Cisco Small Business
Partner On-Boarding Guide

For Small and Medium Business

CISCO

Your Guide to Faster Sales Success

The Cisco® Small Business Partner On-Boarding Guide is a valuable resource to support new Cisco channel partners who are selling into the small business market. It's part of Cisco's Small Business Advantage: to provide a breadth of products and services specifically designed for your customers' needs—and sales incentives that reward and extend your efforts.

The On-Boarding Guide provides easy access to resources with well-organised content under the areas of Products, Support and Profitability, along with helpful getting-started guides to show exactly what you need to do, and when, to help you build a profitable small business practice quickly.

Products: Cisco's broad portfolio of small business products to meet your customers' needs
Support: Valuable tools, training and support to help you sell and deliver solutions that build customer loyalty
Profitability: A variety of programmes and incentives that can quickly increase your profits

Using the On-Boarding Guide

The resources in the Cisco Small Business Partner On-Boarding Guide have been prioritised by colour.
For best results, we recommend that you address the on-boarding material in the following order:

Content	Timing
BLUE	Within the first 30 days
RED	Within the first 60 days
GREEN	Within the first 90 days

The Cisco Small Business Partner On-Boarding Guide is part of our commitment to help you build and sustain
a profitable small business practice—every step of the way. So dive in and get started.

Get Set for Success

We're glad you're part of the Cisco team, and we want to make sure that, as a Cisco Registered Partner, you have everything you need to accelerate your success. The Cisco Small Business Advantage offers fantastic benefits to Cisco partners who serve small businesses. You'll find a wide range of products and services designed specifically for your customers' needs—and sales incentives that reward and extend your efforts. The following is an easy quick-start plan to speed up your path to profitability and growth. You can find this and more on the Small Business Advantage Getting Started tab.

30 Days

- Welcome to Cisco! The initial steps in the first 30 days are focused on building a consistent and solid representation of your company with Cisco, understanding future opportunities, receiving up-to-date communications and learning about Cisco solutions that can help you capture your share of the growing market.

- Ensure that you have your Cisco.com password.

- Ensure that you and your colleagues are associated with your company so that you may receive a Cisco.com login and password with "Associate Myself with a Company."

- Ensure that your telephone number is available in Partner Self Service.

- Receive cash back: Reap immediate rewards with Partner Development Funds (PDF), the partner payment programme designed to increase your profitability as you expand your business.

- Request a Cisco Registered Partner Certificate and download the Cisco Registered Partner Logo for use in your marketing materials.

- Get the scoop: Read about current Cisco product promotions, become familiar with the Small Business homepage for partners and subscribe to monthly updates with the Channel Partner Intelligence (CPI) newsletter.

- To keep costs low when you need components for your own network, for demonstrations, or for training, the Cisco Not for Resale (NFR) programme provides an up-front discount of 50 percent.

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- If you have questions or need additional assistance, contact the Partner Relationship Team.

- Let our live agents help you get started with Sales and Programme Support. Add the Cisco Partner Advisor module—"Help For Partners"—from the My Cisco catalogue.

60 Days

- By now you should have selected the Cisco Authorized Distributors with whom you wish to work, explored Cisco.com, and discovered marketing opportunities available to you. Now is a good time to learn to use some key sales and marketing tools that can assist you in growing your business.

- Are you on the path to greater profitability with Cisco? By now you should have a demand-generation plan underway. Check out Small Business University and Partner Education Connection (PEC) for new training offerings. Bookmark all these sites and log in daily for new updates and programmes.

- Get Cisco content on your website, at no cost to you, with WebCollage.

- Review the Small Business Product Guide.

- Learn how you can offer small business customers more for less with the Cisco Smart Business Communications System.

- Generate leads: It's easy to build an effective, customised campaign that brings in business with Partner Marketing Central.

- Learn about pretested configurations: Check out Cisco SMART Designs, and your technical team can easily and quickly configure solutions to meet customer needs.

- Finding everything you need for success? You can click on the "Are you a Small Business Partner?" banner on many Cisco Small Business web pages—including the Small Business home page in Partner Central—to get help from a live agent via talk or online chat.

