Cisco Distributor Associate Onboarding Guide
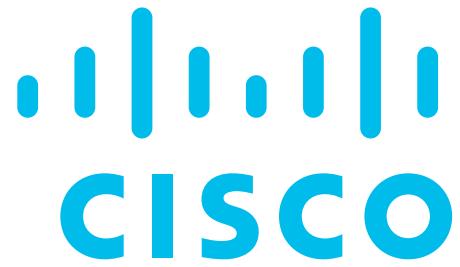
Cisco Distributor Associate Onboarding Guide

Introduction

Welcome, Cisco Distribution Partner! It's great to have you on the team.

This guide should help you to quickly access important resources that will enable and accelerate your success.
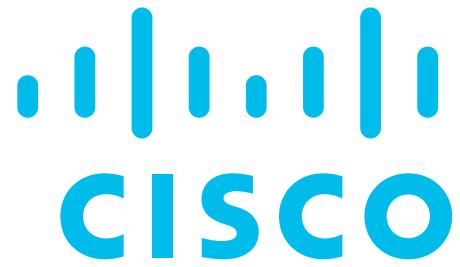
How It Works

Check out the topics on the left and click to view related information.

If you don't find what you need, please contact your Cisco representative.

We are excited to have you on the team and can't wait to see what we'll achieve together.

Cisco Distributor Associate Onboarding Guide

Partner Types

Distributors
Distributors are vital members of the Cisco ecosystem as the bridge between Cisco and our Partners.
https://www.cisco.com/c/en/us/partners/distributors.html?dtid=odicdc001129

Global Strategic Partners
Cisco's Global Strategic Partners deliver world-class experiences for customers through co-innovation, offering differentiated business outcomes and delivering sustainable growth.
https://www.cisco.com/c/en/us/solutions/global-partners.html?dtid=odicdc001129

Value-Added Resellers (Channel Partner Program)
Cisco's award-winning Channel Partners offer solutions, training, and tools to support customers as they accelerate profitability and grow their businesses with Cisco.
https://www.cisco.com/c/en/us/partners/partner-with-cisco/channel-partner-program.html?dtid=odicdc001129&ccid=cc000864

Cisco Distributor Associate Onboarding Guide

Partner Types

Managed Service Providers

With the consistent evolution of technologies, security threats, and optimization of resources, customers turn to managed services to help them reach their goals and boost their agility. Managed Service Providers support customers with Cisco-backed, industry-leading solutions, to harness this growing trend and enhance recurring revenue opportunities.
https://www.cisco.com/c/en/us/partners/partner-with-cisco/managed-services.html?dtid=odicdc001129&ccid=cc000864

Services Partner Program

Supporting a service practice, Service Partners earn discounts and rebates for reselling Cisco services, which are then delivered by Cisco. Services Partners are able to offer their own branded services, which are also backed by Cisco.
https://www.cisco.com/c/en/us/partners/partner-with-cisco/services-partner-program-cspp.html?dtid=odicdc001129&ccid=cc000864

Cisco Distributor Associate Onboarding Guide

Americas Distribution Priorities

Americas Events and Training
This is your simple view into all Americas enablement programs for Partners, with customizable filters for architecture, delivery method, date, and vertical-specific events. You can subscribe to receive personalized updates based on your technology interests and role.
https://www.cisco.com/c/en/us/partners/amer-events.html?dtid=osscdc000283

Hybrid Work
Since work isn't somewhere we just go, but something we do, from anywhere at any time, Cisco has the solutions and resources to make working through the pandemic a breeze for your Partners and their customers.
https://www.cisco.com/c/en/us/solutions/hybrid-work.html
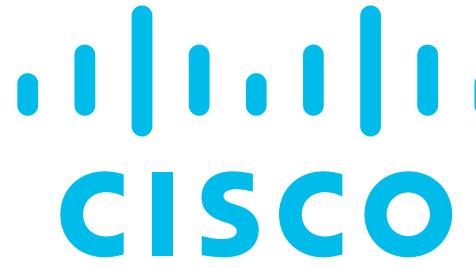
Cisco Distributor Associate Onboarding Guide

