

Cisco Solution Partner Program Q&A

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PARTNER RESOURCES

Many of the questions and answers in this document refer to resources currently available on the Cisco® Solution Partner Program website. Please take some time to review these resources to ensure that you are maximizing your benefits as a solution partner.

- solutionpartnerprogram-support@cisco.com – Contact the Solution Partner Program support team
- [Solution Partner Program Website](#): Portal for all information related to the Solution Partner Program
- [Partner Handbook](#): Step-by-step instructions (including screenshots) for many essential partner activities
- [Program Guidelines](#): General program overview, and benefits and requirements for each tier level
- [Webinar Primer Series](#): Recordings of previous webinars that provide a great overview of the program, getting started, and ways to maximize your benefits

You can also access this information directly under “Solution Partner Resources” on the homepage of the website (see below).

Solution Partner Program

Home New Steps For Partners Member Services Events & Community

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Solution Partner Program

Pick Your Perks

Choose from valuable tools and programs to build, test, market, and sell. Speed development with expert support staff. Increase your relevance with customers through the Cisco brand. Make joint sales with channel partners.

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Grow Your Business

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Put Cisco On Your Team

Collaborate resources for software vendors, hardware vendors, and technology partners.

[See All Benefits](#)

Solution Partner Resources

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- [Solution Partner Program Guidelines](#)
- [Access Your Partner Dashboard](#)
- [At-A-Glance: Cisco Marketplace](#)
- [Solution Partner Program Handbook](#)

Cisco Marketplace

Developer Tools, Expertise, Community

PARTNER DASHBOARD

1. What is the partner dashboard?

The partner dashboard is where most solution partner lifecycle activities are conducted. For example, it is where you will add or update contacts, add and maintain information on your Cisco based solution, and create your Cisco Marketplace solution storefronts. As a solution partner, you must become very familiar with your dashboard to ensure that your company profile, solution information, and Cisco Marketplace storefronts are current.

- To access the partner dashboard, navigate to <http://solutionpartner.cisco.com/>, log in, and click “Dashboard” in the top right (this will appear after you have logged in).

Worldwide | Log Out | **Dashboard** | My Account

- Dashboard URL: <http://solutionpartner.cisco.com/group/partner/home>
- More information on how to use your dashboard can be found in the [Solution Partner Program Handbook](#).

2. How do I renew my Solution Partner Program membership?

Your membership must be renewed annually to maintain your participation in the Solution Partner Program, and your primary contact will start receiving notifications 60 days before the renewal date. Please note that only the primary contact will receive these types of administrative notifications.

- The Solution Partner Program’s membership payment process is managed by DevNet. With our enhanced payment process, you can now pay using either a credit card or purchase order.
- Renew your membership at the following sites. (Note: You may select only the partner tier you are currently associated with – you may not “purchase” a Preferred Solution Partner membership if you are not currently at that tier level within the Cisco Solution Partner Program. For tier level criteria, please reference the Solution Partner Program Guidelines document.)
 - **Solution Partners:** <https://developer.cisco.com/site/devnet/support/spps/>
 - **Preferred Solution Partners:** <https://developer.cisco.com/site/devnet/support/psp/>
 - **Strategic Solution Partners:** Please contact the program office directly at solutionpartnerprogram-support@cisco.com.
- Note: Your credit card statement will show a payment to DEVELOPERPROGRAM.COM.

3. What is the difference between the primary contact role and other assigned roles?

All contacts added to your account must be assigned a role, and it’s important to understand how these differ. More information on roles and types can be found in the [Partner Handbook](#).

- **Primary Contact**
 - This is the primary person managing the relationship between your company and the Solution Partner Program.
 - Receives all communication from the program office (renewal notifications, program changes, etc.).
 - The primary contact’s information will appear in your Marketplace storefront, and this person will also receive leads from the Cisco Marketplace.
- **Legal Contact**
 - Manages all legal aspects of your relationship.
 - This is the only role that has access to sign the legal agreement.



- **Administrator and Sales Manager Contacts**
 - Contacts assigned to either of these roles receive leads from the Cisco Marketplace.

4. Why can't my co-workers access the Solution Partner Program information or websites?

- To be able to access the Solution Partner Program dashboard or use any of the program-specific resources, an individual must be listed as an active contact on the partner account. We recommend that you check the contacts listed in your Solution Partner Program dashboard first, to ensure that they have been added to your partner account.