90 Days

- Check out the Quick Pricing Tool to put together a bill of materials with list prices.

- Understand certification and specialisation opportunities that can help enhance your expertise and make you eligible for additional benefits:
  - Become a Cisco Select Certified Partner and register your first deal to secure up-front rebates with the Cisco Opportunity Incentive programme.

- Familiarise yourself with the Steps to Success for best practices that can save you time and money.

- Understand how to engage customers early with the Smart Business Roadmap.

- Benefit from marketing programmes and plays.

- Get presales product help from the Small Business Support Community.

- Ready to move to the next level? Cisco Partner Advisor agents are ready with helpful information regarding certifications to help you along your journey as a Cisco Small Business partner.

Don't miss a day of benefits. Be sure to visit Partner Central and start your simplified path to greater profitability with the Cisco Small Business Advantage. Again, welcome to Cisco and good selling.

Quick Steps to Start and Grow Your Business with Cisco

Part of the Cisco Small Business Advantage involves our efforts to simplify and streamline a successful sales process for our partners. The step-by-step guide presented in the five following sections is the easiest way to build a profitable small business practice.

Get Started

1. Start Doing Business with Cisco Today using the Partner Self Service Tool

Make sure your employees are ready to go, with access to all the free Cisco partner resources and tools available to you. Assign employees in Partner Self Service by entering each employee's unique Cisco.com username. Cisco validates users every time they log in, so make sure your whole staff can access privileged Cisco partner resources to build more business for you.

2. Find Exclusive Partner Resources in One Central Place at Partner Central

To make it easier to find the tools and resources to boost your business, we have consolidated a wealth of links at Cisco Partner Central.
- See the Small Business section for information about products, incentives and promotions for small business customers.
- The Architectures and Solutions section provides details on larger solutions, with specific information for a variety of relevant technologies and industries.

3. Find the Right Products for Your Portfolio with Cisco Product Guides

Rapidly learn which Cisco products, solutions and SMARTnet services are right for your business and your customers with the Cisco Quick Product Reference Guide. Download your free partner copy, featuring all products or view just solutions tailored for small business customers.

4. News You Can Use–Partner Newsletter

Learn the latest news for Cisco partners about events, technology updates and rewards to reduce costs and increase profitability. Know when to offer trade-ins and end-of-life information to extend the value of your customers' investments. Employees can sign up for the partner newsletter to specify topics that meet their needs.

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5. Build Skills and Prestige with Specialisations

Specialisations reflect Cisco's ongoing commitment to prepare partners to offer and deliver specific technologies to customers. Upgrade your business with no-cost online training and labs, only for Cisco partners. Meet your customer requirements and become eligible for new incentives with Cisco Specialisations.

Be Profitable

1. Boost Profits with Promotions

A wide variety of Cisco partner product promotions are available to help you sell and increase your margins. Check with your Cisco Authorised Distributor to see which programmes are available in your area.

2. Get on the Fast Track to Discounts

Respond quickly to customer requests and deliver the solutions they demand with the Cisco Fast Track 2 programme. This end-to-end programme speeds availability and simplifies delivery and pricing. With Cisco Fast Track 2, you can offer and price high-volume, core Cisco networking products more easily and quickly. Fast quoting and optimised pricing will improve your deal flow and revenue potential. Contact your distributor to learn more.

3. Earn More Immediately with the Value Incentive Programme (VIP)-Express

We have an easy way for you to earn more on the Cisco products you sell. With the Value Incentive Programme (VIP)-Express (formerly Partner Development Funds (PDF) Programme), you can get cashback payments on every sale of qualified Cisco merchandise. Don't miss out on making more money on your Cisco sales. Sign up for the Value Incentive Programme (VIP)-Express.

4. Earn Higher Discounts, Rebates and Other Benefits with the Value Incentive, Solution Incentive and Pay for Performance Programmes

As you achieve new levels of technology specialisations, your business can participate in award-winning Cisco partner programmes. Earn cash payments with the Value Incentive Programme (VIP). Earn joint marketing funds and other benefits with the Solution Incentive Programme (SIP). The Pay for Performance (P4P) Service Incentive Programme pays you for making sure your customers get great service. Sign up now and boost your margins right away.