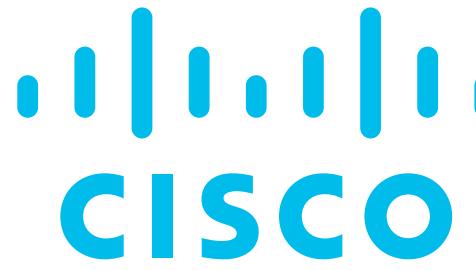## Americas Distribution Priorities

Supporting Partner Resiliency

While the ongoing global semiconductor shortage continues to affect us all, Cisco is here to help mitigate the impact on your business and help you close your calendar at year-end in a position of strength.
https://ebooks.cisco.com/story/cisco-supporting-partners/?dtid=odicdc001129

Americas New Office Strategy

As new variants of the COVID-19 virus spread, we are taking conservative measures to ensure employees and Partners are safe and following any government-issued regulations. If you have questions about having in-person meetings at a Cisco office, please contact your Cisco representative to learn more.
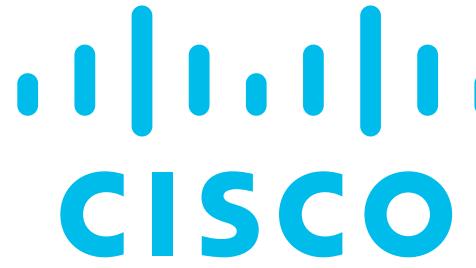
Cisco Distributor Associate Onboarding Guide

Regional Resources

Canada Content Brief Submission
https://app.smartsheet.com/sheets/v8hxj4qmCQWqhmv345VwHRVg7HXcQxcvfHcRmM41?view=grid

Cisco Distributor Associate Onboarding Guide

Marketing Enablement & Resources

My Webex
The Webex Meetings platform enables you to start and join collaborative calls quickly and easily. Through My Webex, you have a personal room that is available for your own virtual conferences. All on the same platform, meet with your contacts using crisp, clear video and audio, with unique conferencing capabilities like whiteboards, annotated shared documents, built-in noise cancelation, and much more.
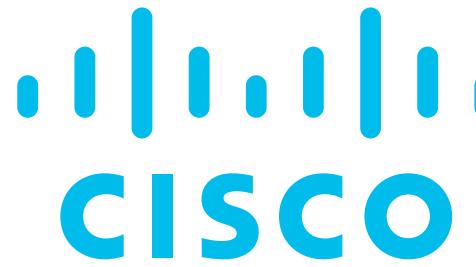https://cisco.webex.com/webappng/sites/cisco/dashboard

Partner Logo and Certificate Builder
This site helps you and your Partners use the right logos and certificates to share your specializations and program tiers.
https://partnerlogo.cisco.com/#/partnerDashboard

More Marketing Enablement & Resources →

Cisco Distributor Associate Onboarding Guide

Marketing Enablement & Resources

Partner Engage Portal
From Self Service to Cisco Communities, there are resources to help you order, manage your customer quotes, and more.
https://id.cisco.com/ui/v1.0/profile-ui

Marketing Velocity Central
This tool helps you ignite business through full-service, free-to-use, customizable campaigns. Through this resource, you can view and access funding, pull from an extensive content library, and so much more.
https://marketingvelocitycentral.cisco.com/

Cisco Distributor Associate Onboarding Guide

Marketing Enablement & Resources

Marketing Velocity Learning
As an always-on educational gateway, Marketing Velocity Learning will help you develop your marketing skills and build your marketing practice with Cisco.
https://www.cisco.com/c/en/us/partners/market/marketing-velocity-best-practices.html?ccid=cc000857&dtid=odiprc001089
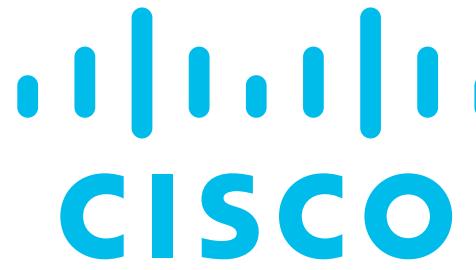
Marketing Velocity Voice
Get ready to engage in conversations with the digital marketing community where you can network, connect, and elevate your marketing practice all while accelerating demand generation.
https://marketingvelocityvoice.cisco.com/forum/?dtid=odiprc001089&ccid=cc000857

