

Program Strategy
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Program Strategy

Q. What did Cisco announce?

A. In August Cisco Canada will announce a new addition to its channel partner designation, the SMB Select Partner designation. This designation will allow Cisco to easily identify, reward, and enable channel partners who have a focused business practice in selling to small and medium-sized business (defined as fewer than 250 employees in Canada) customers. Requirements for participation will vary by theater. For Canadian requirements, please visit www.cisco.com/ca/smbselect

Q. Why is Cisco doing this?

A. SMB customers want the business benefits that network technology can give them, but often lack the staff and resources to take advantage of the opportunity. Cisco wants to work closely with partners who understand the needs and business challenges of the SMB market and can successfully position and sell Cisco networking solutions to meet those needs.

Q. What is the SMB Select Partner designation?

A. It is a new Cisco Channel Partner designation created to provide support to partners who grow their Cisco networking business in the SMB sector.

Q. What resources will Cisco provide to SMB Select Partners?

A. Cisco will provide Sales Resources, Technical Resources, Training Resources, Demand Generation Resources, and Recognition and Rewards.

Q. How will SMB End user customers benefit from this strategy?

A. SMB end users often lack internal IT skills and capabilities to make IT decisions and thus rely on their channel partner's advice. SMB end users will benefit from having experienced knowledgeable partners who are able to advise, design and implement Cisco solutions which are applicable to their requirements with the secure knowledge that Cisco is fully committed to them and their partner. Cisco SMB end users will be able to easily identify partners in their area who specialize in servicing the SMB market, via the Partner Locator Tool.

Q. Is this part of a global implementation?

A. Yes, but requirements for participation and the definition of SMB will vary by theater. For Canadian requirements, please visit www.cisco.com/ca/smbselect

Q. How will this strategy impact current Cisco Certified or Specialized Partners?

A. Cisco Certified and Specialized Partners who meet the program qualification criteria are encouraged to join the program.

Q. What type of partners is Cisco hoping to attract the SMB Select Partner program?

A. Cisco is seeking partners who have a focused business practice selling into the Commercial SMB-sized business market.

Positioning and Benefits

Q. What are the key benefits of becoming an SMB Select Partner?

A. Achieving this market-focused designation helps demonstrate to a partner's customers that their organization understands how and supports networking solutions for small and medium-sized customers, and will differentiate them from other resellers. SMB customers will be able to easily identify the partner organization as an SMB Select Partner via the Cisco Partner Locator and the partner will be able to identify their organization as "XYZ Company is a designated Cisco SMB Select Partner" on their business cards and other marketing materials.

SMB Select Partners will be provided a tailored set of sales and support services and financial incentives. They also will have access to a customized package of SMB-focused marketing and sales resources designed to drive increased sales, and customer satisfaction. These are listed in the SMB Quick Reference Guide.

Q. What Sales Resources are available to SMB Select Partners?

A. SMB Select Partners will have an assigned Channel Account Manager (CAM, ICAM) at Cisco to assist in areas such as pre-sales queries, programs, promotions, and tool support.

Q. What Technical Resources are available to SMB Select Partners?

A. - Presales Reseller Help Line – SMB Select Partners will have access to technical pre-sales assistance.

- Solution Designer Tool for Partners. SMB Select Partners can create customized demand generation programs and demonstrate Cisco technology solutions to customers.

- Security Policy Builder. SMB Select Partners can create a unique individual baseline security policy for their customers using an interview-based online wizard and send a report to customers.

Q. Will SMB Select Partners receive leads from Cisco?

A. SMB Select Partners may have access to their own account on the Cisco E-Leads system, and may receive SMB-oriented leads as available

Q. Will SMB content be added to Collateral Builder?

A. Customizable SMB-specific content will be available to SMB Select Partners.

Q. Will SMB Select Partners be on the Cisco Partner Locator tool?

A. Yes. All SMB Select Partners will be listed on Cisco's partner search tool.

Q. Will SMB Partners have a special logo to identify themselves?

A. No, but they will be able to say "XYZ Company is a designated Cisco SMB Select Partner" on their business cards or marketing materials.

Q. Will SMB Select Partners be invited to attend the Channel Partner Summit?

A. The Cisco channel Partner Summit is an annual invitation-only event bringing together more than 1500 channel partners from around the world to learn more about Cisco's vision and channel strategy. Some SMB Select Partners will be invited to attend.

Q. Will SMB Select Partners receive a specific discount?

A. No, however, SMB Select Partners will have the ability to participate in Success Builder and OIP (Opportunity Incentive Program), subject to those Program qualification requirements, terms and conditions. Success Builder and OIP offer deeper discounts for deals offering incremental opportunities to Cisco.

Q. What competitive advantages is Cisco offering?


A. By providing all the elements outlined above, Cisco will provide competitive market leadership in terms of support, benefits and ease of doing business with SMB partners.

