



# Cloud Go-to-Market Acceleration

## Cisco Consulting Services

### HELPING PROVIDERS QUICKLY AND EFFICIENTLY DELIVER CLOUD SERVICES

#### Benefits

The Cloud Go-to-Market (GTM) Acceleration offer from Cisco Consulting can help you:

- Reduce time-to-market by leveraging deeper market insights
- Carefully align service creation with operations
- Understand customer requirements and how to build the right selling skills to target new buying centers
- Develop a well-planned roadmap for ongoing success

#### Comprehensive, Four-Phase Approach

##### Discovery and Validation

Cisco Consulting can help create a realistic view of the opportunity in your target market and for the specific services in your catalog. We gather feedback on offerings, consumption models, and buying approaches from as many customers as we can. And we directly contact the top 5-10 potential customers through discovery workshops that more deeply assess their needs and buying patterns.

In addition to guidance and best practices that will help you execute similar workshops for future service offerings and target markets, this discovery and validation phase has two important outcomes:

- Immediate feedback on the marketability of your offer
- Initial list of interested customers and potential candidates for trials and early adoption

##### Building and Filling Pipeline

Once there are some potential early adopters in the queue, we create a fact book on each customer. This fact book includes analysis of the customer's business, how it buys services, its IT budgets, and more.

Next, we directly engage each one of the prospects to identify the best candidates for individual workshops. These workshops not only help your customers understand the value of cloud services; they also help us identify the customers that are ready to move forward with a request for proposal (RFP).

The value Cisco brings to the process is twofold:

- Experience and expertise; as well as dedicated resources and a fresh, well-qualified perspective.
- Brand recognition. Having the "Cisco Powered" name and reputation as the foundation of your cloud services has a meaningful impact on customer perception—particularly where cloud services are not yet part of your brand value.

##### Gap Analysis

It is not enough to have customers that are willing to buy; you also need someone that is capable of making the sell. Cisco Consulting works with you to redefine the sales approach according to your specific strategy,

addressing important considerations such as whether to sell direct to customers or to work with partners.

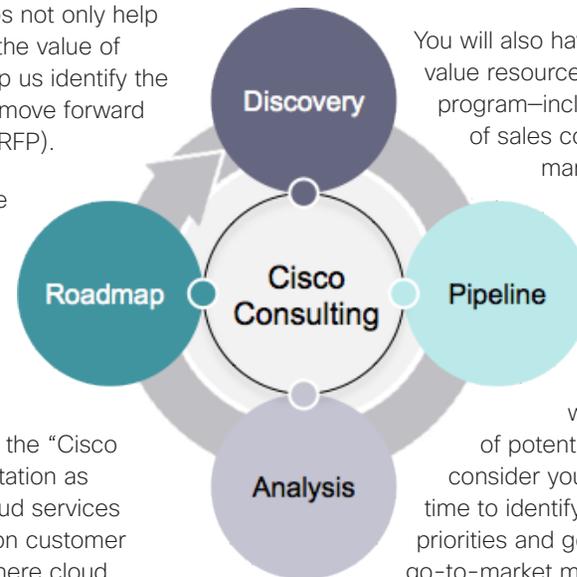
In addition to identifying gaps and proposing solutions, our experts work with you to carefully define the overall structure of your GTM plan and the individual roles and responsibilities that will help ensure you go to market with the best possible chance for success.

You will also have access to a full range of high-value resources from the Cisco Cloud Partner program—including a comprehensive catalog of sales collateral, as well as training and marketing tools.

##### Roadmap for Success

Finally, we put it all together into a workable service catalog and roadmap for success.

Over the preceding weeks, we'll have helped you take stock of potential customers and partners and consider your own sales capabilities. Now it is time to identify and correct weaknesses, adjust priorities and goals, and put into place a workable go-to-market model.



#### Learn More

Contact us at [ask-ciscoconsulting@cisco.com](mailto:ask-ciscoconsulting@cisco.com) to find out how Cisco Consulting can have a real and lasting impact on your long-term success in the cloud market.