

# Cisco Solution Partner Program

## Cisco Partner Ecosystem



### Q: What is the Cisco® Solution Partner Program?

A: The Cisco Solution Partner Program is a tiered membership program for independent software and hardware vendors that want to grow their business through the creation and delivery of solutions based on Cisco technology. They can also take advantage of Cisco's practice-building and go-to-market capabilities.

The Cisco Solution Partner Program was called the Cisco Developer Network (CDN) until November 2013. At that time, the developer experience, tools, and resources were migrated to DevNet, Cisco's developer community. Additionally, new names, incremental requirements, benefits, and advancement criteria were defined for each membership level.

### Q: How do the new membership levels affect membership?

A: For existing (CDN) partners:

- The new tiering was implemented May 2014. Existing partners have one year to meet any new tiering requirements.
- Partners can advance their program membership level at any time by meeting the program requirements for the new level. Note: The Strategic Solution Partner membership level is available by invitation only.
- Partners who have not made changes to their membership status by May 20, 2015 will transition into the new structure based on the program requirements met to date.
- We'll continue to offer members program membership on their anniversary, or on their annual renewal date.

For new Solution Partner Program members:

- Partners who join after May 20, 2014 will join based on the new membership level structure.

### Q: What are the Solution Partner Program objectives?

- Deliver a mix and range of compelling business solutions to the market.
- Help customers achieve their business outcomes.
- Help Cisco channel partners capture market and growth opportunities.
- Provide multiple membership options and benefits to increase membership.
- Provide a platform for solution partners to build and test solutions that are complementary to or compatible with Cisco solutions. This will help increase offerings for our customers.

### Q: What is DevNet?

A: DevNet is a free, fully integrated developer community website. It's interactive and also features developer tools. Some of those include API documentation, how-to information, and sandboxes. DevNet has more than 100 API sets, which help developers, including independent

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software vendors, IT professionals, students, and more. DevNet also provides technical agent-based case support for both Cisco partners and customers.

### Q: How is DevNet related to the Solution Partner Program?

A: DevNet provides a resource center that crosses all Cisco technologies and supports Cisco partners, Cisco customers, and individual developers who would like to learn more and potentially engage. DevNet complements the Solution Partner Program by providing an incubator for developers from our customers and for those who build applications for software or hardware companies. These organizations may become eligible to join the Solution Partner Program. Members of the Solution Partner Program automatically receive DevNet membership benefits and services.

### Q: How do I apply to for membership in the Solution Partner Program?

A: The application process is conducted entirely online at <http://solutionpartner.cisco.com/web/join-the-network/join-now>. To simplify the process, we have included a section dedicated to information you should know, titled "[Before You Start](#)." This section provides details including the type of company and solution data you will need to insert during the online application process, along with whomever in your organization is eligible to accept the legal agreement.

### Q: Will I need to sign a program agreement during the application process?

A: Once your company has submitted your initial online application and it has been approved by the Cisco business unit, your legal representative (identified by you during the initial application process) will be sent an email with a link requesting them to "click to accept" the Solution Partner Framework Agreement. You and your legal representative may review this agreement at any time by visiting our website (<http://solutionpartner.cisco.com/web/join-the-network/join-now>), where it can be found under the "Review" section.

### Q: How do I pay my annual membership fee?

A: Once your online application has been approved and your legal representative has accepted the Solution Partner Framework Agreement online via our "click to accept" process, you will receive a welcome email that will include links to the Solution Partner Membership Payment site. You will have the option of paying by credit card or purchase order.

### Q: What are the Solution Partner Program membership levels?

A: There are three partner membership levels:

1. Solution Partner: Candidates must meet basic entry requirements and make a commitment to Cisco. The fee is US\$3500 (U.S., Canada, Europe) or \$1000 (Asia Pacific, emerging markets) annually.
2. Preferred Solution Partner: These partners must offer Cisco compatible solutions and 24-hour customer support. We provide Cisco Compatible designations through our Interoperability and Verification Testing (IVT) process or through our partner solution listing in a Cisco Validated Design. The fee is US\$5000 (U.S., Canada, Europe) or \$1500 (Asia Pacific, emerging markets) annually.
3. Strategic Solution Partner: This level is by invitation only and has several entry requirements. They include line of sight to \$1 billion in 360-degree (sell with, to, and through franchise) revenue, partner resources dedicated to the Cisco partnership, and a customized business plan and joint solution roadmap. Candidates must have a global partner brand ranked in the top 10 percent by industry analysts. They must also have documented joint wins in each geography.

