



Partner Registration User Guide

Last Updated March 13th, 2015

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Overview of the Registration Process



Overview of the Registration Process

This guide provides an overview of general processes, instruction on how to register as a Cisco® Channel Partner and detailed information about submitting an application.

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



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Minimum Eligibility Requirements



Minimum Eligibility Requirements

To become a Cisco Registered Partner, for each country in which you practice business, you must comply with the following:

- 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 where you are registering
- You must provide your business email address during registration
- You must have at least one employee in the country with a Cisco.com ID
- You must have an active account with at least one Cisco Authorized Distributor and provide the account number(s) associated with all of your distributor account(s)
- You must be able to provide added value for Cisco's products and services
- You must complete Anti-Corruption Training
- You must agree to the terms and conditions of the Indirect Channel Partner Agreement (ICPA)



Minimum Eligibility Requirements

For additional information on the Eligibility Requirements to become a Cisco Registered Partner, please visit the [Partner Registration](#) tool.

In order to become a Cisco Registered Partner, apply using 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 with 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 participate as Cisco Registered Partners. Any entity that is owned or controlled by one of these competitors may not participate as a Cisco Specialized Partner or Cisco Certified Partner. Ownership or control is defined as 51% or more.



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Confirm

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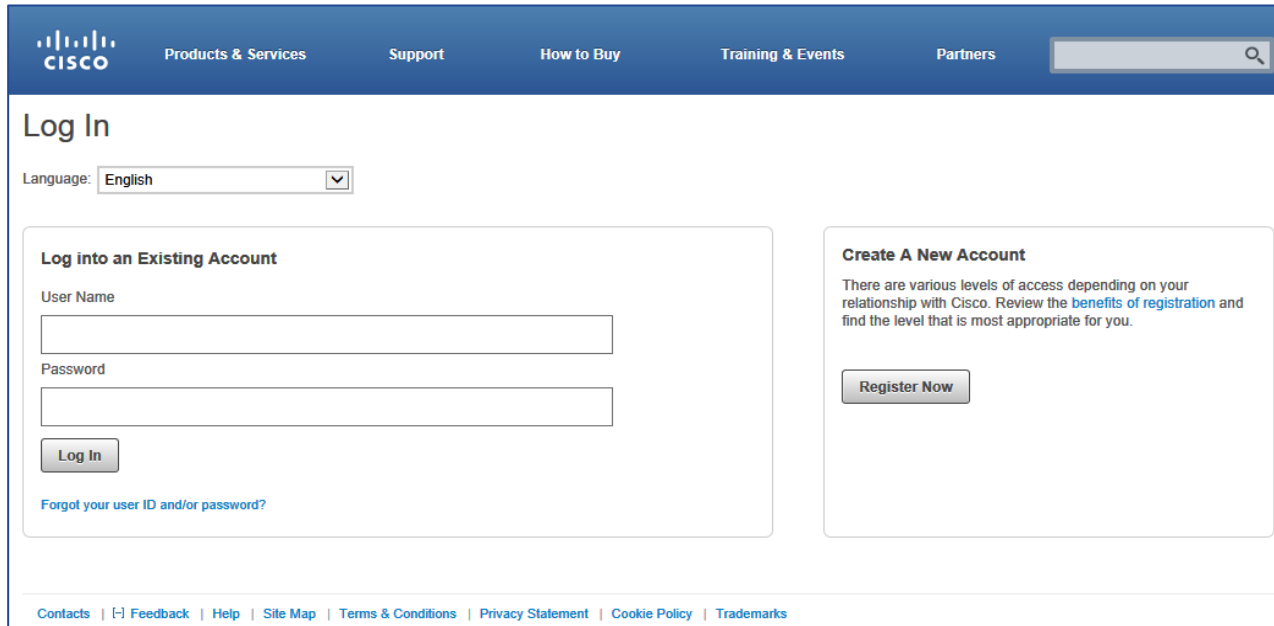
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Getting Started

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Getting Started

Logging In: You must have a Cisco.com user ID and password to register as a Cisco Partner. If you do not have one, apply for one [here](#).



The screenshot shows the Cisco.com website's navigation bar with the Cisco logo and links for Products & Services, Support, How to Buy, Training & Events, and Partners. A search bar is located on the right. Below the navigation bar is the "Log In" section. It features a language dropdown menu set to "English". There are two main columns: "Log into an Existing Account" and "Create A New Account". The "Log into an Existing Account" column contains input fields for "User Name" and "Password", a "Log In" button, and a link for "Forgot your user ID and/or password?". The "Create A New Account" column contains a "Register Now" button. At the bottom of the page, there is a footer with links for Contacts, Feedback, Help, Site Map, Terms & Conditions, Privacy Statement, Cookie Policy, and Trademarks.





