

Partner Registration

User Guide

Registering to do business with Cisco is easy!

Partner Central

Partner Registration

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

Partner Registration User Guide

Getting Started

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About this Guide

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

Overview of the Partner Registration Process

Partner Registration enables a company to become a Cisco Registered Partner - the first step on the path 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.

Simple Requirements to Become a Cisco Partner

To become a Cisco registered for 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
- You must agree to the terms and conditions of the Indirect Channel Partner Agreement

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.

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.

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](#).

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

- 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 at your company.
- 2. 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.
- 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 as a registered Cisco Partner.

Information Required:

- 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.

Partner Central
Partner Registration Log In

Let's Get Started.

To register or to renew your existing registration, you must have a [Cisco.com user ID](#) and password

Have a [Cisco.com user ID](#)? Log in here:

Username:

Password:

[Forgot your password?](#)

Choose the country of registration:

What do you want to do:

Register my company

Renew my registration

Register another office location in the country in which your company is already registered

Don't have a Cisco.com user ID?

Your Cisco.com User ID is your key to accessing any Partner tools and applications, including Partner Registration. [Get your ID here.](#)

- 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**

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.

Partner Central
Partner Registration



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

Getting started is quick and easy. Make sure you can authorize a partnership for your company, and then identify the type of partnership you want to have with Cisco.

I certify that I am an **authorized signatory** for my company.

My Company intends to: (check all that apply)

Resell Cisco Products? Yes No

Provide related support or professional services (i.e. plan, design, implement, operate)? Yes No

Choose Language

Registration Coach

Checklist

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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 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.

To search for a company



It is possible that your company may already be registered. To verify, please search for your company.

Search Tips:

1. Search can either be performed on DUNS number or name and location.
2. If a search on an abbreviation does not produce any results, try out search with the expanded name of the company. For example, search for HP and if not found, search for Hewlett Packard or vice versa.

Note: Please enter all information requested below in English. Fields marked with an * are required.

Search Company

DUNS will help expedite your application

DUNS Number

OR

Please complete the information below

Company HQ Name*

Country*

Address1*

Address2

Address3

City*

State*

Postal Code

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Search your company using DUNS number

Search using company's name and location

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.

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 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	

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Select the company that matches your company name and address.

You can save the information you entered and come back later to complete application.

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

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.

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.

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 up to 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

Continue Search Again Save for later

Callout Boxes:
 - Enter your business *Contact Information*
 - Enter *Business Information*
 - Your company's *Web Address*, and the *Description* entered here will appear to customers with Cisco on the Partner Locator tool.
 - Provide VAT ID (Europe) or Federal Tax ID (United States) for faster processing of your application.

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*.

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.

Declining the Indirect Channel Partner Agreement

Declining the ICPA

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.



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.

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 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

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.

Partner Registration

Welcome to the Team.
Now Get a Head Start

Finish registering and launch the Cisco tools and applications that will assist you in making the most of your partnership with us.

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



Congratulations, you are now a Cisco Registered Partner. We are looking forward to a long and productive relationship with you. Visit our new Partner Inside Track Page to quickly and easily discover the Cisco Tools and Applications that can help you maximize opportunities.

[New Partner Inside Track](#)



- Registration Coach
- Checklist
- FAQs: Launch Tab
- User Guide
- Partner Support Team
- Agreement (PDF) ▶

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)

-  [Manage Your Account](#)
-  [Learn About Our Products and Solutions](#)
-  [Build Your Cisco Services Practice](#)
-  [Capitalize on Innovative Finance Solutions](#)
-  [Locate a Distributor Near You](#)
-  [Brush Up On Training](#)
-  [Generate Demand for Your Business](#)
-  [Tap into Inside Track Resources](#)
-  [Get Specialized or Certified](#)

What You Will Find

-  **Manage Your Account**
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.

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.

Renewing Your Registered Partner Status

Renewing Registered Partner

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

Contacting Partner Support

The Cisco Customer Service 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.