5. How do I add a contact to my account?

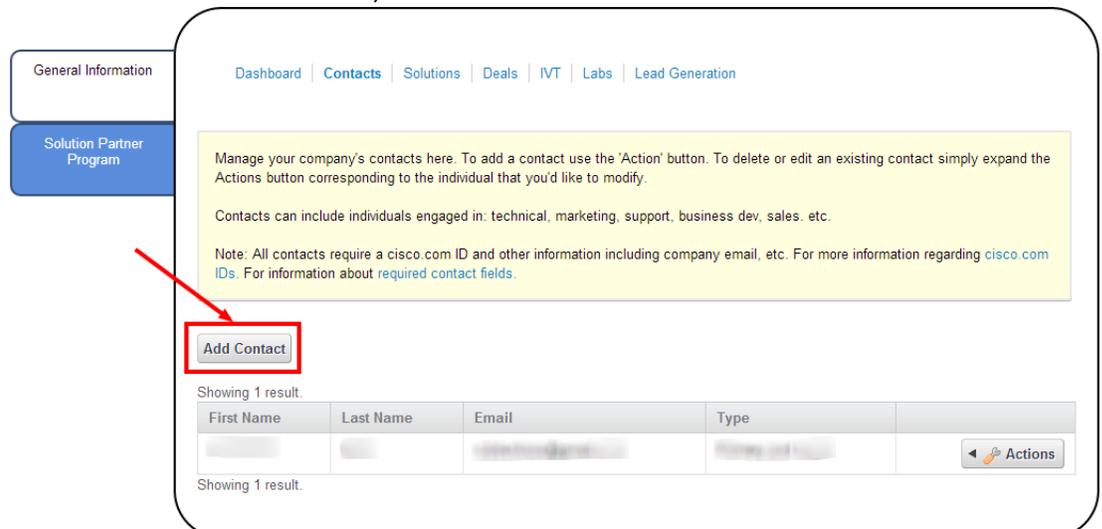
Note: For information on contact types and roles, please refer to question 3, "What is the difference between the primary contact role and other assigned roles?"

Anyone who needs access to your partner account must first be added as a contact.

- The contact must have a valid Cisco.com ID before being added to your account.
 - Register for a Cisco.com ID: https://tools.cisco.com/RPF/register/register.do?accountType=Partner&locale=en_US
- Any current contact on your account can follow these instructions to add a new contact.
 1. Log in to your [partner dashboard](#).
 2. Click the Contacts tab at the top of the page.



3. From the Contacts screen, select Add Contact.



4. Fill in the required information, including the Cisco.com ID provided by the new contact, then click Finish.

Fill out required fields and select 'Finish' to save and exit, or 'Cancel' to exit without saving.

Cisco ID (Your Log-in/User Name): *	<input type="text"/>
First Name: *	<input type="text"/>
Last Name: *	<input type="text"/>
E-Mail: *	<input type="text"/>
Phone: *	<input type="text"/>
Job Title: *	<input type="text"/>
Type: *	<input type="text" value="Primary and Legal"/>
Role: *	<input type="text" value="Employee"/>

5. The contact can now log in with the specified Cisco.com ID and access the dashboard.

6. What do I do if I cannot log in to my account using my Cisco.com ID?

- Reset your password using the [Password Reset Tool](#).
 - If you are unable to resolve the issue using the Password Reset Tool, please contact web-help@cisco.com.
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GENERAL PROGRAM INFORMATION

1. How do I stay updated on the Solution Partner Program?

- Visit the [website](#).
 - Listen to the [Power Hour Webinars](#) (include technical- and business-focused events)
 - Solution Partner Program Events page on website
 - Recordings and PDFs from past webinars
 - **Newsletters** are distributed periodically with important information pertaining to your account and any upcoming changes to the Solution Partner Program. Newsletters are sent to all contacts on your account.
 - **Solution Partner Program Forum** (day before start of Cisco Live – US & EMEAR)
 - **Follow us on Twitter: CiscoSolutionPartner @Cisco_Solution**
 - **Facebook: <https://www.facebook.com/CiscoSolutionPartner>**
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2. What is the difference between the Solution Partner Program and DevNet?

