

# Cisco Channel Partner Registration User Guide

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## About this User Guide

This user guide includes an overview of general processes and instructions for how to register your company as a Cisco® Channel Partner. It also includes detailed information about submitting an application.

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## 1 Overview of the Partner Registration Process

The Partner Registration process enables a company to become a Cisco Registered Partner—the first step to reaping the rewards offered by the Cisco Channel Partner Program. The award-winning Cisco Channel Partner Program offers you the solutions, training, tools and support you need to help satisfy your customers and set your company apart from the competition.

### 1.1 Requirements to Become a Cisco Registered Partner

To become a Cisco Registered Partner, you must register your company in each country in which you practice business:

- You must be either a reseller or non-reseller who provides professional services related to Cisco products
- You must have a verifiable physical address in the country

- You must have at least one employee in the country with a Cisco.com ID (CCOID)
- You must agree to the terms and conditions of the Indirect Channel Partner Agreement (ICPA)

To begin the registration process, login to the [Partner Registration](#) tool. As part of the registration process, companies that do not have a direct purchasing relationship with Cisco will be required to review and agree with the terms and conditions of the [Indirect Channel Partner Agreement \(ICPA\)](#). Only one person per company (for each country) can agree to the terms and conditions, and submit an application. Status as a registered partner is valid for 12 months and must be renewed annually.

Direct competitors of Cisco Systems will not be granted Cisco Specialized Partner or Cisco Certified Partner status pursuant to the Worldwide Channel Partner Program. Direct competitors may become a Cisco Registered Partner only. Any entity that is owned or controlled by a direct competitor may not participate as a Cisco Specialized Partner or Cisco Certified Partner. Ownership or control is defined as 51% or more.

### 1.2 Resources

**User Guide:** Provides detailed instructions about how to use the Partner Registration tool to register your company as a Cisco Registered Partner.

**FAQs:** Lists frequently asked questions and answers to help navigate through the registration process.

**Support:** Contact Partner Relationship Team for questions or concerns about the tool or process.

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## 2 Getting Started

### 2.1 Logging In

You must have a Cisco.com user ID (CCOID) and password to register your company as a Cisco Partner. If you do not have a CCOID, register for one [here](#). You will receive an email confirming your registration.

**Compatible browsers:** Best viewed in (Internet Explorer 6.0 & 7.0, Firefox 2.0 or above).

**1. Start**—Ensure that your company is a reseller or provides professional services related to Cisco products. The person submitting the application must also be authorized to sign legally binding documents for your company.

**2. Confirm**—Verify your company's information and your personal information. Accurate information makes it easier for Cisco to contact you and ensures your company information displays correctly in the Partner Locator tool.

**3. Agree**—Review the terms and conditions of the Cisco Indirect Channel Partner Agreement (ICPA) and agree to them on behalf of your company.

**4. Launch**—Finalize your application and browse through the tools and training available to registered Cisco Partners.



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## Information Required:

- Business Address
- Contact Information
- *Companies doing business in the United States and Canada:* Federal Tax Identification Number or VATIN Number (optional, enables faster approval of application).
- *Companies doing business in the European Union:* A Value-Added Tax Identification Number (VATIN) is a unique identifier of a business entity used in the European Union for taxation purposes.

If you do not have a Cisco.com User ID, click **Get your ID here**.

To register your company for the first time, click **Register my company**.

## 2.2 Select a Business Model

The next step is to provide your company's intended business model with Cisco. Please respond "Yes" to the question that best describes your company's business

model. If your company does not fit one of the business model types, you may not be eligible to apply to the Cisco Channel Partner Program.

The screenshot shows the 'Partner Central Partner Registration' page. The main heading is 'Get Going. Start Your Registration Here.' Below this, it says 'Start by identifying your level of engagement with Cisco and qualifying your role as an authorized signatory for your company.' There are four steps: 1. Start, 2. Confirm, 3. Agree, and 4. Launch. The '1. Start' step is active. The form content includes a checkbox for 'I certify that I am an authorized signatory for my company.' and a section for 'My Company intends to: (check all that apply)' with two questions: 'Resell Cisco Products?' and 'Provide related support or professional services (i.e. plan, design, implement, operate)?'. Each question has 'Yes' and 'No' radio buttons. At the bottom are 'Continue' and 'Save for later' buttons. On the right side, there is a 'Choose Language' dropdown and a 'Registration Coach' section with links for 'Checklist', 'FAQs: Start Tab', 'User Guide', and 'Partner Support Team'. At the bottom right is an 'Agreement (PDF)' link.