Find Support and Training

1. Get Sales Support with Cisco Partner Advisor

Cisco Partner Advisor provides new partners access to a Partner Advisor agent who can assist them with getting started with Cisco. Partner Advisor agents can help existing partners answer questions regarding non-technical sales, programmes and use of tools. Registered partners can get live help on their path to Select Certification. Cisco Partner Advisor is not available in all regions. Visit the Cisco Partner Advisor page site to determine availability or find the local number for your country.

2. Find Resources to Support Your Presales Process with the Partner Helpline

The Cisco Partner Helpline is a direct path for partners to receive presales support, product design assistance or help with partner tools and programmes.

3. Find Answers Fast Online at Cisco Support

Quickly get to information on the Cisco Support website. Select an issue organised by task or by product. You can find instructions and links, tools and utilities, consolidated peer and expert wisdom and technical documents.

4. Join Cisco Communities

Prepare your team for sales success by connecting them to a variety of Cisco communities. Find out how to make your business more profitable with discussion posts, documents and videos. Cisco partner communities also give you the chance to share experience and knowledge. There is no better place to go for help than to the people working in the field.
- Collaborate with Cisco's Small Business solution and support experts and with other Cisco partners. Cisco Small Business Support Community provides practical information with technical discussions, news, contacts and resources, including break-fixes and product warranty information.
- Learn more about all Cisco technologies customers plus partner services and programmes through the Partner Central Community.
- The Cisco Services Community for Partners helps partners build or grow a services practice. A watch list lets you track updates and discussion threads.

5. Get Free Training at the Partner Education Connection and Small Business University

The Partner Education Connection is an online tool that provides training on products, tools and solutions. Small Business University offers training and classes for the Cisco Small Business Specialisation and much more.

6. Prepare for Customer Success with Technology Labs

Cisco maintains hundreds of web-based labs for partners. Use them for hands-on experience to build familiarity and confidence before going to a customer site. Cisco Technology Labs are regularly updated and help partners improve their skills in designing and deploying Cisco technologies and for specialisations or career certifications.

Tools That Help Close Deals

1. EasyLease Makes Closing Easier

EasyLease Financing allows customers to get the technology solution that meets their business needs today with fewer concerns about current budget constraints.

With 0% financing available for Cisco solutions, you can reduce customer concerns about budget constraints, increase deal sizes, protect margins and avoid discount discussions.

2. Accelerate Services Sales

Find a fast way to boost your services sales. Take training and get incentives to quickly learn how you can successfully resell Cisco Services to small business customers with the Cisco Services Accelerate Programme.

3. Engage Customers with Not-for-Resale Solutions

To keep costs low when you need components for your own network, for demonstrations or for training, the Cisco Not for Resale (NFR) programme provides an up-front discount of 50 percent.

Develop and Grow Your Business

1. Use Marketing Tools to Bring in New Business with the Partner Demand Centre and Partner Marketing Central

To solidify and grow your business, you can count on our powerful marketing and promotion resources. Promote your Cisco partnership and extend your reach to customers with easy-to-use tools and robust co-promotion and marketing programmes. Develop powerful marketing materials and campaigns, or craft a more compelling story that helps you sell effectively using Cisco's partner marketing tools.

2. Get Smart About Cisco Networks with SMART Designs and the Smart Business Architecture
Cisco SMART Designs are built by Cisco networking experts to help you create simple, modular network designs. Marry these templates with your in-house technology expertise to increase your success rate and decrease deployment time.

Cisco Smart Business Architecture is a series of repeatable network designs based on common deployment scenarios. Sound architectures are a starting point for more efficient and more profitable deployments.

3. Chart a Course for Customer Satisfaction with the Smart Business Roadmap
When you introduce Cisco products and services into your portfolio, the Cisco Smart Business Roadmap helps you create a reusable sales planning process for more efficient and more profitable customer engagements.

4. See How to Build Triple-Digit Year-Over-Year Growth with the Partner Practice Builder
The Cisco Partner Practice Builder helps you build or enhance your current business practices with more profitability. Partners who used this enablement tool grew by as much as 137 percent.

