

Cisco Data Center Partner Connection



Amazing Together

3-5 March 2015
Athens, Greece



In Collaboration with Intel®





What's New

Partner Enablement for New Data Center Products

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New Cisco Data Center Technologies

Application Centric Infrastructure (ACI)



Application Acceleration (UCS Invicta Appliance)



Cisco ONE Enterprise Cloud Suite



Nexus 9K Standalone & Top of Rack (10G/40G)

Unified Computing Systems (UCS Mini, UCS-M, C3160)



New Cisco Data Center Technologies Enablement

Application Centric Infrastructure (ACI)

**ATP
ACI**

Application Acceleration (UCS Invicta Appliance)

**ATP
Invicta**

Cisco ONE Enterprise Cloud Suite

**UCS-D
ICF-B
VACS**

Nexus 9K Standalone & Top of Rack (10G/40G)

Partner Trainings

Unified Computing Systems (UCS Mini, UCS-M, C3160)

Data Center Roadshows

Unified Data Center Channel Enablement Programs

What You Need To Know

Specializations

Master Cloud Builder Specialization

Data Center Architecture Specialization

Unified Fabric
Specialization

Unified Compute
Specialization

ATPs

Live!

ATP
ACI

Live!

ATP
Invicta

*Cisco ONE
Enterprise
Cloud Suite*

New Enablement Programs

Partner Investments

Under Development



Account Manager

1 Person
3 Hour VOD
Online Test

1 Person
1 Hour VOD
Online Test

TBD

Sales Engineer

1 Person
2 Day In-Person
Online Test

1 Person
1 Day In-Person / WebEx
Online Test

TBD

Field Engineer

1 Person
5 Day In-Person
Online Test

1 Person
2 Day In-Person / WebEx
Online Test

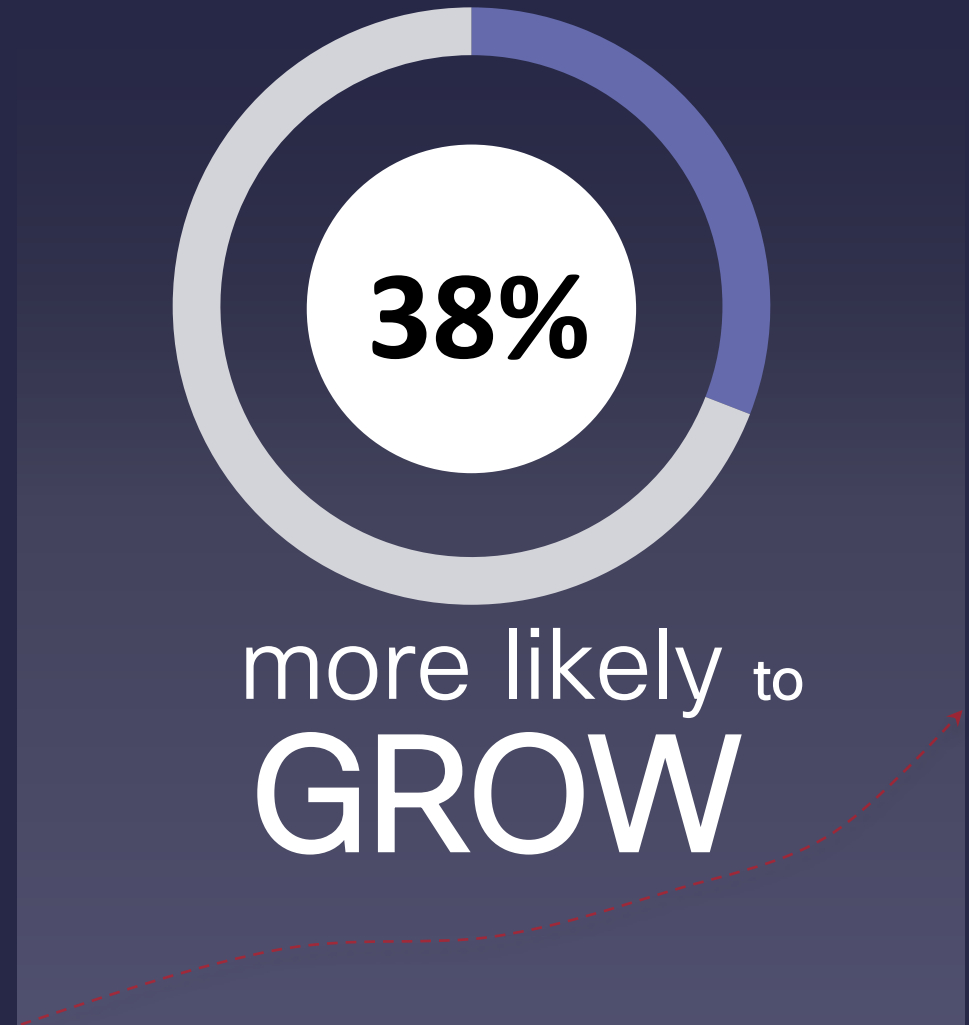
TBD

How to Bring Value to Cisco

- Differentiate your offerings
- Provide available pre-sales resources
- Continue to invest and keep your practice updated
- Be proactive with our account teams

UCS = Sales Growth

- **48%** of our Partners grew their Cisco business in FY14
- For partners who sell UCS, **66%** grew in FY14
- Partners who sell UCS are **38%** more likely to grow



Partner Profitability & Programs

Partner Practice Profitability



Transactional Profitability
(Product)

Front End

Back End

Professional Services

Pre-Sales

Post-Sales

Transactional Profitability Product



Front-End

Registration Based Programs

Advanced
New Account
Breakaway

SeedIT /
First Time
Buyer

Bundles

Nexus
Bundles

SmartPlays
(9)

Back-End

VIP 25

10G / 40G
VIP
Accelerators

New Registration Based Programs

What You Need To Know

**Advanced
New Account
Breakaway**

Partner Hunted Registration
Based Program

New UCS and/or Nexus
Accts

Up To 70% Discounts

Any UCS or Nexus Product
Family
(Combine with TMP)

No max quantity

**SeedIT /
First Time
Buyer**

Registration Based
(Hunted or Team with Cisco)

New Accounts: **Nexus 9K,
UCS Mini, MDS 9148S**

Up To 70% Discount

Specific Bundles: N9K, UCS
Mini, MDS9148S

Max quantity = 1 per Cust

VIP 25 UFT Track – 10G/40G Accelerators

2H FY15

Back-End Profitability

10G / 40G
VIP
Accelerators

6%

10 Gigabit
7 SKUs*

10%

40G/100G
18 SKUs*

2%
Enable

~ 80 SKUs

4%
Drive

~350 SKUs

6%
Accelerate

~50 SKUs

* Plus spares

Thank you.

