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The Cisco and Citrix Partner Accelerator simplifies the partner go-to-market approach for Cisco® Virtualization Experience Infrastructure (VXI) with Citrix XenDesktop, with one framework that is inclusive of Cisco architectures and ecosystem partners. To help partners build their practices and promote sales growth, Cisco delivers business-relevant solution training, dedicated sales tools, marketing campaigns, and other resources.

This welcome guide introduces you to the Cisco and Citrix Partner Accelerator, including the following:

- Registering as a Cisco partner and obtaining a Cisco.com user ID
- Accessing the Cisco Solutions Acceleration Partner Center
- Achieving the required specializations to sell Cisco VXI with Citrix XenDesktop
- Understanding the resources and benefits of the Cisco and Citrix Partner Accelerator

## Benefits

By participating in the Cisco and Citrix Partner Accelerator, you can develop a practice for Cisco VXI with Citrix XenDesktop to deliver complete solutions for desktop virtualization and collaboration. The Cisco and Citrix Partner Accelerator offers incremental differentiation and benefits that recognize the level of investment that you make.

By participating in the Cisco and Citrix Partner Accelerator, you have an opportunity to solidify your role as a trusted adviser, participate in a greater share of customers' investments, and increase profitability. You benefit from the following:

- **Practice building.** Access business-relevant solution training to help you develop more strategic relationships with your customers.
- **Partner tools.** Sales tools and marketing campaigns can help you compress the sales cycle.
- **Partner differentiation.** The partner solution identifier and [Cisco Partner Locator](#) listings differentiate partners that have made a commitment to become Unified Workspace Solution Partners.



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If you have gotten this far, you are most likely a Citrix Solution Advisor who does not have Cisco credentials and who is starting to explore how you can become a Cisco partner. Our recommendation is that you register to obtain a Cisco account and Cisco.com user ID. Obtaining a Cisco.com user ID gives you access to Cisco Partner Central, to information on the Cisco specializations required for Cisco VXI with Citrix XenDesktop, and to the Solutions Acceleration Partner Center for Cisco VXI with Citrix. Follow the steps in this section to register as a partner and access Cisco partner resources.

### Register for a Cisco Account and a Cisco.com User ID

To apply for a Cisco.com user ID, go to <https://tools.cisco.com/RPF/register/register.do> (Figure 1). You will receive an automated response with the assigned ID. (If you have already registered and have an account, please skip this step.)

Figure 1. Registering for a Cisco.com Account

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## Apply to the Registered Partner Program

Next, apply to the Registered Partner Program. Visit <http://tools.cisco.com/WWChannels/IPA/welcome.do>.

Log in with your Cisco.com user ID and password, select your country of registration, select "Register My Company," and click "Continue."

After you have completed the registration form, you will receive notification of your acceptance as a Cisco Registered Partner within 24 hours. As a Registered Partner, you will be granted partner-level access to Cisco.com and will be eligible to participate in the Cisco Channel Partner Program. Status as a Registered Partner is valid for 12 months and must be renewed annually.



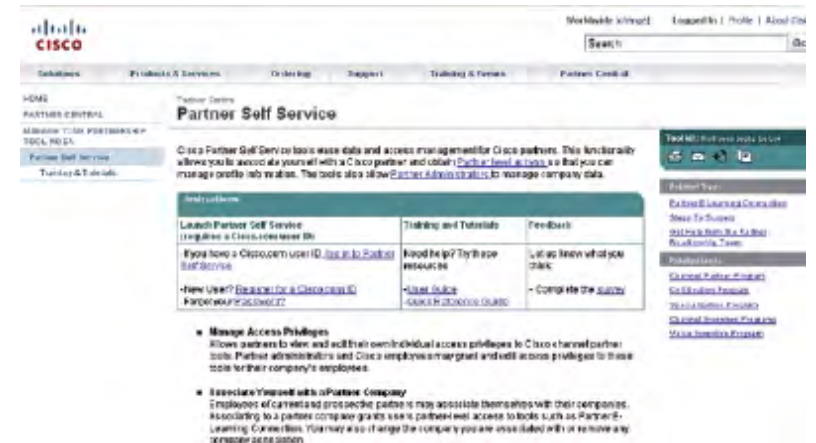
## Associate People with Your Company

Use Partner Self-Service at <http://tools.cisco.com/WWChannels/GETLOG/login.do> (Figure 2) to register your company's details, partner tool administrators, and people associated with your company.

You'll find a Partner Self-Service User Guide here: [www.cisco.com/web/applicat/partserv/applications\\_training\\_tutorial\\_quest.html](http://www.cisco.com/web/applicat/partserv/applications_training_tutorial_quest.html).

Quick Reference Guides are available here: [www.cisco.com/warp/public/765/tools/pss/Reference.html](http://www.cisco.com/warp/public/765/tools/pss/Reference.html).

Figure 2. Partner Self-Service



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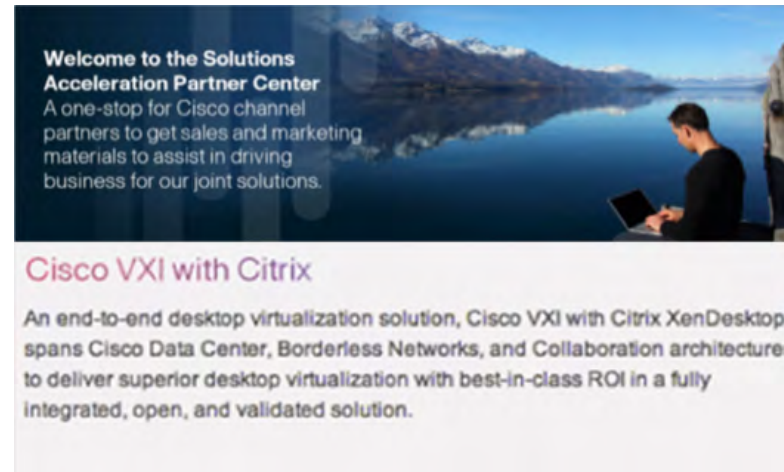
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### Accessing the Solutions Acceleration Partner Center for Cisco VXi with Citrix

Use your Cisco.com user ID to access the Solutions Acceleration Partner Center for Cisco VXi with Citrix (Figure 3). If you don't have a Cisco.com user ID, you must register to access the portal: [www.gopartnersolutions.com](http://www.gopartnersolutions.com).