Getting Started Overview

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 at your company.

Confirm – Verify your company and personal information. Accurate information protects the integrity of your company's information within the Cisco Partner database and makes it easier for Cisco to contact you.

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

Launch– Finalize your application and browse through the tools and training available as a registered Cisco Partner.



Getting Started Overview

Required Information: You must have the following information to complete the registration process.

- **Business Address**
- **Contact Information**
- Companies doing business in the United States and Canada: **Federal Tax Identification Number** or VATIN Number (optional, and 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.



Start

Confirm

Agree

Launch

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Select Business Model



Select Business Model

The next step is to provide your company's intended **business model** with Cisco. Please choose the option 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**.



Get Going.
Start Your Registration Here.

Start by identifying your level of engagement with Cisco and qualifying your role as an authorized signatory for your company.

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

You must have authority to sign legally binding documents for your company to register your company as a Cisco partner. Later in the process you can associate employees who need access to partner resources.

I certify that I am an [authorized signatory](#) for my company.

1. Resell Cisco's products & software
2. Resell Cisco's support & professional services
3. Develop training based on Cisco
4. Develop technology based on Cisco
5. Provide complimentary products or services to Cisco partners or customers, no resale of Cisco
6. Press, analyst or marketing partner

Change Language ▼

Registration Coach

Eligibility Requirement

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Agree

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Renew Registered Partner Status if Applicable



Renew Registered Partner Status

This section is for existing Partners who would like renew their Partner status

Cisco Registered Partner agreements are valid for 12 months and may be renewed any time 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



Start

Confirm

Agree

Launch

Help / Support

Confirm Company Information



New Company Search

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

- Your company may already be registered in our Channel Partner database. Search for your company search 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 site for your company's D-U-N-S® Number.



New Company Search

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

It is possible that your company may already be present in our records. To verify, please search for your company.

Search by Company Name and Location

Country*

Company HQ Name*

Address1*

Address2

Address3

City*

State*

Postal Code

OR

Search by DUNS Number

Country*

[DUNS Number](#)

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Search using company name and location

Search using DUNS Number



Start

Confirm

Agree

Launch

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Company Found

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

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

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".

Company Name	Company Location
<input checked="" 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 with Registration Save and Exit

Continue Search Again Save for later

Select the company that matches your name and address.

You can save , and come back later to complete the application.



[Start](#)[Confirm](#)[Agree](#)[Launch](#)[Help / Support](#)

Company Not Found

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



Your company could not be found in our database. If you wish to refine your search, please click on "Search Again". Otherwise, please click "Continue" button to complete the application process to become a Cisco Registered Partner.

[Continue](#)[Search Again](#)



Company Not Found

If no matches are produced, you can search again.

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

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



Confirm Information

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.

Your Contact Information

1

First Name* Partner

Last Name* Account

Business E-mail*

Phone*

Phone Extension

Fax

Job Role* Select One

Job Level* Select One

1. Enter your business contact information

Business Information

Please complete the information below

2

Full Company Name* GOOGOL SHOP INC

Company Local Name *

Company Location Name * google

Address 1* london

Address 2

Address 3

City * london

Country* GB

State Select One

Postal Code*

Company Phone Number*

Company Description* (Will appear in [Partner Locator](#))

Company Web Address*

Company Email Domain

VAT Registration Number

Tax Identification Number

Tax Contact Business Email

2. Enter your business information

Cisco Communications

Occasionally, Cisco communicates information about products, programs, policies, services or support that may be relevant to your company. This may include new product information, program changes, special offers, or an invitation to participate in Cisco market research project.

Subscribe to the Cisco Services and Product Newsletters

Yes No

Continue Search Again Save for later

3
5. Use *Save for Later* to save your registration for 3 months. When you are ready to proceed, choose *Continue*.

3. Your company's **Web Address** and the **Description** entered here will appear to customers with Cisco on the Partner Locator tool

4. Provide **VAT ID** (Europe) or **Federal Tax ID** (USA) for faster processing of your application

2000 Characters Maximum.

e.g.cisco.com

Contacted only if discrepancy With your country's tax authority.





