

Cisco Compatible Extensions Program for Wi-Fi Tags Guidelines



This document describes the Cisco Compatible Extensions Program for Wi-Fi Tags. The document includes the following sections:

- Cisco Compatible Extensions Program for Wi-Fi Tags Terminology
- Cisco Compatible Extensions Program for Wi-Fi Tags Overview
- Participating in the Cisco Compatible Extensions Program for Wi-Fi Tags
- Cisco Compatible Extensions Program for Wi-Fi Tags Responsibilities
- Customer Support and Escalation Process
- Training Recommendations
- Participant Marketing Feedback to Cisco
- Co-Marketing Guidelines

The information in this document is subject to change. Cisco may amend the guidelines described in this document to adapt to the changing needs and requirements of the program. When a new version of this document is released, the program manager will e-mail it to program participants.

All participants must use the same program guidelines. Cisco does not create individual guidelines for different participants. If you have any questions about the program guidelines described in this document, send an e-mail to ccx-tag_programmgr@cisco.com.

Cisco Compatible Extensions Program for Wi-Fi Tags Terminology

This section describes the terms used in this document and in the program agreement.

- **Cisco Compatible Extensions Program for Wi-Fi Tags Guidelines:** The name of this document. This document is also referred to as the “program guidelines”, or the “guidelines”.
- **Cisco Compatible Extensions Program for Wi-Fi Tags:** The name of the program, also referred to as the “program”.
- **Cisco Compatible Extensions Program Agreement:** The program agreement document that must be completed by Cisco and the program participant. This document is also referred to as the “program agreement” or as the “agreement”.

- **Participant:** A company that participates in the Cisco Compatible Extensions Program for Wi-Fi Tags. These companies have completed the Cisco Compatible Extensions Program Agreement and have agreed to abide by the program guidelines.
- **Compatible interoperable product:** A participant product that has met all program requirements described in this document (Cisco Compatible Extensions Program for Wi-Fi Tags Guidelines.) The program guidelines are subject to change. For current program guidelines, refer to the latest version of this document at this URL: <http://www.cisco.com/go/ciscocompatible/wireless>
- **Cisco Compatible Extensions for Wi-Fi Tags program manager:** Cisco's point of contact for the program.

The Cisco Compatible Extensions Program for Wi-Fi Tags Guidelines [[see earlier comment]] and the Cisco Compatible Extensions Program Agreement together constitute the formal agreement between Cisco and the participants regarding the program.

To participate in the program, a prospective participant must follow the steps described in the "Participating in the Cisco Compatible Extensions Program for Wi-Fi Tags" section.

As specified in the Cisco Compatible Extensions Program Agreement, Cisco may amend the program guidelines to adapt to the changing needs and requirements of the program. When a new revision of the guidelines is released, the program manager will e-mail the latest guidelines to all program participants or will distribute the URL of the latest guidelines.

Cisco Compatible Extensions Program for Wi-Fi Tags Overview

The Cisco Compatible Extensions Program for Wi-Fi Tags is a strategic program in which Cisco licenses technology features with approved program participants. Participants design and sell third-party active tag devices that incorporate features that are compatible with Cisco wireless LAN (WLAN) infrastructure.

WLAN users can choose from a large number of tag devices sold by Cisco Compatible Extensions Program for Wi-Fi Tags participants that operate above industry standards and that are compatible with Cisco infrastructure.

Silicon vendor participants integrate the Cisco features into their reference designs for original equipment manufacturers (OEMs) to include in their tag devices. Participants test the reference designs and tag devices according to Cisco Compatible specifications at an independent test facility or Cisco labs. After successful testing and the completion of agreements, participants can market the device as Cisco Compatible. Cisco markets the Cisco Compatible brand to customers as a requirement for a premier WLAN network, creating demand for Cisco Compatible tags.

Cisco Compatible participants enjoy increased product sales as a result of Cisco compatibility and benefit from Cisco Compatible marketing programs.

Program participants sign program legal agreements one time only and complete applications for each product submitted.

To participate in the Cisco Compatible Extensions Program for Wi-Fi Tags, follow the process described in the "Participating in the Cisco Compatible Extensions Program for Wi-Fi Tags" section.

Participating in the Cisco Compatible Extensions Program for Wi-Fi Tags

This section describes how participants qualify for and participate in the Cisco Compatible Extensions Program for Wi-Fi Tags. There are five major steps in this process:

- Step 1. Apply to Participate
- Step 2. Complete the Agreement Process
- Step 3. Submit Product to Interoperability Testing
- Step 4. Contract and Final Deliverables
- Step 5. Approval and Maintenance

Step 1. Apply to Participate

Complete the online application at this URL:

http://www.cisco.com/web/partners/pr46/pr147/partners_pgm_application_guidelines.html

Cisco will inform you of your application status within 45 business days of submission and will notify you if your application is not accepted. If your application is accepted, Cisco will send a Technology License Agreement (TLA) to the applicant licensee. Send two original, signed copies of the TLA to the mailing address provided in the status e-mail.