Cisco Distributor Associate Onboarding Guide

Marketing Enablement & Resources

Global Partner Stories
To demonstrate the solutions and expertise of the Cisco Partner Ecosystem using Cisco's innovative technology, our Global Partner Stories website page shares how we're working together to perform today and transform for tomorrow.
https://www.cisco.com/c/en/us/about/case-studies-customer-success-stories/partner-case-studies.html?ccid=cc000857&dtid=odiprc001089

Partner and Distributor News Hubs
No matter whether you are a business leader, sales professional, or novice marketer, staying on top of the latest opportunities and information is key to success while working with Cisco. This news and tech trend aggregator brings you the latest, customized to what's relevant to you.
https://transform.cisco.com/news/subscribe?dtid=odicdc001129&ccid=cc001279

Partner Communities
The Cisco Community site offers a way for Partners to interact with peers and other experts.
https://community.cisco.com/t5/for-partners/ct-p/2002j-partner-home?dtid=odicdc001129
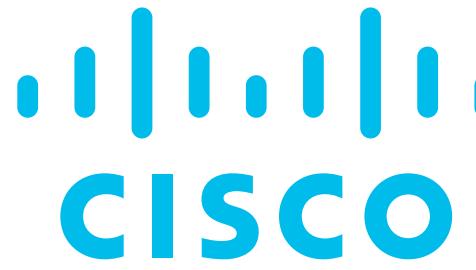
Cisco Distributor Associate Onboarding Guide

Distribution Programs

Distribution Management Platform (DMP)
The DMP tool is your one-stop portal for visibility into Cisco Distributor programs: Grow and Invest Tracks
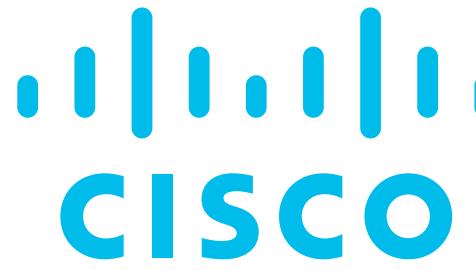https://dmtadm.cloudapps.cisco.com/dmt/index_empty.jsp;jsessionid=1523BD05A3D07083E30388F67A78C4EA

Reseller Identification & Validation Tool (RIVT)
https://pep.cloudapps.cisco.com/pep/login

Cisco Distributor Associate Onboarding Guide

Distribution Programs

### Distributor Program – Invest & Grow

Invest Track: The Cisco Invest Track is designed to fund investments with our Distribution Partners and reward achievement in accelerating 2-Tier business growth through enablement activities, awareness, building new business practices, and improving operational efficiencies for long-term success.

Grow Track: Distribution Grow Track (formerly known as DIR), is intended to reward Distributors for growing the Cisco business, and to be a key contributor to a Distributor's profitability. The goal of this program is to drive key Cisco priorities and target the Distributors in alignment with these priorities through the sale of Cisco products and services. The structure of the Distributor Program is created to support distribution sales, align to key Partner segments and architecture growth priorities, and offer incentives in the form of a rebate to Cisco Distributors for meeting and/or exceeding goals.
https://www.cisco.com/c/en/us/partners/distributors/distributor-program.html
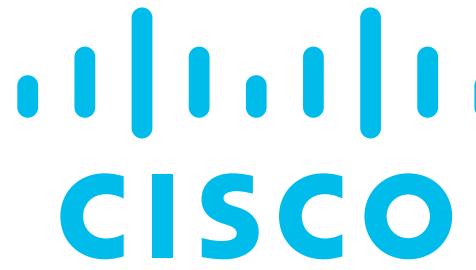
More Distribution Programs →

