



# The Cisco Partner Program

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



# Cisco Partner Program Overview



Platinum Learning Partner

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.

## Roles



Integrator



Provider



Developer



Advisor

Roles showcase how partners engage with their customers.

## Levels



Select



Premier



Gold

Levels represent the breadth of expertise across Cisco solutions.

## Specializations



Architecture Specializations



Solution Specializations



Business Specializations



Cisco Powered Services

Specializations reflect partner's Cisco practice and expertise.

## Benefits and Incentives

Each of the above unlocks benefits and incentives.

Details about the Cisco Partner Program: [cisco.com/go/partner-program](https://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](mailto: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.



Integrator

Use your unique expertise and Cisco technology to build and deploy customer solutions that solve critical customer business challenges.



Provider

Proven ability to build, provision, manage and support managed services built on Cisco's portfolio to deliver outcome-centric value propositions.



Developer

Create unique solutions using your products, software, and services integrated with Cisco's industry-leading technologies.



Advisor

Consult with customers to solve complex business challenges, based on your deep industry knowledge.

## 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.



Select

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



Premier

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



Gold

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



## 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.



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### Architecture Specializations

Architecture specializations help you expand your business as 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

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 Provider's 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