Step 2. Complete the Agreement Process

Complete the agreement process for a direct license.

After reviewing and approving your application and NDA, Cisco will send you these documents:

- *Cisco Compatible Extensions Program Agreement*
- *Cisco Compatible Extensions Program Guidelines* (this document)

Return two original, signed copies of the *Cisco Compatible Extensions Program Agreement* to the Cisco Compatible Extensions Program Manager at the address indicated in the program agreement.

Cisco retains the Cisco Compatible Extensions Program Agreement until the application process is complete. Cisco will sign and complete the agreement when Step 3. Submit Product to Interoperability Testing is complete.

Sign the following legal documents:

- Cisco Compatible Extensions Program for Wi-Fi Tags Technology License Agreement
- Cisco Compatible Extensions Program Agreement

Return two signed copies of each document to this address:

Michael Sherman
WNBU Business Development
Cisco Systems, Inc.
170 W. Tasman Drive
San Jose, CA 95134

After Cisco signs the TLA, the Cisco Compatible team will send you the program documents.

Step 3. Submit Product to Interoperability Testing

Products must pass interoperability testing to be accepted into the Cisco Compatible Extensions Program. Products must pass interoperability testing to use the Cisco Compatible logo. Although products must be production-ready in order to receive final Cisco Compatible Extensions Program for Wi-Fi Tags approval, earlier product versions can be submitted for testing.

Contact the Cisco Compatible Extensions for Wi-Fi Tags program manager to request testing. Products must be tested at a Cisco test lab unless the product qualifies for a waiver. Product testing takes approximately 5 to 15 business days.

Cisco encourages self-testing products before testing the product at a Cisco test lab. Self-testing can ensure the product will pass testing at the Cisco approved test facility.

The Cisco test lab requires 10 hardware units per operating system to be tested. After testing, Cisco will keep at least half of these units to ensure future compatibility.

Requesting a Product Test Waiver

Participants can request to waive product testing if there are no changes to the silicon partner test design. To apply for a waiver, submit the following information to the Cisco Compatible Extensions for Wi-Fi Tags program manager:

- Name of company requesting waiver
- Name of product to be certified, including the model name or number
- Baseline data of equipment and software used in testing, including the silicon partner chip set, driver and firmware versions, operating system, and form factor
- Operating system(s) to include in the waiver
- Driver version(s) and firmware to include in the waiver (including a description of any driver changes)
- Device form factor to include in the waiver.
- Explanation of why the product does not require interoperability testing

Following is more information about how products can be approved for product test waiver:

- If the participant's initial product passed testing at a Cisco test facility, the participant can request a waiver for products with the same approved hardware that use the same firmware and software drivers.
- The participant can request a waiver for additional models that use the same chip set and software drivers as previously approved products.
- If the product is a previously approved Cisco Compatible product that has minor hardware or software changes (changes that are highly unlikely to affect interoperability), the participant can request a test waiver.
- Participants that use another company's reference design previously approved for the Cisco Compatible Extensions Program must submit their product for testing at a Cisco test lab unless the reference design is used without any changes to hardware, drivers, or firmware. In that case, the participant can apply for a test waiver.
- The Cisco Compatible Extensions for Wi-Fi Tags program manager reserves the right to require testing at a Cisco test lab if Cisco identifies any potential interoperability issues based on the data supplied by the participant in their request for a waiver.

- If the product is a previously approved Cisco Compatible product with hardware or software changes that have a reasonable potential to affect interoperability, testing at a Cisco test lab is required.
- The silicon vendor license can test with an OEM product. After a successful interoperability test, both the silicon vendor and OEM products can be considered Cisco Compatible.

Additional Test Requirements

The Cisco Compatible Extensions Program for Wi-Fi Tags has the following product test requirements:

- Participants must provide the test facility with product technical documentation, including application notes.
- Each product must pass required tests to be approved for the Cisco Compatible Extensions Program for Wi-Fi Tags.
- Cisco reviews test results and approves final test results.

Development and Testing Equipment

Participants should contact their local Cisco reseller to obtain the Cisco products necessary for product development and testing. Cisco resellers are listed at this URL:

<http://www.cisco.com/en/US/partners/index.html>

Step 4. Contract and Final Deliverables

Program Agreement

The participant should send two signed, original copies of the program agreement to the Cisco Compatible Extensions for Wi-Fi Tags program manager. After Cisco is notified by the approved lab that the participant has successfully passed the testing requirements, Cisco will sign and return the program agreement.

