



# Bevezetés a Cisco világába, partneri státuszok és lehetőségek

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# Cisco Architectures



Enterprise Networks



Security



Data Center

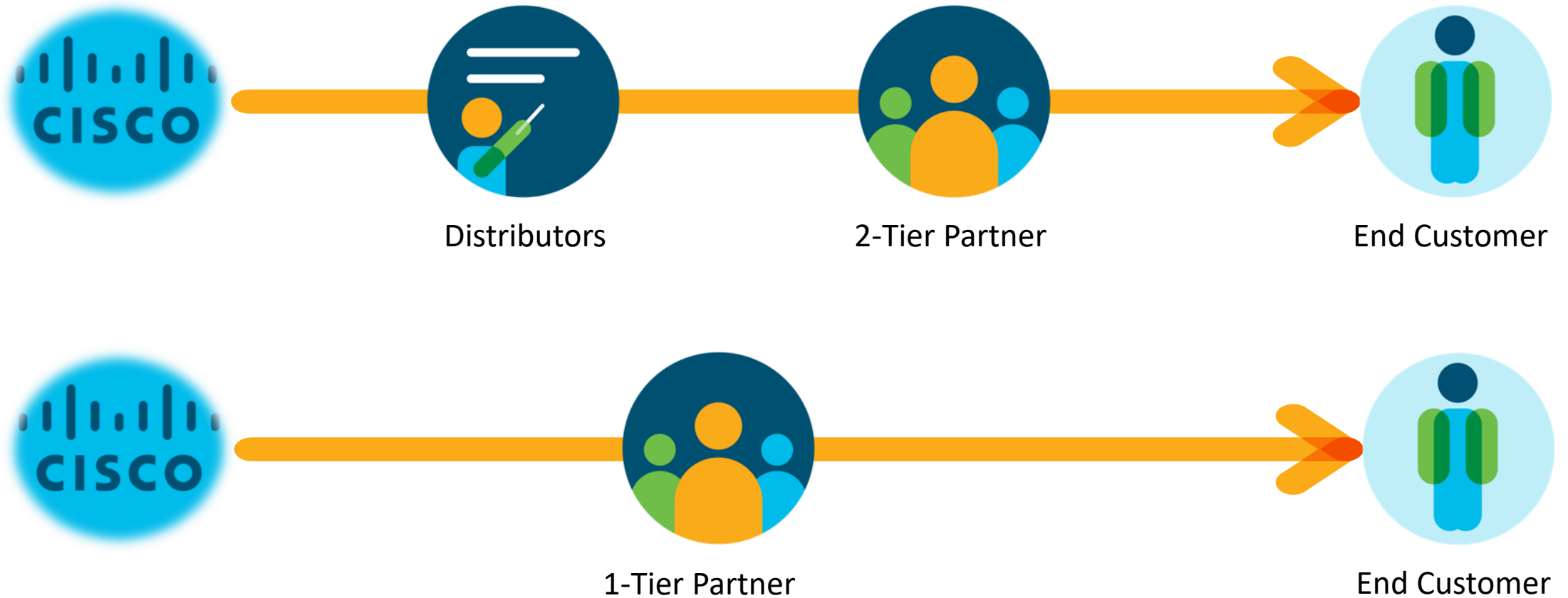


Collaboration



Service Provider  
Technology

# Relations Map



**Partner with**



# Partner with Cisco

**-1 Contact your Distributor (ALEF)**

**0 Onboarding process with ALEF - Be registered with Cisco**

**1 Chose your Architecture**

**2 Specialisation**

- Technologies: EN, DC, SEC, COLLAB, SP + SMB
- Levels: Express, Advanced, Master

**3 Certification**

- Select
- Premier
- Gold

# Cisco Certifications









~100

17

5

# Specializations by customers needs

Customers require expertise with a specific technology	Customers have 0-199 employees and require broad expertise across architectures	Customers are primarily service providers
 <p>Collaboration Track</p>  <p>Data Center Track</p>  <p>Networking Track</p>  <p>Security Track</p>	 <p>SMB Track</p>	 <p>SP Track</p>

**Profitability with**





# Profitability with Cisco: Partner programs

- **Incentives** Channel Program Incentive Agreement (CPIA)

- Value Incentive Program (VIP35)  
*Advanced specialization and above (except new business)*
- Deal Registration (OIP/Hunting, TIP, MIP)
- Not-for-Resale (NFR)
- PERFORM Plus (Partner Plus)

- **Promotions**

- Periodically changing

# In focus:

## SECURITY

ASA/Umbrella/Duo/AMP

## ENTERPRISE NETWORKING

Cat 2-3K -> Cat9K

## MERAKI

MR/MS/MX

## SERVICE

Attach/Renew

CSPP % rebate

## Recurring offer

- DNA
- C1
- UMBRELLA
- DUO
- AMP

VIP ANNUITY:2-4% rebate

TRIAL gear / DEMO



  
**CISCO**  
Bridge to possible