Figure 3. Solutions Acceleration Partner Center



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## Cisco and Citrix Partner Accelerator Requirements

This section outlines the specializations required for partners to participate in the Cisco and Citrix Partner Accelerator. Partners that fulfill additional training requirements are eligible to become Unified Workspace Solution Partners, discussed in the section “Becoming a Unified Workspace Solution Partner.”

Table 1 lists the prerequisites for the Cisco and Citrix Partner Accelerator.

**Table 1.** Cisco and Citrix Partner Accelerator Prerequisites

Infrastructure	Desktop Virtualization	Storage (One or Both Vendors)	
Cisco	Citrix	EMC	NetApp
<b>Borderless Networks</b> Advanced Borderless Network Architecture Specialization <b>OR</b> Advanced Routing and Switching Specialization <b>AND</b> Advanced Wireless LAN Specialization <b>PLUS</b> <b>Collaboration</b> Advanced Collaboration Architecture Specialization <b>OR</b> Master Unified Communications Specialization <b>OR</b> Advanced Unified Communications Specialization <b>PLUS</b> <b>Data Center</b> Advanced Data Center Architecture Specialization <b>OR</b> Advanced Unified Computing Technology Specialization	XenDesktop Certification (all levels)	Technology Architect Certificate—VNX Solutions Specialty	Star or FlexPod Premium Partner

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## Cisco Requirements

This section outlines the Cisco specializations required for partners to participate in the Cisco and Citrix Partner Accelerator. The benefits of achieving specializations include:

- Develop sales, technical, and services capabilities for integrated networking solutions
- Increase technical competency
- Achieve recognition as a Cisco Specialized Partner in the [Cisco Partner Locator](#)

### Cisco Borderless Networks Specializations

#### *Advanced Borderless Network Architecture Specialization*

Five roles are required for the Advanced Borderless Network Architecture Specialization: account manager, architecture systems engineer, and three field engineers.

Apply here: [www.cisco.com/web/partners/partner\\_with\\_cisco/channel\\_partner\\_program/resale/specializations/adv\\_borderless\\_arch.html#~two](http://www.cisco.com/web/partners/partner_with_cisco/channel_partner_program/resale/specializations/adv_borderless_arch.html#~two).

#### *Advanced Routing and Switching Specialization*

Three roles are required for the Advanced Routing and Switching Specialization: account manager, systems engineer, and field engineer.

Apply here: [www.cisco.com/web/partners/partner\\_with\\_cisco/channel\\_partner\\_program/resale/specializations/routing\\_switching.html#~two](http://www.cisco.com/web/partners/partner_with_cisco/channel_partner_program/resale/specializations/routing_switching.html#~two).

#### *Advanced Wireless LAN Specialization*

Three roles are required for the Advanced Wireless LAN Specialization: account manager, systems engineer, and field engineer.

Apply here: [www.cisco.com/web/partners/partner\\_with\\_cisco/channel\\_partner\\_program/resale/specializations/wlan.html#~two](http://www.cisco.com/web/partners/partner_with_cisco/channel_partner_program/resale/specializations/wlan.html#~two).

### Cisco Collaboration Specializations

#### *Advanced Collaboration Architecture Specialization*

Three roles are required for the Advanced Collaboration Architecture Specialization: account manager, architecture systems engineer, and field engineer, plus three additional Cisco Qualified Specialist roles.

Apply here: [www.cisco.com/web/partners/partner\\_with\\_cisco/channel\\_partner\\_program/resale/specializations/adv\\_collaboration\\_arch.html#~two](http://www.cisco.com/web/partners/partner_with_cisco/channel_partner_program/resale/specializations/adv_collaboration_arch.html#~two).

#### *Master Unified Communications Specialization*

A Cisco Master-level specialization recognizes partners with the highest qualified practice in a given technology. To achieve a Master-level specialization, partners must first achieve the advanced specialization in that technology and then demonstrate Master-level capabilities.

Discover more about the requirements for this specialization here: [www.cisco.com/web/partners/tools/partnerlocator/master\\_spec.html#~1](http://www.cisco.com/web/partners/tools/partnerlocator/master_spec.html#~1) or contact your Cisco partner account manager.

#### *Advanced Unified Communications Specialization*

Three roles are required for the Advanced Unified Communications Specialization: account manager, systems engineer, and field engineer.

Apply here: [www.cisco.com/web/partners/partner\\_with\\_cisco/channel\\_partner\\_program/resale/specializations/unified\\_communications.html#~two](http://www.cisco.com/web/partners/partner_with_cisco/channel_partner_program/resale/specializations/unified_communications.html#~two).

### Cisco Data Center Specializations

#### *Advanced Data Center Architecture Specialization*

Five roles are required for the Advanced Data Center Architecture Specialization: account manager, architecture systems engineer, and three field engineers.

Apply here: [www.cisco.com/web/partners/partner\\_with\\_cisco/channel\\_partner\\_program/resale/specializations/adv\\_datacenter\\_arch.html#~two](http://www.cisco.com/web/partners/partner_with_cisco/channel_partner_program/resale/specializations/adv_datacenter_arch.html#~two).

#### *Advanced Unified Computing Technology Specialization*

Three roles are required for the Advanced Unified Computing Technology Specialization: account manager, systems engineer, and field engineer.

