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## Cisco Developer Network Program Guidelines

Welcome to the Cisco Developer Network. We're delighted to collaborate with you as we continue to expand joint opportunities in the market.

Below are the Program Guidelines ("Guidelines"), describing the general structure of the Cisco Developer Network ("Program"), its requirements, entitlements, benefits, and processes.

The Guidelines, together with the Program agreement, constitute the formal agreement between Cisco and Program participants ("Developers") with respect to the Program.

Cisco may periodically update the Guidelines in its discretion, though Cisco may seek feedback from Developers prior to such changes. Notices of any changes appear via the Cisco Developer Network website ("Portal") located at <http://developer.cisco.com>. We recommend visiting the Portal often to stay current on important program news and updates.

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# I. The Cisco Developer Network: Enabling Developer and Customer Success

## What is the Cisco Developer Network?

The Program is designed to provide Developers with the technical, marketing, and sales tools and resources needed to develop “Cisco Compatible” offerings, address the business needs of their customers, reach new markets, and help their businesses grow. It is based on a tiered participation structure with incremental requirements, entitlements, benefits, and advancement criteria that recognizes and rewards a Developer’s investment, commitment, and achievement.



## Why join the Program?

By becoming part of the Program, Developers can employ a rich set of resources enabling them to:

- Develop complementary offerings using Cisco technology and technical tools and resources available on the Portal
- Directly access developer support made available as part of the Program
- Participate in virtual and in-person developer training and events
- Purchase discounted Cisco hardware and software for lab and demonstration use
- Perform Interoperability Verification Testing (IVT) designed to meet their deployment needs
- Market “Cisco Compatible” offerings by taking advantage of the many benefits available - Program logos, PR support, Developer directory listings, internal- and customer-facing event participation with Cisco, and more
- Sell their “Cisco Compatible” offerings, potentially utilizing the various sales engagement benefits and programs that directly connect you to Cisco’s broad sales channels

## Who may qualify to join the Program?

The Program is designed for **businesses** that develop, market, and sell products or services that complement and/or enhance Cisco’s network platform. Independent Software Vendors (ISVs), Independent Hardware Vendors (IHVs), and Systems Integrators (SIs) are just some of the examples of businesses that may qualify for the program.

Any **individual** who is interested in using Cisco technologies to develop complementary applications can register to become a member of the Cisco Developer Network community and gain access to development tools and resources.

## How does the Program work?

There are three participation levels in the Program:

- **Registered Developer** (entry-level participation)
- **Solution Developer** (mid-level participation)
- **Preferred Solution Developer** (the highest level of participation)

Developers are eligible to take advantage of a set of **Program Entitlements**, based on their level of participation and completion of applicable milestones, to help support every phase of their business cycle. Solution Developers and Preferred Solution Developers may also qualify for additional **Add-on Go-to-Market Benefits** and other **Optional Benefits** upon satisfaction of applicable requirements and achievement.

Registered Developers and Solution Developers may qualify to advance to the next level of participation by satisfying specific participation level criteria and earning **Program Points**. Developers can earn points by demonstrating 24/7 customer support capability, establishing labs for development and/or testing, entering closed deals, and providing customer references.

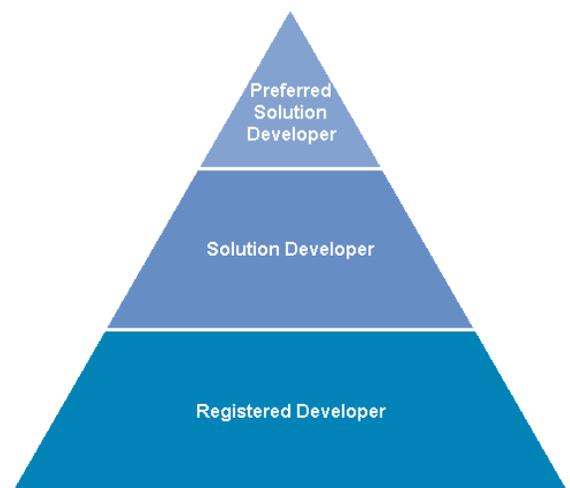
Detailed information on Program Entitlements, Add-on Go-to-Market Benefits, Optional Benefits, and Program Points are provided in subsequent sections below.

## II. Participation Levels, Requirements, and Advancement

### 1. Participation Levels

Most companies will enter the Program as Registered Developers. Others may enter as Solution Developers or Preferred Solution Developers based on past achievement, satisfaction of applicable participation level requirements, and/or participation and achievement in other Cisco programs. Here is a general description of each participation level and some of the characteristics of participating Developers:

- **Registered Developer** (entry-level participation)  
Developers at this level offer a complementary product offering, want to begin collaborating with Cisco and otherwise meet the requirements for participating at this level. They can take advantage of baseline technical and marketing entitlements and benefits to help support their development, testing, and marketing efforts.
- **Solution Developer** (mid-level participation)  
Developers at this level demonstrate a strong historical commitment and investment in working and collaborating with Cisco. They have a proven track record of gaining market traction and addressing customers' business needs. Solution Developers are eligible to receive a robust set of technical and marketing resources to help grow their business and reach new routes to market and revenue.
- **Preferred Solution Developer** (the highest level of participation)  
Companies at this level exhibit a high degree of commitment, investment, and achievement with Cisco. They are eligible for substantial technical and marketing entitlements and benefits and work closely with Cisco on joint initiatives.



