



Sign up now as a Cisco Registered Partner and make sure you take advantage of the Programme Benefits



Enrolling as a Cisco Registered Partner delivers a number of important benefits. In addition to significantly increasing your company's credibility amongst customers, your organisation is cultivating a stronger relationship with Cisco, and can leverage a wealth of Cisco programmes and support services, all designed to enhance your sales numbers and profitability.

Leveraging the Cisco brand

Take advantage of the global Cisco brand. Capitalise on the Cisco brand, commanding recognition and respect in the marketplace, and use your Registered Reseller status as a valuable asset to open new opportunities.

Get the latest news from Cisco

To ensure you are receiving information from Cisco on programmes, tools, technologies and solutions that are relevant to your job role, please take a moment to log into the Partner Self-Service tool and update your profile, to help us improve our communications with you. Visit www.cisco.com/go/updatesmyprofile.

Take advantage of discounts on demonstration products with the Not for Resale Programme

The Cisco Not For Resale Programme (NFR) provides you, as a Registered Partner, with an upfront discount of up to 60 percent on selected Cisco small business products and solutions when purchased for your company's IT infrastructure and/or for demonstration purposes. Visit www.cisco.com/go/nfr

Close deals and maintain profitability with Cisco incentives and promotions

Cisco has developed several promotions and incentives to drive sales. From simple discounts to competitive trade-ins. From product to solution to Cisco Architecture, Cisco can give you the edge and help make a big difference to your profit margins. Visit www.cisco.com/web/partners/incentives_and_promotions/index.html

Increase your profitability on Cisco products with the VIP Express

As a Cisco Registered Partner, you are eligible to enrol onto the VIP Express Programme. This programme offers you financial rewards for selling selected Cisco Small Business products. Visit www.cisco.com/go/vipexpress to find out more. Participants in VIP will receive a fixed cash back payment on eligible products, so the more you sell the more you earn. To enrol in the VIP Express Programme, visit www.cisco.com/go/ppe

Close more sales with great discounts using Fast Track 2 promotions

As a Registered Partner you can take advantage of Cisco's Fast Track 2 Promotion which is designed to help you improve your deal flow and revenue potential by getting fast quotes, competitive pricing, and quick availability on high-volume core networking products. Visit www.cisco.com/go/fasttrack2

Contact your Cisco Partner Advisor for non technical questions

This support service for Registered Partners makes working with Cisco, so much easier. Talk or chat online with a Partner Advisor agent to obtain answers to non-technical questions regarding sales, programmes and tool usage. Visit www.cisco.com/go/partneradvisor

Leverage the Cisco Partner Helpline for technical support

We want you to succeed, so we've made sure you have every form of support imaginable. The Partner Helpline provides one-to-one assistance on everything from pre-sales support to product design and technical post sales support. Visit www.cisco.com/go/ph

Access free technical and sales training

- Cisco Authorised Distributors are committed to serving the small business and mid market and providing focused training on Cisco solutions and services. Visit tools.cisco.com/WWChannels/LOCATR/openDistributorSearch.do
- Partner Education Connection (PEC) is an educational tool that provides online training on products, tools and solutions. Visit www.cisco.com/go/pec.
- The training library gives access to pre-recorded WebEx training sessions on sales and technology subjects. So you can train at times to suit your schedule and go back for a refresh on topics whenever needed. Please visit www.cisco.com/go/theatretaininglibrary.

Join Cisco Communities

Make sure you are taking full advantage of the various Cisco communities. There is no better way to learn and leverage best practices than by connecting to other people working in the field.

- Cisco [Small Business Support Community](#) provides practical information with technical discussions, news, contacts, and resources
- Learn more about all Cisco technologies customers, plus partner services and programmes through the [Partner Central Community](#).
- [Cisco Support Community \(NetPro\)](#) is a Cisco discussion forum that can help answer difficult questions. A special Ask the Expert feature offers deeper information about a specific Cisco technology every two weeks

Create your own workspace with My Cisco

My Cisco is an integrated web page you can use to create your very own customised workspace and improve your productivity. Add modules from a catalogue of options and get immediate access to the business applications and information you use most frequently. Visit www.cisco.com/go/mycisco

Take advantage of the Cisco Commerce Workspace

Cisco Commerce Workspace (CWW) provides one integrated, streamlined, and simplified commerce experience that allows you to: register deals; configure and price products software and related services; and submit orders from a single workspace. Visit www.cisco.com/web/partners/events/commerce_workspace.html

Offer Cisco Capital financing to your customers

By offering Cisco Capital Financing as part of your sales strategy you could overcome common customer objections around budget and enable your customers to acquire the technology solution their business needs, rather than the one their budgets dictates. Visit www.cisco.com/web/emergingmarkets/ordering/capital/index.html

Increase your competitive advantage with Cisco technical services

As a Cisco Registered Partner, you are eligible to sell Cisco technical services, which could add significant value to your sales proposition.

- Cisco SMARTnet Service – an award winning technical support service
- Cisco Smart Foundation Service – entry level technical support service

You will also have access to the Cisco Services Accelerate Programme – a robust training programme, designed to help you sell services effectively. Visit www.cisco.com/web/partners/sell/smb/products/services.html

Leverage Cisco co-branded marketing materials and services to drive incremental revenue

To assist you in your marketing and to generate incremental opportunities for your business you will have access to customisable marketing materials and services. As a Registered Partner, you will be allocated a Cisco Marketing Agent that can offer you support and advice to help you create marketing activities and maximise your return on investment. To further support you, Cisco also offers funding for your co-marketing campaign*. Visit www.cisco.com/go/partnermarketing. *Terms and conditions apply.

Use Cisco SMART Designs – the network without the guesswork

Check out Cisco SMART Designs, a portfolio of proven and validated network solutions, optimised to help you save time, increase your profitability and quickly and effectively meet the needs of small businesses. Visit www.cisco.com/go/partner/smartdesigns.

Accelerate your productivity with Partner Practice Builder

Boost your growth and productivity by optimising business practices in Unified Communications, Contact Centre, Security, Wireless, Small Business and more. Visit www.cisco.com/go/practicebuilder

Build Skills and Prestige with Specialisations

Specialisations reflect Cisco's ongoing commitment to you, by preparing you to offer and deliver specific technologies to your customers. Meet your customers' requirements, and become eligible for new incentives with a Cisco Specialisation. Visit www.cisco.com/go/specializations

Chart a course for customer satisfaction with the Smart Business Roadmap

When you introduce Cisco products and services into your portfolio, Cisco Smart Business Roadmap helps you create a reusable sales planning process for more efficient and more profitable customer engagements. Visit www.cisco.com/go/sbr.

Please note that Cisco Registered Partner Benefits may vary per country. Please contact your Cisco Authorised Distributor to find out what benefits are available to you.

How to become a Cisco Registered Partner

Apply to the Registered Partner Programme here: www.cisco.com/web/partners/pr11/index.html. Or alternatively contact your Cisco Authorised Distributor. They will be able to guide you through the enrolment process and explain how working with Cisco can offer many benefits.