Participant Profile

After the product passes interoperability testing, participant profiles are posted to Cisco's external Website. A participant's profile information is derived from the participant's original application.

Step 5. Approval and Maintenance

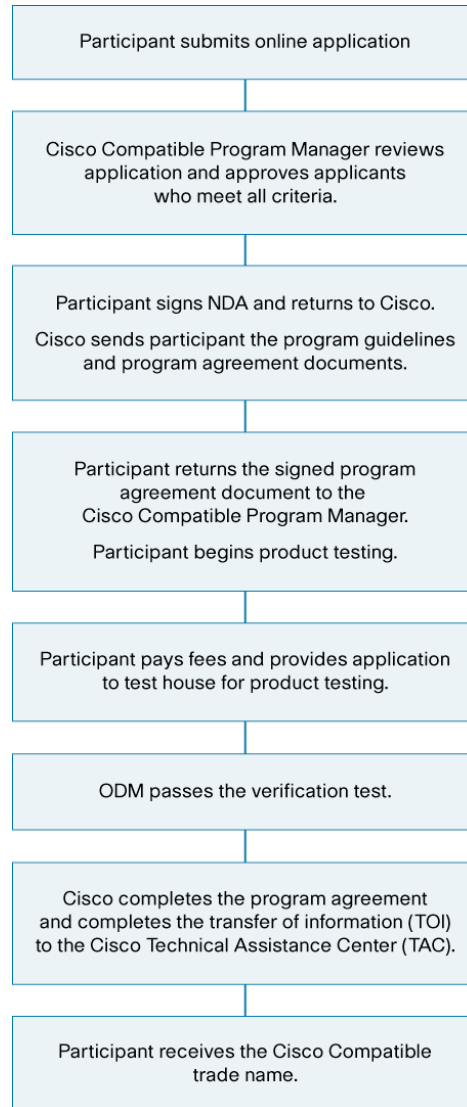
After Steps 1–4 are complete, the participant receives these benefits:

- The participant is listed as an approved vendor on the Cisco Compatible Extensions Wi-Fi tags website.
- The participant has the right to use the Cisco Compatible logo for their product named in the program agreement.

The participant must repeat the test process (self-test or testing at a Cisco test lab) for each version of the product that initially receives the Cisco Compatible logo.

High Level Flow

This flowchart illustrates the program approval process:



Cisco Compatible Extensions Program for Wi-Fi Tags Responsibilities

This section summarizes the responsibilities of parties involved in the Cisco Compatible Extensions Program for Wi-Fi Tags.

Participants

Participants agree to these responsibilities:

- Sign the Cisco Compatible Extensions Program for Wi-Fi Tags Technology License Agreement.
- Incorporate Cisco features into the product reference design.
- Test the reference design at a Cisco approved test facility.
- Provide Level 1 and Level 2 technical support for the product. For information on technical support, refer to the “Customer Support and Escalation Process” section.
- Check status of application to the Cisco Compatible Extensions Program for Wi-Fi Tags.

- Provide regular updates to Cisco about their company and participating products.
- Keep up-to-date on Cisco Compatible Extensions Program for Wi-Fi Tags updates and news by reading communications from Cisco Compatible Extensions for Wi-Fi Tags program manager and by reading the Cisco Compatible Extensions Program for Wi-Fi Tags Website on a regular basis.
- Contact the Cisco Compatible Extensions for Wi-Fi Tags program manager to ask questions or resolve issues at any time during program participation.

Cisco Responsibilities

- Manage and track participants' applications.
- Add accepted products to the Website that lists Cisco Compatible products.
- Communicate Cisco Compatible Extensions Program for Wi-Fi Tags updates and news.
- Update individual participants as needed.
- Support Cisco Compatible Extensions Program for Wi-Fi Tags licensees as described in the Cisco Compatible Extensions Program for Wi-Fi Tags Technology License Agreement.

Customer Support and Escalation Process

The intent of customer support is to solve product- and system-related problems for our mutual customers in a manner that maintains a high level of customer satisfaction.

The Cisco Technical Assistance Center (TAC) determines if the customer issue lies with the Cisco branded product (for example, with the access point) or with the Cisco Compatible tag. For Cisco branded products, the standard escalation process applies and the TAC will escalate as needed. For Cisco Compatible tag products, the TAC will refer the customer to the appropriate Cisco Compatible Extensions Program for Wi-Fi Tags contact.

