



Cisco Authorized Business Edition Reseller Program for Cisco Unified Communications Manager Business Edition

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General Information

- Q. What is Cisco® Unified Communications Manager Business Edition?**
- A. Cisco Unified Communications Manager Business Edition is an easy-to-manage solution that combines voice, video, mobility, and messaging on a single server to simplify system administration and reduce hardware and operating expenses. This solution provides cost-effective deployment options and was designed specifically for midsize customers.
- Q. Who can sell Cisco Unified Communications Manager Business Edition today?**
- A. Cisco Unified Communications Manager Business Edition can only be sold by Cisco Advanced Unified Communications Specialized Partners or by Cisco Registered Partners that have completed the Cisco Authorized Business Edition Reseller Program requirements.
- Q. How can I learn more about the Cisco Unified Communications Manager Business Edition?**
- A. More information about the solution is available at www.cisco.com/en/US/products/ps7273/index.html
- Q. What is the Cisco Authorized Business Edition Reseller Program?**
- A. The Cisco Authorized Business Edition Reseller Program provides access to Cisco Unified Communications Manager Business Edition SKUs to partners that sell Cisco Unified Communications solutions to midsize customers (customers with 150 to 500 users). Cisco Authorized Business Edition Resellers have demonstrated their competency in deploying Cisco Unified Communications Manager Business Edition solutions for midsize businesses. Cisco Authorized Business Edition Resellers are also eligible for additional Value Incentive Program rewards.
- Q. Why has Cisco introduced the Authorized Business Edition Reseller Program?**
- A. Cisco has created this program in response to the heightened demand for knowledgeable network professionals who can successfully design and deploy Cisco Unified Communications solutions for midsize businesses. Prior to this program, only Cisco Advanced Unified Communications Specialized Partners were allowed to sell Cisco Unified Communications Manager Business Edition. Now, Cisco Registered Partners that have taken the training and exams that are relevant to Cisco Unified Communications Manager Business Edition are able to sell this product as well.
- Q. How does the Cisco Authorized Business Edition Reseller Program fit within the Cisco Channel Partner program, in terms of technology depth and breadth requirements?**
- A. The Cisco Authorized Business Edition Reseller Program focuses on a partner's validated ability to successfully sell, design, and deploy Cisco Unified Communications Manager Business Edition. It is not a specialization and does not apply toward any certification.

- Q. What type of partner might want to be a Cisco Authorized Business Edition Reseller?**
- A. The Cisco Authorized Business Edition Reseller Program is ideal for partners that focus on businesses with 150 to 500 employees.
- Q. If I am an Express Unified Communications Partner, what is the benefit of becoming a Cisco Authorized Business Edition Reseller?**
- A. By becoming a Cisco Authorized Business Edition Reseller you will have access to a broader portfolio of products, including Communications Manager and Unity Connection. In addition, you become eligible to enroll in the Unified Communications Manager Business Edition VIP program, significantly increasing your rebate opportunities.
- Q. How can I learn more about the Cisco Authorized Business Edition Reseller Program?**
- A. More information about the program is available at www.cisco.com/go/ucmbe

Program Requirements

- Q. What are the requirements for becoming a Cisco Authorized Business Edition Reseller?**
- A. Any Cisco Registered Partners that have passed the Cisco Unified Communications Manager Business Edition exams may apply for the Cisco Authorized Business Edition Reseller Program. Specific program requirements can be found at www.cisco.com/go/ucmbe need to get from web team when posted
- Q. Are any lab requirements associated with the Cisco Authorized Business Edition Reseller Program?**
- A. Specific criteria can be found at the www.cisco.com/go/ucmbe
- Q. Does the Cisco Authorized Business Edition Reseller Program have a Lifecycle Services requirement?**
- A. Yes. Knowledge in this area will help the partner build a successful service practice. For more information, visit www.cisco.com/go/ucmbe
- Q. How long is participation in the Cisco Authorized Business Edition Reseller Program valid?**
- A. Participation in the Cisco Authorized Business Edition Reseller Program is valid for one year from the time the partner passes the associated exams.
- Q. When will the Cisco Authorized Business Edition Reseller Program exams be available?**
- A. Exam training and exams will be available beginning April 2008.