5. Take the Next Steps to Success
Steps to Success provides engagement and deployment guidance. Partners who used this tool experienced more productivity and revenue, with shorter deployment times and fewer support calls.

Market Overview

Addressable Market and Growth Rate

Cisco's opportunity in the small business market is close to US$7 billion annually, and small business will be the fastest-growing segment of technology consumption over the next decade. Cisco's goal is to achieve 35 percent market share by 2012, with $2.3 billion in bookings and 30 percent annual growth.

Customer Segments

Within this market, there are three customer segments with a broad range of technology needs and buying behaviours (Figure 1). What they need in a partner may be just as diverse, from a simple reseller to a technology consultant who can design, install, upgrade and manage an advanced network.

For more information on the definition of the small business market, see the Cisco Small Business Overview.

Figure 1 Customer Segments

Basic
- Have a limited technology focus
- Is price conscious
- Reactive buyer

Open to Guidance
- Wants to improve
- Knows technology can help
- Not sure where to start ?

Elite
- Early adopter
- Value technology
- Seeks growth

Competitive Landscape

In the small business market, competition is very fragmented and differs by technology. Cisco is making great inroads into the small business market. The competition ranges from basic networking manufacturers, such as D-Link and NETGEAR, to industry leaders such as Hewlett Packard. Most existing competitors are vulnerable to a vendor like Cisco, which has the broadest product portfolio and the strongest route-to-market programmes in the industry (Figure 2). Cisco and our channel partners are well positioned to increase market share in the small business market.

Why Cisco? Cisco Messaging and Differentiation

Cisco is helping small businesses around the world work better by solving everyday business challenges. Cisco offers the broadest portfolio of products specifically designed and priced for small business.

Figure 2 Why Cisco?

Cisco is the *only vendor* that can deliver all components

	Switching	Unified Communications	Mobility	Routing	Security	Storage
Cisco	✔	✔	✔	✔	✔	✔
HP	✔		✔	✔		✔
NETGEAR	✔		✔	✔		✔
D-Link	✔		✔	✔		✔
Avaya		✔				
Shortel		✔				
Nortel BCM		✔				
Aruba (high end)			✔			
ADTRAN (high end)				✔		
SonicWALL					✔	
Fortinet					✔	
WatchGuard					✔	
Juniper					✔	

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The Cisco Small Business Advantage: Everything You Need to Succeed

The Cisco Small Business Advantage supports you in building and sustaining a profitable small business practice by providing a breadth of products and services designed for your customers' needs and the sales incentives that reward and extend your efforts.

Learn more about Why Cisco for Partners?

Find out more about how Cisco can help you serve the needs of your small business customers with the Cisco Small Business Advantage.

Log in using your CCO ID. If you have not yet signed up to get your CCO ID to access the Cisco Partner Central site, visit the registration page.

Products

Product Portfolio

Broadest portfolio of small business products to meet your customers' needs Given the following intuitive categories, you'll easily find the Cisco solution that's right for every situation:

- Connect to the World

- Secure My Business

- Communicate and Collaborate

Cisco for Small Business—for the End Customer

To the small business, we present a single broad portfolio of networking and communications products and services, based on the simple "Connect, Secure and Communicate" messaging shown in Figure 3.

Figure 3 Cisco Messaging for Small Business

Cisco For Small Business

Cisco Small Business technology helps you connect your business to the world, secure it, and communicate more effectively using reliable, affordable options that work together and fit your unique needs. A local reseller, backed by Cisco support and expertise, can help make the right choice simple.

Connect to the World	Secure My Business	Communicate and Collaborate
Cisco has everything you need to connect your business to the world— simply, reliably, and affordably.	Cisco helps secure your small business, with network security, storage and video surveillance solutions that keep your business up and running.	Cisco helps you collaborate by bringing together your phone, email, text, conferencing, and video, making you more productive.

Cisco Small Business Solutions

Technology you can trust to help your business succeed.

Cisco Small Business technology helps businesses connect to the world, secure their networks and data and communicate more effectively using reliable, affordable options that fit the unique needs of small businesses. A local reseller, backed by Cisco support and expertise, can help make the right choice simple.