Main Contact Information

The participant must provide to Cisco the general contact information for the company, including headquarters and all other main centers. The best source of this information is your company's homepage or company overview page. If you need an example, refer to Cisco's company overview at this URL:

http://newsroom.cisco.com/dlls/company_overview.html

Third-Party Support Contact Information

Program participants must provide to Cisco the information described in this section. The information should be specific to contacting your support team, not general company information (unless the information is identical).

- **Team:** All support team locations even though they may be contacted using the same phone number. For example, Cisco has four major backbone TAC centers: Two in the U.S. (San Jose, California and Research Triangle Park, North Carolina), one in Europe (Brussels, Belgium), and one in Asia/PAC (Sydney, Australia).
- **Phone:** Telephone numbers to all support team locations, even if they are the same.
- **E-mail:** The participant support organization's e-mail address.
- **After-hours support contact:** Specify if different telephone numbers are available for after-hours contact. Ask the Cisco Compatible Extensions for Wi-Fi Tags program manager if

there are any questions. The Cisco Compatible Extensions Program for Wi-Fi Tags requires 24x7 support of all third-party products.

- **Time zones:** Include the time zones for all contact information. For example, if the participant's normal support hours are 0800 to 1700, include the time zone of those hours.

Training Recommendations

Although there are no Cisco Compatible Extensions Program for Wi-Fi Tags training requirements for participants, Cisco recommends that participants be knowledgeable about Cisco wireless products. Participants must purchase any training materials required for their employees.

Registered partners can view the Web-based training courses offered on the Partner E-Learning site at:

http://www.cisco.com/en/US/learning/le36/learning_partner_e-learning_connection_tool_launch.html

Look for the free courses. This site also offers fee-based courses, which are similar to the instructor-led courses and provide in-depth content on wireless LANs.

The Cisco Partner E-Learning site is continually updated with wireless LANs courses in a variety of formats, including interactive Web-based training, videos on demand, audio recordings, and instructor-led courses. Please visit the site for a complete listing of courses.

Cisco is responsible for training Cisco employees on the Cisco Compatible Extensions Program for Wi-Fi Tags.

Cisco and Cisco Compatible Extensions Program for Wi-Fi Tags participants will provide the latest training material to each other as soon as it is available.

Participant Marketing Feedback to Cisco

This section describes how participants will provide marketing feedback to Cisco.

Participant Marketing Requirements

Cisco Compatible Extensions Program for Wi-Fi Tags participants must provide the following marketing information to Cisco:

- Marketing and sales contact information
- Company profile (company background, company logo, regions of operation, target industries, primary applications, primary products, etc.)
- Marketing content required for channel and Web content (customer presentation, product collateral, sales training, etc.)
- Other documents deemed necessary by Cisco, including success stories, case studies, and white papers

Your Cisco Compatible Extensions for Wi-Fi Tags program manager can provide details on the materials required from specific participants.

Participant Customer Reference

Cisco may require that participants provide information, including customer quotes, about customers that have used the participant's product or service in a Cisco network. Cisco will not publicize the customer information without approval from the Cisco Compatible Extensions Program participant and the customer.

Co-Marketing Guidelines

This section describes the co-marketing guidelines for Cisco Compatible Extensions Program for Wi-Fi Tags.

Press Release Guidelines

- Before pursuing public relations or other external marketing activities relating to participants' participation in the Cisco Compatible Extensions Program for Wi-Fi Tags, participants must obtain approval from the assigned Cisco Compatible Extensions for Wi-Fi Tags program manager and Cisco public relations manager. Before drafting a press release, contact the Cisco public relations manager to discuss and agree upon an announcement strategy.
- Cisco Compatible Extensions Program for Wi-Fi Tags products and services must have passed Cisco Compatible Extensions Program for Wi-Fi Tags testing before participants may begin public relations or other external marketing activities.
- All announcements mentioning Cisco or the Cisco Compatible Extensions Program for Wi-Fi Tags must be approved by the Cisco Compatible Extensions Program for Wi-Fi Tags and must be submitted to a Cisco press release review. Distributing a press release without Cisco's approval will be cause for termination of membership in the Cisco Compatible Extensions Program for Wi-Fi Tags.
- Cisco reserves the right to decline participation in any participant press release.
- Participant press releases about the Cisco Compatible Extensions Program for Wi-Fi Tags must include newsworthy information about participant products and services, such as customer wins, entering a new market, or delivering on a key strategic initiative. Cisco does not authorize press releases primarily intended to announce that a participant has joined the Cisco Compatible Extensions Program for Wi-Fi Tags.
- Cisco does not endorse joint press releases. Participant press releases must not include Cisco contact information, the Cisco stock ticker, or Cisco boilerplate text.
- Opportunities for additional publicity about the Cisco Compatible Extensions Program for Wi-Fi Tags, such as white papers and customer success stories, should be discussed with the Cisco Compatible Extensions for Wi-Fi Tags program manager.

