

Cisco Solution Partner Program



Cisco Partner Ecosystem

Get Your Share of an Exploding Market

The Cisco® Solution Partner Program will help you integrate your solutions with Cisco's world class architectures and technologies and navigate the increasingly complex world of selling and delivering integrated solutions to customers.

Figure 1. Solution Partner Program



Want to Grow Your Business?

Quickly build solutions. Accelerate your sales. Get ahead of your competition.

We can help you do that.

Nearly 90 percent of Fortune 500 companies—and over 100,000 businesses around the world—are Cisco customers.

To help you succeed, we offer the Cisco® Solution Partner Program. Our Solution Partner members include independent software vendors and technology partners.

We provide technical, marketing, and sales resources. This includes access to our valuable brand, channel assets, and more—virtually everything you need to stand out in the market. Our members also benefit from Cisco's powerful architectures and service delivery platforms.

Why You Should Join Today

We're entering the Internet of Everything. This is an era where we're connecting the unconnected—including people, process, data, and things.

It's during this time that amazing things will happen, and we'll see unprecedented opportunity. For countries, for businesses, for individuals. And for our Cisco Solution Partners.

How much opportunity?

Ninety-nine percent of the world is still unconnected. Together, we can change that.

Starting now.

Pick Your Perks

Our program puts you in the driver's seat. From capturing market opportunities to helping customers achieve their business outcomes. It supports the entire solution development lifecycle—from creation to go-to-market.

Technical

- Get fast, free access to our developer community.
- Take advantage of our APIs, software developer kits, documentation, and self-service support.
- Speed up your development with expert support staff.
- Earn your Cisco Compatible logo to build trust with customers.
- Access our select shared and dedicated sandboxes and labs to build your applications and get them to market more quickly (expected availability is January 2015).
- Access significant product discounts to set up your own lab and demonstration systems.

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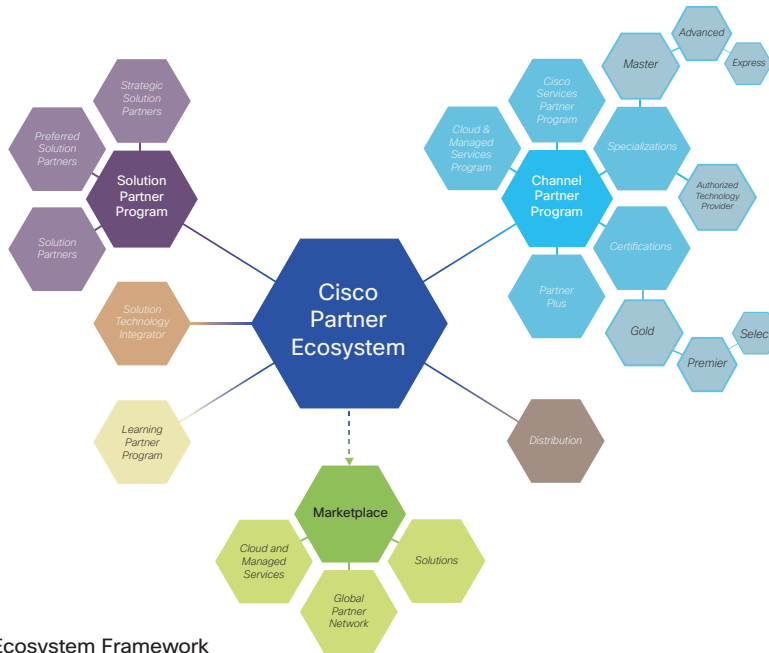


Figure 2. The Cisco Partner Ecosystem Framework

Marketing

- Increase your relevance with customers through our marketing assets, experience, and brand.
- Build your own brand loyalty with relationship logos and banners.
- Influence your customers with marketing collateral and case studies.
- Become a trusted adviser with customers.
- Benefit from showcase opportunities at Cisco industry events including World of Solutions.

Sales

- Get more leads and close more sales using our Cisco Marketplace.
- Access high-growth, line-of-business buying centers.
- Work with Cisco and channel partners to make joint sales.
- Speed business outcomes with solutions that meet customers' needs.
- Increase reach by going to market with Cisco Cloud Partners (X-as-a-Service).

Membership Levels

We know you have different needs and different goals. That's why we offer three levels of Solution Partner Program membership, based on a tiered structure.

You pick the membership level that's right for you—and where you meet requirements. We provide you with the incremental benefits and advancement criteria that recognize and reward your investment, commitment, and achievement.

Solution Partner

Just getting started with Cisco? This tier represents our broadest membership. To qualify, you must represent a valid company and offer at least one complementary solution.

Preferred Solution Partner

This tier offers more benefits and rewards. To qualify, you must provide Cisco Compatible solutions and offer 24x7 support.

Strategic Solution Partner

This tier is by Cisco invitation only and focuses on building joint solutions and capturing global market share and measurable revenue.

Take the Next Step—and Take Your Solutions and Business to a Higher Level

Amazing things happen when you connect the unconnected. Form a lasting connection with Cisco. Join the Cisco Solution Partner Program today. [Visit](#) to explore membership opportunities.

