

Helping Small Business Develop Profitable Relationships



The Cisco Small Business Development Program links small businesses with empowering opportunities with the Federal Government.

Small businesses that provide Cisco® networking products and services understand how to connect a network. Now Cisco helps you connect to the human network of other small businesses, prime contractors, and United States Federal Government agencies that need your expertise. The Cisco Small Business Development Program helps you develop sales and technical capabilities. It offers a range of programs and tools that enhance profitability. Most importantly, it provides access to and opportunities in a market that has traditionally been difficult for small businesses to penetrate—the Federal Government.

Connecting Small Business to Large Opportunities

Cisco supports small businesses that are pursuing new projects either directly with the Federal Government, or as a subcontractor. It does not matter where your networking and technology expertise lies—routing and switching, voice, security, video, mobility, the data center, or in other areas—you have the freedom to pursue those opportunities and Cisco can support you. We start with the basics*:

- **Engineering support**—regular engineering updates in your local area.
Visit: <http://www.cisco.com/web/learning/index.html>
- **Financing support**—a variety of equipment financing options help your capital go further.
Visit: www.cisco.com/web/ordering/ciscocapital/or6/or7/o39/ordering_finance_solution_home.html
- **Marketing support**—everything from “how-to” guides to free marketing collateral.
Visit: www.cisco.com/web/partners/market/index.html
- **Sales expertise**—improve your sales acumen with extensive training and insight.
Visit: www.cisco.com/web/learning/le36/learning_partner_e-learning_connection_tool_launch.html

For partners who focus on a specific technology—such as security, wireless, data center, or voice—and understand customers' needs, Cisco offers:

- **Small Business Council**—help advise Cisco on how to work with small businesses.
- **Practice Development**—gain insight on establishing or refining a services practice.
- **Spotlight on Small Business**—pitch a best practice to the Cisco team and build exposure.
- **Internships**—get involved in developing the next generation of great engineers.

For more information on these opportunities, please send an e-mail to: FedSmallBiz@cisco.com

Connecting Prime Contractors to Small Business Partners

Prime contractors can use Cisco as a resource for identifying high-quality small business partners around the world. The Cisco Small Business Development Program team can also help identify strong protégé candidates with capabilities that complement those of a prime or potential mentor.

Simplifying Procurement for Government Customers

While the Federal Central Contractor Registration helps agency procurement specialists find eligible small businesses, it does not provide information about specific network, technology, or implementation expertise. Cisco and Cisco distribution partners can help procurement specialists find qualified networking professionals that know how to deliver high customer satisfaction, as well as technology solutions. For more information, visit www.gov-x.com

Connect to Opportunity Today

Plug into the network of small businesses, prime contractors, and Federal agencies that are working together to achieve their missions using Cisco technology. For more information about the Cisco Small Business Development Program, please contact FedSmallBiz@cisco.com.

* Access to URLs requires FREE www.cisco.com login



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