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[COMPANY ADDRESS]

Sent via email to: [x]

**Subject: Purchase of Cisco products from companies that are not Cisco Authorized Partners**

Dear Sirs,

Thank you for your interest in Cisco products. It has come to our attention that you may be considering purchasing Cisco products from an unauthorized reseller, i.e. a company that is not a Cisco Authorized Partner. The purpose of this letter is to describe the benefits deriving from buying Cisco products and/or services from Cisco Authorized Partners as well as Cisco's policy in relation to purchase of Cisco products and/or services from an unauthorized reseller.

Cisco products are among the best performing and highest quality networking products in the market. Cisco customers benefit from purchasing products from Cisco's qualified and authorized resellers (known as Cisco Authorized Partners or Cisco Partners) because Cisco Partners can provide your company with knowledgeable sales support during and after your purchase. The Cisco products you purchase from Cisco Partners will include valid software licenses and Cisco warranties, and they will be eligible for Cisco SmartNet and other industry-leading Cisco technical support programs. You can consult the list of Cisco Partners at Cisco Partner Locator website located at: <http://www.cisco.com/go/partnerlocator>.

If, however, you choose to purchase Cisco products from an unauthorized reseller you may be taking the following risks:

- **Counterfeit products.** Purchasing Cisco products from an unauthorized reseller may put your company at a risk of receiving counterfeit Cisco products. Counterfeit products may cause serious damage to the network your company depends on for its business operations, or introduce security vulnerabilities.
- **Licensing.** Cisco sells its products with end user licenses that permit the end user of the product to use the software Cisco provides, for example Cisco IOS contained on a Cisco router or switch. If your company purchases Cisco products from an unauthorized reseller, you may not have a valid software license, in which case, you would need to purchase a software license or submit a request and be approved for a license transfer. Visit Cisco's Hardware Inspection and Software Relicensing Program for more information: [http://www.cisco.com/c/en/us/products/hw\\_sw\\_relicensing\\_program.html](http://www.cisco.com/c/en/us/products/hw_sw_relicensing_program.html)
- **Warranties.** Cisco products are sold with manufacturer end user warranties. These express warranties are personal to the first end user who uses the equipment, and may not be transferred to any subsequent user of Cisco equipment. Cisco may not provide manufacturer warranty support for any equipment, which you purchase from an unauthorized reseller. This does not affect any warranty your reseller is required to provide by applicable laws. Visit Cisco's Product Warranties website for more information:



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[http://www.cisco.com/en/US/products/prod\\_warranties\\_listing.html](http://www.cisco.com/en/US/products/prod_warranties_listing.html)

- **Support Plans.** Cisco makes available Cisco technical support, such as Cisco SMARTnet, for its products and software. If you purchase a Cisco product from an unauthorized reseller, Cisco may require a physical quality and configuration inspection before your product may be eligible for SMARTnet, or another Cisco technical services offer. The inspection is provided for a fee. Any rights under Cisco support plans are personal to the end user purchasing support, and may not be transferred with the product. Visit Cisco' Support and Download website for more information: <http://www.cisco.com/cisco/web/support/index.html>.

To assure that your company purchases only genuine Cisco products from Cisco Authorized Partners, Cisco recommends that you use the following criteria in your company's tenders. In particular, Cisco recommends that you insert the following clause in your company's tenders:

"The supplier warrants that the products the supplier intends to resell to [your company]:

- 1) are new, sourced directly from manufacturer or its authorized resellers and manufacturer's sealed box;
- 2) are sold by manufacturer or with its consent within the European Economic Area and;
- 3) are accompanied by a valid software license and;
- 4) are eligible for manufacturer's warranty and;
- 5) are eligible for manufacturer's support services and;
- 6) will be reported back to manufacturer as sold to *[your company]*."

We hope this letter has been of assistance. If you have any questions about this letter please contact Carsten Zöllmann and [czollman@cisco.com](mailto:czollman@cisco.com).

Yours sincerely,

[BP MANAGER NAME]

[TITLE]

[DATE]