



CHAMPIONS OF DIVERSITY Newsletter

Spring/Summer
2016

FEATURES

ZONES CHAIRMAN AND CEO FIROZ LALJI: CONNECTING THE UNCONNECTED WORLDWIDE

Cisco is in the business of connecting the unconnected, and one major way that it is done is through our diverse-owned channel partners. They connect our customers to our products and services such as the Internet of Things (IoT). Our customers through the IoT then connect their customers to the world. At the Zones partner event held last October during the National Minority Supplier Development Conference in San Diego, Chairman, President, and CEO Firoz Lalji of Zones, Inc., a certified minority-owned business and Cisco Gold direct value-added reseller (DVAR), shared some of his journey from Uganda to the United States. Most memorable about his talk was his determination to succeed and to help others succeed. [Continued on page 7](#)

VON TECHNOLOGIES GIVES BACK TO FELLOW & FUTURE WBES

Von Technologies cares about the growth and advancement of fellow and future women-owned businesses. Cisco is proud to have joined forces with one of its certified women-owned business channel partners to make sure that the women entrepreneurs of the [Women's Business Development Center](#) have access to the resources they need for sustainable growth. Led by the Chicago Business Journal's 2016 *Woman of Influence*, Michelle Vondrasek holds dear her position as the leader of Von Technologies, one of the few woman-owned businesses

competing in the telecommunications technology field. [Continued on page 6](#)

DIVERSE PARTNER FINDS NEW OPPORTUNITIES IN WHITE SPACE

You might be wondering, "What exactly is white space?" The answer often depends on with whom you are communicating or who is doing the communicating. If you are speaking with anyone remotely connected to OEM and channel partner sales or the world's largest IT and security company, you quickly learn that this white space is essentially untapped sales opportunities. Here is another word heavily associated with the OEM sales world: pipeline. Pipeline, when used in the context of this article, is the activities from the starting point all the way through to the completion of a sale or transaction. [Continued on page 9](#)

CISCO WELCOMES NEW DIVERSE-OWNED CHANNEL SERVICES PARTNER TECHTRUEUP

After 35 years as a senior business leader, Dennis Parker, former Navy Petty Officer FTG, now service-disabled veteran owned small business (SDVOSB) entrepreneur, wanted to build a full-lifecycle managed services company with integrity as its core value: the type of company on which IT organizations can rely to administer and manage business-critical IT projects.

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WRMSDC 2016 Gala: (L to R) Madison Gunter III, Shenita McKinney, Denise Lombard, Kitty Cheeks, Carlos Medina



WBENC 2016 Workshop: (L to R) Madison Gunter III, Keeli Jernigan



WBENC 2016 BOE: (L to R) Uma Kalaga, Melissa Holder, Denise Lombard



WBENC 2016 BOE: (R) Madison Gunter III



WBENC 2016 BOE: (L to R) Bryan Wiggins, Uma Kalaga, Denise Lombard, Rhonda Lynch, Madison Gunter III

2016 WRMSDC Gala

The Western Regional Minority Supplier Development Council (WRMSDC), an affiliate of the National Minority Supplier Development Council, recognized 10 supplier diversity champions and minority businesses with the annual winners of its Excellence in Supplier Diversity Awards at its 38th Annual Gala on April 15, 2016 at The St. Regis in San Francisco.

More than 300 guests from major Fortune 500 corporations, minority-owned business enterprises (MBEs), and strategic alliance partners were on hand to celebrate the winners, including Cisco, a corporate member. World Wide Technology, a diverse-owned Cisco gold partner, won the Supplier of the Year award for the class 4 category (annual sales greater than \$50M). Congratulations to all of the winners. To see a complete list of the winners, visit the WRMSDC [website](#) or see the press release [here](#).

WBENC 2016: The Logistics of Keeping Up with Corporate Clients Workshop

Cisco Diversity Business Practices lead Madison Gunter III led one of the lunchtime workshops during this year's Women's Business Enterprise National Council's (WBENC's) National Conference in Orlando, Florida this past June. Gunter and Keeli Jernigan, president and chief executive officer of [Trans-Expedite](#), Inc. discussed the topic "the logistics of keeping up with corporate clients" in a fire-chat setting. Trans-Expedite is one of Cisco's trusted and valued logistics suppliers and is a full service logistics company that provides time-sensitive transportation of critical cargo throughout the United States and around the world. Trans-Expedite's one-stop services include warehousing and distribution, customs brokerage, and employee leasing services.

Gunter and Jernigan discussed how long her company has been in business and how long it has been a Cisco supplier before discussing how Trans-Expedite has landed and kept corporate opportunities. Jernigan also shared some of the challenges and successes of partnering with a multinational corporation like Cisco.

For more about Trans-Expedite, visit <http://trans-expedite.com/>.