### Q: What are the partner membership level benefits?

A: Solution Partner level benefits:

- Unlimited community-based developer support
- Unlimited access to SDKs, APIs, and technical documents
- Unlimited access to select shared sandboxes for up to two users and devices (expected availability is January 2015)
- Up to 40 hours of a dedicated sandbox (expected availability is January 2015)
- Up to five agent-based developer and technical support cases
- Access to verification testing services (fee-based and free)
- Enrollment in the Cisco Not for Resale Program

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- Partner relationship logo and Marketplace banners
- Ability to publish customizable storefronts in Cisco Marketplace
- Access to Cisco Partner Central, Marketing Central, and our Go-to-Market Resource Center
- Unlimited access to business and technical webinars
- Passes to solution partner forums

Preferred Solution Partner level benefits:

Preferred Solution Partners receive all of the benefits in the Solution Partner tier, plus:

- An increased presence in Cisco Marketplace
- Unlimited access to select shared sandboxes for up to two users and devices (expected availability is January 2015)
- Up to 160 hours of a dedicated sandbox (expected availability is January 2015)
- Up to 10 agent-based developer and technical support cases
- Event sponsorship opportunities, including World of Solutions
- Eligibility for PartnerFIRST participation with validated solutions (Cisco Compatible solutions)

Strategic Solution Partner level benefits:

Partners in this tier receive all of the benefits of the other two tiers, plus:

- Customized business planning
- Assigned partner management, engineering, marketing, services, and sales resources
- Opportunity to influence Cisco solution and architecture strategy
- Participation by invitation in Executive Technology Solution Advisory Boards

### Q: What logos and designations are available to Solution Partner Program members?

A: Relationship logos and designations are available for each membership level: Solution Partner, Preferred Solution Partner, and Strategic Solution Partner.

Cisco offers two types of logos that partners may become eligible and licensed to use:

- Relationship logos, indicating a business relationship with Cisco. These include Solution Partner, Preferred Solution Partner, and Strategic Solution Partner logos.
- The Cisco Compatible ingredient logo, indicating solutions that are compatible with Cisco products.
- Marketplace banners created for partners to use to promote their solution presence in the Cisco Marketplace Solutions Catalog.

### Q: What is Interoperability and Verification Testing (IVT)?

A: Cisco provides comprehensive solution testing, also called IVT. It's how solution partners demonstrate the interoperability of their application software and hardware products with Cisco technologies.

Partners with solutions that successfully pass IVT can use the Cisco Compatible logo, which lets them:

- Sell and deploy Cisco compatible products that add value to our joint customers
- Use the Cisco Compatible logo to build trust with channel partners and customers that their products will operate with Cisco products

### Q: What is a Cisco Validated Design?

A: Cisco Validated Designs are the foundation for systems design. We base them on common use cases or current engineering system priorities. A Cisco Validated Design incorporates a broad set of technologies, features, and applications—all aligned to address customer needs. Cisco

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engineers comprehensively test and document each design. The result is deployment that is faster, more reliable, and more predictable.

Partners with solutions that appear in a Cisco Validated Design can also use the Cisco Compatible logo.

### Q: What are the Solution Partner Program benefits by partner type?

A: For independent software and hardware vendors:

- Access to some of the best technologies in the world
- Membership in one of the industry's broadest partner ecosystems
- Support across the entire lifecycle—build, test, market, and sell
- Multiple partnering paths to meet business needs
- Differentiation with logos, solution branding, and badging
- Partnership with channel partners to extend access to new customers and markets
- Partnership with Cisco, the most trusted, partner-centric IT company in the industry
- Opportunity to take advantage of Cisco Powered™ service providers to deliver solutions “as a service”
- Solutions can be endorsed as Cisco Compatible

For channel partners:

- Relevance with and access to high-growth, line-of business (LOB) buying centers
- Revenue growth through solutions sales, deployment, and customization
- Differentiation through new professional and cloud services
- Financial rewards through using the Cisco Solution Incentive Program (SIP) to sell with solution partner companies
- Opportunities to resell innovative, tested, and validated solutions built on Cisco architectures

### Q: What is the Cisco Marketplace Solutions Catalog?

A: The [Cisco Marketplace Solutions Catalog](#) is an online catalog for Solution Partner Program members. It's where they promote their solutions built on integrated Cisco products and architectures. This marketing and sales channel also helps them connect with customers and resellers. Most importantly, it can help them generate leads and accelerate sales.

Over time, the Marketplace Solutions Catalog will evolve to become a hub for all solutions and services. It will connect everyone—our channel partners, our solution partners, and others—focused on creating and delivering valuable solutions to our customers.

### Q: What is the Marketplace Solutions Showcase?

A: The [Cisco Marketplace Solutions Showcase](#) is an “optimized” set of third-party solutions that are ready to sell. Optimized solutions are integrated with Cisco technologies, validated and Cisco endorsed (Cisco Compatible) and SIP approved.

### Q: What is the role of the Global Strategic Partner Organization (GSPO) in supporting the Solution Partner Program?

A: GSPO is a group within the Cisco Worldwide Partner Organization that provides select solution partners with appropriate support and resources based on their level of participation in the program.

