

# Partner Onboarding Guide



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# Getting Started

## Connect with your distributor

Generate demand, close deals faster and get a jump on the competition by leveraging the expertise of a Cisco Distributor.

Distributors can offer an array of capabilities such as technical support, architectural expertise, certification training, marketing guidance and experience developing a practice. Many offer solution demo centres, financing options and extensive training on Cisco products and services.\*

Your distributor is your Cisco expert.

[Find your distributor](#)

\*Capabilities vary depending on the distributor and the region(s) served.

## Connect to get up to speed and start selling today.

Access our online partner kit with links to tools and programs designed to help you succeed in today's market.

**[View the Channel Partner Welcome Kit](#)**

View the tools, programs and resources available to all Cisco partners.

**[View Partner Central](#)**



# Partner Ecosystem

## Transforming Your Customer's Digital Future. Together.

Digital transformation is reshaping everything, especially the business world. Millions of new connections. Mountains of new data. They are creating new opportunities every day.

Opportunities for your customers to achieve better business outcomes. Opportunities for you to carve out new revenue streams, open up new markets and stand out from the competition.

To do these things, you need the right partnerships. Because no company can design, develop, and deliver these digital systems alone.

That's why Cisco created a network of partners with the solutions, software, and services you and your customers need. We call it the Cisco Partner Ecosystem. The Ecosystem brings together experienced industry leaders that can help you reach your business goals. So you can help your customers reach theirs.

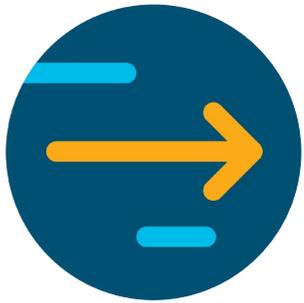
You can sell smarter, too, with Cisco supporting you every step of the way.

See how we are changing the entire sales discussion, whether you are a Value-Added Reseller, Cloud and Managed Services Provider, ISV or HSV, Solutions Integrator or Lifecycle Advisor.

[Learn More](#)

See how our Partner Ecosystem gives you the tools to sell more and consult effectively.

[Learn More](#)



# Get Specialised and Certified

## Specialise to stand out in a crowded market

Competition is fierce. Expertise gets you noticed. Start with Specialisations and get certified. Show customers that you know how to help them succeed. Get training to help you design, sell, install, and support key Cisco technologies.

### When you specialise you can...

- Get recognised for your specialisation in our [Partner Locator](#)
- Earn Cisco [partner certifications](#)
- Use [incentives and promotions](#) to help you win business and boost your bottom line

### There are several ways to get there...

- Automatically become a [Select Certified Partner](#) after completing an [Express specialisation](#) track
- Optimize incentives and find new opportunities for growth as a [Premier Certified Partner](#)
- Expand your range of expertise, tap new markets, and earn higher rewards as a [Gold Certified Partner](#)

### Here's how it works...

Each specialisation has specific requirements. These depend on how expert you want to become and what your area of interest is. After you've completed the training, take the exams required to reach your goal.

[Learn more about Cisco Specialisations](#)



# Marketing

## Cut through the noise

Cisco can help you spark meaningful conversations with customers or prospects and more importantly, stand out. Now you can easily customize and execute marketing campaigns and new digital services to create demand. Our marketing services are made up of four key areas.

[Learn more about Cisco Marketing](#)

## Marketing Velocity

Easy access to webinars and e-learning courses led by industry experts exploring the latest digital strategies.

[Learn more about Marketing Velocity](#)

## Partner Marketing Central (PMC)

The cornerstone of Cisco Partner Marketing, it is a free to use marketing automation platform for personalised digital marketing with customisable digital demand generation services, content and asset library, social media syndication and more.

[Learn more about Partner Marketing Central](#)

## Digital Demand Generation Services

A wide range of the latest services you can activate to get the most from your Demand Generation activities, including free and paid for services from Cisco-recommended marketing vendors.

[Learn more about Digital Demand Generation Services](#)

## Partner Marketing Hub

A team of marketing specialists can give advice on just about everything marketing related.

[Contact the hub](#)



# Incentives/ Promotions/ Programs

## Incentives are about increasing your profitability

The world is turning digital, changing how we work, live, and play. To keep up, companies have to make big changes fast. But disruption also creates new opportunities. Our incentives portfolio is designed to help you grow your business, find new buyers, and create new revenue streams.

[Learn more about Cisco Incentives](#)

Along with our incentives, Cisco offers a wide range of promotions that help drive business

[Learn more](#)

Find out how our programs can help protect your investment in new opportunities.

[Sell our products. Get money back.](#)

## Want deals that are bigger, more profitable, and easier to close?

Add Cisco Capital's Flexible Finance offers to all sales proposals for Cisco hardware, software, services and third-party solutions.

- **Close more deals** – Overcome objections about limited or unavailable budgets
- **Trigger repeat purchases** – You are first in line for the next sale when the initial financing term expires
- **Get your money faster** – You will receive your payment as soon as the customer accepts the order
- **Earn 1% rebate** – on every deal financed with easylease

[Learn more about Cisco Capital](#)



# Support & Tools

## Get the help you need

That includes help prior to closing a sale. It includes help after the sale and installation. It even includes going the extra mile with help on orders, quotes, returns, deal support, service contracts, profile/login, tools access, training, reporting, and partner programs help.

[Learn more at our Partner Support page](#)

## A tool for every task

You have the need, we have the tool. Our extensive library of partner tools will help you get the job done, whether it's identifying bugs or pinpointing a product's warranty coverage.

[Learn more at our Tools page](#)



# Useful Links

**Looking for the right product for your customer's needs? Then check these useful links below.**

Learn more about Digital Transformation

Learn more out our Products

Learn more about our Services

Learn more about our Solutions

Learn more about our Small Business Solutions

If you are looking for troubleshooting, installation, technical documentation, or downloads, go to our [technical support area](#).