We have divided network capabilities and our product portfolio into three categories:

- **Connect to the World**
  Cisco has everything you need to connect your business to the world—simply, reliably and affordably—in a broad portfolio of routers, switches, VPN firewalls and wireless access points.

- **Secure My Business**
  Cisco helps secure your small business, with network security that combines firewall, VPN access and intrusion prevention, along with email and web threat protection, IP video surveillance cameras and software and storage solutions that help keep your business up and running.

- **Communicate and Collaborate**
  Cisco helps you collaborate by bringing together your phone, email, text, conferencing and video in complete solutions that allow your employees to communicate from anywhere, using virtually any device, on any network, enabling you to be more productive.

Access the Small Business Product Guide.
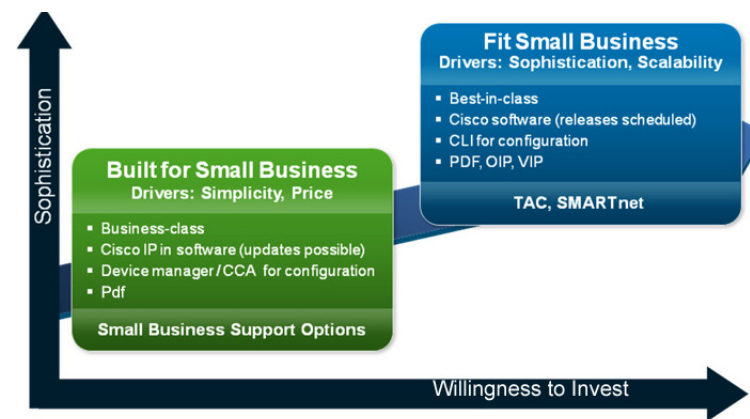
Cisco for Small Business—for the Partner

There are two categories of products to consider:

- Products **Built for Small Business** by the Cisco Small Business Technology Group

- Products that **Fit Small Business**, including Cisco Integrated Services Routers (ISR), Cisco Catalyst® switches, Cisco Adaptive Security Appliances (ASA), and the like

Your customer's level of sophistication is a good guide to use when deciding which category of product to recommend (Figure 4).

It is important to note that there are real differences between the two categories, principally in the areas of software, configuration tools and support.

Figure 4 Criteria for Recommending Small Business Product Categories

For the most part, Cisco products that Fit Small Business are based on Cisco IOS® Software, a robust, industry-leading network operating system with rich features and flexibility that extends across device platforms. The software used in Cisco products that are Built for Small Business is device specific, delivering strong business-class features and a level of capabilities that is appropriate for a small business.

Cisco products Built for Small Business are designed for simple deployment and ease of use, with intuitive, browser-based device managers and support for tools such as Cisco Configuration Assistant, which supports the Cisco Smart Business Communications System. A command-line interface (CLI) is used with Cisco products that Fit Small Business, offering additional flexibility and more granular control of the sophisticated features of these products.

Cisco products Built for Small Business are supported by the Cisco Small Business Support Centre and Cisco Small Business Support Community, along with services such as the Cisco Small Business Support Service, a subscription-based, device-level service that provides 3-year "peace of mind" support. Cisco products that Fit Small Business are supported by the Cisco Technical Assistance Centre (TAC), along with more sophisticated service offerings such as Cisco SMARTnet® Service. Additional details on Cisco Services can be found in the Support section.

More information on products and solutions can be found in the Small Business Product Guide (a Cisco.com login is required).

Services & Support

Part of the Cisco Small Business Advantage is the support we're committed to providing our partners. In this section, you'll find all the tools, training and support you need to help you sell and deliver solutions that build customer loyalty.

With specific suggestions for recommending products to small business customers, this section is helpful for Cisco partners, resellers and distributors who need a broad, high-level overview of Cisco products and solutions for small business.

For additional information, visit the following sites:

· Cisco Smart Business Communications System (SBCS)

· Industry-specific resources: Case studies, marketing content and more

· Customer business needs: Cisco solutions mapped to five key customer business needs

Training

Small Business University is a platform that delivers training to partners focused on small businesses. It includes courses to help partners achieve the Cisco Small Business Specialisation as well as training to develop partners' sales, technical and business acumen. Small Business University offers courses online that can be taken at the partner's convenience. The objective of Small Business University is to provide education to help make our partners better businesspeople overall and to help them grow their Cisco practices.