Apply here: [www.cisco.com/web/partners/partner\\_with\\_cisco/channel\\_partner\\_program/resale/specializations/unified\\_computing.html#~two](http://www.cisco.com/web/partners/partner_with_cisco/channel_partner_program/resale/specializations/unified_computing.html#~two).

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## Citrix Requirements

Participation in the Cisco VXI with Citrix Partner Accelerator requires partners to meet the following requirements:

- *Sales requirement.* One person who has completed one of the following:
  - Citrix Certified Sales Professional (CCSP) 2012 or CCSP 2011 for Desktop Virtualization
- *Technical requirement.* One person who has completed one of the following:
  - CCA for Citrix XenDesktop 5
  - And one of the following (same or different individual):
    - CCA for Citrix XenApp 6
    - CCA for Citrix XenApp 5 for Windows Server 2008
    - CCA for Citrix XenApp 5 for Windows Server 2003
    - Citrix Certified Enterprise Engineer (CCEE) for Virtualization

See also <http://training.citrix.com/cms/education/certification/administrator-series/cca-for-citrix-xendesktop-5/>.

## Accessing Courses and Exams

- *CXD-202 Citrix XenDesktop 5 Administration.* This course is a hands-on, self-paced online offering with an on-demand lab environment. Access to the on-demand lab environment is available for 30 days from first use. Read the full course description here: <http://training.citrix.com/mod/ctxcatalog/course.php?id=86>.
- *Exam A19 Citrix XenDesktop 5 Administration.* Exam takers pursuing the XenDesktop 5 CCA certification must pass the A19 exam to fulfill the requirement for obtaining this certification. To access the exam preparation guide, visit: [http://training.citrix.com/pluginfile.php/41632/mod\\_resource/content/1/Exam\\_A19\\_Preparation\\_Guide.pdf](http://training.citrix.com/pluginfile.php/41632/mod_resource/content/1/Exam_A19_Preparation_Guide.pdf).

For more information or to register:

- *United States.* Contact Ingram Micro at [citrix-licensing@ingrammicro.com](mailto:citrix-licensing@ingrammicro.com) or 1-800-456-8000 ext 76484.

- *Canada.* Contact Ingram Micro at [citrixlicensing@ingrammicro.ca](mailto:citrixlicensing@ingrammicro.ca) or 1-800-668-3450 ext 52039.
- *LAC.* Contact your local Citrix distributor.
- *EMEA.* Contact your local Citrix Authorized Learning Center.
- *Japan.* Contact Citrix Education Japan at [cca@citrix.co.jp](mailto:cca@citrix.co.jp).
- *APAC.* Contact APAC Education at [pacifieducation@citrix.com](mailto:pacifieducation@citrix.com).

- *CXA-204-1 Basic Administration for Citrix XenApp 6.* This training course provides the foundation necessary for administrators to effectively centralize and manage applications in the data center and instantly deliver them as a service to users anywhere. Delivered in instructor-led or self-paced online formats, this course can include virtual labs, classroom discussion, and demonstrations. It provides training for installing Citrix XenApp 6 for Windows Server 2008 R2 and the associated Citrix plug-ins, and for using administrative consoles and tools to configure resources, policies, server and server farm settings, printers, virtualized applications, and more. Read the full course description here: [http://training.citrix.com/pluginfile.php/79477/mod\\_resource/content/1/CXA-204-1\\_course\\_description.pdf](http://training.citrix.com/pluginfile.php/79477/mod_resource/content/1/CXA-204-1_course_description.pdf).

Citrix offers discounts on select Citrix training and certification packages exclusively to the Citrix partner network. Talk with your local Citrix distributor for more information.

## EMC Requirements

### EMCTA VNX Solutions Expert

This learning path is aligned to and supports the Technology Architect (EMCTA) VNX Solutions Expert Certification. The courses in this learning path focus on VNX unified performance and integration of VNX with other key technologies: VMware, Oracle, Microsoft Exchange Server, and Microsoft SQL Server.

### EMCTA Technology Architect

Partners that achieve this specialist-level certification can build expertise in EMC's latest technology and best practices for storage platforms; networked storage solutions; business continuity; data backup, recovery, and archiving; and content management.

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Achieving this certification demonstrates competency in analyzing, designing, architecting, customizing, integrating, and administering EMC information storage and information management solutions to meet complex technical and business requirements.

Access the course here: [http://edu.corp.emc.com/gs/certification/tracks/emcta\\_track.aspx](http://edu.corp.emc.com/gs/certification/tracks/emcta_track.aspx). (Site can be accessed only by EMC partners with Powerlink accounts.)

## NetApp Requirements

Participation in the Cisco and Citrix Partner Accelerator requires partners to become a Star or FlexPod Premium Partner. A partner who is interested in becoming a FlexPod partner should first become a NetApp partner. For an overview of the NetApp partner program, go to [www.netapp.com/us/media/netapp-partner-program-reseller-brochure.html](http://www.netapp.com/us/media/netapp-partner-program-reseller-brochure.html).

For more information on the value of becoming a NetApp partner and the requirements of partnership, see [www.netapp.com/partners](http://www.netapp.com/partners).

Once a partner has access to the NetApp field portal, partner enablement for FlexPod is handled through the GetSuccessful enablement tools at <https://fieldportal.netapp.com/viewcontent.asp?html=3> (login required). The specific GetSuccessful guide for FlexPod can be found at [https://fieldportal.netapp.com/ci\\_getfile.asp?method=1&uid=61206&docid=36515](https://fieldportal.netapp.com/ci_getfile.asp?method=1&uid=61206&docid=36515) (login required).



