



Express Specialization User Guide





Overview

Express Specialization

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The Express Specialization helps you develop cross-architecture expertise that better enables you to support the diverse needs of your customers while differentiating your business from the competition through segment-specific expertise. As an Express Specialized partner, you are well-positioned to address customers' unique needs and build long-term relationships.

Not a Cisco Partner

The purpose of this guide is to define how to apply for and renew the Express Specialization as well as where to find resources.

Cisco Partner

Participation

Program Application

The Express Specialization is a single specialization comprised of multiple optional tracks that uses a flexible application process. Only one track is required, but multiple tracks may be attained at any time, without impacting the anniversary date. Review the [requirements](#) for more information about core training and exams necessary for each architecture track.

Program Renewals

Support and Resources

One Specialization, Six Tracks

Enterprise Networks



Security



Data Center



Collaboration



Service Provider



Small and Midsize Business (SMB)





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Important Information

This document is updated periodically by Cisco and posted on the [Express Specialization](#) web page (access requires a Cisco.com user ID and password).

If a translated version of this document exists, always refer to the English version on the Express Specialization website for the most current edition. In the event of a discrepancy between a translated version of the document and the English version on the program website, the English version shall prevail.

Recommended Web Browsers

The hyperlinks in this guide must be accessed with a web browser. For the best experience, it is recommended that you use one of the following browsers:

- Mozilla Firefox 3.4 or later
- Google Chrome
- Microsoft Internet Explorer 8 (requires Microsoft Windows XP or later)





Not a Cisco Partner

Express Specialization

Qualify Your Relationship with Cisco (new companies with no business relationship with Cisco)

To participate, you must be a Registered Cisco partner. You will need to be granted access to specific tools in order to apply for, manage, and track your certifications and specializations effectively. You will need to apply for and receive approval for the following:

Step 1: Register for a Cisco.com ID and Password

This step grants you entitlement and access to Cisco websites, tools, and resources necessary to conduct business.

- Go to www.cisco.com
- Select the “Register” link in the upper right corner of the screen
- Complete the required steps as indicated
- Click the “Register” button to complete registration
- An email confirmation will be sent requesting that you verify your email address and to activate your Cisco account

Step 2: Apply to Become a Cisco Registered Partner

This step establishes your company’s business relationship with Cisco and your ability to enroll in programs, roles, and offers.

- Refer to the Partner Registration tool: <https://tools.cisco.com/WWChannels/IPA/welcome.do>
- Complete the required steps as indicated.
- Review Cisco compliance requirements. (U.S. partners must supply an IRS W9 form.)
- Accept the Terms and Conditions document, then submit the application.
- You will receive an email from Cisco with your acceptance. Cisco approves most applications within 30 minutes.

Important You will automatically be assigned as your company’s Partner Administrator. This role is responsible for managing your company’s data, authorizing tool access, renewing partner-level access, assigning a Rebate Coordinator, and ensuring that your company appears correctly in the Partner Locator tool. [Proceed to the next section for additional administration steps.](#)





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Preferences and Role Administration

Whether you have been a long time Cisco partner or have just become a new partner to Cisco, it's crucial to manage your preferences and assign critical roles prior to applying for specializations. The **Partner Administrator** for your company is automatically assigned as Cisco's primary contact and also possesses the level of access that allows that role to:

- Manage the account profile
- Associate employees to your company
- Assign other important roles (including additional partner administrators for your company)

Step 1: Manage Account Profile & Associate Employees

Manage the account profile: Set up your communications preferences through your Cisco account profile.

Associate employees to your company: Make sure other employees are associated with your company and have access to Cisco websites:

- a. They need a Cisco.com user ID and password first. [Register here](#).
- b. After the Cisco user ID is registered, each employee will need to go to [Partner Self Service](#) to request association.
- c. You will receive an email to approve the association. Within 48 hours of your approval, employees will have access to all resources based on your company's access level.

Step 2: Assign Additional Partner Administrators

If you prefer, you can assign another person as your partner administrator using [Partner Self Service](#). Refer to the [Partner Interface User Guide](#), and reference the Access Management section for directions.