Start

Confirm

Agree

Launch

Help / Support

Provide Distributor Reseller Account Number



Distributor Reseller Account Numbers

This information is required to complete the application

Account Number Process Overview

1. Select your Preferred Authorized Distributor.
2. Provide your Reseller Account Number.
3. Select additional Distributors and Reseller Account Numbers (optional).
If you do not know your Reseller Account Number, contact the Distributor selected.
4. When you are ready to proceed choose Continue.

Authorized Distributors

Please select Preferred Distributor for Onboarding and training purposes :

INGRAM MICRO INC

Reseller Account Number/Unique ID* : 20152015

+ Add additional Account Number for Preferred Distributor

Show More Distributors

Additional Distributors*	Select	Reseller Account Number/Unique ID
AVNET, INC.	<input type="checkbox"/>	<input type="text"/> +
COMSTOR	<input type="checkbox"/>	<input type="text"/> +
D&H DISTRIBUTING	<input type="checkbox"/>	<input type="text"/> +
INTCOMEX US	<input type="checkbox"/>	<input type="text"/> +
KBZ COMMUNICATIONS, INC.	<input type="checkbox"/>	<input type="text"/> +
SCANSOURCE	<input type="checkbox"/>	<input type="text"/> +
TECH DATA CORPORATION	<input type="checkbox"/>	<input type="text"/> +
TELCOBUY	<input type="checkbox"/>	<input type="text"/> +
VISITEC	<input type="checkbox"/>	<input type="text"/> +

I agree to share above information with the Distributors.

The Cisco Resale Partner Program requires all new resellers to provide current Authorized Cisco Distributors and Distributor Account Numbers in order to validate the reseller's ability to purchase through Cisco Authorized Distribution Channel.

Continue

Select your **Preferred Distributor**

Enter your **Reseller Account Number**. The Reseller Account Number is the account number or unique identification number for your company with the Authorized Distributor

Select your **Additional Distributor(s)** and enter your **Reseller Account Number(s) - optional**

Agree to share information with the Distributors



Start

Confirm

Agree

Launch

Help / Support

Complete Company Questionnaire



Start

Confirm

Agree

Launch

Help / Support

Questionnaire Introduction

This information is required to complete the application

Participation in this process will help Cisco more thoroughly understand the operations and integrity of our Partners worldwide. We trust that you share our values of transparency and integrity in all business matters. Participation in this process is required, and will help Cisco maintain our high ethical standards within the industry. Failure to complete registration requirements will result in your application for partnership being declined.



Questionnaire Information

Additional information is provided to help you complete the questionnaire. Not all questions have an explanation as they are self-explanatory.

Question 1: Please refer to the Partner Definitions which can be found as a “hover over” feature.

Question 4: The DUNS number refers to the Dun & Bradstreet identifier for a company’s physical location.
Note: This question is #4 for new applicants and #5 for renewing partners

Question 7: A previous declined registration or termination does not preclude acceptance into Cisco’s Partner Program.
Note: For renewing partners, this is not question #7

Question 9: We need this information should we have any questions about your responses to the Questionnaire or have follow up queries.

Question 10: Back up contact for question 9.

Question 14: This refers to combined sales and services over the 12 month period.

Question 15: If you want to provide more than one website, this is allowed.

Question 16: The shareholder or owner must have ownership of 20% or more interest. Please identify any government entities with financial interest, as well. Click ADD to provide additional names. We would expect at least three names and associated government entities provided for this answer.

Question 17: Please provide name(s) and associated role(s). Use the ADD button to provide additional names. If you’ve already listed this information in the previous question, no need to provide again.

Question 19: If your answer yes, please provide details of the suspension, disbarment or ban.

Question 20: Check all appropriate countries.



Questionnaire Information

Additional information is provided to help you complete the questionnaire. Not all questions have an explanation as they are self-explanatory.

Question 21: Use the ADD feature to provide additional entries. A "Government" would include the following entities:

- Public schools and universities
- Healthcare facilities (e.g. hospitals)
- Military or law enforcement (e.g. Police)
- Government owned or controlled commercial enterprises (e.g. telecom, transportation)
- Other government entities not listed above, including any government department, ministry, research institute, agency, instrumentality, political party or a former/current elected official, public international organization or any key employee or official of any of the above.

Question 23: Please provide the relationship to the Cisco employee. Then provide the Cisco employee's name and role.

Question 26: A "code of conduct" includes ethics standards or behavior expectations when representing your company.

Question 34: Please ensure that the person signing this survey on behalf of the Company is legally authorized to bind the Company, either because the person occupies a senior management position in the Company or has a legal power of attorney to act on behalf of the Company.