- **DevNet:** Cisco's developer resource center that supports both Cisco partners and Cisco customers who need technical information and tools to support their solutions and/or environments based on Cisco technology. The DevNet resources include access to APIs, technical documentation, developer support cases and forums, etc.
 - **Solution Partner Program:** A Cisco partner program that provides both technical (via DevNet) and go-to-market benefits for companies with a solution based on Cisco technology. Benefits include access to verification testing services resulting in a “Cisco Compatible” designation, customizable storefront(s) in the Cisco Marketplace Solutions Catalog, discounted Cisco equipment (via the Not for Resale Program), opportunities to exhibit at Cisco Live World of Solutions events, etc. More information on benefits and requirements can be found in the [Program Guidelines](#).
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IVT AND CISCO COMPATIBLE SOLUTIONS

Information on Interoperability Verification Testing (IVT) can be found in the [Partner Handbook](#) and on the portal under Member Services → Testing (<http://solutionpartner.cisco.com/web/memberservices/testing>).

1. How do I submit an IVT request?

Note: You can submit an IVT request for an approved solution only. (All Cisco based solutions must be submitted for approval by the business unit. You can find information on submitting a new solution in the “Manage Solutions” section of the [Partner Handbook](#).)

- Log in to the [partner dashboard](#).
- Click the Solutions tab at the top.
- Select Actions → Add New IVT Request.
- Complete the form (add product to the test) and submit it for approval.

2. What are the benefits of having my solution certified as Cisco Compatible?

- Ability to move to the Preferred Solution Partner tier, which provides additional program benefits
- Higher placement in search display in Cisco Marketplace Solutions Catalog
- Eligible to exhibit at Cisco Live World of Solutions events
- Eligible to apply for Cisco Solution Incentive Program

3. How do I get the Cisco Compatible logo for my solution?

- You must first complete IVT with a current Cisco technology and be certified as Cisco Compatible. Please see the “Logos and Branding” section for more information on the Cisco Compatible logo.

4. How do I know if my Cisco Compatible solution is “current”?

- The Solution Partner Program works with each business unit to identify which current technologies are eligible for Cisco Compatible status. If your solution is no longer current, you will need to complete IVT with a current technology to regain your status.
- If you are unsure whether or not your solution is current, please review these resources:
 - [Tier Advancement page](#)
 - [Tier Advancement Q&A](#) (on right side of Tier Advancement page)

Requirements for the Preferred Solution Partner Tier

- One (1) solution must be current Cisco Compatible via Interoperability Verification Testing (IVT) or Cisco Validated Design (CVD)
- Cisco Marketplace solution storefront
- 24-hour support

Learn more about the program benefits and testing process in the [Solution Partner Program Guidelines](#).

Already a Member of the Solution Partner Program?

Have questions about determining the “Current Cisco Technology” for your solution?

Find answers in the Q&A

[Download](#)



CISCO MARKETPLACE

1. How do I create my Cisco Marketplace Solutions Catalog storefront?

Step-by-step instructions for posting to Cisco Marketplace can be found in the [Partner Handbook](#).

- Create your Cisco Marketplace Solutions Catalog presence by posting a subset of the content from your partner dashboard. (Note: Data fields in green text represent fields/content that will post to the Marketplace.)
 - When you click “Post” from the partner dashboard, various data elements and artifacts will upload and populate your Marketplace Solutions Catalog pages.
 - Each solution will have its own solution site consisting of multiple pages that describe your offering.
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2. Why doesn't my storefront appear when I click “Post”?

- If this is a new solution posting, it can take up to 48 hours to appear in the Marketplace.
 - If you are editing an existing solution, the changes will update immediately.
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3. How can I edit the information in my Marketplace Solutions Catalog profile/storefront?

- Your Cisco Marketplace storefront is a subset of the solution information on your partner dashboard. Changes to your Marketplace storefront must be made from the partner dashboard. Once edits are made to your solution, you must post it again; changes to an existing Cisco Marketplace storefront will be updated in the Cisco Marketplace immediately. Note: You may need to refresh your browser to view changes.
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4. How do I change the contact information on my company page?

Important: There can be only one primary contact on the account, and that person is the only recipient of partner relationship administrative notifications, such as renewals and payment instructions. Please check with your current primary contact on the account before submitting any changes.

- Update contact name and details
 - Your primary contact's information appears in this section. To change this information, you will need to change the primary contact from the Contacts tab of the partner dashboard.
 - Change company address
 - Update your general information from the partner dashboard.
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LOGOS AND BRANDING

1. Where can I find the Solution Partner Program logos and banners?

- Go to Solution Partner Program Portal → Member Services → Logos & Banners
<http://solutionpartner.cisco.com/web/memberservices/sales-marketing/#Branding-Assets-Logos-Banners-And-More>
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2. Can I use the Cisco logo?

