



The bridge to possible

Network integrity begins with the purchase



Be sure of your source of supply

When the goods and services you're buying are mission critical, quality and authenticity should be your most important considerations. Products sourced from outside Cisco authorized channels may not be guaranteed by Cisco and may pass through many hands before they are made available to you. Cisco is not able to offer assurance as to the handling, storage, and shipment of these products. Unauthorized Products may include secondhand, third-party, counterfeit, or even stolen products. Not only may these products function poorly in your network, they may also have invalid warranties, invalid software licenses, no support entitlement, and/or incorrect product configurations.



The bridge to possible

Getting the real deal—what can you do?

Here are some rules of thumb and commercial best practices you should consider when developing your purchasing requirements for Cisco or other Original Equipment Manufacturer (OEM) goods and services:

- Always source your equipment (whether new or OEM-certified refurbished) and support services directly from authorized OEM channels.
- If you issue requests for proposals, specify that you require authentic OEM equipment, valid licensing and support services sourced from authorized OEM channels.
- Ask for a guarantee that you are receiving authentic OEM equipment containing no third-party parts or components.
- Check with an OEM representative to find out if your supplier is authorized
 - For a detailed list of authorized Cisco channel partners, please refer to www.cisco.com/go/partnerlocator.
- Be suspicious of prices that seem too good to be true.
 - It may be an indication that the products are used, stolen, counterfeit, or not authorized for sale where they are being offered.
- Check that the equipment provided comes with a valid software license.
- Check that the equipment provided has a full OEM warranty enclosed.
- Require and confirm that the equipment is entitled to OEM service support.
- If you're buying used or refurbished equipment, require OEM-certified refurbished equipment.
- Be wary of packaging that appears to be substandard, not original, or that seems to have been previously used or tampered with.
- Avoid dealing with any supplier who insists that you:
 - Order immediately to beat a price increase
 - Take advantage of a special offer that is about to expire
 - Reserve the last few remaining products in stock
 - Purchase OEM specials

- Resist Internet, e-mail, or telemarketing offers that will send representatives to pick up your payment in person, or demand cash-on-delivery shipment.
- Report suspicious activity to your OEM representative immediately.
 - If the suspicious activity relates to Cisco® equipment, call the nearest Cisco office or send an e-mail to brandprotection@cisco.com.





The bridge to possible

Don't let this happen to you!

Assured of product authenticity and attracted by a heavily discounted price, one company decided to purchase networking equipment from a reseller who was not authorized by Cisco. Once installed, the company's network began to experience downtime and maintenance issues. Concerned by such poor performance, the Cisco account manager requested the serial numbers of the company's new equipment. The serial numbers revealed that the product had been originally sold to other companies in other countries, prior to this company receiving it. A further analysis of the units revealed that the Cisco Catalyst® 6500 series switches had been cobbled together using a secondhand chassis from one country, secondhand firewall services modules and VPN concentrators from a different country, and a variety of batteries from both of these countries. The WICs, GBICs, and memory inside the switches were third-party products not covered by Cisco's warranty. In addition, both the IOS® software and firewall software were illegally upgraded.

The company's "brand new" Catalyst 2950 switches had a similar multinational flavor, including products that had reached their end of life and were out of warranty, as well as one "new" 2950 previously belonging to a customer in yet another country. It is not known how the 2950 left the original customer's site. A Catalyst 3750 switch was also involved, with Cisco records revealing that it was the subject of a dubious support agreement. Essentially, the company had purchased potentially illegal or stolen equipment that was out of warranty and not eligible for support. It also experienced issues with the Cisco IOS and firewall software licensing. The company was effectively using Cisco copyrighted software without a license.





The bridge to possible



Cisco equipment, purchased through Cisco authorized sales and distribution channels, whether new or Cisco Certified Refurbished, entitles you to service support, upgrades, replacement guarantees, a valid software license, and a full warranty. For details on Cisco warranties, third-party support, and software licensing go to www.cisco.com/go/warranty.

What you can expect from your Cisco partner

All Cisco Certified and Specialized Partners...

- Are specialized in one or more networking technologies including security, unified communications, mobility, and routing and switching, among others.
- Have extensive experience to help you build and optimize your network for maximum business value.
- Are dedicated to a standard of excellence that helps ensure successful deployment.
- Work to understand your business and your unique requirements.
- Are established, seasoned business professionals who are trained in the Cisco Lifecycle Services approach.

Why choose a Cisco partner?

All Cisco Certified and Specialized Partners...

- Are part of Cisco's authorized sales and distribution channels and are able to provide you with either new Cisco equipment or Cisco Certified Refurbished Equipment from an authorized source.
- Meet the standards of the world's leading networking company and the industry's leading channel program.
- Offer you the broadest range of networking technology skills, lifecycle services capabilities, and geographic locations.
- Employ an average of five Cisco certified experts, each with a total of nearly 700 hours of training.
- Are rated an average of 4.54 out of 5.00 on independent post-sales customer satisfaction surveys.
- Can assist in the coordinated sequence of activities required for successful deployment and operation of your networking technologies.

For full details on the Cisco Channel Partner Program and to find out what you can expect from your Cisco channel partner go to www.cisco.com/go/channelpartner.