



## Top Talent Meets Top Partners at Cisco Fair.

There's a brand new face on the team at NextiraOne (Cisco® Gold Certified Partner and winner of the Outstanding Customer Satisfaction UK Partner Award 2008), thanks to a little help from the Partner Talent Program at Cisco. Recent Cisco Networking Academy® graduate Roger Young is now a systems engineer with the Staffordshire-based communications services provider, and so far he's enjoying every minute of it.

"It's fantastic!" says Young. "I'm putting what I've learned at the Cisco Networking Academy into practice, plus I'm learning new skills every day."

Young and his future employer first met at a Cisco-hosted Partner Careers Fair at Birmingham City Universities Technology Innovation Centre in December 2007. And they weren't alone. Nearly 600 job seekers and 20 Cisco partners turned up to meet, greet, and, most importantly, match top talent to top partner jobs.

For Colin Roe, operations director at NextiraOne, the event was a great success. During the day he met more than 100 candidates. Of these, six stood out and were invited to NextiraOne for a follow-on interview and selection process. Young was hired as a result.

"Recruitment fees to hire someone like Roger would easily have run up to £6,000," says Roe. "Participating in Cisco Partner Talent events is a very cost-effective way to find technical and sales talent."

His colleague, HR director Jane Pendall, agrees. "With Cisco organising the event, we've had a real opportunity to meet good candidates and, importantly, cut back on our recruitment costs," she says. "It's time-efficient as well because we can interact with the candidates right then and there."

The event survey results appear to back up Pendall's views. Two out of three attending partners rated the quality of candidates as "above average," with more than 90 percent rating the fair itself as either "above average" or "excellent," and when asked whether Cisco should run more fairs in the future, nine out of ten answered with a resounding "Yes!"

With more than 80 percent of its revenue coming from channel partners, Cisco is committed to helping its partners recruit, develop and retain the sales and technical employees needed to accelerate mutual growth.

"As I talk with our partners in Europe, they consistently tell me that their No.1 barrier to growth is attracting and retaining talent," says Germaine Eccles, Program Manager, European Partner Talent Program. "To help lower that barrier, Cisco is investing a huge amount of time, money, and resources to help its partners tackle the lack of qualified talent on the job market."

The Partner Talent Program launched in the second quarter of 2008. Partners that are part of the program are provided with access to the Partner Talent Portal. This portal offers a range of tools, Cisco HR best practices, and resources. More importantly partners can post their jobs free of charge and source candidates that Cisco has sourced on behalf of their partners.

For partners who face more challenging talent attraction issues that the portal can't fulfil, Cisco also offers the Strategic Recruitment Solutions Program, which provides partners with access to specialist recruitment firm at a Cisco-negotiated reduced rate

Of course, a hire is only the first step in a career journey. Development and retention are also important, so Cisco is currently developing programs to assess talent and the creation of talent transformational development programs tailored to existing partner employees.

The Partner Talent Program and the Partner Talent Portal are available exclusively to Cisco Select, Premier, Silver, and Gold Certified Partners in Europe. And it's all absolutely free.

Interested? [Click here](#) to begin the process to gain access to this valuable program.

Or contact your Cisco channel account manager for further details.



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