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## 2.3 Confirm Company Information

This section describes how to search for your company in the Cisco Channel Partner Database for new and current Channel Partners.

### New Company Search

Your company may already be registered in our Channel Partner Database. Search for your company by partner name and country, and/or by company address. If your search is not successful after several attempts, it is likely that your company has not been registered with the Cisco Channel Partner Program and you will be directed to create a company profile.

You can also search by DUNS number. A Dun & Bradstreet (D&B®) D-U-N-S® Number is a unique nine-digit number recognized as the universal standard for identifying and keeping track of more than 100 million businesses worldwide. Check the [www.dnb.com](http://www.dnb.com) site for your company's D-U-N-S® Number.

To search for a company

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## Company Found After Search

If a match is found, the system will display a list of companies that closely match the information you provided in your search criteria.

1. Click on the radio button next to your company. Click on "Continue".
2. If your company is already registered, you will need to [Associate Yourself with Your Company](#) through the Partner Self Service tool.
3. If your company is displayed, but the information is wrong, select "My Company is not in the above list" and click "Continue".
4. If your company is not listed, Click "Continue with registration" to register your company.

Continue with Registration


Save and Exit

Partner Central  
**Partner Registration**

Stay Up to Date  
Validate Your Information.

Confirm and modify as necessary your  
contact and company information.

1. Start 2. Confirm 3. Agree 4. Launch



Our database has found the following companies that match the information you provided. Please choose your company from the list below. If your company is not listed, select: "My company is not in the above list".

<input type="checkbox"/>	Company Name	Company Location
<input type="radio"/>	GOOGLE NORWAY AS	GOOGLE, INC 19540 JAMBOREE RD FL 2ND IRVINE CA 926128448
<input type="radio"/>	GOOGLE SWITZERLAND GMBH	GOOGLE, INC 19540 JAMBOREE RD FL 2ND IRVINE CA 926128448
<input type="radio"/>	My company is not in the above list	

Continue Search Again Save for later

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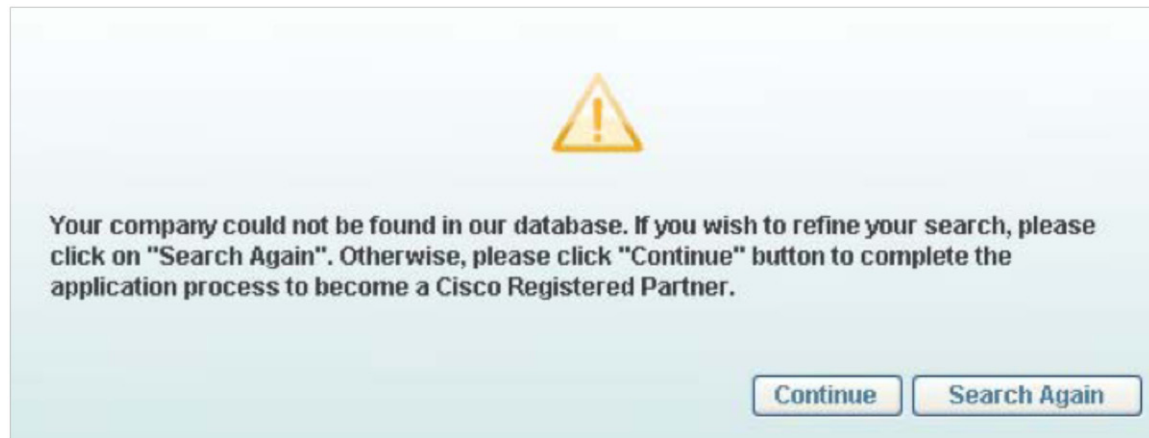
## Company Not Found After Search

If no matches are produced, you will receive the following message confirming that no matches were found.

### Search Again

Try alternate searches. For example, if a search on an abbreviation does not produce any results, try your search with the expanded company name.

1. Select the “Search Again” button to perform another search.
2. If you are still unable to find your company, click on “Continue”. This will allow you to create a new company demographic profile.





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## Confirm

Accurate information makes it easier to identify your company and communicate with you. Please review and confirm your contact and business information, make any changes and then choose **Continue** when you are ready to proceed.

If you must stop the process temporarily, use **Save for Later** and your registration will be saved for 3 months. When you are ready to proceed, choose **Continue**.

