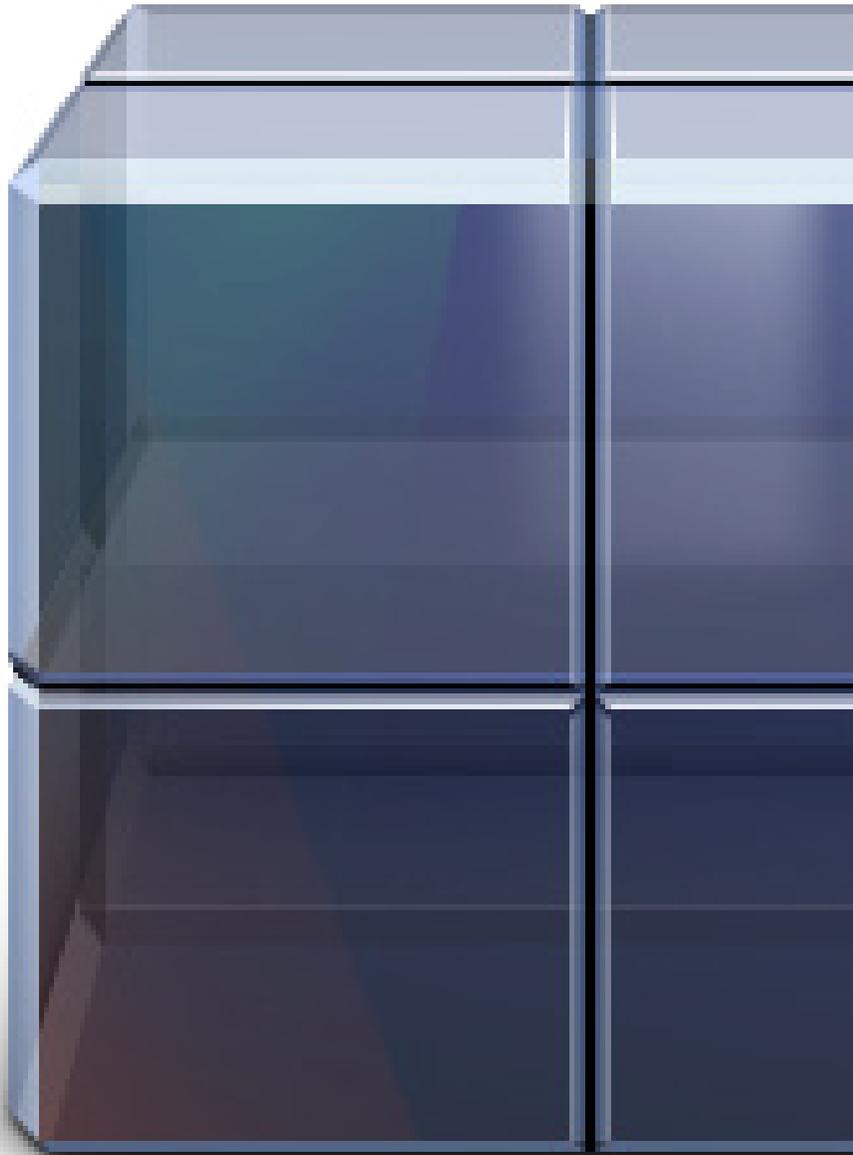


# Cisco Developer Network

Get started on a new path that accelerates development, reduces costs, and extends market reach.



# Welcome to the Cisco Developer Network



## Introduction

The Cisco® Developer Network is a vibrant community of businesses and individuals who develop applications, devices, and/or services using Cisco technologies. It empowers technology partners with technical, marketing, and sales resources that support every phase of their development and business cycles. The Cisco Developer Network is based on a three-tiered structure with incremental requirements and benefits that recognize and reward achievement.

The following eight steps present a roadmap for participating in the Cisco Developer Network and effectively collaborating with Cisco. Each step highlights tools and resources available as well as actions you can take to help you get the most from your membership.



## 1. Apply

### **Submit an application to become a member of the Cisco Developer Network.**

Join as a Registered Developer (entry-level) and have the opportunity to advance to Solution Developer (midlevel). Or join as a Preferred Solution Developer (the highest level) when you achieve the minimum point total and associated requirements for a higher level. [Learn More](#) about the program and how to enroll.

### **Accept the program agreement and guidelines.**

When your application is approved, you will be notified to electronically accept the program agreement and guidelines. [Learn More](#) and download the guidelines.

### **Pay the applicable annual participation fee.**

This fee is based on the cost of delivering the benefits under the program. Fees vary by participation level and the country where your company is headquartered. [Learn More](#) about fees.

## 2. Develop



### **Access API documentation and SDKs from the Cisco Developer Centers.**

Visit the “Technologies” section of the Cisco Developer Network portal for a listing of available technologies. [Learn More](#).

