

# Channel Partner Program Announcement



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April 23, 2011

## Managed Services Channel Program (MSCP) Maps Cisco Powered Service Designations with Customer Needs

### **MSCP Adds Cloud Service Designation and Updates to Security and Data Center Service Designations**

In step with Cisco's move to architectural plays, the Cisco® Managed Services Channel Program (MSCP) is transforming the associated Cisco Powered designations to improve the customer experience.

#### **Announcing New Private Cloud Designation for Data Center**

Effective April 23, 2011, Cisco added a new Cloud Service category to the Cisco Powered portfolio. The new **Private Cloud (IaaS) service designation** will help partners deploy jointly validated cloud-computing architectures to deliver infrastructure, platform, or software as a service.

The new **Cisco Powered Private Cloud (IaaS) designation** is the first designation that follows Cisco's partner-led strategy for cloud computing. This designation enables service providers to deploy a referenceable, validated architecture for cloud computing that addresses the cloud management and security concerns of customers.

Cloud computing provides a shared infrastructure with scalable, on-demand support and flexible management. This provides pervasive connectivity and virtualized resources that are elastic and highly available.

#### **Firewall, Intrusion Detection/Protection, and WAAS Service Designations Retire**

Effective August 1, 2011, Cisco will retire three Cisco Powered designations from the Cisco Powered portfolio.

These designations were initially designed to support and recognize partners providing managed services based on individual point products. In today's marketplace, customer demands are continually increasing, and partners are required to provide managed services that are more integrated and sophisticated. As a result, Cisco has evolved the Cisco Powered designations, basing them on consolidated architectures to help ensure that together we satisfy the needs of today's customers.

The designations being retired include two from the **Managed Security** category:

- **Cisco Powered Managed Firewall**

- **Cisco Powered Managed Intrusion Detection System/Intrusion Protection System (IDS/IPS)**

***Note:** Content and resources from the Cisco Powered Managed Firewall and Cisco Powered Managed IDS/IPS designations have been incorporated into the Unified Threat Management Cisco Powered designation.*

The designations being retired include one from the **Data Center** category:

- **Cisco Powered Managed Wide Area Application Services (WAAS)**

***Note:** Content and resources from the Cisco Powered Managed WAAS designation have been incorporated into the Application Performance Management Cisco Powered designation.*

After August 1, 2011, to remain compliant with the Cisco Powered program, partners will be asked to transition to either the Cisco Powered Unified Threat Management service for Security or the Application Performance Management for Data Center.

For questions, please contact your partner account manager.