Critical Role Management: It is essential to ensure that all critical roles for your company are maintained and in good standing.

If a person designated as a partner administrator should leave your company, please ensure that a new designee is assigned right away to avoid missing important communications.





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Access to the Program Management and Application Tool

If you are not one of the designated Partner Administrators for your company, you will need to be granted access to the [Program Management and Application \(PMA\)](#) tool to apply for, manage, and track your certifications and specializations. If you are not certain who your company's Partner Administrator is, refer to the [Partner Self Service – User Guide](#) and review the “Access Management” section. Training and help for each tool can be found by accessing the links on each tool page. Once you have access to the PMA tool, you can begin applying for and tracking your certifications and specializations.

Program Requirements

The Express Specialization program application requires information be provided at both the Express Specialization Program (Parent) level and within the unique technology track (Track) in which you are applying. Both must be completed and submitted to gain full program approval.

Review the [program requirements](#) for the end-to-end requirements for the overall specialization plus each architecture track to include: [role-sharing guidelines](#), country groupings, application requirements and process for each track, job role eligibility via past exams, exam costs and duration, and renewals.

For example: Each track will provide the training requirements, associated costs, and anticipated investment of time. To proceed, access the [PMA](#) tool and follow the steps outlined in the next section.

Exams/Assessments	Format	Cost (USD)	Duration (hours)
Sales Role			
Introduction to Cisco Sales exam (#700-150) OR	Exam	\$80	1
Adopting the Cisco Business Architecture Approach (810-440)	Exam	\$150	1.5
Recommended Training			
Introduction to Cisco Sales (ICS) OR	E-learning	\$120	6
Adopting the Cisco Business Architecture Approach (DTBAA) v1.0	E-learning	\$280	6
Total		\$80 – \$430	1 – 7.5 hours





Program Application

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The Express Specialization program application requires information be provided at both the Express Specialization Program (Parent) level and within the unique technology track (Track) in which you are applying. Both must be completed and submitted to gain full program approval.

Initiate Program Application

1. Log into Program Management & Application: www.cisco.com/go/pma
2. Click the "Apply to Programs" tab to begin the application process. *Please note that if you already have the Express Specialization, click on the "My Programs" tab instead of "Apply to Programs"*
3. Click the "Help and Training" tab if you need assistance
4. When prompted, review the list of Specializations and their status, then select the "Apply" link to initiate the application (*The Cisco Express Specialization will be used as the example for the remainder of this training*)

On-boarding & Administration

Partnership Information | Partner & User Profile | **Program Management & Application** | Program Enrollment | Partner Locator

Choose Geography | English | Back to admin | **Help and Training** | Go to TPV

My Programs | **Apply to Programs** | Cont...

Specialization		
Advanced Collaboration Architecture Specialization	Reinstate	Planning
Advanced Enterprise Networks Architecture Specialization	Reinstate	Planning
Advanced SP Architecture Specialization	Reinstate	Planning
Advanced Security Architecture Specialization	Reinstate	Planning
<input type="checkbox"/> Advanced Video Specialization	Not Applicable	
<input type="checkbox"/> Cisco Express Specialization	Apply	Planning





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Apply to Programs: Cisco's Comments

1. Selecting the "Apply" button opens up the parent application, where you will have access to information, comments, and actions that are required to complete the application process
2. The first tab will display "Cisco's Comments" and relevant information
3. Once reviewed, scroll to the "Track Selection" section below, skipping the "Continuous Learning" section for now. Continuous Learning applies to renewal, not to initial application.