## 2. Program Requirements

Satisfaction of the following Program Requirements determines your participation level and access to Program Entitlements and Add-on Go-to-Market Benefits.

Program Level Requirements	Registered Developer	Solution Developer	Preferred Solution Developer
	<b>U.S., Canada, and Europe</b> (see country list below)		
<b>Signed program agreement and paid participation fee*</b>	<b>\$3,500</b>	<b>\$5,000</b>	<b>\$5,000</b>
	<b>Asia Pacific and Emerging Markets</b> (see country list below)		
	<b>\$1,000</b>	<b>\$1,500</b>	<b>\$1,500</b>
<b>Valid company, product, and supporting website (first customer ship not required)</b>	✓	✓	✓
<b>Complementary value proposition for at least one Cisco product family</b>	✓	✓	✓
<b>Cisco Relationship Manager approval and sponsorship</b>	✓	✓	✓
<b>Support infrastructure - 24x7 technical assistance center with regional and escalation contacts for Cisco as appropriate to cover joint solution</b>		✓	✓
<b>Successful completion of Interoperability Verification Testing and coordinated support or completion of skills certification (for system integrators)</b>		✓	✓
<b>Testing/support infrastructure if applicable (i.e. lab, test bed, demo area)</b>		✓	✓
<b>Registration of closed joint customer deals</b>		✓	✓
<b>Qualified customer references</b>		✓	✓
<b>Joint strategic planning, including roadmap &amp; resource plan (Preferred Solution Developers: custom; Solution Developers: form based)</b>		✓	✓
<b>Provide sales &amp; marketing collateral on joint solution (includes: data sheets, at-a-glance, sales presentation, public customer case studies, and deployment guides)</b>		✓	✓
<b>Meet channel readiness requirements</b>			✓
<b>Dedicated business development resource to manage relationship</b>			✓
<b>If requested, participation in Cisco events and analyst joint-briefings</b>			✓

\* Includes cost of access to developer support

## Country Lists

If the country in which your company is based is not listed below, please contact the program office at [cisco-developer-network@cisco.com](mailto:cisco-developer-network@cisco.com) to determine which participation fee applies to your company.

### U.S., Canada, and Europe Country List

- Belgium
- Canada
- Cyprus
- Denmark
- Finland
- France
- Germany
- Greece
- Iceland
- Ireland
- Israel
- Italy
- Luxembourg
- Malta
- Netherlands
- Norway
- Portugal
- Spain
- Sweden
- United Kingdom
- United States

### Asia Pacific and Emerging Markets Country List

- Africa
- Algeria
- Australia
- Bahrain
- Bulgaria
- China
- Czech
- Egypt
- Estonia
- Hong Kong
- Hungary
- India
- Indonesia
- Iraq
- Japan
- Jordan
- Kenya
- Korea
- Kuwait
- Latin America
- Latvia
- Lebanon
- Libya
- Lithuania
- Malaysia
- Morocco
- New Zealand
- Nigeria
- North Africa
- Oman
- Pakistan
- Palestine
- Philippines
- Poland
- Qatar
- Romania
- Russia
- Saudi Arabia
- Singapore
- Slovakia
- Slovenia
- South Africa
- Syria
- Taiwan
- Thailand
- Tunisia
- United Arab Emirates
- Vietnam
- Yemen

### 3. Advancement and Program Points Model

Earning Program Points enables you to demonstrate the value you bring to joint customers and Cisco, as well as your commitment and achievement in the Program. It is also a key requirement for qualifying for advancement to higher levels of Program participation. Since Developers are considered for advancement based on achievement within a specific Technology Category, Program Points will be credited towards those applicable Technology Categories.

You can earn Program Points for the following activities:

Activity	Points Earned
<p><b>Establishing a development and/or testing lab</b>            (NOTE: Your lab should be set up to develop and effectively test interoperability of your product with Cisco technology. In addition, it would need to be configured in such a manner that sufficient scale and load tests can be preformed to effectively measure quality, reliability, redundancy [fail over and fail back], and performance.)</p>	2 points
<p><b>Entering closed customer deals (subject to verification by Cisco)</b></p>	1 point per verified deal
<p><b>Entering customer references (subject to verification by Cisco)</b>            (NOTE: Cisco will accept only one (1) non-Cisco customer reference for points, but your first reference must be from a Cisco customer. In addition, a maximum of three (3) points will be awarded for a closed customer deal and customer reference that are directly associated with each other.)</p>	2 points per verified reference

To be considered for Program level advancement, you must meet the applicable minimum point total along with all other Program level requirements per applicable Technology Category:

- **Requirements for Registered Developer to Solution Developer advancement**

- Satisfaction of all Solution Developer level Program Requirements
- Demonstrated, consistent, and successful Interoperability Verification Testing with at least one product
- One verified and complimentary joint customer reference (minimum)
- Cisco Business Unit sponsorship (determined in part on product or solution fit, revenue opportunity, Cisco resource demands, and similar business factors)
- **Attain a 10 point minimum per applicable Technology Category**

- **Requirements for Solution Developer to Preferred Solution Developer advancement:**

- Satisfaction of all Solution Developer and Preferred Solution Developer level Program Requirements
- Meet the requirements necessary to access Add-on Go-to-Market Benefits (see Section IV, Item 1)
- Demonstrate strong customer business relevance to a key Cisco product or technology, optimal revenue opportunity, and channel readiness
- Sponsorship from Cisco sales and/or channels management
- Cisco resource availability to support relationship
- **18 point minimum per applicable Technology Category** (inclusive of points for previous advancement in an annual timeframe)

Failure to maintain the requirements for a specific Technology Category at a particular participation level may result in removal from that level as determined by Cisco.

