

## Select Certification Cisco Emerging Markets Channels

### Q. What is the Cisco® Select Certification?

A. The Cisco Select Certification is a new entry point into the Cisco Channel Partner Program. Obtaining this new certification will demonstrate a partner's competency in deploying Cisco solutions for small and medium-sized businesses (SMBs), which are businesses with less than 250 employees.

### Q. Why has Cisco introduced the Cisco Select Certification?

A. Cisco has created this certification in response to the heightened demand from customers for knowledgeable network professionals who can successfully design and deploy Cisco SMB solutions. SMB-focused partners require training and exams that are tailored for their SMB practices. The Cisco Select Certification recognizes the value of partners that are trained in SMB-specific deployments.

### Q. How does the SMB specialization fit within the Channel Partner Program framework which focuses on Technology Depth and Breadth?

A. The SMB Specialization focuses on a partner's validated ability to successfully sell, design and deploy proven Cisco solutions to small-and medium-sized businesses (less than 250 employees). The SMB Specialization is required for Select Certification.

### Q. What are the prerequisites or criteria to achieve Cisco Select Certification?

A. A Cisco Registered Partner that provide service 8 hours a day, 5 days a week may apply for the Cisco Select Certification. Partners must first attain a Cisco SMB Specialization, which comprises role-based requirements that are specific to the SMB market segment. Cisco Registered Partners that have passed the Cisco SMB Specialization exams may apply for the Cisco Select Certification.

There are two exams for the Cisco Select Certification: SMB Account Manager Exam 646-171 (SMBAM) and SMB Sales Engineer Exam 642-176 (SMBEN). Exam preparation courses are available in e-learning and instructor-led formats.

The Account Manager and Sales Engineer roles can be shared with other Cisco Channel Partner Program roles, and one individual can hold both roles. The Cisco Select Certification has no Cisco Career Certification prerequisite, such as CCNA®.

To become a registered partner, visit <http://www.cisco.com/web/partners/pr11/pr193/index.html>. To become a Cisco Select Certified Partner, follow the steps on the application page at <http://www.cisco.com/web/partners/program/certifications/select/index.html>.

### Q. What are the benefits of becoming a Cisco Select Certified Partner?

A. The Cisco Select Certification presents new business-building opportunities for SMB Select Partners. The Cisco Select Certified logo can help you differentiate your company in the SMB market.

Benefits include the following:

- The ability to differentiate your company using the Cisco Select Certified Partner logo
- Eligibility to earn Partner Development Funds
- Access to Incentives
- Eligibility to sell Cisco Smart Care Service
- Being listed as SMB Specialized in the Cisco Partner Locator tool
- The ability to order an online Cisco Select Partner kit that contains useful sales tools and resources such as a Cisco banner, Cisco Select Certified logo, and information about Cisco certification and specializations
- Partner-level Cisco.com access
- Use of the Cisco competitive portal
- Use of the Cisco Quote Builder quick quoting tool

**Q. What happens if I'm already a Registered Partner with an SMB Select designation?**

A. Current Cisco SMB Select designation Partners are encouraged to begin the transition to the Select Certification starting April 3, 2007. All current SMB Select designated partners will be granted an extension of their current SMB Select status until October 27th, 2007 to maintain their designation and associated benefits. Partners are encouraged to acquire the Select Certification over the next six months, from April 28th, 2007 until October 27th, 2007. The current SMB Select designation will retire on October 27th, 2007 along with the associated benefits. Moving forward, October 28th, 2007, partners may only apply for Select Certification.

Cisco SMB Select Partners with account managers who have passed the SMB University Foundation COLT exam during the time frame of November 1, 2006 to April 28, 2007 only need to pass the Sales Engineer Exam (642-176 SMBEN) to achieve Select Certification. After the April 28, 2007 the Partner Account Manager will need to take the VUE/PRometric exam.

**Q. Can I renew my SMB Select marketing program designation?**

A. SMB Select marketing program designations will be available as of April 28th, 2007. Partners with existing SMB Select designations will be granted an extension of their current status until October 27, 2007. During this extension period from April 28th to October 27, 2007, partners will be given these six months to acquire the Select certification level and meet the associated new requirements. After October 27, 2007, SMB Select marketing designation will cease to exist along with the associated benefits and only the Select Certification with the new benefits will be available.

**Q. What do I have to commit to for the training courses?**

A. The SMB Account manager courses are currently available via SMB University in an instructor-led format throughout Emerging Markets. These courses are set up as one day for the Foundation course and another day for the Security course. The courses are free to our partners and will also be available as E-learning by mid-April, 2007. Partners are able to take the COLT exam which is free and online to fulfill their AM requirement if they pass the Foundation exam before April 28th, 2007. After Apr. 28th, 2007, our partners must take the AM exam at a certified testing center.

The SMB Engineering course is a two day course which will also be available via E-learning and instructor-led training. The E-learning module will be available by mid-April 2007 on Partner E-learning Connection. The ILT's will be available via SMB University by late May of 2007. The exams for these courses are available at certified testing centers only.

