

Being sure of your source of supply



When the equipment that you're buying is mission critical, it is imperative to know that you are getting good quality products. Knowing whether or not they are genuine products should be at the forefront of your decision making process.

When you buy a reputable brand you expect to get what you pay for. You don't expect to receive fakes, second-hand items or third party products. Not only may these products function poorly in your network, they may also have invalid warranty and software licenses, no service support entitlement or incorrect configurations. Moreover, it is important to back up your purchase with a skilled and Cisco-qualified Partner who can provide you with the consulting, system integration and support services you require.

So when you compare our quote to others you may have received, it is important to ensure that these offerings match our service, support, upgrade and warranty provisions. Always compare apples with apples, and remember that when it comes down to it, there is no price that you can place on your peace of mind. That's why it pays to ask whether or not your other suppliers who are quoting are offering you the real deal.

It is important that you can be sure of your source of supply

Products that are purchased from outside Cisco Channels can pass through many hands. Cisco cannot offer any assurance as to how products have been handled, stored or shipped when products are purchased from outside its authorized channels. Such shipments may also include third party or counterfeit products.

Cisco Partners – Providing value add to genuine, quality Cisco products

Cisco believes that its success in the marketplace is in part due to a business-model which places a high priority on the quality and training of its Channel Partners. When you buy through an authorized Cisco partner you're getting a lot more than just product

Cisco Channel partners obtain training, certifications, and specializations which assist them in selling Cisco Products and Services and most of all, providing added value to customers

The training and certification program is designed for business environments which are in constant change and evolution, where customers require value-added services, dedicated technical experience and high levels of satisfaction. The program helps to ensure that Cisco Channel Partners have the necessary abilities and experience to provide pre and post sales support to customers and other added value.

Please visit our website for full details on our channel partner program
www.cisco.com/go/channelpartner

Getting the real deal: what can you do?

When comparing quotes, Cisco recommends that you do the following:

- Ask whether the equipment is new, genuine Cisco product or Cisco Authorised refurbished product, not second-hand or pre-owned.
- Ask for a guarantee of genuine Cisco components and no third party or counterfeit substitutions.
- Be suspicious of prices that seem too good to be true – they probably are.
- Check that the equipment provided comes with a valid software license.
- Check that the equipment provided has a full Cisco warranty enclosed.
- Ask whether the equipment entitles you to Cisco Service Support. Look for signs like packaging that looks sub-standard, not original or which appears to have been used before or tampered with.
- Beware of an insistence on ordering now to beat the price increase, grabbing a special offer about to expire or reserving the last few remaining in stock.
- Resist any telemarketing offers to send someone over to pick up payment or insistence on cash-on-delivery shipment, and Internet or e-mail offers that incorporate any of these indicators.
- Minimize the risk of exposure to the issues outlined above by sourcing equipment directly from authorized Cisco Channels. If in doubt, please check with Cisco Systems or for a detailed list of our Channel Partners in a particular territory please refer to www.cisco.com/go/partnerlocator
- Report suspicious activity to your nearest Cisco Systems office or email brandprotection@cisco.com
- Include wording such as the following in your RFP for Cisco networking equipment:

“Unless otherwise specified, Vendor warrants that the Cisco products are new and in their original packaging or are from Cisco’s Authorised Remarketing Program. No substitutions are to be supplied without the Buyer’s prior written consent. Vendor certifies that the products are genuine Cisco products, are entitled to a full Cisco warranty, and that any related software is licensed originally to the Buyer as the original licensee authorized to use the Cisco software.”

Contact Cisco Remarketing:

Email: remarketing-emea@cisco.com

Call the EMEA Team: +31 203571251

Featured links:

Cisco Brand Protection: www.cisco.com/go/brandprotection

Cisco Warranty: www.cisco.com/go/warranty

Cisco Channel Partner Program: www.cisco.com/go/channelpartner

Cisco Partner Locator: www.cisco.com/go/partnerlocator

Software Licensing: www.cisco.com/go/softwarelicensing

Third Party Support: www.cisco.com/go/thirdparty

Don't let this happen to you

A typical case scenario:

A company wanting to get the best price on Cisco networking equipment decided to buy from a broker, who assured them, despite the heavily discounted price, that he was selling brand new Cisco products. Once installed, the company’s network experienced maintenance issues and some downtime. This concerned the Cisco account manager enough for him to ask for the serial numbers of this ‘new’ equipment.

The serial numbers revealed that the Cisco Catalyst 6500 switches had in fact been cobbled together using second-hand chassis from Germany, second-hand Firewall Services Modules and new VPN concentrators from the USA, plus a variety of batteries from the USA and Germany. The WICs and modules were found to be counterfeit, and the GBICs and memory were third party products. Both the IOS and firewall software were illegally upgraded.

The ‘brand new’ 2950s bought by the company had an equally international flavor about them. They included products from China that had reached their end of life and were out of warranty, and one new 2950 from France. Cisco records showed that the 2950 had belonged to a customer in France. It is not known how this product left the customer site. A Cisco 3750 switch from China was also involved in the matter. Just two months old, it showed up as being owned by a customer in China and was also the subject of a support agreement with that customer.

As a result of this sale, not only was the customer left with equipment which was mostly out of warranty and not supported, and even potentially illegal or stolen, it also had issues with the IOS and firewall software licensing. This meant that the company was effectively using Cisco’s copyright software without a license.