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## Becoming a Unified Workspace Solution Partner

This section details the steps required to be eligible for the incremental incentives and benefits of the Cisco and Citrix Partner Accelerator (see Figure 4). Once you have completed all the requirements, Cisco lists you as a Unified Workspace Solution Partner in the Cisco Partner Locator and issues your solution identifier (see Figure 5) and press kit. See the reference tables at the end of this document for a complete list of the partner assets available through the Cisco and Citrix Partner Accelerator.

Reminder: Use your Cisco.com user ID to access the Solutions Acceleration Partner Center for Cisco VXi with Citrix. If you don't have a Cisco.com user ID, you must register to access the portal at [www.gopartnersolutions.com](http://www.gopartnersolutions.com).

Figure 4. Cisco Partner Solution Accelerator Framework

Enablement	Tools	Differentiation
<ul style="list-style-type: none"> <li>· Learning Maps</li> <li>· Steps for Success Assets</li> <li>· Collaborative Professional Services</li> <li>· Best Practices</li> </ul>	<p><b>Sales</b></p> <ul style="list-style-type: none"> <li>· Demos, Assessments, Proofs of Concept</li> <li>· PDI Help Desk</li> <li>· Solution Portal</li> <li>· TCO/ROI Tools</li> <li>· SIP Cisco Validated Templates</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>· Campaigns</li> <li>· Seminar in a Box</li> <li>· Success Stories</li> </ul>	<ul style="list-style-type: none"> <li>· Solution Identifier</li> <li>· Partner Locator Listing</li> <li>· Partner Press Kit</li> <li>· Solution Incentive Program</li> </ul>

Figure 5. Cisco and Citrix Unified Workspace Solution Partner Identifier



## Get Started: Requirements

Partners become eligible for the incremental incentives and benefits of the Cisco and Citrix Partner Accelerator by completing these steps:

- Meet the prerequisite requirements.
- Meet solution training requirements for sales, presales, and postsales roles indicated in the learning maps.
- Enroll your Cisco VXi with Citrix solution in the Solution Incentive Program (SIP).
- Register all Cisco VXi with Citrix opportunities.



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## Build Competency Through Training: Partner Accelerator Learning Maps

Each Cisco and Citrix Accelerator partner must train a person for each role—sales, presales, and postsales—for each architecture practice (Data Center, Collaboration, and Borderless Networks). Normally, this would take nine individuals. For consistency with Cisco practice, however, one individual may fulfill up to two roles. Thus, the requirements can be fulfilled with as few as six individuals: two sales,

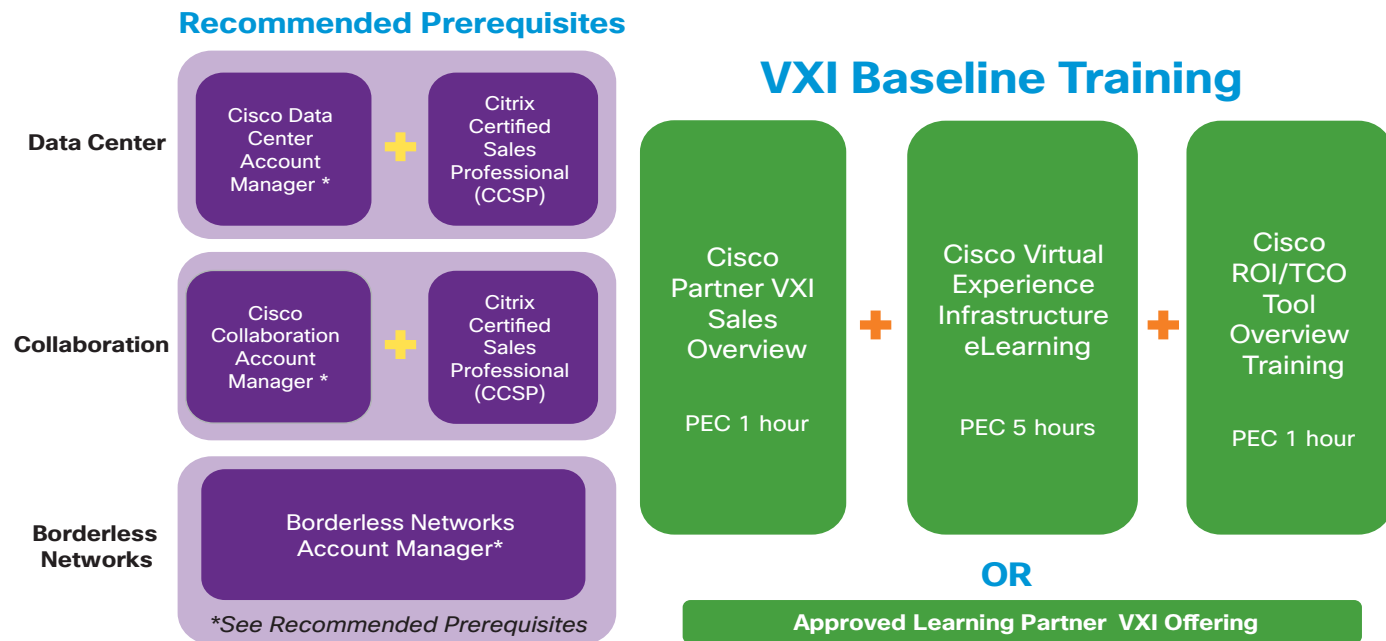
two presales, and two postsales. For example, a salesperson with the Advanced Collaboration Architecture and Advanced Borderless Network Architecture specializations may fulfill both the Collaboration and Borderless Networks sales roles.

There is a separate learning map for each role: sales, presales, and postsales (Figures 6 through 8). Prerequisites for each role are defined and consistent with Cisco and partner specialization requirements to sell the products in the VXI solution.