**Your Contact Information**

First Name\* Partner  
Last Name\* Account  
E-mail\*  
Phone\*  
Phone Extension  
Fax  
Job Title\*  
Primary Language\* Select One

**Business Information**

HQ Phone Number\*  
Partner Legal Name\*  
(This name uniquely identifies your company in Cisco Tools like Partner Locator.)  
 Please review your entry carefully before proceeding.  
Misspelled names may take upto three business days to correct.  
Address 1\*  
Address 2  
Address 3  
City\*  
Country\* Select One  
State/Province\*  
Postal Code\*

**Other Information About Your Company**

Complete the information below so that end customers can find your company using the Cisco Partner Locator Tool

Web Address  
Description  
Company E-mail Domain Name (e.g. Cisco.com)  
Providing a VAT Identification Number or Federal Tax ID will allow Cisco to approve your application faster.  
VAT Identification Number  
Federal Tax ID

**Cisco Communications**

Occasionally Cisco communicates information about products, policies, services and/or support that may be relevant to you. This may include new product information, policy changes, special offers, or possibly an invitation to participate in market research.

Subscribe to the Cisco Channels Intelligence Newsletter ☐ Yes ☒ No

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## 3 Complete the Diversity Questionnaire (for U.S. partners only)

We believe a diverse, multicultural supply chain is a source of innovation and is good for business. In many countries, governments are focusing on supplier diversity and requiring it of businesses. For example, in the United States, a company that provides products and services to government organizations or public utilities must demonstrate its efforts to reach out to diverse suppliers, including:

- Small businesses
- Veteran-owned small businesses
- Service-disabled or disabled veteran-owned small businesses
- Small, disadvantaged businesses, women- or minority-owned small businesses, or enterprises

Please complete the Diversity Questionnaire; this is required for US partners only. This improves customer satisfaction by allowing the customer to get the Cisco products and services they need and still be able to count the expenditure as diverse.

Stay Up to Date  
Validate Your Information.

Confirm and modify as necessary your contact and company information.

1. Start 2. Confirm 3. Agree 4. Launch

The following questions relate to Cisco's diversity initiative.

For reporting purposes, please take a moment to fill out the following information. If you have any questions, please contact Supplier Diversity at the following e-mail address: [supplierdiversity@cisco.com](mailto:supplierdiversity@cisco.com) or click [here](#)

Organization Type

Large Business Enterprise  
Small Business Enterprise  
Government Non-Profit

Select all that apply

Woman Owned Business ☒ Yes ☐ No

Minority Owned Business ☒ Yes ☐ No

Disable Veteran Owned Business ☒ Yes ☐ No

Disadvantaged Business ☒ Yes ☐ No

Hubzone Small Business ☒ Yes ☐ No

If you are a MINORITY OWNED BUSINESS, please select one of the following:

Ethnicity Type

African American  
Asian Pacific American  
Hispanic American  
Native American  
Subcontinent American

Continue

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## 4 Agree to Terms and Conditions of the Indirect Channel Partner Agreement

Review and agree to the terms and conditions of the Indirect Channel Partner Agreement (ICPA). You must have the authority to sign legally binding documents for your company. If you are not sure you have this authority, check with your manager. Without signature authority, you cannot register your company as a Cisco partner.

Review the legal agreement between Cisco and your Company which is valid for one year. All indirect partners must sign this agreement.

Select a Language from the **Choose ICPA Language** drop down to read the Indirect Channel Partner Agreement in another language

You can also download the *pdf* copy of the ICPA.

If you are a Linksys partner, make sure to select the **Linksys Partner Connection Program**. This helps integrate Linksys partners.

To agree to the terms and conditions of the Indirect Channel Partner Agreement:

1. Enter your full name
2. Check the radio button to the left of "I agree to these terms and conditions"
3. Select Submit.

