Cisco Developer Network
Program Insights Newsletter

Issue No. 4 June 2011

Program Insights is a quarterly newsletter designed to provide the latest information about the Cisco Developer Network. Each publication covers key announcements and upcoming events, while offering friendly reminders and helpful hints. You can also follow us at our program blog.

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Key Announcements

> Register Now! Cisco Developer Forum and Open Track Sessions at Cisco Live 2011, U.S.

The Cisco Developer Network is hosting its annual Developer Forum for technology partners and open Track Sessions for all Cisco Live attendees in Las Vegas the week of July 10. More details are provided below.

Don't miss this opportunity to learn more about the latest product features and functionality, API roadmaps, and to collaborate with Cisco engineers, your peers, and customers.

Developer Forum

Register now to join us for our annual gathering of Cisco Developers, on **Sunday, July 10, and Monday, July 11**, at the THE Hotel at Mandalay Bay in Las Vegas.

Agenda highlights:

Important Links

Cisco Developer Network Community
Access Cisco's APIs, software development kits, online forums, blogs, and wikis, and collaborate with the community.

Developer Dashboard
Update your information, submit a testing request, register deals, and more.

Developer Resources
Access logos, the PR template, the discount purchase program, interoperability verification testing (IVT) information, developer support, and other valuable resources.

Blog
Subscribe to stay up-to-date on the latest news and information.

Steps-to-Success Guide

Technology Partner Catalog

Frequently Asked Questions

News & Events

Contact Us

- An opening keynote from a Cisco Executive leader
- Two days of technical developer sessions
- Town Hall - Partner Open Floor
- Developer to Developer 1:1's
- Cisco Developer Network Business Discussion

View the full agenda.

Cisco Developer Network Open Track Sessions

Attend introductory technical sessions throughout the week for products and APIs, including Cisco Unified Communications APIs, Context Aware Mobility API, Cisco's Unified Computing API, IOS Provisioning, Configuration and Monitoring, Telepresence Scheduling API, and more.

Click here for details on all the sessions that will be presented to any interested developer.

Please email any questions about the Developer Forum or the Open Track Sessions to cisco-developer-network@cisco.com.

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> Cisco Live U.S. World of Solutions Booths Still Available

Cisco Live – featuring the Networkers program – is Cisco's single largest educational and training event of the year, attracting more than 10,000 IT and communications professionals. Don't miss your opportunity to engage with this exclusive group of industry leaders who are eager to learn about new technologies from Cisco and trusted Cisco partners like you.

Click here to learn more and secure your booth. Exhibitor space is in high demand and given on a first-come, first-served basis, so don't delay!

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> Cisco Business Solutions Workshop in Scotland

As a valued Cisco Developer Network Partner, Cisco would like to offer you a the opportunity to exhibit at the forthcoming CBSW - Cisco Business Solution Workshop - in Scotland on the 22nd June 2011. This will be an excellent opportunity to network and showcase your applications to over 150 Cisco partners based in Scotland.

By joining the event, you will also be able to network with Cisco executives and colleagues including Donald Mclaughlin, Country Manager, Scotland, and David Critchley, Partner Organisation and Commercial Director, UK and Ireland.

Date: 22nd June 2011

Venue: Dunblane Hydro, Scotland

Cost per stand:

- Mini Stand - £250 (excluding VAT) payable to Xpressions.
- Large Stand- £500 (excluding VAT) payable to Xpressions.
- Jumbo Stand - £750 (excluding VAT) payable to Xpressions.

The stand will include:

- Furniture options as required
- Power - 4 way 13A block
- Wireless internet
- Display surfaces for screens or equipment

Stands are limited and strictly on a first come first served basis.

For more information about participating in this event or about other sponsorship opportunities please email David O'Neill on davoneil@cisco.com.

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> New and Updated Technologies Available in the Portal

Introducing MediaSense v8.5(2) with New API Changes

MediaSense v8.5(2) is now available with the following API Changes for version 8.5(2):

- Session ids that were deleted or pruned are now grouped and sent as a batch.
- Event subscription has been enhanced to provide categories of events to subscribe to.
- URL timeout parameter added to download of recordings.

Click here to learn more.

Available Now! SocialMiner 8.5(2) Enhancements

These enhancements include:

- New email and IM notification configuration options
- A push type feed
- Author filtering
- Reply template enhancements
- Cisco Unified OS Disaster Recovery System support
- System Administration Improvements

Click here for complete details.

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Frequently Asked Questions

> What is the value of interoperability verification testing (IVT)?

Successful completion of **Interoperability Verification Testing** (IVT) is a key requirement for advancement and, for Solution Developers and Preferred Solution Developers, maintaining your participation level. More importantly, it is a major factor that customers, Cisco channel partners, and Cisco's salesforce consider when choosing a technology partner to work with, as using tested, Cisco Compatible products means faster implementation time and reduced risk of integration issues.

To learn more, visit our IVT page. Also, step-by-step instructions for submitting an IVT reqest are available in Section 5.5 of the Program

Application Instructions guide.

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> How do I get technical support?

The Cisco Developer Network provides online community support through forums, Frequently Asked Questions, sample scripts, and other self help tools.

For development issues and questions that cannot be addressed through these resources, you have the ability to open support cases with our development engineering team utilizing Cisco's case tracking application. Depending on your membership level, 5, 10, or 20 cases are included in your annual membership.

Visit the Support Services page to learn more, including instructions for opening a case.

If you have any questions, please let us know.

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> What is the best way to earn points towards advancement?

Entering information about your recent closed joint customer deals is the primary way of earning program points towards advancement.

For Solution Developers and Preferred Solution Developers, it is an annual requirement to enter enough deals annually to maintain 10 and 18 points, respectively. Not meeting this requirement may result in moving to a lower tier, at the discretion of Cisco.

Step-by-step instructions for entering joint customer deals and references are available in Section 5.4 of the Program Application Instructions guide.

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