Partner investment (per individual, incremental to prerequisite certifications) is as follows:

- **Sales:** 7 hours of online training (via PEC)
- **Presales:** 9 hours of online training (via PEC)
- **Postsales:** 6 hours of online training (PEC) plus 24 hours of instructor-led training (ILT)

Figure 6. Cisco VXI Sales Learning Map



**Organizational Requirements:** Minimum two (2) individuals to fulfill three (3) Sales Specialist prerequisite roles required (Data Center, Collaboration, Borderless Networks)

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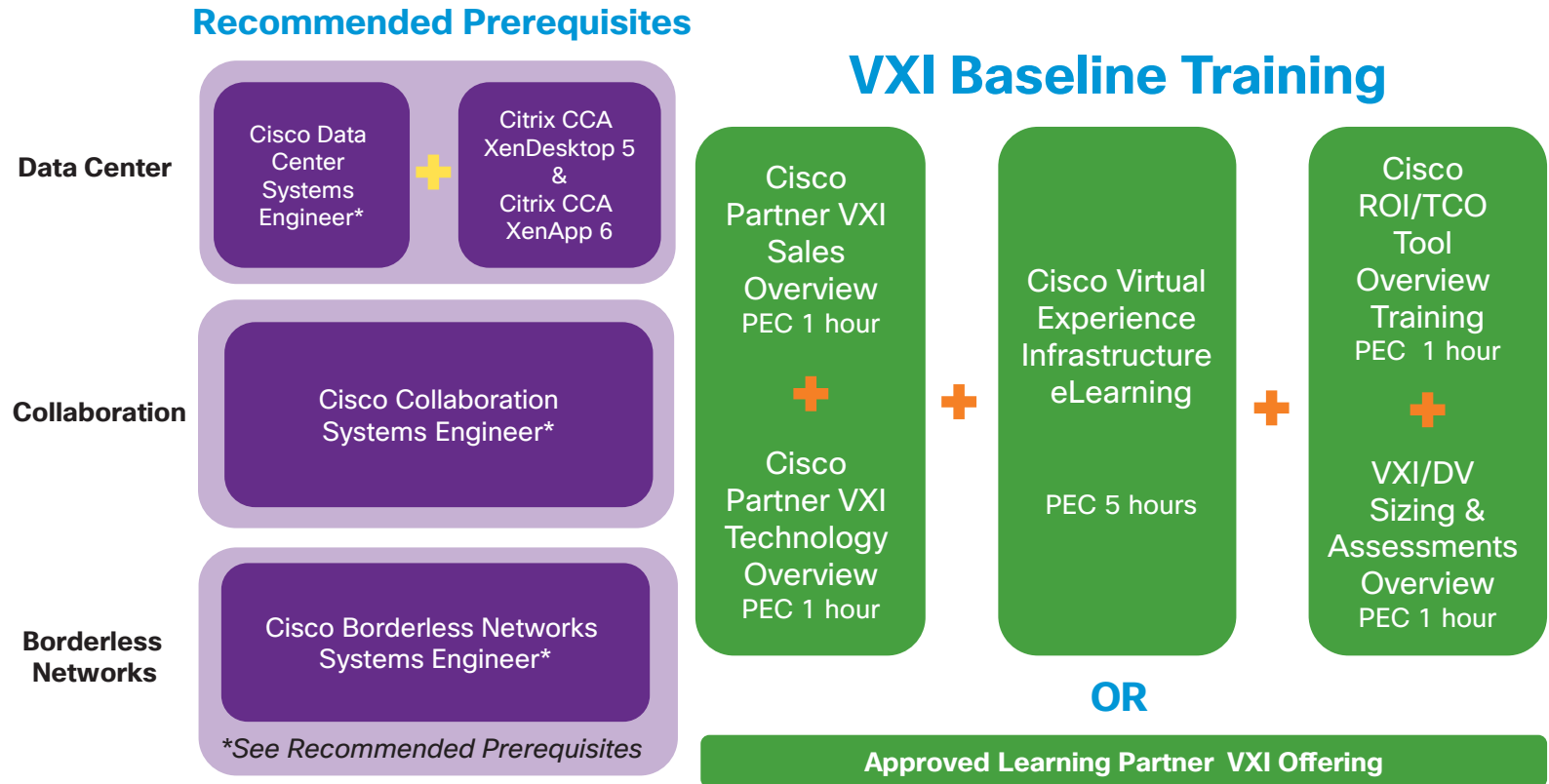
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Figure 7. Cisco VXI Technical Presales Learning Map



**Organizational Requirements:** Minimum two (2) individuals to fulfill three (3) Presales Specialist roles required (Data Center, Collaboration, Borderless Networks)