Public Relations Manager

Following is the contact information for the Cisco public relations manager:

Michael Sherman
Phone: 408 853-5181
E-mail: michsher@cisco.com

Solutions Marketing Manager

Following is the contact information for the Cisco solutions marketing manager:

Michele White
Phone: 408 526-7782
E-mail: miewhite@cisco.com

Website Linking

Participants may include a link from their company or product Website to the Cisco Compatible Extensions Program for Wi-Fi Tags Website. Use of Cisco's name and logo should comply with the policy described at the following Website:

http://www.cisco.com/web/about/ac50/ac47/cisco_logo_program.html

We recommend using the following text with this link:

- **Short descriptor:** Cisco Compatible: Interoperable wireless solutions with Cisco innovations.
- **Long descriptor:** Cisco Compatible participants deliver wireless devices with tested interoperability for Cisco wireless networks.

Advertising

Unless otherwise previously agreed to in writing by the parties for a program or matter not related to the Cisco Compatible Extensions Program for Wi-Fi Tags and then only as permitted by such agreement, participants will not be permitted to use Cisco's name, the Cisco logo, or the program logos in any advertising or promotion. All collateral generated, including reference to current or future programs, is subject to adherence to Cisco corporate guidelines and review and approval by Cisco. Upon termination from the program, participants shall apply commercially reasonable efforts to remove within a reasonable time after termination all reference to the Cisco Compatible Extensions Program for Wi-Fi Tags in their advertising, data sheets, and other sales and marketing collateral used by their direct and indirect distribution channels, but in no case shall such reference to the Cisco Compatible Extensions Program for Wi-Fi Tags continue later than 90 days after termination.

Using the Cisco Compatible Logo

The Cisco Compatible logo is an opportunity to communicate to customers that a participant's product has been tested and is interoperable with a Cisco product. As a participant in the Cisco Compatible Extensions Program for Wi-Fi Tags, you are entitled to use the Cisco Compatible logo in association with Cisco Compatible products and services, subject to the conditions and limitations described in this section.

The designated participant contact person is authorized in writing by Cisco when the participant has met the conditions to use the Cisco Compatible logo. This authorization is provided each time a new product, or a new revision of a product, meets the requirements. The authorization includes guidelines for usage of the Cisco Compatible logo, and the participant agrees to abide by any logo usage guidelines provided by Cisco.

The Cisco Compatible logo shall be used solely in conjunction with and in support of the participant's Cisco Compatible products and services. Remember that Cisco Compatible status is attained for a specific revision of a participant's product interoperability with a specific revision of a Cisco Compatible specification.

The Cisco Compatible Logo Usage Guide provides detailed information about using the Cisco logo. The following is an overview of the logo usage requirements.

The Cisco Compatible logo can be used on approved product materials as described below:

- The main configuration/management screens for the product
- Webpages
- Collateral, including brochures, data sheets, advertisements, direct mail, or other promotions
- Product documentation, on the front page

The Cisco Compatible logo is optional in the following situations:

- On approved products—Anywhere, following the guidelines described in this document
- Product packaging (shipping cartons and CD-ROM sleeves) front panels
- CD-ROMs with the product software
- Text—When referring to the approved product
- Other situations on a case-by-case basis if approved by the program manager

When the Cisco Compatible logo is used on a participant's Website, the Website shall include a link to the Cisco Compatible Extensions Program for Wi-Fi Tags Webpage.

Failure to comply with the guidelines for use of the Cisco Compatible logo may result in a participant's removal from the Cisco Compatible Extensions Program for Wi-Fi Tags.



Americas Headquarters
 Cisco Systems, Inc.
 170 West Tasman Drive
 San Jose, CA 95134-1706
 USA
www.cisco.com
 Tel: 408 526-4000
 800 553-NETS (6387)
 Fax: 408 527-0883

Asia Pacific Headquarters
 Cisco Systems, Inc.
 168 Robinson Road
 #28-01 Capital Tower
 Singapore 068912
www.cisco.com
 Tel: +65 6317 7777
 Fax: +65 6317 7799

Europe Headquarters
 Cisco Systems International BV
 Haarlerbergpark
 Haarlerbergweg 13-19
 1101 CH Amsterdam
 The Netherlands
www-europe.cisco.com
 Tel: +31 0 800 020 0791
 Fax: +31 0 20 357 1100

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

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