The newest partner training includes training for account managers and engineers as well as product training on the Cisco Smart Business Communications System, Cisco Configuration Assistant, IP video surveillance and storage.

Small business marketing plays: Marketing plays include many educational opportunities for partners. All plays explain the broad portfolio and the various price options, give industry examples and describe the SMART Designs, how-to guides and other assets at your disposal. All are great resources to learn and teach about the benefits of Cisco for small business.

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Services and Support

Whether a customer is deploying a Cisco or Cisco Small Business solution, Cisco offers a full range of support and services across our broad product portfolio that complement our partners' own services. The offerings were designed to allow Cisco partners to combine the services they offer with Cisco Services to deliver a complete services offering (Figure 5).

Figure 5 Cisco Services for Small Business

For Cisco products that Fit Small Business, service and support are more sophisticated and customisable, just as the products are. This includes services such as Cisco Smart Foundation and SMARTnet Service. Cisco Small Business products that are Built for Small Business offer a level of service that is appropriate for most small businesses, provided by agents who have earned the Cisco CCNA® certification, for prompt, efficient, thorough resolution of any issue that may arise.

Cisco Small Business Pro Service:

The Cisco Small Business Support Service provides three years of "peace of mind" support for all Cisco Small Business products. It uses a simple four-banded pricing scheme based on the complexity of the device (see Figure 6). This subscription-based service offers software updates, access to the Cisco Small Business Support Centre, next business day hardware replacement (if needed) and telephone and online chat support.

Figure 6 Pricing for the Cisco Small Business Support Service

Visit Cisco Small Business Service and Support to determine country availability.

Cisco Small Business Support Centre

The Small Business Support Centre is our call centre designed exclusively to support small businesses and the Cisco partners that serve them. The Small Business Support Centre provides both presales and postsales support. It is available during local business hours and offers support in multiple languages.

Cisco Small Business Support Centre Contacts

Cisco Small Business Support Community

The Small Business Support Community is where Cisco partners and customers can access the latest support information, participate in discussions and exchange knowledge within an extensive network of peers and Cisco Small Business technical experts.

Financing for Small Business Customers

Financing is a key component in a successful selling process. Cisco Capital℠ has created financing programmes specifically for the small business customer. Offers, tools and resources are available to help improve your selling proposition. Cisco Capital Small Business offers can help ease the pressure on the customer's budget and improve their cash flow. It also makes it easier for them to benefit from the latest Cisco technology as quickly as possible.

Cisco Capital Partner Portal

Sales Lifecycle Support

The lifecycle of a small business sale runs from customer awareness and demand generation through presales activities and postsales support. Cisco has a comprehensive portfolio of tools and resources available throughout this lifecycle.

Awareness Phase

- WebCollage: Enables partners to provide automated and updated Cisco content on their website to help market and sell Cisco products and solutions. The content is a complete set of web marketing assets, including full product descriptions, rich media, features and specifications, solution showcases and more. There is no charge to the partner for using WebCollage.

- Partner Locator: Helps customers find the right partner for any engagement or location.

Demand Generation

- Partner Marketing Central: Provides templates to create customisable ads, email campaigns, postcards, flyers and more to build customer awareness and create demand.

Presales Support

- Small Business Partner Central: The main landing page in Partner Central for partners serving the small business customer. From this page, you can reach all of the other resources, tools and information pertaining to Cisco Small Business.

- SMART Designs partner site: SMART Designs portal for partners. This site provides white papers, videos on demand (VoDs) and network design assets that demonstrate how partners can use SMART Designs as the anchor to build a small business practice with Cisco.

- Quick Pricing Tool: Allows partners to quickly build a pricing proposal for a small business customer. It is available in the United States, Canada, the United Kingdom, France, Germany, Belgium, the Netherlands, Luxembourg, South Africa and Australia. A plan for inclusion in other regions is being determined.

- Quote Builder: Allows Cisco Certified Partners to quickly design a validated solution for single and multiple office locations based on customer requirements.

