



Worldwide Channels Fact Sheet

	March 2005	March 2004
Channel Partners Worldwide	More than 21,000	More than 21,000
Cisco Certified Partners Worldwide	More than 2,600	More than 2,900
Cisco Specializations Granted Worldwide	More than 5,000	More than 4,800
SMB Select Designated Channel Partners Worldwide	1200	NA
Cisco product revenue through Channel	94 percent (Enterprise & Commercial)	More than 92 percent (Enterprise & Commercial)
Partner Customer Satisfaction	4.44	4.40
Partner Satisfaction with Cisco	4.27	4.27

Value Incentive Program (VIP) – Rebate for Selling Cisco IPT, Security, and ISR Technology:

- WW VIP bookings grew 75% year/year
 - Voice bookings grew more than 65% year/year
 - Security bookings grew more than 70% year/year
- WW VIP payout to channel partners grew more than 160%

Opportunity Incentive Program (OIP) – Deal registration program that rewards partners with either a rebate or discount for securing incremental new business

- 8000+ deals registered worldwide worth more than \$1 billion (list price)

Return on Invested Capital (ROIC) – Metric used to help Cisco better understand its partner’s business

- We have done most of our ROIC engagements with partners in US
- In 2004, US partner ROIC, went from roughly 20% to nearly 60%

Channel Partner Program:

- Gold partner certifications have increased more than 10% year/year
- Number of IPC Specializations awarded grew 16% year/year
- Number of Routing & Switching Specializations awarded grew more than 60%
- Wireless, Security and IPC are the three most popular specializations
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Specializations (11)	CRM Express
Global Commerce	Converged Business Solution
IP Communications Express	Teleworker Solution
IP Communications	VPN/Firewall Security Express
Wireless LAN	
VPN/Security	
Storage Networking	
Routing and Switching	

Partner E-learning Connection (PEC) – Online Training Portal for Channel Partners:

- Time savings of 107 hours per person, per year (9.5 hours per month)
- \$1 Cisco investment delivers \$97 in channel partner training
- Estimated channel partner training expense savings \$595
- PEC – in its 5th year. Over 3 million logins since its inception.

Partner Access onLine -- Customer Satisfaction Tool for Channel Partners:

- 100 percent of all Cisco Gold, Silver, and Premier Certified Partners now have direct access to the Cisco customer satisfaction data with associated customized reporting per partner.
- Since making customer satisfaction a strategic component of the Channel Partner Certification program, Cisco has realized a 40 percent improvement (FY2003) on a five-point scale in partner-served end-customers satisfaction since the August 2001 release of the value-based partner certification program.

Cisco Partner View – Channel Partner Productivity Portal:

- Has saved Cisco Certified Channel partners more than \$15M in productivity since its launch in February 2003
- On a 1-5 scale, partner satisfaction with Cisco Partner View is 4.3 and partner value of Cisco Partner View is 4.6
- Certified Partner adoption rate stands at over 85% worldwide
- More than 52 percent of Cisco channel partners using Cisco Partner View report at least a two-hour per week productivity gain
- Cisco Partner View (new release launching April 11 '05) has been expanded to include all worldwide registered partners, in addition to all specialized and certified partners
- Cisco Partner View is now fully integrated with My Tech Support--partners can access bug tracking, products and technologies document watchers, TAC service requests, technical support news, security advisories and alerts and more

Services Contract System – Eliminates Need for Physical Services Contract Packages

- The Partner Service Center (for US & Canada) is driving increased partner satisfaction and efficiency improvements with streamlined case management and reporting.
- The PSC handles over 30,000 cases (email & calls) a quarter with an average partner satisfaction of 4.3. Overall partner satisfaction is high with regards to ease of access, communication of problem status, and timeliness of problem resolution.
- Q2FY05 case volume was down 12% over Q1FY05 due to significant improvements in case handling and enhanced on-line resources:
 - **Knowledge Base** - Regularly updated database of common service tool Frequently Asked Questions.
 - **Online Case Management** - Partners can open, view and update their service case online
 - **Case History** - View previously cases opened through the Partner Service Center. PSC support coverage will expand to include the rest of world in late 2005.