Program Benefits

Q. What are the benefits of becoming a Cisco Authorized Business Edition Reseller?

A. The Cisco Authorized Business Edition Reseller Program presents new business-building opportunities for partners. The Cisco Authorized Business Edition Reseller logo can help you differentiate your company in the midsize business segment.

By becoming a Cisco Authorized Business Edition Reseller, partners can:

- Expand their Cisco Unified Communications portfolio to include Cisco Unified Communications Manager and Cisco Unity® Connection
- Expand their customer coverage to the sub-500 market
- Receive Value Incentive Program payout on Cisco Unified Communications Manager Business Edition SKUs
- Get closer to attaining a full Advanced Unified Communications Specialization
- Increase their visibility with customers by being listed as a Cisco Authorized Business Edition Reseller in the Cisco Partner Locator tool

Q. Does the Cisco Authorized Business Edition Reseller Program give partners access to the Cisco Unified Workspace solution?

A. Yes. Cisco Authorized Business Edition Resellers are authorized to sell the Cisco Unified Workspace solution.

Q. How does Cisco Authorized Business Edition Reseller status affect my profitability?

A. Cisco Authorized Business Edition Resellers will be eligible to receive Value Incentive Program rewards. Other incentives may be available; these vary by region. Please contact your local Cisco team for details.

Q. Can partners participate in the Express Unified Communications and the Cisco Authorized Business Edition Reseller Program VIP programs?

A. Cisco has created the new Unified Communications Business Edition program that includes the product sku's from both the Express Unified Communications and the Cisco Unified Communications Manager Business Edition Reseller Program VIP programs. Partners who are Express Unified Communications Specialized and have completed the Cisco Authorized Business Edition Reseller Program requirements must enroll in the Unified Communications Business Edition VIP Program.

Q. Where can a partner go for more information on the Cisco Value Incentive Program?

A. Partners can visit www.cisco.com/go/vip or talk to their Cisco channel account manager for more details.

Q. If I have an Express Unified Communications Specialization, what is the benefit of becoming a Cisco Authorized Business Edition Reseller?

A. Cisco Authorized Business Edition Resellers have access to a broader portfolio of products, including Cisco Unified Communications Manager and Cisco Unity Connection. In addition, you become eligible to enroll in the Value Incentive Program, significantly increasing your rebate opportunities.

Q. Can partners participate in the Value Incentive Program promotions for both the Express Unified Communications Specialization and the Cisco Authorized Business Edition Reseller Program?

A. The Value Incentive Program includes the product SKUs from both the Express Unified Communications Specialization and the Cisco Authorized Business Edition Reseller Program. Cisco Express Unified Communications Specialized Partners that have completed the Cisco Authorized Business Edition Reseller Program requirements must enroll in the Value Incentive Program to participate in the program.

Program Governance

Q. How do partners apply?

A. Partners can apply through the Certification and Specialization Application tool at <http://tools.cisco.com/WWChannels/cpapp/home.do>

Q. In what theatres is the Cisco Authorized Business Edition Reseller Program valid?

A. The Cisco Authorized Business Edition Reseller Program is available and valid globally.

Q. Are all training courses and exams available in all countries and languages?

A. Courses and exams are typically available in English only. However, some geographic regions make courses and exams available in local languages. Partners should check the Learning Locator on Cisco.com for exam language options and course availability in their region.

Q. Does the Cisco Authorized Business Edition Reseller Program count toward the Advanced Unified Communications Specialization?

A. The Cisco Authorized Business Edition Reseller Program provides a development path for Express Unified Communications Specialized Partners to attain the Advanced Unified Communications Specialization. Approximately 25 percent of the training can be applied to the Advanced Unified Communications Specialization.

Q. Does the Cisco Authorized Business Edition Reseller Program count toward the Cisco partner certification programs?

A. No. The Cisco Authorized Business Edition Reseller Program does not count toward Cisco partner certification programs (i.e., Select, Premier, Silver, or Gold).

Q. Does the Cisco Authorized Business Edition Reseller Program allow partners to participate in the Cisco Opportunity Incentive Program?

A. No. Cisco partners must be certified (i.e., Select, Premier, Silver, or Gold) to participate in the Opportunity Incentive Program.

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