The screenshot shows a web browser window displaying the 'Agree to Terms and Conditions' step of the Cisco Channel Partner Registration process. The page header includes the title 'Authorize the Partnership. Seal the Deal.' and a sub-header 'Review and agree to the Indirect Channel Partner Agreement (ICPA)'. Below this is a progress bar with four steps: '1. Start', '2. Confirm', '3. Agree' (the current step), and '4. Launch'. The main content area contains a warning: 'You must have authority to sign legally binding documents for your company. If you are not sure if you have this authority, check with your manager. Without signature authority, you cannot register your company as a Cisco partner.' This is followed by a request to 'Please review and agree to the terms and conditions of the Indirect Channel Partner Agreement (ICPA). Read the agreement or download the PDF. After your review, please select "I agree to these terms and conditions". You may print the agreement by downloading the PDF.' There are links to 'Download the ICPA as a PDF here' and 'Download Acrobat Reader here'. A PDF viewer is embedded, showing the 'INDIRECT CHANNEL PARTNER AGREEMENT - v US-LATAM 04.25.07'. The PDF text includes a disclaimer and the full agreement terms. Below the PDF viewer, there is a 'Full Name:' text box containing 'TestName'. A question 'Are/were you a member of the Linksys Partner Connection Program?' has two radio buttons: 'Yes' (unselected) and 'No' (selected). Below this, there are two radio buttons for agreement: 'I agree to these terms and conditions' (selected) and 'I DO NOT agree to these terms and conditions' (unselected). At the bottom right are 'Submit' and 'Save for later' buttons. On the right side of the browser window, there is a sidebar with links: 'Registration Coach', 'Checklist', 'FAQs: Agree Tab', 'User Guide', 'Partner Support Team', 'Agreement (PDF)', and 'Choose ICPA language : English'.

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## Declining the Terms and Conditions of the Indirect Channel Partner Agreement

Cisco encourages new partners to sign the Indirect Channel Partner Agreement to quickly access Partner Central and to become visible to customers. Various legal terms and clauses including the date of agreement & partners' involvement are briefly explained in the agreement. If you select "I DO NOT agree to these terms and conditions" of the ICPA, your application cannot be processed at this time. If you think you need more information, browse through the FAQs, and/or open a support case or call customer service.

At this point you can:

- Click **Go back**, review the terms and conditions and check **"I agree to these terms and conditions."**
- Click **Go back**, and select Save for Later; your registration will be saved for three months.
- Cancel your registration. By doing so, all information you have entered to this point will be discarded.





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## 5 Use the New Partner Inside Track

You have completed the Partner registration process. You are now a Cisco Registered Partner, however, it might take 24 hours for activation (information propagates to all servers across Cisco). Visit the **New Partner Inside Track** page to quickly and easily discover the Cisco tools and applications that can help you maximize opportunities.

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## Track Your Company's Application

Cisco may need to review your company's application and will do so within 5-10 business days of your submission date. Once your application is processed, Cisco will send you an e-mail message notifying you that your company has either been approved or denied as a Cisco Registered Partner. Please log in again to the Partner Registration home page to review your application status.

If your company is approved, your application status is set to approve and now you can sign the Agreement. Once you sign the agreement, an e-mail will be sent to you outlining the Cisco Registered Partner benefits and your responsibility as Partner Administrator for your company.

**Here is the Quick Way to Get Started.**

We make it easy for you to take advantage of the wealth of resources and information you can now access as a Cisco Registered Partner.

Here are the key links for the tools, services and information you need to start being a successful Partner Right away. Make sure to bookmark this page and visit often.

Quick Links (rollover icons for description)	What You Will Find
<a href="#">Manage Your Account</a>	<b>Manage Your Account</b> Review and edit your Partner account in this easy-to-use, Partner Self Service. You can also grant your employees access to the Cisco Partner online tools.
<a href="#">Learn About Our Products and Solutions</a>	
<a href="#">Build Your Cisco Services Practice</a>	
<a href="#">Capitalize on Innovative Finance Solutions</a>	
<a href="#">Locate a Distributor Near You</a>	
<a href="#">Generate Demand for Your Business</a>	
<a href="#">Get Specialized or Certified</a>	
<a href="#">Brush Up On Training</a>	
<a href="#">Tap into Inside Track Resources</a>	

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## 6 Renewing Your Registered Partner Status

Cisco Registered Partner agreements are valid for 12 months and may be renewed 90 days before expiration of the ICPA by anyone authorized to sign legally binding agreements for your company. (The original applicant does not need to manage the renewal process.)

To renew your Partner agreement, log on to the Partner Registration tool with your Cisco user ID and password, then choose the “Renew my Registration” option.

