

## Check Out Cisco's Rules of Engagement

Written by Marco Attard  
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VARs can now check the Cisco Services Rules of Engagement-- a document outlining the Cisco approach to partner services strategies, available to all badged Cisco partners.



It outlines pretty much everything a partner or VAR would want to know, from how Cisco wants to package services within solution bundles to how it qualifies partners for services opportunities and the escalation process for partners with a Cisco services conflict.

Cisco has around 11000 Services employees, in a segment representing 40% of Cisco revenues.

Midmarket and SMB customers can now also take part in what Cisco calls a "partner-led" strategy, where VARs take lead on customer relationship development. Other partner Cisco partner programs include Collaborative Professional Services (CSP), Steps-to-Success and Integrated Architectures Specialisation (IAS).

Governing over all programs is the Rules of Engagement document, as developed with input from Cisco partners at company events.

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