



Bevezetés a Cisco világába, partneri státuszok és lehetőségek

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Cisco Architectures



Enterprise Networks



Security



Data Center

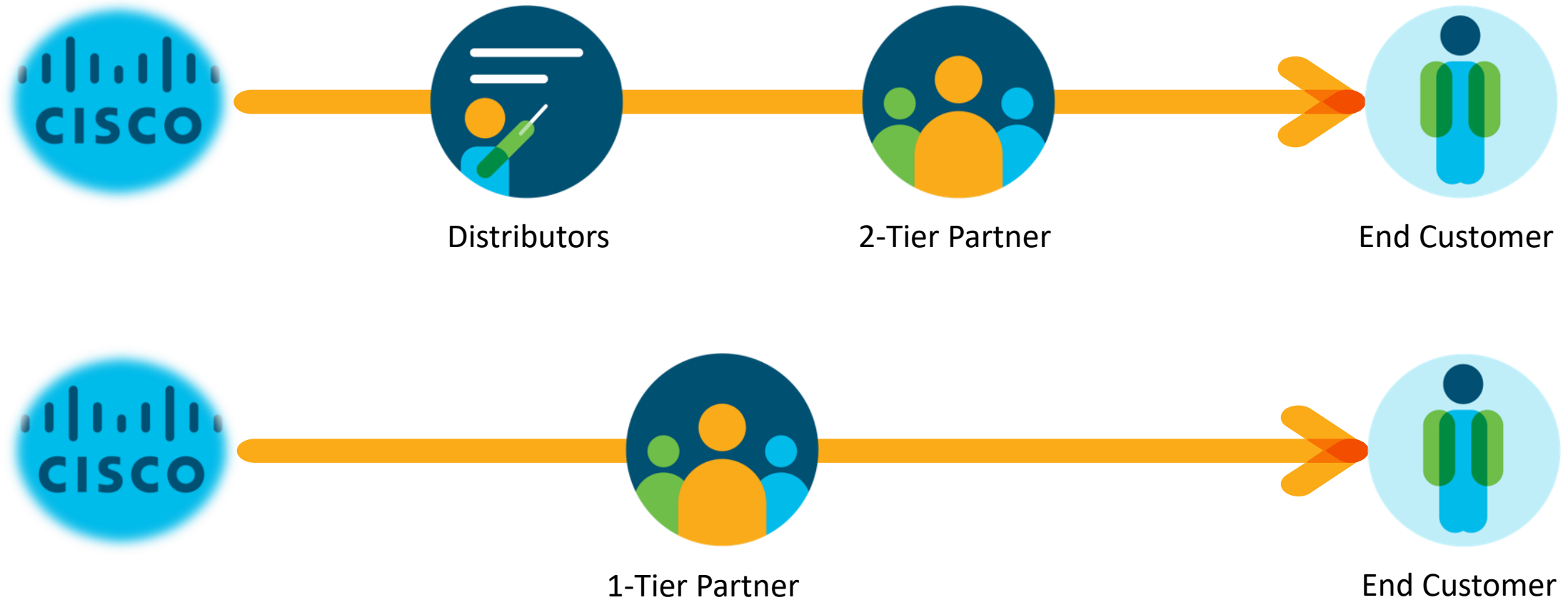


Collaboration



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
<div><p>Collaboration Track</p></div> <div><p>Data Center Track</p></div> <div><p>Networking Track</p></div> <div><p>Security Track</p></div>	<div><p>SMB Track</p></div>	<div><p>SP Track</p></div>

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



Bridge to possible