Program Requirements/Eligibility

Q. What are the requirements to apply for an SMB Select Partner designation?

A. To enroll in the SMB Select Partner program you must, at a minimum:

- To qualify for this Program, reseller must have a focused business practice selling into the Commercial Small-Medium Business (SMB) market. (Cisco Small-Medium Sized Customer is defined as a company with fewer than 250 employees in Canada).
- Partner must commit to provide 100% end user Point of Sale ("POS") information
- Partner must purchase through a Cisco authorized distributor
- Cisco Registered Partners must have Cisco commercial SMB sales revenue at a minimum of **\$50k** in Cisco FY04, demonstrated consistently over four (4) consecutive quarters (e.g.: more than one big deal in the year, multiple Commercial SMB customers, and/or regular Commercial SMB run rate business)

- A minimum participation in one demand generation campaign in Cisco FY05 (Cisco recommends utilizing Collateral Builder).
- A minimum of three (3) Success Builder and/or OIP program deals in FY05
- Cisco reserves the right to waive one or more of the above criteria in consideration of a Partner's geographic coverage
- Have at least one employee with a [Cisco Sales Associate](#)  (or better) career certification. This includes [Cisco Sales Expert](#), [CCNA](#), [CCDA](#), [CCNP](#), [CCDP](#), or [CCIE](#)

Partner can complete the online Cisco Sales Associate (CSA) training course available at <http://www.cisco.com/warp/public/10/wwtraining/pec/peclogin.html>

Q. What is the Cisco Sales Associate test?

A. The Cisco Sales Associate test (#646-151 CSA) is 55 questions and covers the following topics:

- Why Cisco
- Campus LAN
- Wireless LAN
- Security & VPN
- Network Management
- Service & Support.

Q. How can a partner study for the Cisco Sales Associate test?

A. To study for the Cisco Sales Associate a partner will need to review the Cisco Sales Essentials training; they can obtain the training in any of the following manners: Review the Cisco Sales Essentials training FREE on Partner E-Learning Connection <http://www.cisco.com/warp/public/10/wwtraining/pec/peclogin.html> or request a FREE Cisco Sales Essentials CD ROM (value \$20US); Purchase a Student Guide \$65US via Cisco Learning Store <https://ciscolearning.gilmore.ca/webapp/wcs/stores/servlet/StoreCatalogDisplay?langId=-1&catalogId=10007&storeId=10001>

Q. Can Gold Silver and Premier Partners become SMB Select Partners?

A. Yes, provided they meet the program qualification criteria.

Q. Can Direct Market Resellers (DMRs) become SMB Select Partners?

A. Yes, provided they meet the program qualification criteria.

Q. Can the SMB Select Partner status be combined with Cisco Channel Partner Certifications and Specializations?

A. Yes, an SMB Select Partner can hold any Cisco Channel Partner Certification, such as Premier, Silver or Gold, and any Specialization, like Wireless LAN or Security

Q. What happens if the SMB Select Partner doesn't meet the minimum revenue criteria in the 12 months after joining?

A. If the criteria of SMB Select Partner are not met after a year period, the partner will lose the SMB Select Partner status and all the benefits associated with it.

Q. Will partners be audited to ensure they have maintained the criteria to participate in the program?

A. Yes, partners will be audited on a semi-annual or annual basis to ensure they have maintained the criteria for participation.

Q. Does a partner need to achieve a Cisco Channel Partner Specialization in order to qualify for the SMB Select Partner program?

A. Cisco Specializations are not required for SMB Select Partners. Any partner who is not certified or specialized, however, will have to pass the Cisco Sales Associate exam (or CSE) to be eligible to apply for a SMB Select Partner designation. Partners who have a specialization do not need to complete the Cisco Sales Associate exam or CSE exam.

Q. Will SMB Select Partners be able to purchase directly from Cisco?

A. All SMB Select Registered or Premier Partners must purchase through a Cisco-authorized distributor. SMB Select Partners who are Silver or Gold Certified may purchase directly from Cisco.

Q. Is this program only for existing Cisco partners?

A. Yes, at the present time.

Tools and Resources

Q. What resources are available to support SMB Select Partners?

SALES RESOURCES

Sales Support - A Channel Account Manager (CAM) or Inside Channel Account Manager (iCAM) will be assigned to each company to provide sales and marketing support.

Partner Help Online - Technical pre-sales assistance.

TECHNICAL RESOURCES

Cisco Solution Designer - Create customized demand generation programs and demonstrate Cisco technology solutions to customers.

Security Policy Builder – Create unique individual security policies tailored to meet your customer’s specific requirements.

DEMAND GENERATION RESOURCES

E-Leads – Cisco may provide SMB Select Partners with their own account on the [Cisco E-Leads](#) system. The Cisco E-Leads application is designed to take qualified sales leads from various lead-generating sources and distribute them to SMB Select Partners based on area-specific channel routing rules and SMB Select program compliance. E-Leads provides the channel with a systematic method for monitoring lead status, obtaining feedback on quality of leads, and measuring performance through a closed-loop tracking process.

Collateral Builder - Customizable SMB oriented e-mail blasts, postcards, flyers, advertisements and more.

TRAINING RESOURCES

Access to SMB specific training on the Cisco Partner E-learning Connection and Business Planning program.

RECOGNITION AND REWARDS

Cisco Partner Locator – Listing as SMB Select Partner.

Special Identification - Identify your organization as “XYZ Company is a designated Cisco SMB Select Partner” on your business cards and other marketing materials.

Channel Incentive Programs – Cisco is pleased to offer special incentive programs, such as Success Builder and OIP, which provide additional discounts to reward qualified Channel Partners. SMB Select Partners have the ability to participate in these Programs, subject to their qualification criteria, terms and conditions. Partner participation in Success Builder or OIP is a post-qualification criteria requirement for the SMB Select Program.

Channel Partner Summit - Annual invitation-only event bringing together more than 1500 channel partners from around the world to learn more about Cisco’s vision and channel strategy. Some SMB Select Partners will be invited to attend.

Q. Where can I get more information?

A. www.cisco.com/ca/smbselect