For further information on the SMB University ILT courses please visit:

<http://www.cisco.com/web/LA/microsites/smb/index.html>

**Q. Where can I find a list of courses for the SMB specialization?**

A. Courses may be found on the SMB University website above or on PEC at the following url: [http://www.cisco.com/web/learning/le36/learning\\_partner\\_e-learning\\_connection\\_tool\\_launch.html](http://www.cisco.com/web/learning/le36/learning_partner_e-learning_connection_tool_launch.html)

**Q. Where can I take the Select Certified Exams?**

A. To find out more about testing Centers please visit: [www.vue.com](http://www.vue.com) for VUE Testing Center and [www.prometric.com](http://www.prometric.com) for Thomson Prometric Testing centers

**Q. How long are Cisco Select Certifications valid?**

A. Like all Cisco Channel Partner certifications, the Cisco Select Certification is valid for one year from the time the partner passes the two SMB Specialization exams.

**Q. When will the Cisco Select Certified exams be available?**

A. Exam training and testing will be available beginning April 3, 2007.

**Q. How can I make sure I know about any changes to the Cisco Channel Partner Program?**

A. Visit our web site at <http://www.cisco.com/go/partnerprograms>.

**Q. What type of partner might want to be Cisco Select Certified?**

A. The Cisco Select Certification is ideal for partners with a primary focus on the SMB market who seek to grow their business, differentiate, build customer satisfaction and loyalty, and increase their exposure to new customers.

Offering training, tools, and incentives, Select Certification is an opportunity for partners to enter the award winning Channel Partner Program. The SMB Specialization recognizes all SMB-focused partners and provides further opportunity for partners to use the Cisco brand.

**Q. Where can I find more information about Cisco Select Certification?**

A. More information about Cisco Select Certification is available at <http://www.cisco.com/web/partners/program/certifications/select/index.html>.

**Q. Can a partner hold a Select Certification in addition to other Cisco certifications, such as a Premier Certification?**

A. Partners can hold only one channel partner certification. Cisco Premier, Silver, or Gold Certified Partners may achieve the SMB Specialization, but will retain the highest-level certification. The Select Certification is designed only for partners that have not achieved a higher (Premier, Silver, or Gold) certification.

**Q. Can a partner use someone who is already designated in a role in a Cisco Advanced Specialization for either of the roles in the SMB Specialization?**

A. Yes. An individual who is filling a role in a Cisco Advanced Specialization may also hold one of the SMB Specialization roles (Account Manager or Sales Engineer), but not both. Alternatively, an individual who is not holding a role in a Cisco Advanced Specialization may hold both roles in the SMB Specialization.

**Q. Can the same individual who has already satisfied the AM role for the Express Foundation specialization also fulfill the AM role for the SMB specialization?**

A. Even though the SMB specialization is a 'base specialization', one individual may fill both SMB roles plus one role in Express Foundation and one role in any advanced specialization.

**Q. Does a CCIE® certification supersede any of the role requirements for the SMB Sales Engineer role?**

A. No. A CCIE certification only supersedes other Cisco individual career certification requirements in the Partner Program (CCNA, for example). The SMB Sales Engineer role has no Cisco Career Certification requirements.

**Q. Other Cisco specializations have a Lifecycle Services requirement. Does the Cisco SMB Specialization have this requirement?**

A. Cisco Lifecycle Services concepts are integrated into the courses and exams for the SMB Specialization and are not separate as with other specializations. Therefore, there are no distinct Lifecycle Services courses or exams for the SMB Specialization.

**Q. How does achieving the Select certification affect my profitability?**

A. The new Select certification will contain new benefits such as Partner Development Funds of 3% of the partner's net purchases of SMB eligible Cisco part numbers. These partners will also have access to Cisco's OIP program developed exclusively for SMB Focused partners. For more specifics on what the new Select certification has in terms of benefits, please see visit:

<http://www.cisco.com/go/smbselectemerging>

**Q. Does the SMB Specialization count toward other certifications?**

A. The SMB Specialization is an entry-level program that counts toward Select Certification, but it does not count toward other certifications. For Premier, Silver, or Gold certification requirements refer to their respective web sites.

**Q. Will Cisco introduce other segment specializations?**

A. The Cisco Channel Partner Program and Specializations continuously evolve to support the needs of Partners and changing market requirements. At this point in time we do not have other segment specializations in production.

**Q. In what theatres is the Select Certification valid?**

A. The Select Certification is available and valid, globally.

**Q. Who should I contact if I have any questions?**

A. Please contact your local ICAM or Cisco contact for further information. You may also open a case with [smbselect-emer-support@external.com](mailto:smbselect-emer-support@external.com)

The above FAQ's are for Non EU Cisco partners



**Americas Headquarters**  
Cisco Systems, Inc.  
170 West Tasman Drive  
San Jose, CA 95134-1706  
USA  
[www.cisco.com](http://www.cisco.com)  
Tel: 408 526-4000  
800 553-NETS (6387)  
Fax: 408 527-0883

**Asia Pacific Headquarters**  
Cisco Systems, Inc.  
168 Robinson Road  
#28-01 Capital Tower  
Singapore 068912  
[www.cisco.com](http://www.cisco.com)  
Tel: +65 6317 7777  
Fax: +65 6317 7799

**Europe Headquarters**  
Cisco Systems International BV  
Haarlerbergpark  
Haarlerbergweg 13-19  
1101 CH Amsterdam  
The Netherlands  
[www-europe.cisco.com](http://www-europe.cisco.com)  
Tel: +31 0 800 020 0791  
Fax: +31 0 20 357 1100

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