



Ten Reasons to Join the Select Certified Partner Program



Reason # 1 Differentiation

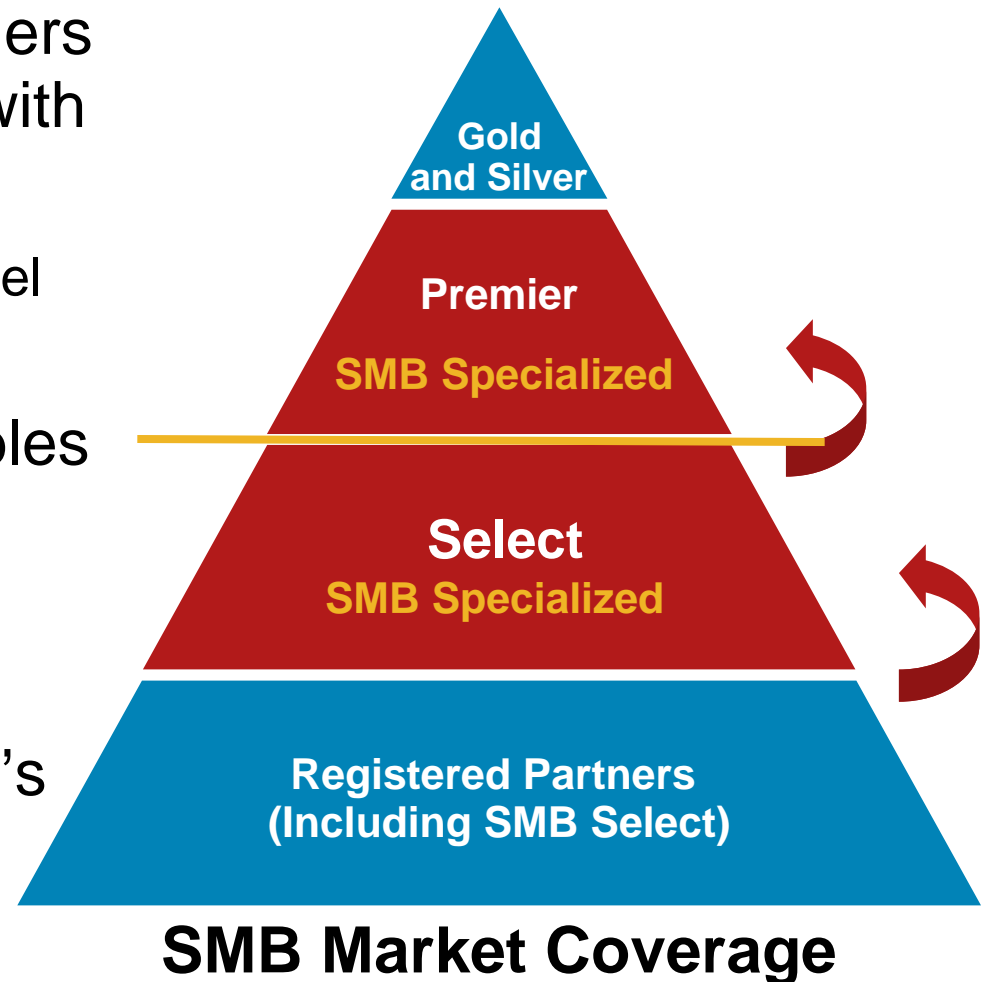
What is certification?

- Official acknowledgment of expertise
- Act of confirming formally as true, accurate, or genuine
- A declaration in writing that a particular product or service complies with a specification or stated criterion
- Certification allows for differentiation
- Differentiation gives you a marketing advantage



Reason # 2 Relationship with Cisco

- Non-certified SMB Partners value their relationship with Cisco:
 - 90% strive for a higher level of certification*
- Select Certification enables partners to expand their relationship with Cisco
- Select Certification is an entry point into Cisco's award winning Channel Partner Program



* SMB Select survey of 2000 global partners 10/06

Reason # 3 Leverage the Cisco Brand

New Certification

- Differentiation
- Marketing Cisco Partner Membership
- Cisco Partner Locator Listing



Reason # 4 Opportunity Incentive Program (OIP)



SMB OIP

- **Certified partners are eligible**
- **Deal registration**
- **New SMB accounts**
- **All Products included**
- **Additional discount through distribution**
- **Lower minimum order requirements to address SMB opportunities**

Reason # 5 Profitability and Support

Incentive programs to support the profitability of our partners serving the SMB market

Partner Profitability

- Partner Development Funds (PDF) & PDF-UC
- Opportunity Incentive Program (OIP)