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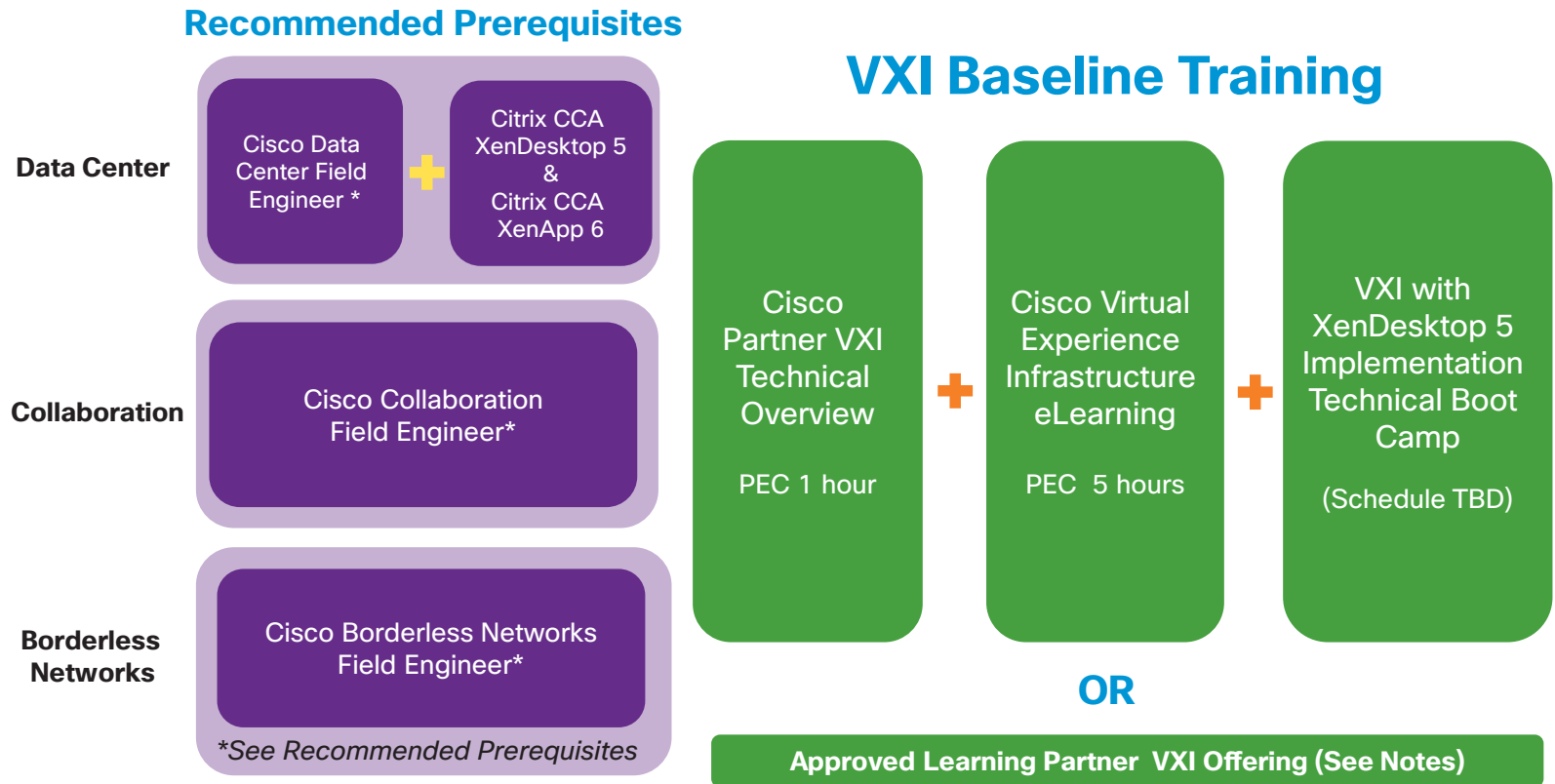
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Figure 8. Cisco VXI Technical Postsales Learning Map



**Organizational Requirements:** Minimum two (2) individuals to fulfill three (3) Postsales Specialist roles required (Data Center, Collaboration, Borderless Networks)

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## Accelerate Your Success: Solution Incentive Program

The Cisco Solution Incentive Program (SIP) is designed to accelerate profitable solution sales. SIP provides promotional up-front discount incentives to channel partners who invest in solutions that include Cisco products. Solutions help differentiate you from your competitors. You can receive discounts on your own custom solutions or use validated solutions via Cisco Validated Templates that focus on Cisco Smart Solutions. These designs incorporate products and technologies into a broad portfolio of enterprise, service provider, and commercial systems that are designed, tested, and fully documented to allow for faster, more reliable, and more predictable deployments. We currently offer a Cisco Validated Template for Cisco VXI with Citrix XenDesktop. To learn more about SIP, special pricing, requirements, how to register, and more, visit [www.cisco.com/go/sip](http://www.cisco.com/go/sip) and sign in using your Cisco partner credentials.

There is a two-step registration process:

1. Enroll in SIP: [www.cisco.com/go/sip](http://www.cisco.com/go/sip) (use your Cisco partner credentials to sign in).
2. Register SIP deals in Cisco Commerce Workspace. You'll find detailed instructions at [www.cisco.com/go/sip](http://www.cisco.com/go/sip).

Once you are logged in to Cisco Commerce Workspace, you'll find links for training, help, and support.

## Compress Sales Cycles: Partner Resources

Cisco offers a number of resources to help you shorten time to market and compress the sales cycle. For a full list of partner resources, please review the reference tables at the end of this guide.

### Enablement Resources

#### Guided System Selling

Simplify configuration and save time with Cisco Guided System Selling (GSS). Part of Cisco Commerce Workspace, GSS is a configuration tool to help you configure complex systems. GSS takes the guesswork out of the configuration process, using a question-based configuration process to guide you to the optimal system based on Cisco Validated Designs. Access the [Cisco Commerce Workspace and GSS tool](#).

### Steps for Success: Ordering Guide and Statement of Work Template

An ordering guide and statement of work template may be found in the Partner Tools section of the Solutions Acceleration Partner Center: [www.gopartnersolutions.com/vxi/partner-tools](http://www.gopartnersolutions.com/vxi/partner-tools).

### VXI Technical Consulting Accelerator

The VXI Technical Consulting Accelerator (TCA) is a series of eight interactive webcast sessions held over multiple weeks, designed to develop and accelerate your VXI services practice in five broad areas:

- Develop technical abilities for designing VXI solutions
- Establish a customer-ready VXI practice
- Train presales and postsales solution teams
- Align your practice with Cisco field teams and campaigns
- Find Cisco resources for presales technical, lab, demo and configuration processes

These sessions are presented in an interactive workshop-style environment. With the goal of helping you gain proficiencies in building a services practice around the VXI solutions strategy, the VXI TCA has some immediate benefits:

- Accelerate time to market with new or enhanced technology practices
- Increase new customer acquisition and business growth by expanding the solutions portfolio
- Improve delivery consistency and quality by learning from real-world best-practices guidance
- Reduce risk by receiving guidance on establishing and running a successful solutions practice

As a prerequisite to the VXI TCA, you should fulfill all the requirements for participation in the Cisco and Citrix Partner Accelerator. It is beneficial if the person who receives the postsales technical training identified in the learning maps is the same person assigned to the VXI TCA enablement track. This is not a mandatory enablement program but is highly recommended. Find more information through the Solutions Acceleration Partner Center at [www.gopartnersolutions.com](http://www.gopartnersolutions.com).