Cisco Distributor Associate Onboarding Guide

Distribution Programs

Transacting Reseller – Accelerating Small Business

Cisco's focus for FY20 and beyond is to accelerate sales in the small business (SB) sector. Feedback from Distributors and SB Resellers identified the following challenges with Cisco's existing Partner registration policy:

- SB Resellers perceive Cisco's registration process as complex when requesting to buy low-end SB products

- Many Resellers are not interested in registering with Cisco to procure SB products. Partners choose a Cisco competitor rather than registering with Cisco

- Some Resellers don't want a relationship with Cisco but would like to procure SB products requested by their customers

https://www.cisco.com/c/en/us/partners/distributors/transacting-resellers.html

Cisco Distributor Associate Onboarding Guide

Distribution Sales & Promotion Resources

Distributor Marketplaces

Easily select a Distributor from the marketplaces for instant quotes, pricing, and fast ordering.
https://www.ciscochannelconnect.com/marketplaces

Distributor Credit Automation

https://newdca.cloudapps.cisco.com/WWSF/dca/Home

Fast Track

Drive more revenue by offering Partners competitive pricing on high volume switching, routing, wireless, security, and small business products. Give your Partners immediate access to the right price, resulting in a quick turnaround on your Cisco deals.
https://www.cisco.com/c/en/us/partners/distributors/dist-fast-track.html

More Distribution Sales & Promotion Resources →

Cisco Distributor Associate Onboarding Guide

Distribution Sales & Promotion Resources

Financing for Distributors

Cisco Capital provides distributors with innovative funding models that can scale to accommodate our resellers' and distributors' needs. Our funding is designed to support solution selling, managed services, and technology consumption models, so we can close more deals while we transform our business together.
https://www.cisco.com/c/en/us/partners/distributors/flexible-finance.html

Cisco Commerce Workspace (CCW)

This tool helps Partners and Distributors register deals, configure and price products, software, and related services, and submit orders.
https://apps.cisco.com/Commerce/home?dtid=odiprc001257

More Distribution Sales & Promotion Resources →

Cisco Distributor Associate Onboarding Guide

Distribution Sales & Promotion Resources

Distributor Sales Visibility (DSV)

The Net Price Program builds on the Distributor Sales Visibility (DSV) foundation by enabling distributors to order all services, software, and drop-shipped hardware at net price, helping distributors reduce import duties and taxes and maintain profitability in a competitive market.
https://www.cisco.com/c/en/us/partners/distributors/sales-visibility.html

Price Announcements

Price changes and repricing activities are communicated monthly via direct email. The most recent price announcements are also available by region.
https://www.cisco.com/c/en/us/partners/distributors/price-changes.html
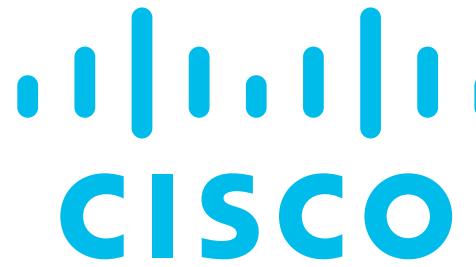
Cisco Distributor Associate Onboarding Guide

Distributor Training

Claims Overpayment Reconciliation (COR)

Claims Overpayment Reconciliation (COR) is Cisco's process for managing price increases and rebate claims associated with these price increases.
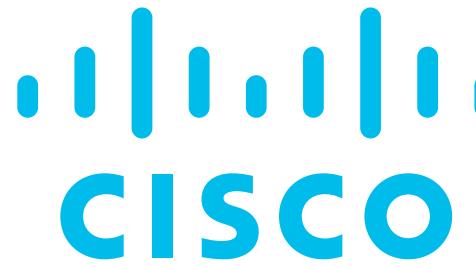https://www.cisco.com/c/dam/en_us/partners/distributor/cor-external-training-final.pdf

Total Partner View (TVP)

The Total Partner View (TPV) platform provides Distributors, Partners, and Cisco internal users with a complete solution for profitability, performance, and opportunity management. With comprehensive visibility into services metrics performance and upcoming opportunity data around attach and renew, Distributor users can easily access details relative to bookings and shipments impacting their Distributor Profitability Program metrics.
https://www.cisco.com/c/en/us/partners/distributors/tpv.html