My Programs **Apply to Program** Continuous Learning View Planner Reporting Dashboard Pre-Invitation Applications

Cisco Express Specialization Application (Not Submitted)



Support Information

Choose a technology area to specialize in, and realize the rewards. Express Specialization includes Collaboration Track, Data Center Track, Networking Track, Security Track, Service Provider Track, and Small-Midsize Business (SMB) Track. [Learn more](#)

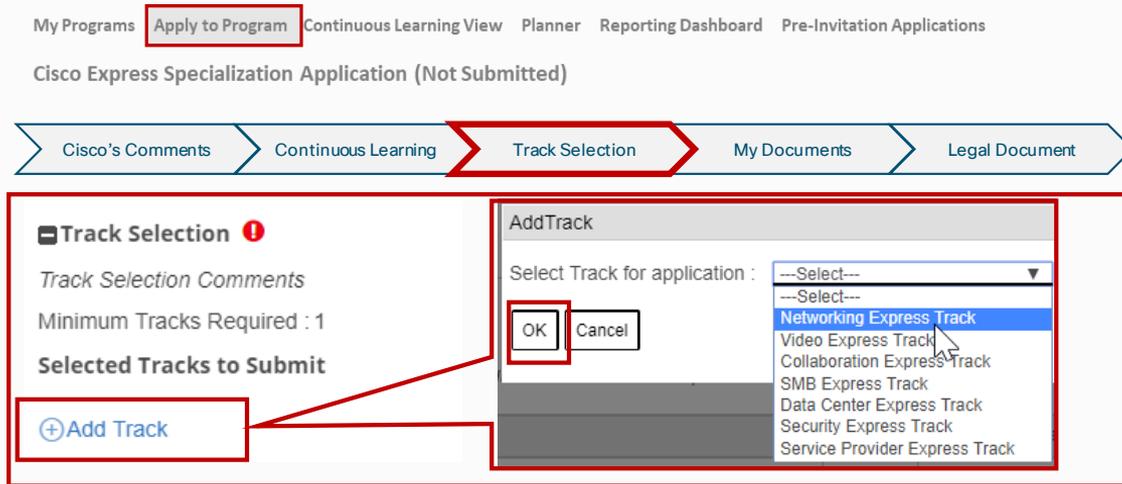
CISCO'S COMMENTS

Relevant comments from your Program Manager may appear here.



Apply to Programs: Track Selection

1. Allows you to apply for any-available track. The following slides use the Networking Express Track as an example.
2. Click on +Add Track
3. When prompted, select the track for which you are applying, then click "OK"



The screenshot displays the 'Apply to Program' step in the Cisco Express Specialization Application. The breadcrumb navigation includes 'My Programs', 'Apply to Program', 'Continuous Learning View', 'Planner', 'Reporting Dashboard', and 'Pre-Invitation Applications'. The main heading is 'Cisco Express Specialization Application (Not Submitted)'. A progress bar shows five steps: 'Cisco's Comments', 'Continuous Learning', 'Track Selection' (highlighted in red), 'My Documents', and 'Legal Document'. The 'Track Selection' section contains a red warning icon, 'Track Selection Comments', 'Minimum Tracks Required : 1', and 'Selected Tracks to Submit'. A red box highlights the '+Add Track' button, which opens an 'AddTrack' dialog. The dialog has a dropdown menu for 'Select Track for application :', with 'Networking Express Track' selected. The 'OK' button in the dialog is also highlighted with a red box.





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Apply to Programs: Job Role Allocation

1. The Express Specialization – Networking Track will now display
2. Click the track name to open its application
3. Select the contacts you wish to assign to a required role from the drop down list provided. *In order to assign a role, someone must have completed the required training and exams noted in the [Express Specialization program requirements](#) for the selected track*
4. Proceed to “Continuous Learning” section.

Note: The Partner PMA administrator may select the Planning Details link to view the eligibility status of multiple candidates for the specific job role. If you have contact(s) that are meeting requirements, but are not showing up in the Job Role Allocation drop down list, check the following: (a) It has been more than 3 days since all of the required exams were passed (b) Contact(s) are correctly associated to your company via Partner Self Service (see Preferences and Role Administration (c) Contacts are not already assigned to another role (see [role sharing rules](#)). If the issue cannot be identified through the above, please open a case (see Support and Resources section for instructions).

My Programs **Apply to Program** Continuous Learning View Planner Reporting Dashboard Pre-Invitation Applications

Cisco Express Specialization Application (Not Submitted)

Cisco's Comments Continuous Learning **Track Selection** My Documents Legal Document

Track Selection ⓘ

Track Selection Comments

Minimum Tracks Required : 1

Selected Tracks to Submit

Networking Express Track ⓘ 🗑️

+ Add Track

Click to remove track

Indicates that requirements have not been met, eligible contacts will not display.