### III. Program Entitlements Designed to Help Your Business Grow

There are a robust set of Program Entitlements designed to support Developers through every phase of their business cycle. Program Entitlements are incremental: Preferred Solution Developers receive all the resources at the Solution Developer and Registered Developer levels, and Solution Developers receive all the resources at the Registered Developer level. Access to some Program Entitlements is available upon Program acceptance, while others may require successful completion of Interoperability Verification Testing or satisfaction of other criteria. Program Entitlements are provided based on your participation level and achievement within particular Technology Categories.

#### 1. Program Entitlements

Program Level Entitlements	Registered Developer	Solution Developer	Preferred Solution Developer
On-line self help tools (wiki's, blogs, forums, etc.)	✓	✓	✓
Invitation to attend Developer Forum/Cisco Live (fee-based)	✓	✓	✓
Access to not-for-resale (NFR) equipment discounts for development, testing, or demonstration purposes	✓	✓	✓
Low-cost development software/SDK's	✓	✓	✓
Coordinated support †	✓	✓	✓
Developer support case bundles and/or access to a la carte cases	✓ (5 cases)	✓ (10 cases)	✓ (20 cases)
Cisco Compatible logo †	✓	✓	✓
Developer relationship logo	✓	✓	✓
Developer profile on Cisco.com (more exposure for Solution and Preferred Solution Developers)†	✓	✓	✓
Invitation to showcase at Networkers/Cisco Live†	✓	✓	✓
Program newsletter	✓	✓	✓
Press release upon Interoperability Verification Testing completion (template based)†	✓	✓	✓
Press release upon advancement (template based)		✓	✓
Presence on Cisco Partner Space†		✓	✓
Inclusion in virtual demos at least annually (based on field priorities)		✓	✓
Relationship management and periodic business planning including product and Channel readiness (Preferred Solution Developers: custom with Cisco Relationship Manager; Solution Developers: form based)		✓	✓
Joint solution collateral (including deployment guides, technical white papers, at-a-glance)		✓	✓
Participation in other industry and Cisco events		✓	✓

(i.e. Systems Engineer Virtual Team meetings, Channel Partner Summit, VoiceCon, Global Sales Meeting, Demo Days)†			
Banner ad on the Portal†		✓	✓
Reseller mapping and/or recruitment programs			✓
Advanced Developer and Cisco roadmap sharing/alignment			✓

† Requires completion of testing and satisfaction of other requirements

Following is more information on key Program Entitlements – developer support, discount purchase programs, program logo usage, public relations, and a profile on Cisco.com.

## 2. Developer Support

Developer support is designed to assist with the development lifecycle and to expedite delivery of Solutions to market. Through developer support, Developers have access to quality support delivered by engineers on the developer support team, as well as tools and resources on the Cisco Developer Network Portal.

Developer support is dedicated to providing subject matter expertise to Developers who are enabling their products with Cisco supported interfaces. Developer support engineers are an extension of the product engineering teams of the technologies they support. They have direct access to the resources necessary to provide expert support in a timely and efficient manner.

For more information about developer support, please see the Developer Support section under Developer Resources at <http://developer.cisco.com/web/partner/devresources>.

### Glossary of Terms

Please note these terms apply only to this developer support section:

**Bug Fix** means any modification or revision to the Supported Developer Product (SDP), other than an Enhancement, that corrects an error or provides other incidental corrections.

**Service Request** means a single support issue and the reasonable effort(s) needed to resolve it such as technical assistance provided by Cisco personnel to Customer regarding questions, clarifications, problems, Bug Fixes, status of Case and escalation of Case with respect to the SDP. A single support issue cannot be broken down into subordinate issues. If a Case consists of multiple issues, each subordinate issue shall be considered a separate Case. A Case may require multiple telephone calls and off-line research to achieve final resolution. Cisco has the right to close a Case if Cisco determines: a) the Case is not a problem but an enhancement request; b) the Case is not a problem but an inherent feature of the product; or c) a workaround was provided for resolution.

**CCO** means Cisco Connection On-line, Cisco's on-line information World Wide Web server at [www.cisco.com](http://www.cisco.com).

**Documentation** includes, but is not limited to, programmer guides, CDs, manuals, materials, and information appropriate or necessary for use in connection with the SDP.

**Enhancement** means a change, addition or new release, other than Maintenance Modifications to the SDP that adds new functions or features, or improves functions or performance by changes to system design.

**Feedback** means suggestions, improvements or other comments Developer provides to Cisco, in Developer's sole discretion, related to any of the Supported Developer Products.

**Hardware** means either tangible Customer Product or other tangible product previously purchased by Customer from Cisco.

**Product** means a single Customer product in which the SDP has been integrated.

**Services** means the services provided by Cisco to Customer under this Agreement.

**Software** means the software programs licensed to Customer by Cisco along with copies, updates, or upgrades to those software programs and includes SDP unless otherwise indicated.

**Standard Business Hours** means 9:00 a.m. to 5:00 p.m. (in the time zone where the support team is located), Monday through Friday, excluding Cisco-observed holidays, in the United States.

**Supported Developer Products** ("SDP") means a Cisco product or technology which may include object code, software libraries, application programming interfaces ("API"), software tools, sample source code, published specifications and documentation.

