



Cisco Channel Partner Resources Quick Reference Guide

Here is your handy quick reference guide to relevant channel communications, programs, promotions, tools, and resources for Cisco Channel Partners. Now you can cut through the clutter and information overload to get to the information you need.

Communications, Training, and Events

Channel Events

<http://www.cisco.com/en/US/partner/partners/pr47/events.html>

Cisco Corporate Website

<http://www.cisco.com/>

Cisco Interaction Network (CIN)

<http://www.cisco.com/go/cin>

Calendar of Events (CIN)

<http://www.cisco.com/go/smbinteract>

Cisco Customized Partner Intelligence (CPI) Newsletter

<http://www.cisco.com/go/cpi>

Partner Central Portal

<http://www.cisco.com/go/partners>

Partner E-Learning Connection (PEC)

<http://www.cisco.com/go/pec>

Partner Summit 2007

<http://www.cisco.com/go/partnersummit>

Road Warrior Connection

<http://www.cisco.com/go/roadwarriorconnection>

Marketing Resources

Campaign Builder

<http://www.cisco.com/go/campaignbuilder>

Channel Marketing Destination

Cisco Partner Logos

<http://www.cisco.com/web/partners/market/partner-marks.html>

Marketing Acceleration Planner (MAP) Tool

Market Fund Builder (Joint Marketing Funds)

<http://www.cisco.com/go/jmf>

Marketing Made Easy Archive

http://www.cisco.com/web/partners/pr47/pr288/partners_marketing_made_easy.html

Partner Marketing Services—Banners, Tradeshow Booth, Radio Ads, On-Hold Messages, Event Management

<http://www.cisco.com/go/partner-marketing>

Programs and Promotions

Channel Partner Program

<http://www.cisco.com/web/partners/pr11/index.html>

Cisco Incentive Programs (OIP, VIP, SIP)

<http://www.cisco.com/go/oip>

<http://www.cisco.com/go/vip>

<http://www.cisco.com/go/sip>

The NOW Van

http://www.cisco.com/web/partners/sell/smb/resources/now_van.html

Partner Rewards Program

<http://www.cisco.com/go/partner-rewards>

SMB Promotions

<http://www.cisco.com/web/partners/sell/promotions/smb.html>

Tools

Competitive Edge Portal

<http://www.cisco.com/web/partners/sell/competitive>

Partner Help Online

<http://www.cisco.com/go/partnerhelp>

Partner Quote Builder

<http://www.cisco.com/go/quotebuilder>

Steps to Success

<http://www.cisco.com/go/stepstosuccess>

Partner Tools

<http://www.cisco.com/go/partnertools>

Finance and Services

Cisco Capital Finance

<http://www.cisco.com/go/ciscocapital>

Service and Support

<http://www.cisco.com/web/partners/sell/smb/resources/service-support.html>

Can't Find What You Are Looking For?

Send us an e-mail with your question:
uschannelcomms@external.cisco.com