Introducing the Cisco BYOD Smart Solution Partner Accelerator

To help you build your practice and promote sales growth, the BYOD Smart Solution Partner Accelerator delivers business-relevant solution training, dedicated sales tools and marketing assets, and resources to differentiate your business (see figure 1).

- Review the Cisco BYOD Smart Solution Partner Accelerator Welcome Guide to learn more.
- Contact us with questions: byod_partners@cisco.com.

Follow the steps below to participate in the BYOD Smart Solution Partner Accelerator:

1. Prerequisite specializations and Cisco Identity Services Engine (ISE) training
2. Training courses that complete the learning requirements
3. Advantages of becoming a Unified Workspace Solution Partner

Training Foundation	Partner Tools	Partner Differentiation
· Learning maps for sales, systems engineers, and field engineers	· Demos and other sales tools · Demand-generation and other marketing resources	· Solution identifier · Partner Locator recognition · Press kits
Build Competency	**Compress the Sales Cyde**	**Differentiate the Partner**

Figure 1. Cisco BYOD Smart Solution Partner Accelerator Framework

Introducing the Cisco BYOD Smart Solution Partner Accelerator
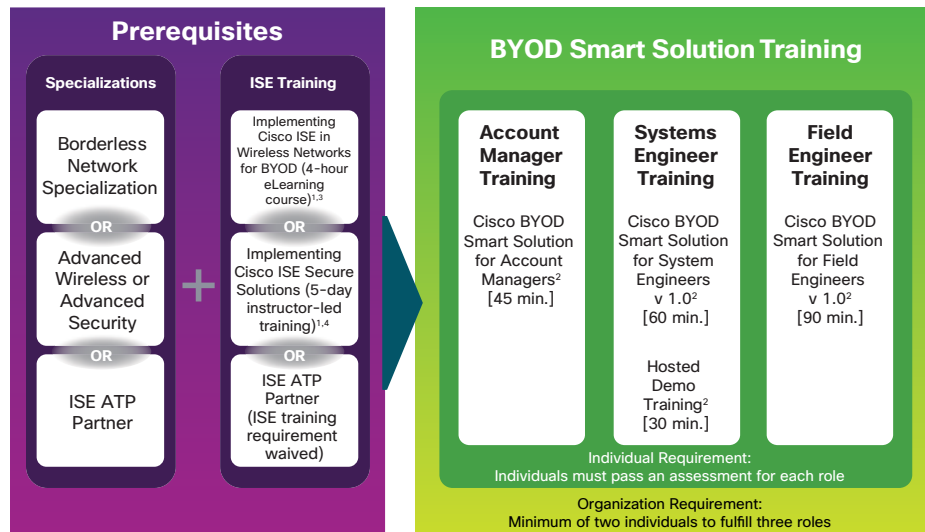
1 Achieve the Prerequisite Specializations and Training

Prerequisite Specializations

To participate in the BYOD Smart Solution Partner Accelerator, you need to achieve any one of three specializations or be a Cisco ISE Authorized Technology Provider (ATP) Partner (see figure 2):

- Advanced Borderless Networks Architecture Specialization
- Or Advanced Wireless LAN Specialization
- Or Advanced Security Specialization
- Or Cisco ISE ATP Partner

Figure 2. BYOD Smart Solution Partner Accelerator Learning Maps

Notes:
[1] Individuals must pass an exam for this course.
[2] Training is available as an eLearning course with free online exam.
[3] eLearning course with proctored exam. 4-hour course for partners that wish to deploy wireless solutions. Requirement is waived for ISE ATP Partners.
[4] Instructor-led training (ILT) course. 5-day course for partners that wish to deploy full ISE solutions (wired, wireless and VPN). Requirement is waived for ISE ATP Partners.

Prerequisite Training and Exams

One of two Cisco Identity Services Engine (ISE) training courses and passing the associated exam are also requirements to participate in the BYOD Smart Solution Partner Accelerator (see figure 2). This requirement is waived if you are a Cisco ISE ATP Partner.

- Implementing Cisco ISE in Wireless Networks for BYOD (4-hour eLearning course) and Exam #648-266 SBYOD
- Implementing Cisco ISE Secure Solutions (5-day instructor-led training) and Exam #650-473 ISE

2 Complete the BYOD Smart Solution Training (Learning Maps)

Self-paced online courses for the following roles complete the learning requirements for the BYOD Smart Solution Partner Accelerator (see figure 2):

- Account Managers
- Systems Engineers
- Field Engineers

3 Gain the Distinction of Becoming a Cisco Unified Workspace Solution Partner

To access the advantages of the BYOD Smart Solution Partner Accelerator, you need to fulfill the prerequisites and complete the training summarized previously.

Differentiation for Your BYOD Smart Solution Practice

Once your company completes all of the learning map requirements, you receive the following to differentiate your practice:

- **Unified Workspace Solution Identifier.** You may use the solution identifier distinguishing your company as a Unified Workspace Solution Partner on your website, on business cards, and in sales and marketing materials (see figure 3).

Figure 3. BYOD Smart Solution Identifier

Cisco
Unified Workspace Solutions

BYOD Smart Solution Distributor

Cisco
Unified Workspace Solutions

BYOD Smart Solution Reseller

- **Cisco Partner Locator Listing.** Once your company has completed all of the requirements, it is identified in the Cisco Partner Locator as a Unified Workspace Solution Partner with all of the skills necessary to sell and implement the BYOD Smart Solution.
- **Partner Press Kit.** You can use the customizable press kit to announce your inclusion as a Unified Workspace Solution Partner. Once your company completes all of its learning map requirements, you receive the press kit as part of the welcome package.

To apply for the solution identifier, Partner Locator listing, and press kit, go to http://tools.cisco.com/squish/3711E. Send a message to byod_partners@cisco.com if you have questions.

Tools to Help Compress the Sales Cycle

Comprehensive resources are available to support your BYOD Smart Solution sales success:

- **Sales Tools.** Seller resources ranging from brief sales guides to proposal templates to in-depth webcasts help you understand the Cisco BYOD Smart Solution, inform sales conversations, and develop your practice.
- **BYOD Hosted Infrastructure Demo.** The demo enables you to show the value of the BYOD Smart Solution without the need to set up a lab or install software. Detailed demo scripts are available for specific user scenarios.
- **Marketing Campaigns.** Campaign materials include playbooks, call guides, email templates, presentations, and other resources help you launch your sales of the BYOD Smart Solution.
- **BYOD Plan, Design, and Implementation (PDI) Help Desk.** The PDI Help Desk addresses the need for proactive support required by Cisco partners in the complex tasks of planning, design, and Implementation of the BYOD Smart Solution. Available at no cost to Advanced Wireless Specialization and ISE ATP Partners, as well as Cisco distributors, the BYOD PDI Help Desk is currently available in the Americas region from 9 a.m. to 9 p.m. U.S. Eastern Time, Monday through Friday, except Cisco holidays.
- **Additional Resources.** Check www.cisco.com/go/partnerbyod for additional resources as well as updates to help you build and grow your BYOD Smart Solution practice.