### **Developer Support Guidelines**

#### **Cisco Responsibilities:**

- Provide support via CCO, telephone, or electronic mail, as appropriate, during Cisco Standard Business Hours. Support outside of Cisco Standard Business Hours can be provided on a Case by Case basis as agreed by Cisco, subject to Cisco's then current rates.
- Provide access to engineers ("Developer Services Engineers") who will provide support and basic problem resolution services and respond in accordance with "Cisco Problem Severity Guidelines" listed below. Resolution time for Service Requests arising outside North America may be longer as a result of engaging Cisco subsidiaries outside of North America in the escalation process.
- Upon request and with Developer consent, Cisco will access Developer's system via remote dial-in to analyze problems. Cisco personnel will access only those systems authorized by Developer. Developer acknowledges and agrees that inability of Cisco to access Developer's system may result in delay of support and/or the inability to resolve a Service Request or other support issue, for which Cisco shall not be liable.

- Cisco may license or otherwise provide Developer with Software to assist with problem diagnosis and/or resolution. Software may be subject to the terms and conditions of a license agreement provided with such Software. Notwithstanding any delivery hereunder, such Software remains the sole and exclusive property of Cisco, to be returned to Cisco promptly upon request.
- Provide Developer with a method for communication of new or additional Service Request information.
- Make Bug Fixes available to Developer. If the electronic medium does not work for Developer, Developer may request that Bug Fixes be sent by next day delivery service or some other shipment medium at Developer's sole cost and expense.
- Developer may request on-site emergency support as a separate and distinct billable service, the fee for which shall be at Cisco's then current pricing. On-site emergency support is at the discretion of Cisco and is subject to Cisco resource availability, and the tasks performed will vary based on the situation, environment, and business impact of the problem. Such support is only provided under a separate, written agreement between Cisco and Developer.

### **Developer Responsibilities:**

- Provide appropriately qualified staff to work with Cisco Developer Service Engineers.
- Provide Cisco with sufficient information to attempt to resolve the issue. Information may include a brief description of the issue being reported, issue classification, date upon which the issue was first encountered, date the issue is being reported, manner in which the issue was isolated and reproduced, and, if available, provide the test program that exhibits the issue.
- Escalate issues to Cisco pursuant to the "Cisco Problem Severity Guidelines" below. Developer is responsible for setting the initial Severity of a Case and can request a change in Severity at any time. However, Cisco has final decision of the severity assigned.
- Provide an escalation process to facilitate communication between Cisco and Developer as appropriate, including personnel contact list.
- In its discretion, provide Feedback. Cisco has a non-exclusive, irrevocable, worldwide, perpetual, royalty-free license, under all of Developer's intellectual property rights to display, copy, modify, create derivative works, make, have made, use, sell, offer to sell, import and otherwise directly or indirectly distribute or sublicense Feedback, including through resellers and multiple tiers of distribution.
- Provide Cisco access to Developer software as needed to resolve Service Requests.
- Provide, upon Cisco's request, an appropriate quantity of Customer Product to Cisco, for Cisco's use in providing Support to Customer hereunder.
- Developer acknowledges and agrees that any inability of Cisco to access Developer software or Developer Product may result in delay of support and/or the inability to resolve a Case or other support issue, for which Cisco shall not be liable.
- Upon mutual agreement of the parties, Developer will facilitate access to Developer's software or Products such that problems may be diagnosed via the Internet or other remote access.
- Developer may log, monitor, and update Cases electronically via CCO or such other site designated by Cisco.

## Services Not Covered:

Cisco shall not be required to provide any Services except as expressly set forth herein. Examples of services excluded from the scope of the Program benefits include, but are not limited to, the following:

- Customization of the SDP, porting of the SDP, or installation the SDP.
- Support or replacement of any Product or SDP that are altered, modified, mishandled, destroyed or damaged by natural causes, or damaged due to a negligent or willful act or omission by a party other than Cisco, or through use other than as specified in the applicable Cisco-supplied documentation.
- Services to resolve Product or SDP problems resulting from third party products or causes beyond Cisco's control.
- Any support, upgrade or maintenance for the Product, excluding the SDP.
- Services for non-Cisco development tools or any non-Cisco software installed in the Product.
- Any Hardware upgrade required to run new or updated SDP.
- Support for Cisco products commercially distributed other than under the Program agreement. Developer understands and agrees that any support for Cisco products is covered under separate service maintenance agreements.

## Cisco Problem Severity Guideline

To ensure that all problems are reported in a standard format, Cisco has established the following problem severity definitions. Developer must assign a severity, in accordance with the Case priorities defined below, to all Cases submitted to Cisco. Cisco will make reasonable commercial efforts during standard business hours to resolve Service Requests. (References to “Developer” in the Case Severity Definitions below include both Developer and its customers).

### CASE SEVERITY DEFINITIONS:

**Severity 1 (P1)** - Critical issue with severe impact to Developer's business operation. Developer's business operations are proceeding but production and/or profitability will be severely affected within several days. A major feature of the SDP is unusable/ or has caused irreparable loss of data. Development may be halted.

**Severity 2 (P2)** - Time sensitive issue with negative impact to Developer's business operation. Significant aspects of Developer's business are still proceeding but issue may affect long-term productivity. A major feature is operational but unstable or unreliable. Development can be continued.

**Severity 3 (P3)** - An issue with insignificant impact to Developer's business operation. Most operations remain functional with little impact over time. A major feature requires enhancements or fixes that are targeted for updates but do not result in loss of functionality.