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The cost for VXI TCA can be covered with Cloud Marketing Development Funds (MDF).

## Sales Tools

### *Demonstration*

The dCloud for Cisco VXI demonstration, located on Partner Central, shows the end-to-end systems approach that delivers the next-generation virtual workspace by unifying virtual desktops, voice, and video. Access the demo here:

[www.cisco.com/web/partners/sell/technology/ipc/integrated-solutions/rDemo\\_virtExp\\_infrast.html](http://www.cisco.com/web/partners/sell/technology/ipc/integrated-solutions/rDemo_virtExp_infrast.html).

### *TCO/ROI Tool*

With this tool you can quantify the IT cost benefits of migrating from traditional distributed desktops to a desktop virtualization solution.

Access it here: <https://express.salire.com/Go/Cisco/Cisco-VXI-TCO-Advisor-results.aspx>.

## Marketing Tools

There are currently two options for easy-to-use online marketing tools for Cisco and Citrix partners.

### *Partner Grid Campaign*

The Partner Grid campaign for Cisco VXI with Citrix will be available soon. Check for availability at [www.thepartnergrid.com](http://www.thepartnergrid.com). The Partner Grid Interactive Campaign Portal ([www.thepartnergrid.com](http://www.thepartnergrid.com)) provides a single location to build, launch, and manage outbound campaigns. The Partner Grid has everything you need to produce good leads and increase sales, including the following:

- **List management.** Upload and manage your prospect lists within the web-based tool, as well as tracking and eliminating email bounce-backs or opt-out requests.
- **Communications:** Customizable outbound communications designed to drive prospects to your branded content portal.
- **Content portal.** Branded with your logo, the prepopulated content is fully customizable. The portal tracks prospects through the process of education, self-qualification, and identification of interest.

- **Lead reporting.** Allow prospects to self-identify interest through the "request meeting" function, or have the tool alert you of their interest based on configurable engagement levels or specific activity.
- **Tracking and metrics.** Since all outbound communications activity originates from the uploaded list, every attempted contact touch point is captured and any level of response is tracked and reportable.

### *Seminar in a Box*

The seminar-in-a-box campaign includes a simple-to-use, online tool that allows you to customize pre-event, day-of-event, and post-event assets. Located on Partner Marketing Central, the tool gives you the flexibility either to use the copy to create your own customized events or to use the online tools for predefined campaign production. Assets include the following:

- Pre-event assets are email templates, ads, and web copy blocks to help you promote your event.
- Day-of-event assets are fully customizable agendas, presentations, surveys, and collateral to create greater impact for attendees.
- Post-event assets are follow-up email templates and soft offers to help continue the discussion and generate demand.

Access the seminar here: [www.ciscopartnermarketing.com/Orgs/Initiative.aspx?id=1146](http://www.ciscopartnermarketing.com/Orgs/Initiative.aspx?id=1146).

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### Summary of Prerequisites and Requirements

Use the following tables for quick reference to Partner Accelerator prerequisites and requirements.

**Table 2.** Cisco VXi with Citrix Partner Accelerator Prerequisites

Tools	Short Description	Prerequisite	Availability and Location
<b>Prerequisites: Cisco Specializations</b>	To participate in the Cisco and Citrix Partner Accelerator, you need to achieve the specializations described in the section "Cisco and Citrix Partner Accelerator Requirements."	See the section "Cisco and Citrix Partner Accelerator Requirements" for a list of prerequisite specializations.	See the section "Cisco and Citrix Partner Accelerator Requirements" for more information about the specializations.
<b>Prerequisites: Desktop Virtualization</b>	XenDesktop Certification (all levels)	None	See the section "Cisco and Citrix Partner Accelerator Requirements" for more information about desktop virtualization training requirements.
<b>Prerequisites: Storage Partners</b>	EMC and NetApp training requirements are outlined in the section "Cisco and Citrix Partner Accelerator Requirements."	As described in the section "Cisco and Citrix Partner Accelerator Requirements."	See the section "Cisco and Citrix Partner Accelerator Requirements" for more information about storage partner training requirements.

**Table 3.** Cisco VXi with Citrix Partner Accelerator Requirements

Tools	Short Description	Prerequisite	Availability and Location
<b>Learning Maps</b>	Joint learning maps from Cisco and Citrix for sales, presales technical and postsales technical roles. Sales and presales training are self paced online courses, whereas the postsales technical training course is a comprehensive, scheduled instructor-led training class.	Ecosystem certifications	Available now: <a href="http://www.gopartnersolutions.com/vxi/learning-maps">www.gopartnersolutions.com/vxi/learning-maps</a> .
<b>Solution Incentive Program (SIP)</b>	Program designed to accelerate solution sales using multivendor Cisco Validated Designs and Cisco Smart Solutions. SIP provides a fixed discount off list price on eligible products, and deal protection.	Participation in the Cisco and Citrix Partner Accelerator requires partners to register for Cisco SIP.  <b>Solution registration:</b> Partners that want to take advantage of the up-front discounts provided through Cisco SIP must complete Cisco Validated Templates.  <b>Deal registration:</b> Once registered in SIP, partners must register deals.	Available now: <a href="http://www.cisco.com/go/sip">www.cisco.com/go/sip</a> .

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## Partner Tools

Access the tools listed in Table 4 to help reduce time to market and compress the sales cycle.