Job Role Allocation ⓘ

Please select a contact from the available choices in the drop down menu. Please allow 3-5 days for contact(s) to appear in the dropdown after the required examination is successfully completed.

A consolidated view of all job role planner details may be found [here](#) or on the Planner tab at top. Individual job role details may be viewed using the "Planning Details" links below.

+ Legend

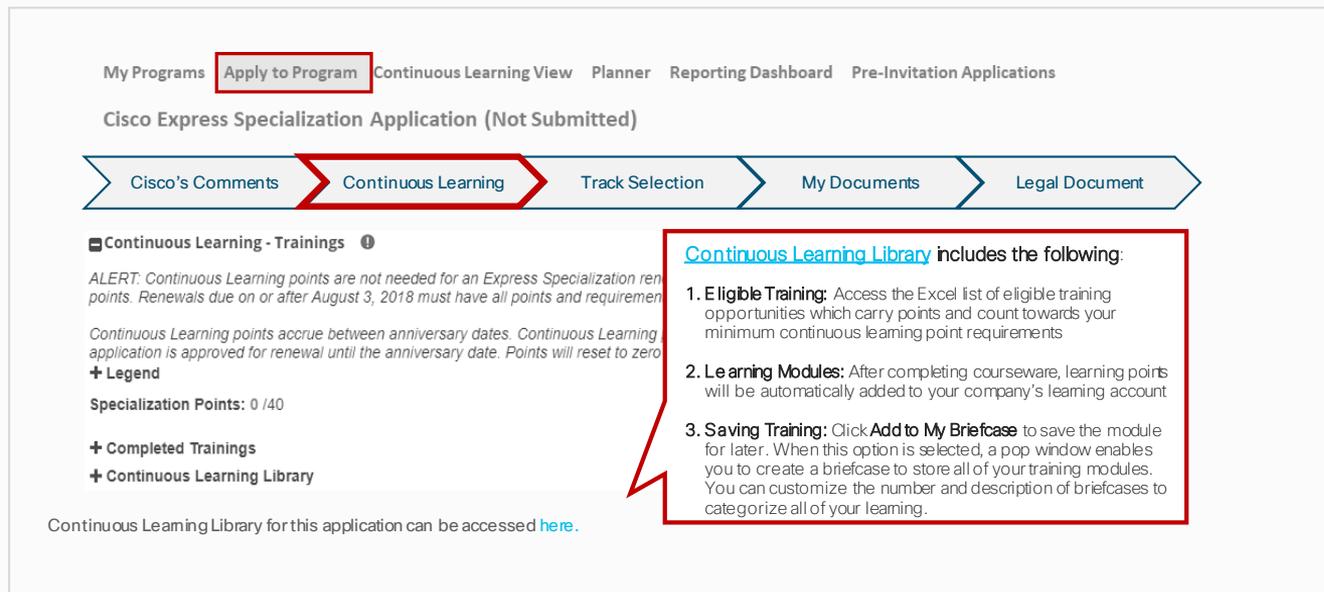
Sales Engineer 2
No Eligible Contacts
(Show Allocation History) (Planning Details)

Sales Engineer 3
No Eligible Contacts
(Show Allocation History) (Planning Details)



Apply to Programs: Continuous Learning

1. Describes the purpose of the Continuous learning points toward renewals and provides links to the training modules. Points are not needed for new applications, only for renewal applications.
2. Once reviewed, scroll to the "My Documents" section below



My Programs **Apply to Program** Continuous Learning View Planner Reporting Dashboard Pre-Invitation Applications

Cisco Express Specialization Application (Not Submitted)

Cisco's Comments **Continuous Learning** Track Selection My Documents Legal Document

Continuous Learning - Trainings ⓘ

ALERT: Continuous Learning points are not needed for an Express Specialization renewal. Renewals due on or after August 3, 2018 must have all points and requirements.