**Severity 4 (P4)** - Information or assistance is required on SDP capabilities or documentation. There is clearly little or no impact to the Developer's operation. Issue requires no further action beyond possibly follow-up.

**RESPONSE GUIDELINE**

	Severity 1	Severity 2	Severity 3	Severity 4
Initial Response	4 Hours	1 Day	1.5 Days	2 days

**3. Discount Purchase Programs**

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Developers in all participation levels are eligible to purchase not-for-resale (NFR) Cisco hardware and software at significant discounts for use in their labs and demonstrations to help support their development, testing, and marketing efforts.

Please note that all purchases are subject to Cisco’s review and approval and the terms and conditions set forth for each program. Any misuse or resale of equipment purchased through these discount purchase programs may result in termination from all NFR programs and/or the Program.

For more information, including detailed guidelines and ordering instructions, please see the Discount Purchase Programs section under Developer Resources at <http://developer.cisco.com/web/partner/devresources>.

- **Cisco Developer Network Discount Purchase Program**

- **Description**

Enables Developers to purchase NFR Cisco hardware and software at a 70% discount (off list price) for use in their labs and demonstrations (i.e. non-production environments) only.

- **Availability, Discount Levels, and Fiscal Year Limits**

- Limits are based on list price before the discount and Cisco’s fiscal year beginning in August and ending in July
- Purchases must be made through a Cisco Distributor (by way of example only: [list subject to change], Comstor, Ingram Micro, or Tech Data in the U.S.)
- All purchases under the Cisco Developer Network Discount Purchase Program are subject to Cisco’s review and verification of use in demonstration or lab environments. Cisco has the right to reject any orders or portions of an order that it deems in its sole discretion does not meet the use requirements. Cisco reserves the

right to change any aspect of the Cisco Developer Network Discount Purchase Program at any time.

<b>All Cisco Hardware and Software</b>		
<b>Country/Theater</b>	<b>Discount Level</b>	<b>Fiscal Year Limit</b>
<b>Asia Pacific*</b>	70%	\$75,000.00
<b>Canada</b>	70%	\$75,000.00
<b>Europe &amp; Emerging Markets</b>	70%	\$100,000.00
<b>United States</b>	70%	\$150,000.00
<b>Japan</b>	Currently not available – Standard purchases can be made through a <a href="#">Cisco Reseller</a>	
<b>All Other Locations</b>	Currently not available – Standard purchases can be made through a <a href="#">Cisco Reseller</a>	

\* Includes Australia, China, India, New Zealand, and other countries in the general region

- **Technology-specific NFR offerings**

Technology-specific NFR offerings are available for purchase through Cisco Marketplace located at <http://www.cisco.com/cgi-bin/marketplace/welcome.pl>. (Note: A Cisco.com account is required to access the Cisco Marketplace website.) A list of these offerings is available in the Discount Purchase Programs section under Developer Resources at <http://developer.cisco.com/web/partner/devresources>.

## 4. Program Logos

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- **Cisco Compatible Logo**

The Cisco Compatible logo provides an opportunity for Developers to communicate that their product has successfully completed Interoperability Verification Testing. Use of the Cisco Compatible logo is subject to the following conditions and limitations:

- The Cisco Compatible logo shall be used solely in conjunction with and in support of the specific version number of a Developer's product which has successfully completed Interoperability Verification Testing under the Program. No use of the Cisco Compatible logo is permitted prior to the product successfully completing Interoperability Verification Testing.
- The Developer may use the Cisco Compatible logo only after receiving written notification from Cisco to do so with regard to a specific Developer product version number. Cisco will provide this written notification each time a new version number or product meets the requirements for logo use. At the time of written notification, Cisco will provide the Cisco Compatible logo artwork and usage guidelines.
- All use by the Developer of the Cisco Compatible logo shall be in accordance with the Cisco Compatible Logo Usage Guidelines, and the Developer agrees to abide by such guidelines. Failure to comply with the logo usage guidelines constitutes a material breach of the Program agreement and may result in removal from the Program.
- The correct compatibility descriptor and disclaimer as set forth in the Cisco Compatible Logo Usage Guidelines must be used in all instances where the Cisco Compatible logo is used. Specifically, the descriptor shall include the product name and product version number of the product being promoted. The disclaimer shall include either the Short Product Disclaimer or the Long Product Disclaimer for Cisco Compatible products.
- The Cisco Compatible logo and usage guidelines are available to eligible Developers in the Marketing Resources section under Developer Resources at <http://developer.cisco.com/web/partner/devresources>.

- **Developer Relationship Logo**

Developers may use one of three relationship logos associated to their participation level to promote their relationship with Cisco. Use of this logo is subject to the following conditions and limitations:

- All use by Developer of the Developer relationship logo shall be in accordance with the logo guidelines provided by Cisco with the Developer relationship logo, and Developer agrees to abide by such guidelines. Failure to comply with any logo guidelines constitutes a material breach of the Program agreement and may result in removal from the Program.
- The Developer Relationship Logo Usage Guidelines and logos are available in the Marketing Resources section under Developer Resources at <http://developer.cisco.com/web/partner/devresources>.

- **Cisco's Use of Developer's Logo**

- Each Developer within the program will share its preferred logo for use by Cisco, preferably in electronic file format(s) that support both print and web collateral. The Developer is encouraged to send instructions to Cisco regarding use of their logo, including but not limited to the following:
  - Logo size guidelines
  - Logo placement guidelines
  - Logo color(s)
- Cisco may publish Developer's logo in marketing collateral in support of the program and as a means to identify Developer as a member of the Program. Examples of such collateral may include but are not limited to the following:
  - Cisco web pages, both external (Cisco.com) and internal
  - Printed collateral (brochures and customer success stories)
  - Press releases
  - Trade show signage

## **5. Public Relations**

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Developers may wish to issue a template-based press release upon successful completion of Interoperability Verification Testing and/or Program level advancement. All such releases or similar announcements must be approved in writing, in advance by Cisco.

