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Cisco Announces Its New Consumer Channel Network

The channel program is addressed to resellers in the SOHO market space

Cisco announced recently the launch of a new channel initiative which, is aimed at channel resellers from the United States and Canada that are moving into the home and small office/home office (SOHO) area of the market. The Cisco CCN (Cisco Consumer Channel Network) is a component of the popular Channel Partner Program, and is aimed at providing them with the appropriate tools, resources, and training for commercializing the Linksys by the Cisco product line. This part of Connected Home Products involves selling wireless routers, networked entertainment solutions, network storage, Internet cameras, adapters, home network management software, and more.

More than 60,000 channel partners from all over the world are active participants in this service. When launched, the Consumer Channel Network will offer all these customers numerous resources, such as programs and promotions, communications, products and product utilities, tech support and sales tools. Moreover, CCN will provide its users with marketing resources and PR assistance, and additional tools and resources will be presented as they are made public.

At the same time, Australian resellers will also benefit from a new channel program addressed to the SOHO market space. In order to become a part of the program, the interested resellers will have to own a reseller tax identification number issued by the current government, as well as a valid account with any Cisco Authorized Distributor. To ensure the registration process runs smoothly, Cisco has launched a new specialized portal for all those who want to become participants in CCN: www.linksysbycisco.com.au.

When discussing this innovation, the regional director A/NZ, Graeme Reardon, stated that CCN could be considered the first genuine program addressed to home networking products. "We have found that resellers want a program that focuses on consumer products and provides training, sales and marketing tools, as well as benefits to enhance their business for their home based office clients, high tech home customers, and very small business owners with about five employees."