Continuous Learning points accrue between anniversary dates. Continuous Learning application is approved for renewal until the anniversary date. Points will reset to zero.

+ Legend

Specialization Points: 0 / 40

+ Completed Trainings

+ Continuous Learning Library

Continuous Learning Library for this application can be accessed [here](#).

Continuous Learning Library includes the following:

1. **Eligible Training:** Access the Excel list of eligible training opportunities which carry points and count towards your minimum continuous learning point requirements
2. **Learning Modules:** After completing courseware, learning points will be automatically added to your company's learning account
3. **Saving Training:** Click **Add to My Briefcase** to save the module for later. When this option is selected, a pop window enables you to create a briefcase to store all of your training modules. You can customize the number and description of briefcases to categorize all of your learning.





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Apply to Programs: My Documents

1. Upload any required documents as needed
2. Click "Save"
3. Click "Back to Parent – Express Specialization" to return to the parent application.

Note: There may be additional required documents for the parent application. Please upload these documents as necessary within the parent application not the track application.

4. Scroll down to "Legal Document" section

My Programs **Apply to Program** Continuous Learning View Planner Reporting Dashboard Pre-Invitation Applications

Cisco Express Specialization Application (Not Submitted)

Cisco's Comments Continuous Learning Track Selection **My Documents** Legal Document

MY DOCUMENTS ✓
Please upload the current version of the required documentation.

Document Category	Upload	Document Name	Comments
General			

Back to Parent - Cisco Express Specialization

Save Download Application... Archived Documentation...





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Apply to Programs: Legal Document

1. By clicking on the link, you will be able to view "Terms and Conditions." *Note: The Terms and Conditions apply to the Express Specialization as a whole, including all tracks. It only needs to be accepted once for the specialization, regardless of how many or which tracks are selected for use toward application.*
2. When the check-box is selected choose one of the following options:
 - Cancel the application (all information will be lost)
 - Save the application (you can complete at another time)
 - Click "Next" to submit the application. The "Submit Program Application" page displays
 - Select the program(s) you wish to submit
 - Click "Submit" and you are prompted to confirm your submission; click "OK" to complete
3. The "My Programs" tab will display

My Programs **Apply to Program** Continuous Learning View Planner Reporting Dashboard Pre-Invitation Applications

Cisco Express Specialization Application (Not Submitted)

Cisco's Comments > Continuous Learning > Track Selection > My Documents > **Legal Document**

Legal Document ⓘ

Please review and accept the most recent Terms and Conditions of program participation.

Terms and Conditions

[View Terms and Conditions](#)

I have read and agree to the Terms and Conditions

Accepted By:

Accepted Date:

Cancel Save **Next** Download Application... Archived Documentation...





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Apply to Programs: Application Status

- The status of your Express Specialization application and any selected tracks will be displayed along with suggested actions.
- Upon initial submission, most programs will be immediately moved to an "Approved" status if all requirements have been met. An anniversary date will populate showing when your next renewal will be due.
- Some programs may have additional validation steps requiring a Cisco Program Manager to review the application before it can be approved. In such instances, the status of your application will show as "Submitted" until the Program Manager begins to review it. At that time, the Program Manager may change it to "In-Review" status. This usually occurs within 3 business days of submission. Once reviewed and all requirements noted as met, the Program Manager will change the status to "Approved."
- You may have to refresh your browser view to show the updated status.
- Upon approval, you will receive a confirmation email and the status will continue to show as "Approved" until 90 days before your next anniversary renewal date. At that time, it will change to a status of "Re-Cert" and you will be able to access the application again to manage your specialization renewal. If all requirements remain showing as met, your renewal may be automatically processed without need of you submitting the application(s), once again changing the status back to "Approved" for another year and updating your anniversary renewal date.

	Program Name	Status	Next Action	Anniversary Date
	Cisco Express Specialization	APPROVED		16-Jan-2020
	Networking Express Track	APPROVED		





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The Express Specialization program application requires information be provided at both the Express Specialization Program (Parent) level and within the unique technology track (Track) in which you are applying. Both must be completed and submitted to gain full program approval for renewal. The following slides provide detail information on how to complete the application.