The Cisco Developer Network Press Release guidelines and templates are available in the Marketing Resources section under Developer Resources at <http://developer.cisco.com/web/partner/devresources>.

## **6. Developer Profile on Cisco.com**

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Upon being admitted into the Program and paying the applicable participation fee, Developers are eligible for a simple external profile on Cisco.com. The profile is automatically created and posted based on information provided in response to the Program application, including Developer company name, logo (if approved by Developer), address, website, primary Developer contact, company overview, participation level, and the Technology Category(ies) on which the Developer focuses. The Program application indicates the questions whose responses appear on the Developer external profile. Uploading Developer's logo for display on the profile is optional.

Upon successful completion of Interoperability Verification Testing, Developers are eligible to receive an expanded profile, providing information on the Developer product and version and Cisco product and version tested, Developer product features and benefits, and links to related documentation.

Profile content is incremental, meaning that profiles for Solution Developers provide more information than those for Registered Developers and profiles for Preferred Solution Developers provide more information than those for Solution Developers. In addition, Cisco reserves the right to review profiles, request Developers to update or edit their content, make formatting changes (without altering content), or remove profiles that contain false claims or erroneous information. Cisco may also post such site terms of use, disclaimers or waivers as it deems appropriate.

## IV. Add-on Go-to-Market Benefits Connecting You to Cisco's Sales Channels

### 1. Add-on Go-to-Market Requirements and Benefits

Solution Developers and Preferred Solution Developers may be eligible to receive Add-on Go-to-Market Benefits based on satisfaction of the requirements below per applicable Technology Categories. These benefits are designed to provide eligible Solution Developers and Preferred Solution Developers with increased visibility to customers and potential access to Cisco's direct and indirect sales channels.

	Registered Developer	Solution Developer	Preferred Solution Developer
<b>Requirements</b>			
Provide additional sales & marketing collateral on joint solution, including: deployment guides, technical white paper, ROI/TCO tool	Must first complete all standard Solution Developer requirements		
Provide access to sales contacts and territory coverage information			
Meet channel-readiness requirements: established channel partner program, provide channel partner training & on-boarding tools		✓	✓
Meet Cisco Industry Solution Partner Network* (ISPN) program requirements: Establish solution's industry-relevance, provide 3 customer references for industry, provide resources to support Cisco channel partners with business & market development			
<b>Add-on Go-to-Market Benefits (available upon satisfaction of above requirements)</b>			
Presence on Cisco "Partner Space" marketing website	Not Eligible		
Vertical brief (Cisco template) for Cisco, channels, and customers			
Ability to leverage ISPN and other channel/sales marketing program websites		✓	✓
Ability to pre-qualify solution for inclusion in Cisco/Partner sales programs (i.e. Solution Incentive Program)			

**Access to Cisco direct sales via internal Solution Zone website (Preferred Solution Developers: robust profile with content posting; Solution Developers: basic profile)**

\* The Cisco Industry Solutions Partner Network (ISPN) is a global program that brings Cisco channel partners who offer network-centric technology solutions together with business application developers and industry experts. Its mission is to help channel partners differentiate their businesses by building industry-focused solution practices and help increase application developer's opportunities through exposure and collaboration with the worldwide network of Cisco channel partners. See <http://www.cisco.com/web/partners/sell/industry/index.html> for more information about ISPN.

## 2. Optional Benefits

The availability of Optional Benefits is very limited and may be offered by Cisco to Solution Developers and Preferred Solution Developers in its discretion.

<b>Program Level Optional Benefits</b>	<b>Registered Developer</b>	<b>Solution Developer</b>	<b>Preferred Solution Developer</b>
<b>Access to Solutions Plus Program</b>	<b>Not Eligible</b>	✓	✓
<b>Developer participation in Cisco marketing initiatives (virtual shows, VoDs, marketing videos)</b>			
<b>Assigned Cisco Developer Engineer Marketing Development Funds (MDF)</b>			

## V. Interoperability Verification Testing (IVT)

### 1. What is IVT?

Interoperability Verification Testing (IVT) offered under the Program is designed to allow Developers to demonstrate the interoperability of their products (application software and/or hardware) with Cisco technologies.

### 2. Benefits of IVT

By demonstrating interoperability through IVT, Developers can promote products and technologies as “Cisco Compatible” according to the applicable logo guidelines referenced in Section III, Item 4 above. Customers faced with a choice between tested and un-tested products may prefer the product that has gone through IVT. Customers may also be reassured by knowing that your technologies have been pre-tested, reducing integration costs, accelerating deployments and minimizing risk of failure. Often Cisco IVT is a pre-requisite for customers to consider the solution.

### 3. How can you participate in IVT?

To participate in IVT, you will be required to fill out a detailed questionnaire designed to capture the information Cisco needs to learn more about your product, develop a test plan, and determine the appropriate method of testing. The Developer will also be expected to verify test-readiness (including completion of test plans, lab configurations, and other supporting documentation) prior to going through the IVT process.