You must accept the current ICPA by your anniversary date. You have a 10-day grace period after your expiry date in which to agree to the ICPA and renew your Registered Partner status. If you do not renew your Registered Partner status by the end of the 10-day grace period:

- Your status as a Cisco Registered Partner is terminated
- All associated employees lose their partner-level access to Cisco.com
- Your company is no longer eligible to participate in the Cisco Channel Partner Program
- You must reapply to become a Cisco Registered Partner and agree to the ICPA for all country locations
- Your company listing will be removed from the Partner locator



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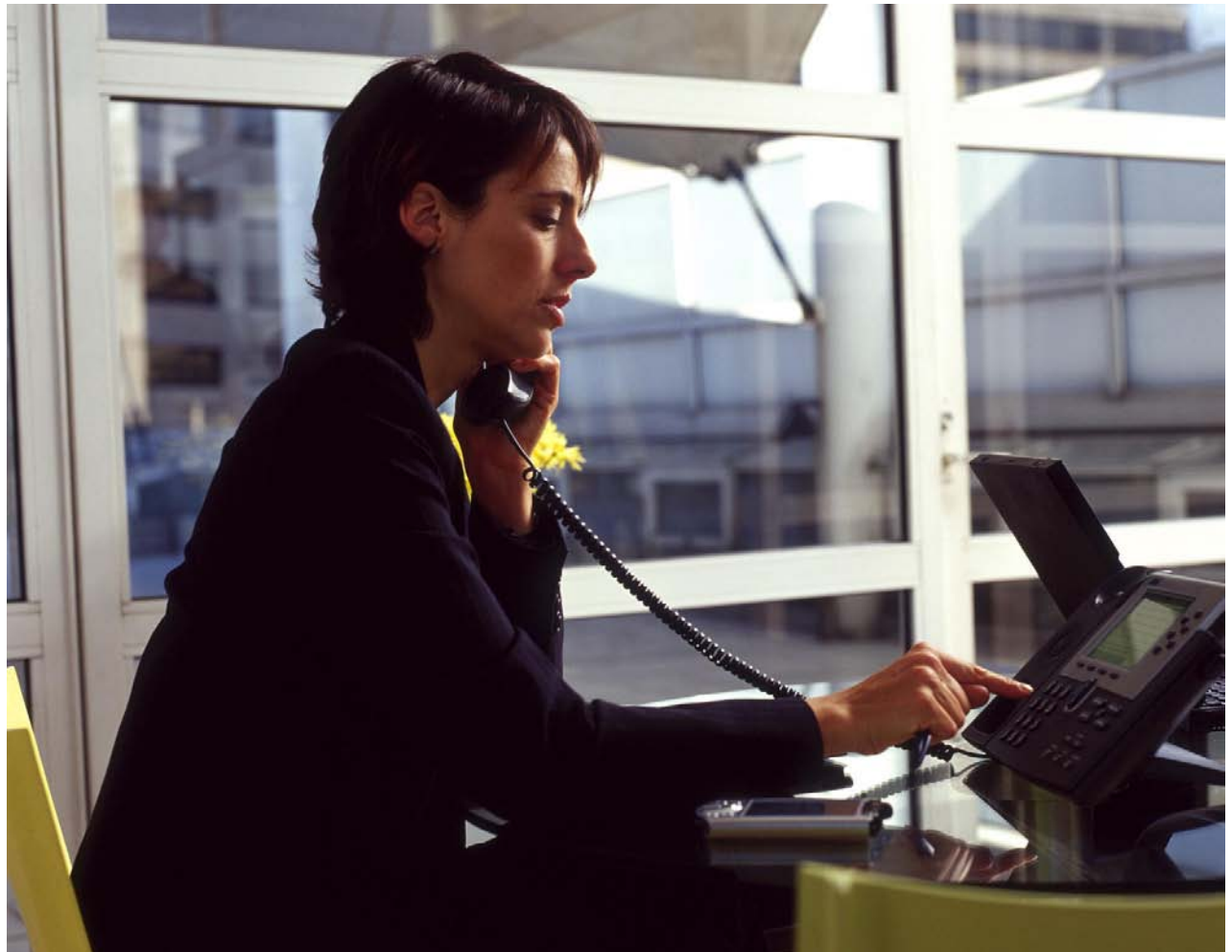
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## 7 Contacting Partner Support

The Partner Relationship Team provides Cisco Channel Partners a starting point to find a wealth of information applicable to their specific needs. If you have questions or concerns about the Partner Registration tool or process, click on [Partner Support](#). Partner Support allows you to search for frequently asked questions, open a support case, and track your support history. If you are not able to find your question in our knowledge database, you may open a support case. A partner support representative will provide a timely response to your inquiry.







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