Initiate the Renewal Application Process

1. Log into Program Management and Application: www.cisco.com/go/pma
2. Click the “My Programs” tab to review your application process
3. Click on “Program Name” or the “Renew” link to open the application

Note: If you have met all the requirements, your Express Specialization track may be renewed automatically.

The screenshot shows the Cisco Program Management and Application interface. The 'My Programs' tab is highlighted with a red box. Below the navigation bar, the user profile 'pdbtest100Company(USA)' is displayed. A table lists the programs, with the 'Cisco Express Specialization' row highlighted by a red box. The table has columns for Program Name, Status, Next Action, and Anniversary Date.

Program Name	Status	Next Action	Anniversary Date
Cisco Express Specialization	RE-CERT	RENEW	16-Jan-2020
Networking Express Track	IN REVIEW		





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Renew Programs: Continuous Learning

1. Scroll to the “Continuous Learning - Trainings” section
2. Review the Legend and Specialization Points showing earned-to-date as compared to those required. In this case the earned points are 0 out of a required 40.
3. Review your points status to ensure that you have earned 40 continuous learning points. Note that this section contains a link to the Express Specialization-specific options which can be found in the [Continuous Learning Library](#) on Sales Connect. The Express Specialization Continuous Learning Library is refreshed monthly. Please allow for at least 72 hours for earned points to display in PMA.
4. After you have confirmed the Continuous Learning requirements are met, scroll to the “Track Selection” section

The screenshot displays the 'Cisco Express Specialization Application (Not Submitted)' interface. At the top, there are navigation tabs: 'My Programs', 'Apply to Program' (highlighted with a red box), 'Continuous Learning View', 'Planner', 'Reporting Dashboard', and 'Pre-Invitation Applications'. Below the tabs is a progress bar with five steps: 'Cisco's Comments', 'Continuous Learning' (highlighted with a red box), 'Track Selection', 'My Documents', and 'Legal Document'. The main content area is titled 'Continuous Learning - Trainings' and includes an alert: 'ALERT: Continuous Learning points are not needed for an Express Specialization renewal points. Renewals due on or after August 3, 2018 must have all points and requirements met.' Below the alert, it states: 'Continuous Learning points accrue between anniversary dates. Continuous Learning application is approved for renewal until the anniversary date. Points will reset to zero.' A '+ Legend' section shows 'Specialization Points: 0 / 40'. A red box highlights the text: '+ Completed Trainings', '+ Continuous Learning Library', and 'Continuous Learning Library for this application can be accessed [here](#).' To the right, another red box highlights the text: 'Continuous Learning Library includes the following:' followed by three numbered items: 1. Eligible Training, 2. Learning Modules, and 3. Saving Training.



Renew Programs: Job Role Allocation

1. The Express Specialization – Networking Track will now display
2. Click the track name to open its application
3. Select the contacts you wish to assign to a required role from the drop down list provided. *In order to assign a role, someone must have completed the required training and exams noted in the [Express Specialization program requirements](#) for the selected track*
4. Proceed to “My Documents” section.

Note: The Partner PMA administrator may select the Planning Details link to view the eligibility status of multiple candidates for the specific job role. If you have contact(s) that are meeting the [Express Specialization program requirements](#), and are not showing up in the Job Role Allocation drop down list, check the following: (a) It has been more than 3 days since all of the required exams were passed (b) Contact(s) are correctly associated to your company via Partner Self Service (see Preferences and Role Administration) (c) Contacts are not already assigned to another role (see [role sharing rules](#)). If the issue cannot be identified through the above, please open a case (see Support and Resources section for instructions).