- Cisco Small Business ROI Calculator: Estimates the potential return on investment that customers may realise by deploying Cisco Small Business products.

- Planning, Design and Implementation (PDI) Help Desk: Addresses the need for additional support required by Cisco partners in the complex tasks of planning, designing and implementing unified communications solutions. Partners must have a Cisco Small Business Specialisation or a Cisco Express, Advanced or Master Unified Communications Specialisation to contact the PDI Help Desk.

- Small Business Partner Design Support: Get quick access to Cisco technical expertise to help you build and deliver network solutions that solve your customer's small business issues. Available at no charge, this service lets you collaborate with highly qualified Cisco engineers who are trained in best practices and a wide range of small business networking technologies.

  Partners can access Partner Design Support in the Partner Zone on the Small Business Support Community.

Postsales Support

- Small Business Support Community: Allows Cisco partners and customers to access the latest support information, participate in discussions and exchange knowledge.

- Small Business Support Centre: Call centre designed exclusively to support small businesses and the Cisco partners that serve them.

Marketing Programmes and Resources

- SMB Association Programme: Allows Cisco partners to provide targeted industry associations with education and support for the Cisco solutions they need most.

- Partner practice Builder Programme: Provides a platform for partners to build strong, sustainable, and profitable solution practices that target the small business market.

- Small Business Specialisation, Small Business Foundation Specialisation, and Select Certification: Programmes for partners that serve small business customers, designed to differentiate and grow their small business practice.

- Jump Start Guide for Select Certified Partners: A 30-, 60- and 90-day guide to walk you through Cisco tools, training and support once you have become a Select Certified Partner.

Competitive Resources

Cisco has resources that help identify the strengths and weaknesses of key competitors across a range of solution areas.

Partner Competitive Information: Provides information on positioning Cisco products against the competition. This information is available to Select Certified partners and above.

Communities

Take advantage of the wealth of knowledge within the Cisco small business partner network at the internal discussion forums for small business sales.

• Small Business Partner Community: Partner community that strengthens partner to Cisco and partner-to-partner relationships through collaboration.

• Small Business Support Community: Community where Cisco partners and customers can access the latest support information, participate in discussions and exchange knowledge.

Profitability

A key component of the Small Business Advantage is Cisco's commitment to increasing your profitability. Here you'll find an array of programmes and sales incentives that can quickly help make your business more profitable.

VIP-Express, formerly Partner Development Funds (PDF), is a comprehensive channel partner payment programme designed to increase the profitability of Cisco partners as they expand their small business or commercial practice.

Partners can enroll for VIP-Express in the Cisco Partner Programme Enrollment tool. Enrollment is ongoing throughout the fiscal year and sales are counted from the beginning of the fiscal month of enrollment.

For more information, please visit the VIP-Express website.

Cisco Partner Rewards Programme

The Cisco Partner Rewards Programme (PRP) is an industry-leading incentive programme that enables Partners to earn points for selling qualified Cisco products.

- U.K. PRP: Enables eligible U.K. Cisco partners to earn points based on their Cisco sales for a broad array of merchandise rewards, travel awards or prepaid debit cards. It offers rewards to both partner companies and their employees.

- Canada PRP: Canadian partners' account managers and sales engineers can earn points for qualified sales of Cisco products and redeem them for a wide variety of merchandise or exchange points for dollars that will be added to a prepaid debit card.

- Emerging Markets PRP: Partners' account managers and sales engineers in participating Emerging Market countries can earn points for qualified sales of Cisco products and redeem them for travel awards.

Small Business Fast Track Accelerator

Respond quickly to customer requests and deliver the solutions they demand with the Cisco Fast Track 2 programme. This end-to-end programme speeds availability and simplifies delivery and pricing. With Cisco Fast Track 2, you can offer and price high-volume, core Cisco networking products more easily and quickly. Fast quoting and optimised pricing will improve your deal flow and revenue potential. Contact your distributor to learn more.

Partner and Profitability Programmes

Small Business partner programmes and promotions: Collection of partner programmes and promotions

Partner tools and resources: Collection of tools and resources for partners and customers

Small Business Resource Centre: Information on the latest technology trends, customer testimonials, white papers and videos

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