Select Certified

Reason # 6 Cisco Sales Support

- Distribution Sales Support
- Sales and Marketing Planning Support
- Cisco Capital Leasing



Reason # 7 Smart Business Communications Systems (SBCS)

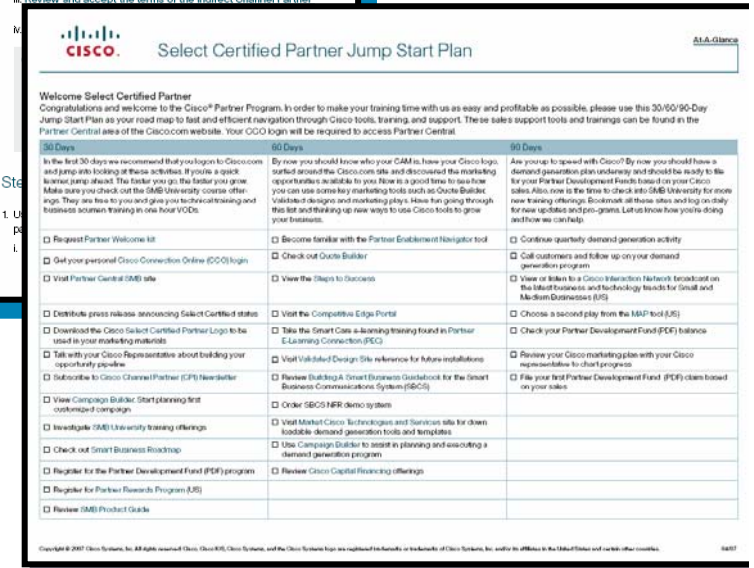
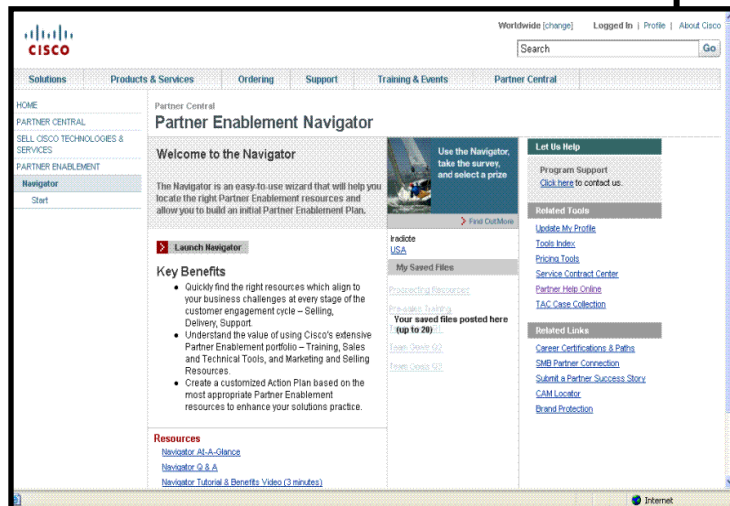


- Complete Business Communications system
- 3rd party application integration
- Easy setup, install and management – plug 'n' play
- Voice, video, mobility, data and security all integrated
- Remote monitoring and management
- Full suite of Cisco IP phone and IP Communicator (softphone) supported

A new integrated system that enables a total communications experience

Reason # 8 Access to Tools

- Navigator
- SMB Sales and Marketing Tools and Resources
- Validated Network Designs



Reason # 9 SMB Services

Cisco
Smart Care
Service

Cisco
SMARTnet
Service

Cisco Smart
Foundation
Service*

Services are an important aspect of your business

- You can:
 - ✓ Enhance cash flow and margins
 - ✓ Penetrate new markets
 - ✓ Improve competitive advantage
 - ✓ Increase customer retention
 - ✓ Expand the customer relationship

*Cisco Smart Foundation Service was previously called SMB Support Assistant

Reason # 10 SMB University

Objective

SMB University is your single source to develop your SMB practice.

- ✓ SMB Specialization prep
- ✓ Continuing education to develop your team's sales, technical, or business acumen

Target Audience



Principal/Owner



Account Manager



Engineer

- Current Cisco partners
- Select certification applicants
- Partners selling into the sub-250 space

Catalogue

SMB Specialization Offerings

- Recommended courses
- Required exams

Additional SMB Partner Development Offerings

- Business Acumen
- Foundation (Route/Switch)
- Security
- Unified Communications
- Wireless

Links

SMB University Website



www.cisco.com/go/smbuniversity

Your single source for developing your SMB Practice