Start

Confirm

Agree

Launch

Help / Support

Complete Diversity Questionnaire (for US, UK, Australia, South Africa & Canada Partners only)



Diversity Questionnaire

This is required of US Partners only; UK, Australia, South Africa, and Canada may also complete this process

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:

- Disabled Veteran Business Enterprise
- Hubzone Small Business
- Minority Business Enterprise
- Small Disadvantaged Business Enterprise
- Service Disabled Veteran Business Enterprise
- Women Business Enterprise

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.



Start

Confirm

Agree

Launch

Help / Support

Diversity Questionnaire

This is required of US Partners only; UK, Australia, South Africa, and Canada may also complete this question

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 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





Start

Confirm

Agree

Launch

Help / Support

Agree to Terms and Conditions of the Indirect Channel Partner Agreement



Agree to Terms and Conditions

Review and Agree to the Terms and Conditions

1

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.

2

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.



Agree to Terms and Conditions

Review and Agree to the Terms and Conditions



Read and accept Cisco's Indirect Channel Partner Agreement. Cisco may perform additional research to confirm the accuracy of information submitted and eligibility for partnership.

This agreement must be renewed annually. Renewing partners are advised to review the latest agreement, as terms and conditions may have changed.

Download the ICPA as a PDF [here](#) Download Acrobat Reader [here](#)

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Choose ICPA language :

English ▼

INDIRECT CHANNEL PARTNER AGREEMENT

To register as an Indirect Channel Partner with Cisco, your company must accept the terms and conditions of this Indirect Channel Partner Agreement (the "Agreement"). This Agreement applies to all "Registered Partners", as those terms are defined in Part A below.

This Agreement is entered into by and between the company you identified in the applicable Partner Registration Application ("Registered Partner") and Cisco. For purposes of this Agreement, Cisco is defined as follows:

- If Registered Partner's principal place of business is located in the European Economic Area (as defined in Section A.7), except for the Netherlands or Italy, "Cisco" is defined as Cisco International Limited, a company organized under the laws of the United Kingdom having its principal place of business at 1 Callaghan Square, Cardiff, CF10 1BT, United Kingdom.
- If Registered Partner's principal place of business is located in the Netherlands, "Cisco" is defined as Cisco Systems, International B.V., a corporation organized under the laws of the Netherlands having a place of business at Haarlerbergweg, Haarlerbergweg 13-19, 1101 CH Amsterdam, the Netherlands.
- If Registered Partner's principal place of business is located in Italy, "Cisco" is defined as Cisco Systems (Italy) S.r.l., a company organized under the laws of Italy having its registered office in Milano, Viale Luigi

I agree to these terms and conditions.

I DO NOT agree to these terms and conditions.

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

- Check the radio button to the left of "I agree to these terms and conditions"
- Select *Submit*.

Select the appropriate language for the agreement

Read Agreement. ICPA relevant to the country is displayed. Enter your full name and click **Submit**



Decline the Terms and Conditions

You may not register if you decline the Indirect Channel Partner Agreement



Cisco encourages new partners to sign the Indirect Channel Partner Agreement to quickly access Partner Central and to be 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.



Decline the Terms and Conditions

You may not register if you decline the Indirect Channel Partner Agreement

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.



Start

Confirm

Agree

Launch


Help / Support

Submit Registration Application



Submitting Registration Application

You have **completed** the Partner registration process. Your application will be reviewed and you will be **sent a confirmation email** within 10 business days of your initial registration request.



Get Going.
Start Your Registration Here.

Start by identifying your level of engagement with Cisco and qualifying your role as an authorized signatory for your company.

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

Your company has a registration request under review.

We have received your registration and it is currently under review. We will send an email to you within 10 business days of your initial registration request.

- Registration Coach
- Checklist
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- User Guide
- Partner Support Team

Agreement (PDF) ▾



Start

Confirm

Agree

Launch

Help / Support

Track Registration Application



Track Registration Application

Tracking your application is easy

Cisco will review your company's application and will do so within 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.



Start

Confirm

Agree

Launch

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Help & Support



Start

Confirm

Agree

Launch

Help / Support

Resources

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

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

Partner Support: Contact Cisco Customer Service Team for questions or concerns about the tool or process.



Contact Partner Support

- If you have questions or concerns about the Partner Registration tool or process, click the Partner Support Button to the right for the ability to:
 - Reference Frequently Asked Questions
 - Open a Support Case
 - 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.

A large, rounded green button with the text "Partner Support" in white, bold font.

Partner Support



CISCO

TOMORROW starts here.