



Buy Right—Buy Authorized Cisco

Pricing pressures are real, but buying technology at very low prices comes at an exponential risk for you and your business. Products may be counterfeit or stolen and may NOT be eligible for Cisco license, warranty or support. **It's just not worth it. Get the facts and protect your network and business.**

Know the source—Why buy from an Authorized Cisco Channel?

Equipment purchased through Cisco Authorized Channel Partners, whether new Cisco equipment or **Cisco Refresh** equipment, entitles you – our customer – to Cisco service support, upgrades, replacement guarantees, a valid software license, and a full warranty.

Cisco Channel Partners are under a contractual obligation to purchase Cisco products from Cisco or another Cisco Partner. Cisco Partners that purchase Cisco products from non-authorized resellers violate their contractual obligation and may be subject to audits and/or Cisco may terminate their resale agreement.



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Top Risks of Buying from a Non-authorized Reseller

- ✓ Cisco cannot guarantee the quality and performance of unauthorized Cisco products.
- ✓ You may be supplied with a counterfeit Cisco product. Counterfeit products are not only illegal but they also may cause serious damage to your and/or your customers' company network.
- ✓ You may not be automatically eligible for Cisco support.
- ✓ You may not have a valid software license or a full Cisco warranty.

Counterfeit Products and Third Party Components

- ✓ Counterfeit products can be hardware, software, or documentation where Cisco's logo and/or other intellectual property have been used without Cisco's consent.
- ✓ Counterfeit products often contain components that have been tampered with and illegal software.
- ✓ The purchase of counterfeit products breaches Cisco intellectual property rights and is therefore illegal.

- ✓ Third-party components are typically memory, cables, or gigabit interface converters manufactured by a company other than Cisco and without Cisco's consent.

Need to meet budget pressures, but want Cisco value, performance and support?

Consider Cisco Refresh.

Cisco Refresh offers a variety of remanufactured products with authentic licenses, warranties and support for less.

Blend Cisco Refresh into any solution and enjoy the benefits and peace of mind of authentic Cisco gear at a fraction of the price. SMARTNet eligible. Thousands of in-stock SKUs on popular new and EOS/EOL products.

For additional Cisco Refresh questions on product, pricing, or availability, contact your Account Manager or refreshquestions@cisco.com.