More Distributor Training →

Cisco Distributor Associate Onboarding Guide

Distributor Training

Cisco Black Belt Academy

With the Black Belt Distribution Academy, Cisco Distributors have a uniform and specialized enablement framework to acquire the skills they need to succeed. By becoming proficient in selling, promoting, and supporting Cisco's latest solutions, our Distributors are better positioned to enable their Partners and expand their success.
https://salesconnect.cisco.com/#/program/PAGE-16385

Upcoming and On-Demand Training

Watch on-demand training sessions and download training resources. Training topics include architectures, services, strategy and planning, and more.
https://www.cisco.com/c/r/salesconnect/saleshubs/distributor-development/distributor-training/overview.html

Cisco Distributor Associate Onboarding Guide

Partner Programs & Portfolio

Benefits

The award-winning Cisco Channel Partner Program offers our value-added resellers (VARs) solutions, training, tools, and support to help accelerate profitability and grow their businesses with Cisco.

https://www.cisco.com/c/en/us/partners/partner-with-cisco/channel-partner-program.html#~how-you-benefit

Onboarding New Partners

This welcome kit helps you take full advantage of Partner benefits to help you build and promote your business.

https://www.cisco.com/c/en/us/partners/partner-with-cisco/channel-partner-program/welcome-kit.html?dtid=odiprc001129&ccid=cc000864

Cisco Distributor Associate Onboarding Guide

Partner Programs & Portfolio

Specializations

Our architecture and business specializations give you pathways to develop your technical skills and business practices. Get recognized as a Cisco Specialized Partner and give customers the assurance that you can help them solve today's toughest challenges.
https://www.cisco.com/c/en/us/partners/partner-with-cisco/channel-partner-program/specializations.html?dtid=odiprc001129&ccid=cc000864
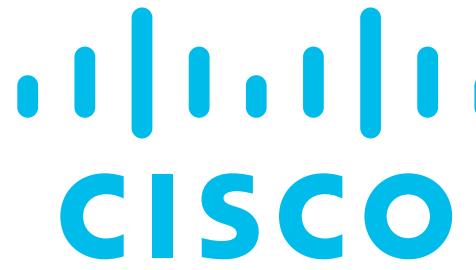
Partner Program Types

Integrator

Investing in the Cisco Integrator role unlocks benefits and financial incentives throughout the entire lifecycle, rewarding you for expertise and practice capabilities. Together, we can become faster, smarter, and more profitable. Our number one goal is Partner profitability. Pair our technology with your unique IP and services to deliver solutions that solve our customers' most critical business challenges.
https://www.cisco.com/c/en/us/partners/partner-with-cisco/integrator.html?dtid=odiprc001129&ccid=cc000864

Partner Program Types

Provider

Providers have diverse focus areas and business objectives. That's why the Provider role offers a range of benefits to support Partners throughout their managed services journey. There are three levels in the Provider Partner program:

Select: Access Market Development Funds (MDF) and Provider pricing. Gain support with business development and lead generation opportunities, and co-branding.
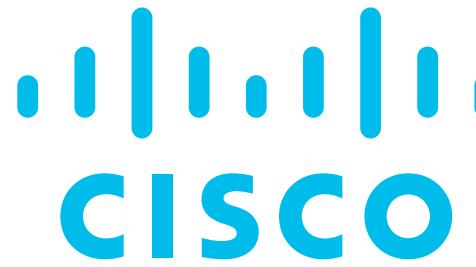
Premier: Access enhanced MDF and enhanced Provider pricing. Enjoy Cisco Powered services, practice development, and service creation.

