

Cisco Marketplace



Cisco Partner Ecosystem

Cisco Marketplace Takes Your Business to the Next Level

In today's fast-paced world—where information about almost everything is online—getting to market quickly is a must. But breathe easy. The Cisco® Marketplace is here to connect you to a world of opportunity.

Get Information Faster

We all do it. Before making an important purchase, we head to the Internet to figure out what's right for us. Your customers are no different. They tend to do their research online before making a purchase decision.

So why not make the search easier—and have your business part of the results? You can. And we've done the heavy lifting for you.

Figure 1. Marketplace



We call it the Cisco Marketplace. This resource-rich destination brings everyone together—customers, solution partners, and channel partners. All with one goal in mind—your success.

What's in It for Solution Partners

As a member of the Cisco Solution Partner Program, we want to help you show off your hard work. Attract new customers and extend your reach. Cisco Marketplace does just that. You can promote the solutions you've built on Cisco products and architectures. It's like having your own marketing and sales channel—all conveniently packaged online.

Everyone can connect in the marketplace. It helps you generate new opportunities. And it helps customers find you whatever your role— independent software vendor, technology partner, systems integrator, or channel partner. Solution partners can generate leads and accelerate sales.

Benefits Solution Partners Can Take Advantage of Today

Solution Partners can:

- Access a global network of channel partners
- Boost your selling power by sharing your videos, screenshots, case studies, data sheets, and other assets
- Build your market presence and go to market faster by using our online sales channel as your global storefront

- Connect directly with potential customers about the features, benefits, and value propositions of your solutions—all while generating sales leads
- Elevate your marketplace presence by offering Cisco Compatible solutions
- Get more traction as customers and channel partners quickly find your solutions through the marketplace's detailed search features
- Take advantage of Cisco Powered providers to deliver your solution 'as a service'

What's in It for Channel Partners

Our channel partners love the Cisco Marketplace. It's the place where Cisco customers and prospects do their window-shopping. That means more business for you.

It's also the place where you connect with software and technology partners. And an excellent way to reach line-of-business (LOB) buyers.

But it's even more than that.

Channel partners use the marketplace to quickly find Cisco validated third-party solutions. Or they use it to increase their profit by easily identifying and then selling Solution Incentive Program (SIP)-approved solutions.

They can also find the right Cloud Partner to increase their cloud-based business. You can even expand your geographic reach through the Global Partner Network, which is available to all members.



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Figure 2. The Cisco Partner Ecosystem Framework

Benefits Channel Partners Can Take Advantage of Today

Channel Partners can:

- Access a global network of other partners
- Grow your Cisco practice by selling solutions
- Increase profitability by selling SIP-approved solutions
- Increase your portfolio with Cisco Powered services for X-as-a-service solutions
- Lower risk and reduce cost with endorsed Cisco Compatible solutions
- Speed business outcomes to customers

How to Connect and Build Your Business

The [Cisco Marketplace Solutions Catalog](#) includes a broad set of technologies and applications to address customer needs. It's a snap to use. You can search more than 1500 Cisco based solutions—by keywords or by technologies. Results return in seconds.

Some Cisco Marketplace features include:

Channel Partner Corner for SIP Solutions

Search our Reseller's Corner to find all SIP-approved solutions. Get deal protection through deal registration, and increase your profitability.

Solutions Showcase: Channel-Ready Solutions

At the [Cisco Marketplace Solutions Showcase](#) you'll find channel-ready third-party solutions ready for sale and fully integrated with Cisco technologies. Our Solution Partners have the domain expertise you need. This includes a range of business and technology solutions—from Big Data, cloud, and data center to mobility and security. They're all Cisco Compatible, and all SIP-approved.

Go Global with the Global Partner Network

The marketplace includes a link to the [Global Partner Network](#) (GPN). GPN helps channel partners respond to customers outside their coverage area. Eligible partners can work together to broaden their market reach and deliver Cisco based solutions.

Find an Approved Cloud Partner

Public. Private. Hybrid. Are your customers clamoring to get into the cloud market? You can easily find highly secure, pre-validated best-in-class solutions and services approved by Cisco. Just visit our [Cloud and Managed Services Marketplace](#).

We'll continue to grow and evolve the Cisco Marketplace to meet our partners' changing needs. That includes being the single meeting place for our customers, solution creators, and our delivery partners. Want to grow your business? [Join us today.](#)

