

# Cisco Refresh Partner Use Case—Already Buying Used Equipment

“I found out today that my customer has been making spot purchases of Cisco equipment from brokers on the secondary market. What can I do to drive this spend to my company through my authorized partner relationship with Cisco?”

Cisco Refresh can address the budget needs of secondary market buyers, at the same time offering the peace of mind that comes with Cisco-branded and backed, high quality equipment.

**You can win this opportunity!** Your customer already values the Cisco brand and wants Cisco in its infrastructure, but has resorted to making purchases on the secondary market to meet growing budget pressures. There is good news for you and for your customer. Cisco Refresh (-RF products) is focused on growing its share in the secondary market for Cisco equipment. This allows you to offer Cisco Refresh at prices that address customer budget constraints, while at the same time offering the safety and assurance of a Cisco-sourced solution.

## **Why would my customer consider buying used equipment from Cisco? Isn't there a big price premium?**

Cisco Refresh is designed to be highly competitive with other secondary market offers of Cisco equipment. Cisco Refresh can command a small premium as opposed to other secondary market offers because, unlike other secondary market offerings, Cisco has fully tested Cisco Refresh to meet manufacturers' specifications and has installed the Cisco standard IOS image, Cisco Refresh comes with a Cisco-backed warranty comparable to that offered for brand new Cisco equipment, and Cisco Refresh is automatically eligible for Cisco SMARTnet support.

**Isn't it illegal for the customer to install used Cisco equipment in its production network?** While it is not illegal for brokers to sell or for customers to purchase and

deploy legitimate, non-counterfeit secondary market gear, the risks associated with purchasing broker-offered Cisco equipment are greatly reduced if the customer purchases through Cisco's Refresh program.

Customers who buy secondary market equipment today can now do so through you and your authorized partner relationship with Cisco as part of the Cisco Refresh program and enjoy the backing of Cisco, our support teams, and our warranty terms.

## **Won't offering Cisco Refresh set new price points for Cisco products throughout my customer's enterprise?**

A great feature of Cisco Refresh is that it provides a reliable way to fence off the pricing offered in highly cost conscious opportunities by introducing a different source of technology that is separate and distinct from Cisco newly manufactured products.

**How do I position Cisco Refresh with my customer?** Be proactive and be your customer's consultant. Demonstrate empathy for their situation. While many customers would rather buy new Cisco products if they could, Cisco Refresh offers you the ability to give your customer comparable protections to those offered for Cisco newly manufactured equipment at a price that meets their budget needs.

**How do I engage Cisco Refresh to get started?** [Check our inventory](#) of Cisco Refresh products or [contact your Cisco Refresh rep.](#)

Please note that Cisco channel partners are responsible for compliance with all applicable regulations relating to sales of remanufactured equipment to public sector customers, including but not limited to providing notice that the equipment is used/remanufactured. For additional information about Cisco Refresh products, please visit <http://www.cisco.com/go/refresh>.