Gold: Unlock the Cisco Powered bonus, plus all the benefits from the Select and Premier levels.

https://www.cisco.com/c/en/us/partners/partner-with-cisco/provider.html?dtid=odiprc001 129&ccid=cc000864

Cisco Distributor Associate Onboarding Guide

Partner Program Types

Developer

Cisco rewards and recognizes Partners who design and build innovative customer solutions with tight integration to Cisco platform technology. The Developer role supports Partners at every stage – from demo lab setup with not for resale (NFR), solution testing, promotion on the Ecosystem Exchange, global price list (GPL) listing with SolutionsPlus, and go to market (GTM) tools through Marketing Velocity. There are three levels in the Developer program:

Select: Begin your Developer relationship with Cisco and get access to logos, DevNet resources, and the Ecosystem Exchange.

Premier: Grow and amplify your success while unlocking joint business development opportunities and incentives.

Gold: Establish strategic partnership opportunities as a recognized leader in delivering innovative customer solutions.

https://www.cisco.com/c/en/us/partners/partner-with-cisco/developer.html?dtid=odiprc00 1129&ccid=cc000864

More Partner Program Types →

Cisco Distributor Associate Onboarding Guide

Partner Program Types

Advisor

Rewarding and recognizing Partners who offer a wide variety of independent consulting services and customer solution recommendations based on deep industry knowledge. Advisors are the bridge between technology and how it can solve today's most complex business challenges. We are increasing our investment in advisors as critical allies, where the deal size for everyone grows. Select the level that fits your business objectives. There are three levels in the Advisor program:
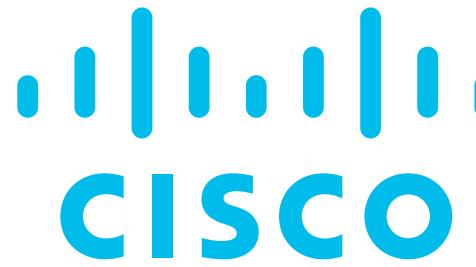
Select: Begin your consultancy partnership with Cisco.

Premier: Grow your consultancy practice and leverage your experience to access joint business development funds and financial incentives.

Gold: Deliver world-class advisory services that are eligible to receive field coverage, financial incentives, and strategic partnership status.

https://www.cisco.com/c/en/us/partners/partner-with-cisco/advisor.html?dtid=odiprc001129&ccid=cc000864

Cisco Distributor Associate Onboarding Guide

Partner Program Types

Solution Partner

Tap into the Solution Partner program resources to build, test, market, and sell your solutions. Choose from two paths for the resources you need to expand your market presence and attract new customers:

Solution Partners: Sell enterprise Cisco-integrated solutions direct or via resellers.
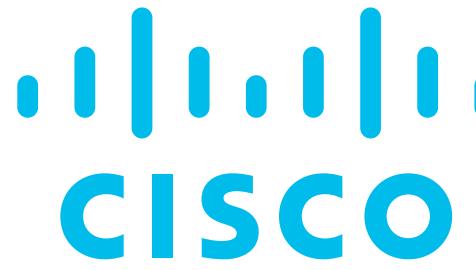
Developer Solution Partners: Build apps with Cisco platforms and APIs.

https://www.cisco.com/c/en/us/partners/partner-with-cisco/solution-partner-program-spp.html?dtid=odiprc001129&ccid=cc000864

Services Partner

This performance-driven program supports your Services practice. Earn discounts and rebates for reselling Cisco services, sold by you and delivered by Cisco. Or, offer your own branded services, sold and delivered by you, backed by Cisco.

https://www.cisco.com/c/en/us/partners/partner-with-cisco/services-partner-program-cspp.html?dtid=odiprc001129&ccid=cc000864

Cisco Distributor Associate Onboarding Guide

Cisco Sales Resources

Cisco Commerce Workspace (CCW)

Use this resource to register deals; configure and price products, software, and related services; and submit orders.
https://apps.cisco.com/Commerce/home?dtid=odiprc001129

SalesConnect

Login to this resource to find sales content, training, collateral, and demos. You can also register for certifications, courses, and exams. Access sales and product training, classes, videos, and webinars on your desktop or mobile device.
https://salesconnect.cisco.com/open.html?h=PAGE–14192?dtid=odiprc001129

