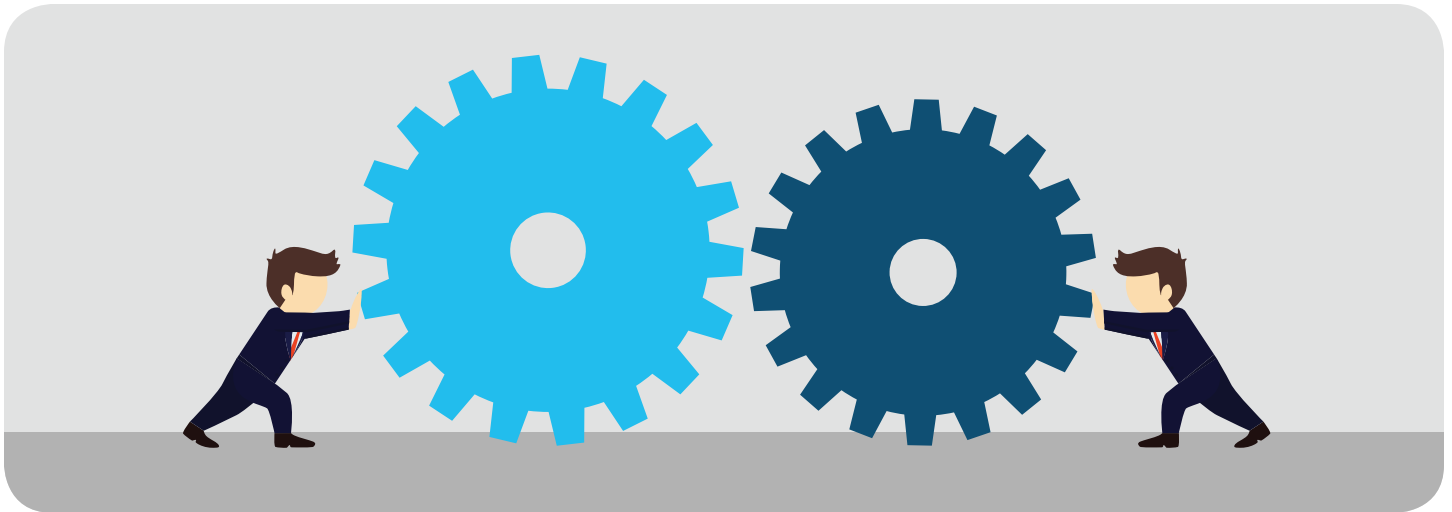


# Simple IT. Simple Buying.

Our Cisco-Certified Partners Make IT Simple.



Cisco relies on a network of certified partners to sell and support our solutions. You get a local business with deep Cisco solution and service expertise dedicated to your success.

Our partners must satisfy a list of extensive requirements, certifications and continuing education to become and remain an official Cisco-certified partner – most importantly, providing superior service to you.

Many partners can help you by looking at the entirety of your technology needs, based on understanding how your business works. They can also help you optimize your technology spend—including planning, building, and managing the solution; making sure it works within your existing environment; and making sure you can adapt to meet the changing needs of your business (future-proofing). Even the biggest companies often use partners because having the entirety of that expertise in-house is rare.

## Advantages of working with a Cisco-certified partner

When you buy from a Cisco partner, you get all the advantages of the Cisco brand plus the benefits of working with a business that provides high-touch service and support:

- Experts on Cisco solutions and services
- Ability to flawlessly deploy and manage Cisco solutions
- Located near you for personalized service and on-site meetings
- On-premise or managed services options give you more time to focus on driving business initiatives

## Questions you should ask potential partners

Here are a few things to ask to find the one that best suits your needs and style:

### Do you specialize in working with small and medium-sized businesses (SMBs)?

Cisco has a network of certified partners who specifically focus on providing technology solutions and support to SMBs. Many of these partners are SMBs themselves, so they understand the business challenges you face and the goals you have. Cisco-certified partners have proven their qualifications in specialized technologies. They have the training, support, and services to design, deploy, and optimize networking solutions for your business. They also stay up to date on the latest software and hardware changes as well as upcoming Cisco products and solutions.

### What do I need to add to my tech stack?

A Cisco partner can discuss your business requirements and evaluate your current systems and network infrastructure. From there, a Cisco partner can present solution options that will meet your needs today, grow with your business over time, and fit within your budget requirements.

### How can I minimize my overall costs?

Always consider support and maintenance costs when making any technology purchase. Data suggests that working with one vendor instead of many can keep that in check. An end-to-end solution from Cisco is easier to maintain and support than a piecemeal, multivendor solution. Also, when budgeting for network enhancements, don't forget the hidden costs:

- additional software not included with your hardware
- maintenance
- training
- support
- additional staff (if needed)

Research firm Gartner estimates such indirect costs account for up to 60% of an organization's total technology expenditures. Your Cisco partner can help you budget for all direct and indirect costs related to your tech enhancements.

### What happens if there's a problem?

Ask your partner detailed questions about the support they can offer after the sale. For example: Does the partner offer after-hours or emergency support? If so, during what hours is that support available? The specific support levels offered should be detailed in a service level agreement (SLA).

Many Cisco partners offer an award-winning technical support service that offers anytime access to Cisco engineers and an extensive range of technical resources and infrastructure. From there, a Cisco partner can present solution options that will meet your needs today, grow with your business over time, and fit within your budget requirements.

### How do we prepare for installation?

Your partner will guide you through the process, asking about your network, users, business procedures, and security requirements. They will share common oversights or challenges during a network upgrade and how you should specifically prepare.

## Find the right Cisco partner

[Click here](#) to find the Cisco-certified partner that fulfills all your expectations.