### **Open service requests for developer support to get help with development and integration.**

Use portal resources for technical support, which includes documentation and forum discussions. [Learn More](#) about developer support.

### **Obtain Cisco gear via the Discount Purchase Program, also called the Not-for-Resale Program, for use in labs and demonstrations.**

[Learn More](#) about the Discount Purchase Program.

### **Receive invitations to attend Developer Forums and Cisco Live!™**

Stay up to date on Cisco technologies through technical and business webinars as well as field events. Visit the [Portal](#) or engage in social media for upcoming events.



### 3. Test

#### Submit a request for interoperability verification testing.

Most technologies offer testing services. We recommend them as a way to help ensure customers and resellers of the quality and interoperability of joint solutions. Successful testing is a requirement to advance to and maintain the Solution Developer and Preferred Solution Developer levels. [Learn More](#) about interoperability.

#### Pay the applicable fee.

The Cisco Developer Network annual fee does not include costs associated with interoperability verification testing (IVT). Developers will incur additional costs determined by the type and duration of the test.

#### Undergo appropriate testing.

Testing for Cisco Developer Network technologies is based on complexity and duration. Check the program web pages for current information on testing options for your solution, whether third-party testing facilities, Cisco Labs, or self-testing.



#### Obtain the Cisco Compatible logo.

Use the Cisco Compatible logo in product marketing materials upon successful completion of IVT. Eligible members may download the logo from the Technology Partners web page under [Marketing Resources](#).



### 4. Market

#### Use the program logo in your marketing materials.

Promote your membership and level with Cisco Developer Network program logos. Eligible members may download these logos from the Developer Resources website under [Marketing Resources](#).



**Be part of the Cisco Developer Marketplace and [Solutions Catalog](#) and events by listing and promoting your integrated products.**

#### For Cisco customers, Cisco partners, and employees.

Participate in events such as Cisco Live!, the Cisco Partner Summit, and Cisco Tech Days to gain additional marketing exposure.

**Issue a press release upon completion of IVT to promote product compatibility and membership.** [Learn More](#).

#### Pay the applicable annual participation fee.

These fees are based on the cost of delivering the benefits under the program. Fees vary by participation level and the country where your company is headquartered. [Learn More](#) about fees.



## 5. Sell

### **Engage potential joint customers.**

As a Registered Developer, you can approach prospects that have purchased Cisco products. Once you achieve Solution Developer or Preferred Solution Developer status, contact your relationship manager about gaining access to Cisco's account teams and channel partners.

### **Register closed deals and submit customer references.**

Use the deal-tracking and customer reference reporting tools that Cisco provides to demonstrate customer value. These tools can help you advance in the program, increase visibility inside and outside Cisco, and identify and promote valuable customers. [Learn More](#) about how to register deals and submit customer references.



## 6. Advance

### **Earn points and satisfy requirements to move to a higher program tier.**

Registered Developers and Solution Developers may advance to the next level by satisfying participation-level requirements and earning program points. Examples of how to earn points include demonstrating the ability to provide customer support 24 hours a day, establishing labs for development and testing, completing interoperability testing, entering closed deals, and providing customer references. [Learn More](#) about advancement.

### **Access more benefits.**

Obtain additional benefits through program advancement. For example, Solution Developers may gain early access to Cisco product releases and long-term roadmaps. Preferred Solution Developers may engage in joint marketing activities and strategic alignment with various Cisco teams.

### **Issue a press release upon advancement.**

Take advantage of a press release template to announce your advancement in the program. [Learn More](#).



## 7. Renew

### **Satisfy requirements to remain at the current participation level.**

Renewal requirements for each level are the same as the initial registration requirements. [Learn more](#) about detailed list of requirements by level.

### **Pay the applicable membership fee.**

Paying the annual membership fee allows you to remain in the program. Fees vary by participation level and the country in which your company is headquartered. [Learn More](#) about fees.



## 8. Sustain

### Continue development.

Program members continue solution development by refining or expanding current product offerings. Developers can also explore opportunities to integrate with other Cisco platforms and technologies within the program. Your annual subscription grants you access to all technologies.

### Test and support additional products for your joint solution.

Perform IVT with a new product or retest new versions of an existing product. Retest whenever a major version of your product or the Cisco product becomes available.

### Report closed deals and submit customer references.

Registering closed joint deals and qualified customer references helps you increase your visibility, maintain the requirements for participation in higher tiers, and qualify for advancement.

### Provide feedback about the program.

Member input is always welcome. Please help us improve your experience as we continue to evolve the Cisco Developer Network.

**Start a discussion:** <http://developer.cisco.com/web/partner/forums>

## For More Information



News and information about the Cisco Developer Network: <http://developer.cisco.com>

### Questions?

Please email us at [cisco-developer-network@cisco.com](mailto:cisco-developer-network@cisco.com).



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