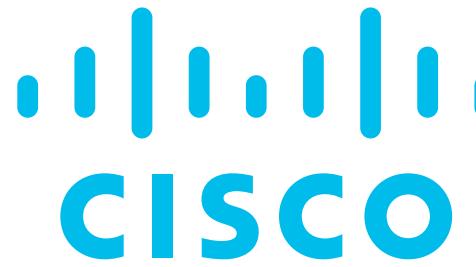# Cisco Distributor Associate Onboarding Guide

Cisco Sales Resources

Incentives
Incentives are more broadly defined, ongoing rebates, discounts, and rewards, such as VIP, Advantaged Pricing, and Seller Rewards.
https://www.cisco.com/c/en/us/partners/incentives.html?dtid=odiprc001129

Promotions
Promotions are specific, often time-limited offers to drive technology sales, such as Account Breakaway, FastTrack, and Collaborate Everywhere.
https://www.cisco.com/c/en/us/partners/promotions.html?dtid=odiprc001129

Partner Transformation

Transform

Partner with Cisco to transform your practice and deliver your customers the business outcomes they need. Access new buying centers with co-selling to achieve higher growth rates and capture more software revenue.

https://www.cisco.com/c/en/us/partners/transform/partner-transformation.html?dtid=odiprc001129&ccid=cc000990

Distributor & Partner SuccessHub

Get the resources and tools to help build a Customer Success practice focused on post-sale lifecycle management, customer loyalty, and retention.
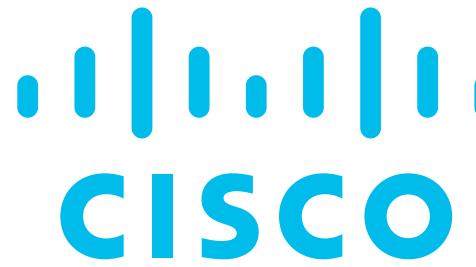
Distributor Link:

https://www.cisco.com/c/m/en_us/successhub/distribution.html?ccid=cc001279&dtid=odiotr001287

Partner Link:

https://www.cisco.com/c/m/en_us/successhub.html?dtid=odiprc001129&ccid=cc000990

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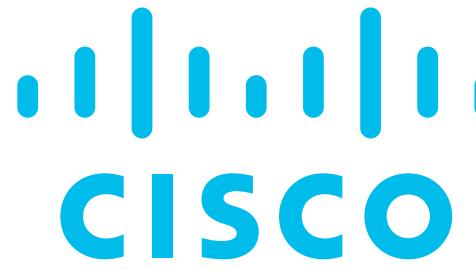
Partner Transformation

Lifecycle Advantage

Lifecycle Advantage helps you to digitally engage your customers throughout their lifecycle. Scale and maximize recurring revenue, automate processes, and uncover new opportunities to connect.
https://www.cisco.com/c/en/us/partners/transform/lifecycle-advantage.html?dtid=odiprc001129&ccid=cc000990

Cisco Distributor Associate Onboarding Guide

Partner Tools

Program Management and Applications

Easily track, manage, and submit Partner Program applications.
https://ibpm.cisco.com/cpp/apps/login/Ya3-piA1UkDVj5-n5nB4wA%5B%5B*/!STANDARD??dtid=odiprc001129

Partner Experience Platform

Cisco continues to lead and empower Partners with digital capabilities across the entire Partner lifecycle. We are working to improve our Partners' digital experience with our new adaptive and collaborative Partner Experience Platform. The gateway consists of a single login and user-friendly interface, delivering:

- a single source for content, aggregating existing tools and capabilities;
- personalized communications, enabling channel teams and Partners to collaborate in real-time;
- adaptive and customizable personal workspaces, alerting users to new features;
- actionable insights to empower more efficient Partner decision-making, and more.
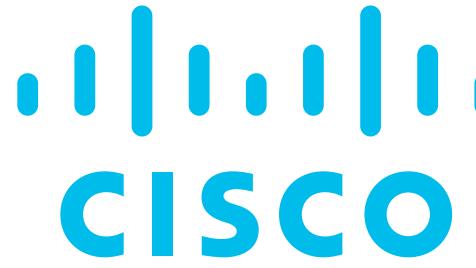
https://salesconnect.cisco.com/#/content-detail/6cab61ac-10d6-421e-8946-00c9a54494d2