The screenshot shows the 'Cisco Express Specialization Application (Not Submitted)' interface. At the top, there are navigation tabs: 'My Programs', 'Apply to Program' (highlighted with a red box), 'Continuous Learning View', 'Planner', 'Reporting Dashboard', and 'Pre-Invitation Applications'. Below the tabs is a progress bar with five steps: 'Cisco's Comments', 'Continuous Learning', 'Track Selection' (highlighted with a red arrow), 'My Documents', and 'Legal Document'. The main content area is divided into two sections. The 'Track Selection' section has a red box around it and contains:

- 'Track Selection' header with a red warning icon.
- 'Track Selection Comments' section.
- 'Minimum Tracks Required : 1'.
- 'Selected Tracks to Submit' section with a red box around it, containing 'Networking Express Track' with a red warning icon and a trash icon.
- 'Add Track' button with a plus icon.

 A callout box points to the 'Networking Express Track' with the text: 'Indicates that requirements have not been met, eligible contacts will not display.' The 'Job Role Allocation' section also has a red box around it and contains:

- 'Job Role Allocation' header with a red warning icon.
- Instructions: 'Please select a contact from the available choices in the drop down menu. Please allow 3-5 days for contact(s) to appear in the dropdown after the required examination is successfully completed.'
- A note: 'A consolidated view of all job role planner details may be found [here](#) or on the Planner tab at top. Individual job role details may be viewed using the "Planning Details" links below.'
- 'Legend' section with two entries:
 - 'Sales Engineer 2' with 'No Eligible Contacts' and '(Show Allocation History) (Planning Details)'.
 - 'Sales Engineer 3' with 'No Eligible Contacts' and '(Show Allocation History) (Planning Details)'.

 A callout box points to the 'Job Role Allocation' section with the text: 'Click to remove track'.





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1. Upload any required documents if required for the track
2. Click "Save"
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4. Scroll down to "Legal Document" section

My Programs **Apply to Program** Continuous Learning View Planner Reporting Dashboard Pre-Invitation Applications

Cisco Express Specialization Application (Not Submitted)



MY DOCUMENTS ✓

Please upload the current version of the required documentation.

Document Category	Upload	Document Name	Comments
General			<input type="text"/>

[Back to Parent - Cisco Express Specialization](#)





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Renew Programs: Legal Document

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 - Save the application (you can complete at another time)
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My Programs **Apply to Program** Continuous Learning View Planner Reporting Dashboard Pre-Invitation Applications

Cisco Express Specialization Application (Not Submitted)



Legal Document

Please review and accept the most recent Terms and Conditions of program participation.

Terms and Conditions

[View Terms and Conditions](#)

I have read and agree to the Terms and Conditions

Accepted By:

Accepted Date:

Cancel

Save

Next

Download Application..

Archived Documentation...





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- Upon approval, you will receive a confirmation email and the status will continue to show as Approved until 90 days before your next anniversary renewal date. At that time, it will change to a status of Re-Cert and you will be able to access the application again to manage your specialization renewal. If all requirements remain showing as met, your renewal may be automatically processed without need of you submitting the application(s), once again changing the status back to Approved for another year and updating your anniversary renewal date.

My Programs			
Apply To Programs			
Continuous Learning View			
Planner			
Reporting Dashboard			
Search			
pdbtest100Company(USA) ⚠			
Program Name	Status	Next Action	Anniversary Date
Cisco Express Specialization	APPROVED		16-Jan-2020
Networking Express Track	APPROVED		





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Important Resources

Table 1 provides guidance and resolution recommendations for the most common support case issues. **Important:** When opening a case using the [Customer Service Central](#) tool, click the “View All” function under “Additional Support.” You will need to use the scroll bar to view all available options.

Upon submission of your case, you will receive a response from Cisco within two business days with a status. To check the status of your case, refer to Customer Service Central and select the “My Cases” tab for further information.

Table 1. Quick Reference Table For Common Support Issues

Issues	How to resolve in advance	Correct pathway to choose
Access to tools (assign partner admin role)	Open a support case	Tools > View All > Channel Partner Tool Access
Tool support (partner registration, associate contacts, assign rebate coordinator, and so on)		
Other tool-related support: Partner registration, associate contacts, assign rebate coordinator		Tools > View All > Channel Partner Tool Support
Certification and Specialization Application Status and assistance		Additional Support > View All > Cert & Spec Status and Audit Guidance.
If you have successfully completed a training module, but your points do not display correctly,		

