**Master Security**
Same as Master UC

**Managed Services**
N/A