More Partner Tools →

Partner Tools

Service Access Management Tool (SAMT)

When your users need technical support from Cisco, they need it fast. Use SAMT to grant access to support and ensure only authorized users get access. An existing SAMT Admin can onboard a peer administrator using SAMT. This could be someone from your organization, or a Partner can onboard someone from one of their end customers to self-administer user access for their end customer contract(s).
https://cdcea.cloudapps.cisco.com/SAMT/showAdminColleagues.do?dtid=odiprc001129

Cisco Commerce Software Subscriptions and Services (CCW-R)

As part of CCW, CCW-R provides the tools for managing and renewing software subscriptions and service contracts. Use CCW-R to create new or renew Technical Services (TS) and software subscription (Term-and-Content) quotes, submit approved orders, and manage your contracts.
Learn more https://www.cisco.com/c/en/us/services/ordering/ccw-r.html?dtid=osscdc000283 or directly access our CCW-R tools https://ccrc.cisco.com/?dtid=odiprc001129

More Partner Tools →

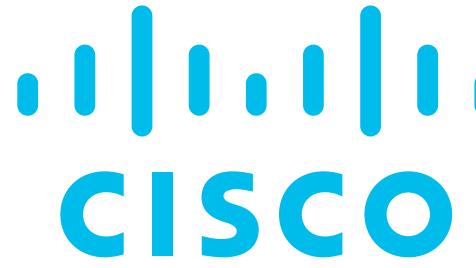# Cisco Distributor Associate Onboarding Guide

Partner Tools

Total Partner View (TPV)

The Total Partner View (TPV) platform provides Distributors, Partners, and Cisco internal users with the complete solution for profitability, performance, and opportunity management. By providing comprehensive visibility into services metrics performance and upcoming opportunity data around attach and renew, Distributor users can easily access details relative to bookings and shipments impacting their Distributor Profitability Program metrics.

Cisco is also committed to providing a simplified, connected, and enriched digital experience for our Partner seller community through TPV. TPV's expanded capabilities for Distributors include Partner hardware refresh opportunities based on product reaching Last Day of Support (LDOS) and Partner software license renewal opportunities. These capabilities allow Distributors to better aid Partners in driving revenue around the attach and renewal sales motions.
https://tpv.cloudapps.cisco.com/dashboard/portfolio.jsp?dtid=odiprc001129

Cisco Distributor Associate Onboarding Guide

Partner Support

Customer Service Hub - Training, Quotes, and Programs
Take advantage of Hub resources that help you stay in contact with Cisco for training, quotes, and programs.
https://customerservice.cloudapps.cisco.com/?dtid=odiprc001129

Global Virtual Engineering (GVE) – Pre-sales
This support tool will help you with all of your pre-sale needs.
https://cep.cloudapps.cisco.com/case?dtid=odiprc001129

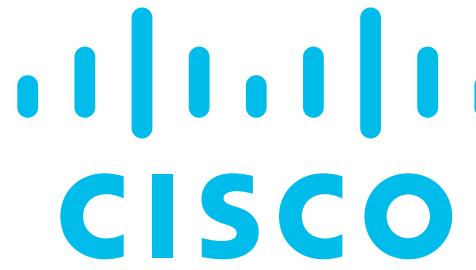### Support Case Manager – Post-sales
When you are managing a case post-sell, use this tool to track and get additional support.
https://mycase.cloudapps.cisco.com/start?dtid=odiprc001129

More Partner Support →

Partner Support

Partner Locator
The Partner Locator helps customers identify a Partner based on specialization, location, and more.
https://locatr.cloudapps.cisco.com/WWChannels/LOCATR/openBasicSearch.do?dtid=odicdc001129

Tools Index
If you're having trouble finding the right tool, check out the Partner Tools Index.
https://www.cisco.com/c/en/us/partners/tools.html?dtid=odiprc001129