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Cisco announces a partner program addition at the Cisco Partner Summit 2015 with the Software Partner Program-- one that, as the company itself admits, might not be relevant for all partners.



The Software Partner Program features a number of new roles, namely Software Lifecycle Advisor (helps customers understand how to adopt, use, and manage software and services), Software Consultant (helps maximise value from Cisco software) and Software Integrator (builds custom solutions using Cisco software, 3rd party software and partner IP).

However, as the company later said at the Q&A session following the announcement, not every small and mid-size partner can participate in the program-- but then again not every reseller has to say yes to "everything."

"There are partners that have the ability to invest and play across the portfolio. But then look at that mid-market commercial space. It's the highest growth area in Cisco. They genuinely don't want to have a large IT staff," Cisco VP of services partners and alliances Raja Sundaram says. "[Cisco is] not asking our small partners to do all or consume everything, that's not possible. It's an opportunity for them to focus on the right areas."

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