Depending on the requirements of the specific Cisco technology, testing can be carried out in one or more of the following formats:

- “On-site” at a Cisco or an authorized Cisco test lab. This typically requires the physical presence of Developer equipment and engineering support.
- “Remote Virtual Test” carried out at the Developer premise by means of a network connection to the centrally hosted test lab. Availability of Remote Virtual Testing may vary by solution category.
- “Self Test” carried out by the Developer, based on a test plan and guidance provided by Cisco, and audited by a Cisco authorized lab.

For all testing, Developers will be expected to complete a statement of work and pay the appropriate testing fees. Developers must have engineers present during part or all of the testing, in order to provide technical support, ensure correct set up, tuning, etc.

#### 4. Test Results

Upon completion of the testing, the results of the on-site and remote virtual tests will be presented to the Developer and Cisco Relationship Manager for review. Provided IVT is successfully completed, only test results mutually agreed will be made publicly available.

#### 5. Re-testing requirements

Cisco reserves the right to have the Developer resubmit its product for interoperability testing when: (i) a Developer has a new product release, or (ii) Cisco has a new product release. Failure to maintain interoperability status deprives Developer from associated rights to use a Cisco Compatible logo in connection with a product.

#### 6. Testing fees

The table below summarizes the various methods of testing available and the estimated average cost of performing each test. Actual fees owed may vary. Please note that testing costs vary by product, test complexity, lab equipment requirements, and the engineering resources needed.

<b>Method of Testing</b>	<b>Average Testing Fees</b>
<b>Cisco Authorized IVT Lab</b>	<b>\$3,000.00 - \$25,000.00</b>
<b>Cisco facility testing</b>	<b>\$1,500.00 - \$25,000.00</b>
<b>Self testing</b>	<b>\$500.00 - \$3,000.00</b>
<b>Remote virtual testing</b>	<b>TBD</b>

#### 7. Beta Testing

Beta testing may be available to Developers based on their level and the solution category in which they participate. If beta testing is available, details on eligibility, guidelines, and processes will be made accessible in the appropriate Tech Center in the Portal. Terms and conditions apply as set forth in the Program agreement.

## VI. Cooperative Customer Support

The intent of Cooperative Customer Support is to address product and system related problems for mutual customers in a manner designed to encourage a high level of customer satisfaction.

This section describes how Cisco and Developers coordinate to solve a problem due to the interoperability of a Solution (“Tested Interoperable Products”).

Please note the Cooperative Customer Support is distinct from and not intended as a substitute for the developer support services defined in Section 3, Item 2 above. The focus of Cooperative Customer Support is interoperability issues, not the respective Cisco or Developer technology in a Solution.

Cooperative Customer Support has four elements:

- If the customer contacts Cisco first, Cisco will investigate the customer problem to determine if the problem is NOT rooted in the Cisco product. If the customer contacts the Developer first, Developer will investigate the customer problem to determine if the problem is NOT rooted in the Developer product or the Tested Interoperable Products.
  - Direct customer to the other party’s (Cisco or Developer) technical assistance center if the indication is that the problem is rooted in the other party's product.
  - Issues which are not rooted in Cisco core product - including issues with Cisco product APIs/protocols or other integration points - are investigated by the Developer and escalated to the Program’s developer support team, if necessary. The Cisco Technical Assistance Center (TAC) and Developer may continue to work cooperatively as necessary to provide support for their core products.
  - Cisco or Developer will resolve the issue in their respective product as appropriate.
1. **Support Obligations:** This section defines the way in which Cisco and Developer will cooperate to deliver support to joint customers. However, there is no mandate for either party to supply such services to customers at no cost. Either party is free to charge fees to customers for any support service levels offered.
    - 1.1 **General Support Information:** The Developer shall provide Cisco detailed information regarding its customary customer support programs, as requested in the Program application and as subsequently requested by Cisco. Notwithstanding anything to the contrary herein, the Developer shall:
      - Maintain a centralized case tracking system for all service calls.
      - Offer 24x7 coverage to customers.
      - Provide Cisco a phone number and support contact(s) for accessing Developer's support organization.
      - Promptly notify Cisco of any material changes in customer support offerings or customer support contact information.

- Maintain entitlement access to developer support

1.2 Support Prioritization and Support Level Guidelines: So problems and technical inquiries are reported in a common format, Cisco and Developer will use and comply with the problem priority definitions and support level guidelines set forth in Section 3 below.

## 2. Support Flow:

2.1 In the event the customer calls Cisco first:

- 2.1.1 All Cisco service requests must be opened by the impacted end customer using their Cisco service entitlement. Cisco will provide Level 1, 2, and 3 support for its own products.
- 2.1.2 If Cisco believes the issue is rooted in the Developer's product or in the Tested Interoperable Products, Cisco will ask the customer to open a service request with the Developer. Cisco will also provide the customer with any information that can be included in the case that may help the Developer's service team troubleshoot the issue.
- 2.1.3 After service requests are opened with both Cisco and Developer, the Developer will investigate the problem to determine if it is rooted in its product or the Tested Interoperable Products.
- 2.1.4 If unable to determine a root cause of the problem, Developer will open a service request with the Program's developer support team for help in isolating the end customer's problem. The end customer's Cisco service request number should be referenced in the case notes.

