



# **The Cisco Partner Program**

Get recognized and rewarded for delivering better business outcomes for your customers.

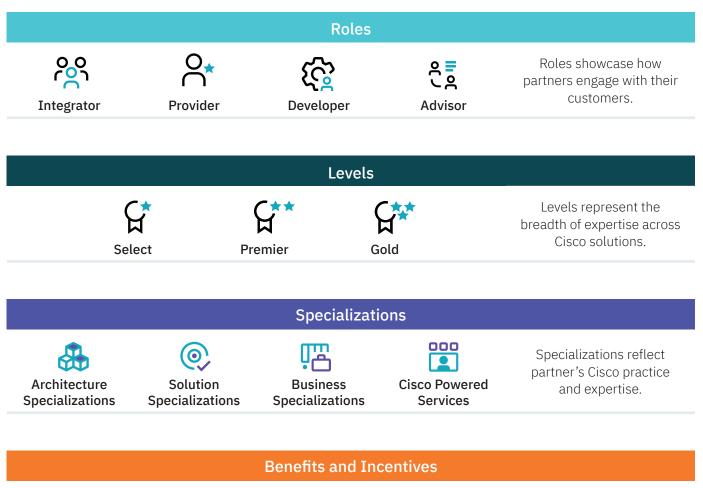




## **Cisco Partner Program Overview**

The Cisco Partner Program is flexibly structured around how you deliver value to customers. Participate in one or more roles – Integrator, Provider, Developer, and Advisor – each at the level that fits your business: Select, Premier, or Gold. The Partner Program supports all types of partner business models offering extensive training, marketing resources, and incentives to help you capture every opportunity.

CISCO Partner Platinum Learning Partner



Each of the above unlocks benefits and incentives.

Details about the Cisco Partner Program: cisco.com/go/partner-program

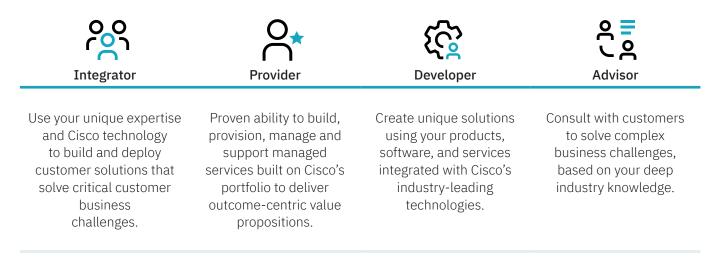
## We guide you on your way to a Cisco partnership.

Fast Lane have a dedicated team to support Cisco partners. We specialise in sales enablement, technical certifications and creating bespoke sell through customer training solutions across the Cisco portfolio.

Simply let us know your requirements, we will be happy to advise you: +49 40 25334610 | info@flane.de

## Which roles are right for you

Depending on your needs, you can join one role or take advantage of all four. Requirements vary across roles, but your investment can count toward multiple roles, so you have more flexibility and better return on investment.



## Three levels of partnership

The levels represent the breadth of expertise in Cisco solutions. Cisco's Gold brand is the industry-recognized cornerstone of the Cisco Partner Program and extends across all roles: Integrator, Provider, Developer, and Advisor.



Entry-level partnership for partners that deliver expertise in at least one technology or service.

Deep level of expertise in one or more Cisco technologies or service offerings to deliver targeted customer value.



Highest and broadest level of Cisco expertise to deliver comprehensive customer value throughout the lifecycle.



Fast Lane

Partner

Platinum Learning Partner

#### Specializations at a Glance

Cisco Partner Specializations validate the depth of your expertise and experience. To advance in program levels, you need to achieve critical specialization milestones.



#### Architecture Specializations

Architecture specializations help you expand your business an expert in specific technology areas.

Architecture (Collaboration) Collaboration Unified Contact Center Enterprise Collaboration SaaS Unified Contact Center Express Webex Contact Center

Architecture (Data Center) Data Center Hyperflex

Architecture (Networking, Security) Networking / Enterprise Networks Security Umbrella for MSSPs

Architecture (Service Provider) Service Provider

> Architecture (Other) IoT IoT Advantage



Solution specializations are partner-level designations that recognize knowledge, practice, and experience in key industry solutions.

Core Security Extended Detection and Response (XDR) Full-Stack Observability Hybrid Cloud Computing Hybrid Cloud Networking Hybrid Cloud Software Hybrid Work from Office Commercial IoT Specialization Industrial IoT Specialization Secure Access Service Edge (SASE) Small and Medium Business (SMB)



#### **Cisco Powered Services Specializations**

Cisco Powered Services Specializations showcase a Providers' ability to successfully build, provision, manage and support managed services built on Cisco technologies to deliver outcome-centric value propositions.

> Power Hybrid Work Secure the Enterprise Transform Infrastructure Reimagine Applications



#### **Business Specializations**

Business specializations help you build and deliver services across customer lifecycles and increase revenue opportunities.

> Customer Experience DevNet Environmental Sustainability