- You may use only the logos listed on the Solution Partner Program website (Partner Relationship logos and Marketplace banners), which do not include the standalone Cisco logo.
 - To use one of the Solution Partner Program logos or banners, you must be a partner and comply with our [Logo Guidelines](#).
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3. Where can I download the Cisco Compatible logo?

- Only specific solutions that have successfully completed IVT and have been certified as Cisco Compatible can use the logo.
 - You can download the logo from the portal under [Logos & Banners](#).
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4. How do I add the Cisco Compatible logo to my Cisco Marketplace storefront?

- Posting of the Cisco Compatible logo is managed by the Solution Partner Program office, and storefronts are updated once a partner's solution has been certified as Cisco Compatible.
 - We will automatically add this logo to your storefront if your solution meets the criteria. If you have any questions, please contact the program office at solutionpartnerprogram-support@cisco.com.
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PRESS RELEASES

Note: All press releases regarding your partnership must be approved by Cisco – no exceptions.

1. Can I create a press release about my membership in the Cisco Solution Partner Program?

- The following criteria qualify you for a press release:
 - Joining the Solution Partner Program for the first time
 - Advancement to the Preferred Solution Partner tier level
 - A Cisco based solution has successfully completed Cisco IVT and is certified as “Cisco Compatible”
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2. How do I get my press release approved?

- Submit the completed press release template to Cisco at solutionpartner-pr@cisco.com.
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3. How long does the approval process take?

- Approval takes a minimum of 10 days.
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4. Will Cisco distribute the press release for my company?

- Cisco does not distribute solution partner press releases – partners must distribute their own PR.
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5. Where can I find the press release template?

- Go to Solution Partner Program Portal → Member Services → Press Releases
<http://solutionpartner.cisco.com/web/memberservices/sales-marketing/#Press-Releases>
 - The template contains the content for your press release, along with the guidelines and structure required for approval.
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NOT-FOR-RESALE (NFR) DISCOUNT PROGRAM

1. What is the Not-for-Resale (NFR) discount program?

- A benefit that provides solution partners with the ability to purchase Cisco gear for purposes of building, testing, and demonstrating their Cisco based solutions.
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2. How do I order discounted Cisco gear through the NFR Program?

- Requirements for solution partners to participate are as follows:
 - Active membership in the Cisco Solution Partner Program
 - Person creating the deal is an active contact within the partner account
 - Alignment with the program terms and policies
 - Fiscal year limitations
 - NFR information can be found on the Solution Partner Program Portal under Member Services → Discounts <http://solutionpartner.cisco.com/web/memberservices/discounts>
 - Includes instructions on how to place an order using Cisco Commerce Workspace
 - NFR Guidelines (step-by-step instructions):
http://solutionpartner.cisco.com/documents/8974369/20381491/CDN_Discount_Purchase_Program_New/56737e1b-52bb-47d3-9a67-fcdf0178fdf2?t=1412024
 - [NFR Webinar](#) (Solution Partner Program Discount Purchase Program – NFR) specifically designed for solution partners, with information and step-by-step guidance on creating a deal
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3. How do I get support for NFR-related issues?

- The NFR discount program is a Cisco administered program, and support is provided by the global team, as opposed to the Solution Partner Program office.
 - For general support or Cisco Commerce Workspace tool issues:
 - Open a case in [My Workspace](#)
 - For technology or configuration inquiries, contact:
 - [Partner Relationship Management Team](#)
 - Your distributor (if you have an existing relationship/account)
-

4. How do I know what my discount price will be for the Cisco gear I want to purchase?

- There are many variables that affect your discount (such as technology, theater, region, selected distributor, etc.). You must create the deal in Cisco Commerce Workspace first. The deal will be sent to the distributor you selected during the process, and they will get back to you with final pricing. Please note that the discounts proposed are guidelines for our distributors; the distributor ultimately sets the end price.
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5. Why does the discount price that appears in my deal not match the distributor's discounted price?

- The discount price that displays in Cisco Commerce Workspace is based on deals that are fulfilled by Cisco directly, which are very limited in number. The majority of partners are required to purchase Cisco equipment from a Cisco distributor, and the distributor has flexibility to set the end price.
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Thank you for supporting the Solution Partner Program. For any further questions, please contact us at solutionpartnerprogram-support@cisco.com.