**Table 4.** Partner Tools

Tools	Short Description	Prerequisite	Availability and Location
Joint Solution Portal	The Solutions Acceleration Partner Center is a single location for all joint sales, marketing, and technical collateral as well as all relevant links to resources and benefits of the Cisco and Citrix Partner Accelerator.	None	Access the partner center here: <a href="http://www.gopartnersolutions.com">www.gopartnersolutions.com</a> . Select the Cisco VXi with Citrix tab and then register online. Use your Cisco.com user ID to access the page. If you don't have Cisco credentials, you can create a user ID and password for access.
Guided System Selling (GSS)	GSS is a fully integrated Cisco Commerce Workspace application, to help you configure complex systems to fit your customers' needs.	None	Available now for Cisco VXi for Citrix: <a href="http://www.cisco.com/web/partners/events/commerce_workspace.html">www.cisco.com/web/partners/events/commerce_workspace.html</a> .
Grid Campaign	Demand generation campaign that uses email and online microsite content targeted at your customers.	Ecosystem certifications	Available soon. Check for availability at <a href="http://www.thepartnergrid.com">www.thepartnergrid.com</a> .
Seminar in a Box	Demand generation campaign materials that use a marketing system allowing you to customize materials with your logo and value proposition statements.  Cisco uses Partner Marketing Central, and Citrix uses Marketing Concierge. Both systems share the same platform provider (Averetek).	Cisco and Citrix certifications for VXi	Available now: <a href="http://www.ciscopartnermarketing.com/Orgs/Initiative.aspx?id=1320">www.ciscopartnermarketing.com/Orgs/Initiative.aspx?id=1320</a> (available on Cisco Partner Marketing Central and accessible only with a Cisco.com user ID and password).
Steps to Success Assets	The statement of work template is a pro forma template that itemizes the complete Cisco VXi solution.  The VXi Ordering Guide is a guide to ordering VXi components.	None	Available now: <a href="http://www.gopartnersolutions.com/vxi/partner-tools">www.gopartnersolutions.com/vxi/partner-tools</a> .
Collaborative Professional Services	The Technical Consulting Accelerator is a one-to-one practice-building program. Delivered in six 2-hour interactive webcast sessions held over multiple weeks, it's designed to develop and accelerate your VXi services practice.	None	This program is currently in place at Cisco. It is not required but is highly recommended for channel partners, as they are expected to gain proficiency in building their services practice around their VXi solutions strategy. The cost can be paid using funds from the Cisco Cloud MDF program.



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## Unified Workspace Solution Partner Benefits

These assets help you differentiate your business and accelerate profitability (Table 5).

**Table 5.** Unified Workspace Solution Partner Benefits

Tool	Short Description	Prerequisite	Availability and Location
<b>Solution Identifier<sup>1</sup></b>	Once you complete all learning map requirements, you receive a solution identifier that distinguishes your company as a Unified Workspace Solution Partner. You may use it on your website, on business cards, and in sales and marketing materials.	Unified Workspace Solution Partner	Once your company completes all of the learning map requirements, you receive the solution identifier and solution branding guidelines as part of the welcome package.
<b>Partner Locator</b>	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 Cisco VXI with Citrix XenDesktop.	Unified Workspace Solution Partner	Access the Partner Locator here: <a href="http://tools.cisco.com/WWChannels/LOCATR/openBasicSearch.do">http://tools.cisco.com/WWChannels/LOCATR/openBasicSearch.do</a> .
<b>Partner Press Templates</b>	You can use the customizable press kits to announce your status as a Unified Workspace Solution Partner.	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.
<b>TCO/ROI tools</b>	Online VXI TCO and ROI calculators that you can use to calculate a customer's total cost of ownership for the solution as well as their return on investment.	Unified Workspace Solution Partner	Available now: <a href="https://express.salire.com/SignIn.aspx?t=Cisco">https://express.salire.com/SignIn.aspx?t=Cisco</a> (ValuePath Advisor login required.)
<b>VXI Assessments</b>	Use the VXI funded assessment at the start of the sales cycle. Totalling US\$3,000, the VXI assessment combines a Cisco funded Data Center, Unified Communications, and Network Analytics engagement with RISC Networks. The assessment also provides Liquidware Labs Stratusphere FIT licensing for up to 500 seats for the required desktop virtualization analysis.	Unified Workspace Solution Partner	Access via the SIRE tool through the joint partner portal at <a href="http://www.gopartnersolutions.com/vxi/premium">www.gopartnersolutions.com/vxi/premium</a> .
<b>VXI proofs of concept (POC)</b>	For eligible channel partners in North America, POCs include up to US\$10,000 in funding on completion of the proof of concept, with all required processes and confirmations provided to a third-party vendor.	Unified Workspace Solution Partner	Access at <a href="http://www.ciscoandcitrixaccelerator.com">www.ciscoandcitrixaccelerator.com</a> (login required).
<b>VXI Plan, Design, and Implementation (PDI) Help Desk</b>	Through the VXI Premium Partner Program, the VXI PDI Help Desk offers remote support during the planning, design, and implementation phases of Cisco VXI solution deployments (for the first 3 pursuits, and up to 4 hours of consulting per pursuit).	Unified Workspace Solution Partner	Go to <a href="http://www.gopartnersolutions.com/sites/default/files/PD_Help_Desk_VXI_3_2012.pdf">www.gopartnersolutions.com/sites/default/files/PD_Help_Desk_VXI_3_2012.pdf</a> to access the Unified Workspace Solution Partner Program Benefit Overview.

<sup>1</sup> Resellers and distributors of these joint Smart Solutions may not use the Cisco corporate logo or any Cisco channel partner logo in their communications with end customers. Instead, they may use a Smart Solution identifier in their branded materials. Resellers and distributors should use their own brand and unique visual style for all their marketing materials. Other trade dress elements from any of the strategic partners' brand identity systems should not be added. Contact [brand@cisco.com](mailto:brand@cisco.com) for all queries regarding reseller and distributor solution identifiers.



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