2.2 In the event the customer calls Developer first:

- 2.2.1 Developer will provide Level 1, 2, and 3 support for its own products and will provide support for the Tested Interoperable Products.
- 2.2.2 If the Developer believes the issue is rooted in the Tested Interoperable Products, the Developer will open a service request with the Program's developer support team to resolve the customer issue.
- 2.2.3 If the Developer believes the issue is rooted in Cisco product outside of the Tested Interoperable Products, they shall advise the customer to open a case with their appropriate Cisco service team. The Developer will also provide the customer with any information that can be included in the case that may help the customer's Cisco service team troubleshoot the issue.
- 2.2.4 If the Cisco service team determines the issue is rooted in Cisco product, the customer issue will be resolved by that team per its standard support terms.

## 3. Terms and Definitions

3.1 Support-Level Definitions: Cisco and Developer shall provide customer support consistent with the following support level definitions:

3.1.1 Level 0 Support: Level 0 Support, intended for documenting customer questions on the other party's product(s), includes the following:

- Create a case documenting the problem.
- Determination of basic source of issue based on customer information
- Ability to route case to appropriate Level 1 support team for action

3.1.2 Level 1 Support: Level 1 Support includes the following:

- Ability to provide to customer product information, configuration support, collection of relevant technical problem identification information, and filter non- technical problems from real technical problems.
- Ability to identify and isolate issue to appropriate product that requires service action

3.1.3 Level 2 Support: Level 2 Support includes all Level 1 support capabilities plus the following:

- Ability to support complex problem isolation and product defect determination.
- Lab simulation and interoperability testing.
- Action plan definition.
- Ability to analyze traces.

3.1.4 Level 3 Support: Level 3 Support includes the following:

- Fixing software bugs, or generating workarounds.
- Resolving issues that Level 2 support is unable to resolve due to lack of available information or documentation

3.2 Problem Priority Definitions: In all customer engagements, problem priorities must be classified in accordance with the following guidelines:

3.2.1 Priority 1: The Cisco customer's production network is down, causing critical impact to business operations if service is not restored quickly. No workaround is available. Developer, Cisco, and customers are willing to commit full-time resources around the clock to resolve the situation. Developer and Cisco agree to target a 15 minute response time but in no event will the response time exceed one (1) hour to acknowledge the situation and commit resources. The problem will be escalated no later than one (1) hour after initially reported.

3.2.2 Priority 2: Cisco customer's production network is severely degraded, impacting significant aspects of business operations. No workaround is available. Developer and Cisco agree to target a 15 minute response time but in no event will the response time exceed one (1) hour to acknowledge the situation and commit resources. Developer and Cisco is willing to commit full-time resources during business hours to resolve the situation. The problem will be escalated no later than four (4) hours after initially reported.

3.2.3 Priority 3: Cisco customer's network performance is degraded. Network functionality is noticeably impaired but most business operations continue. Developer and Cisco agree to

respond within one (1) hour to acknowledge the situation and commit resources during business hours. The problem will be escalated no later than 72 hours after initially reported.

3.2.4 **Priority 4:** Cisco, Developer or customer requires information or assistance on product capabilities, installation, or configuration. Developer and Cisco agree to respond within one (1) hour to acknowledge the situation and commit resources during business hours. The problem will be escalated no later than 96 hours after initially reported.

4. **Service Reviews:** If requested, Cisco developer support personnel will participate with Developer in quarterly reviews at times mutually convenient. These reviews are to be used to discuss service performance metrics and address any open issues. These meetings will be held via conference telephone calls or otherwise as the parties agree. The Cisco Program office, management team, and engineering support members, and members of the Developer's team will be invited to attend.

## VII. Technology Categories

Developers can participate under one or more of the Technology Categories below. Each Technology Category has sub-categories that allow further classification of the functionality offered by the Developer product. Selecting the appropriate Technology Category and sub-category is important because it allows customers to find the Developer via advanced searches on Cisco.com and helps Cisco deliver relevant information and resources to Developers.

The following Technology Categories are currently available under the Program, with more being added as they become available:

- Integrated Services Routers (including Application eXtension Platform)
- Network Management
- Unified Communications
- Wireless/Mobility

For more information about these Technology Categories and the inclusion of others in the future, please see the Technology Categories page at <http://developer.cisco.com/web/partner/techcat>.

## VIII. Enrollment and Renewal

### 1. How to join the Program

Joining the Program consists of the major steps below. For detailed instructions, please see the Join the Cisco Developer Network page at <http://developer.cisco.com/web/partner/join>.

- Complete and submit the online program application, which requires providing your:
  - Company information
  - Contact information for various roles, including primary contact, technical contact, marketing contact, support contact, business development contact, sales contact, and legal contact. Cisco recommends having a unique individual assigned to each of these roles.
  - Product or service information, including applicable Technology Categories
  - Sales, marketing, and support information
- If Cisco approves your application, you will receive a notification indicating your participation level and applicable Program fee, as well instructions on how to review and accept the Program agreement and guidelines.
- Electronically accept the Program agreement and guidelines
- Pay the applicable, non-refundable Program fee
- The term of Program membership is one-year

### 2. Renewal

Cisco will notify Developers about renewal opportunities along with instructions and links to additional information. Eligible Developers who fail to renew may experience interruptions in Program access and benefits.

## IX. Program Summary

At Cisco, we're delighted you've chosen to become a valued member of the Cisco Developer Network Program, joining the thousands of companies and individuals who are connecting around collaboration and globalization. Should you have any questions regarding the Program not specified in the Guidelines, review the links contained herein, contact your Cisco Relationship Manager, or email us at [cisco-developer-network@cisco.com](mailto:cisco-developer-network@cisco.com).

And thanks for joining with us as we build out the Network Effect.

Regards, the Cisco Developer Network Team