Cisco Supports the 2016 WBENC National Conference in Orlando, Florida

Cisco continues to show its support for women-owned businesses and the organizations that are likewise committed to the growth, development, and utilization of these businesses such as the Women's Business Enterprise National Council (WBENC).

Once again, WBENC brought together more than 3500 executives from the nation's leading corporations, government entities, and women-owned business enterprises to generate business opportunities and stimulate economic growth at its 17th annual WBENC [National Conference and Business Fair](#) this past June in Orlando, Florida. This year's conference was aptly themed "Creating Magic Together" in the state [noted](#) for having one of the fastest growth rates for women-owned business in the nation.

The annual conference attendees enjoyed executive workshops, match-making and networking opportunities, including a business fair, the largest of its kind, with more than 300 exhibitors.

In addition to supporting the WBENC workshops this year, Cisco hosted a booth at the day-long business fair held at the Orange County Convention Center. Members from Cisco's Diversity Business Practices and Global Procurement Services (GPS) teams were present to greet current and prospective suppliers, customers, and partners and network with industry peers on best practices and trends. The GPS team also participated in the WBENC MatchMaker session on Thursday following the business fair.

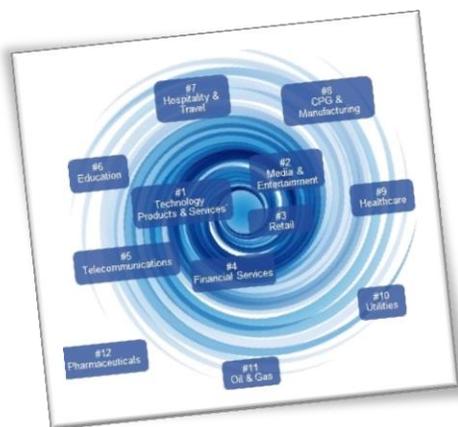
DBP PROGRAMS

CP² Event: The Digital Vortex with Andy Noronha

You might recall the name Andy Noronha from our [last newsletter](#) and from our 2015 Partner Operations Diversity Forum at the National Minority Supplier Development Council's annual conference. Andy was our forum speaker and gave us a thorough but abbreviated look at linking the Internet of Everything (IoE) to digital business and describing how digital disruption is reshaping both industries and the competitive landscape for companies through a phenomenon called the "digital vortex." After Andy whetted our appetites about the digital vortex, many of our stakeholders requested to learn more. How could we not invite Andy to be our guest speaker at our February 2016 Cisco Protégé Program (CP²) event?

Andy Noronha is a director in the Digital Value Practice of Cisco's Chief Digitization Office and a visiting scholar with the Global Center for Digital Business Transformation. His research examines how digital technologies and business models are reshaping companies and industries. He also works with a wide range of organizations to develop strategies to realize business value through the digitization of their operating models, including business processes, policy, and people.

The February 2016 CP² event afforded Andy twice as much time to share more details about the digital vortex and to answer the audience's questions. The idea behind the digital vortex was explained in layman terms. Digital refers to an ideal end state whereby an enterprise is fully technology-enabled and optimized. Digital is the solution for how technologies are combined to run a company's operating model, with the goal of making the business faster, more agile, and more profitable. Digital transformation is the process by which an organization becomes digital. Digital transformation/digitization is the movement of a company's entire operations, processes, and business functions onto a single reengineered (digital) operating model. After more than 900 interviews with business leaders across 12 industries and 13 countries to understand the effects of digital disruption, an analysis of the market data looking at investment, timing, means, and effects was used to rank industries according to their vulnerability to digital disruption.



The audience was quite interested to see how their industries ranked.

After sharing the graphic above, which represents the research mentioned, the audience's interest was further piqued. Now that we know that digitization is universal and unavoidable, understanding the effects to businesses and



industries alike was revealed and explained. Digital disruption refers to changes resulting from digital technologies that change how we conduct our businesses and the way we live and interact with each other. What or who is driving this disruption? We are.

Andy left these final thoughts with us:

- The digital vortex is redefining the competitive landscape for companies and reshaping industries. Only one in four companies is actively preparing.
- Digital disruptors' threat to incumbents is not because of technology per se, but because of the business models using that

technology to deliver cost value, experience value, and/or platform value.

- Be aware of potential value vampires and always on the lookout for value vacancies.
- By using digital to enable hyperawareness, informed decision making, and fast execution, organizations can thrive in an era of digital disruption.

FOR MORE INFORMATION

For a copy of Andy's CP² presentation, contact us at mailto:sd_team@cisisco.com.

Visit the Global Center for Digital Business Transformation [here](#).

Learn more at digitalvortex.com.

Andy can be contacted via his [LinkedIn](#) page.



Andy Noronha

As a reminder, the Cisco Protégé Program executive speaker series was an idea that stemmed from alumni who participated in the Cisco Executive Mentor Protégé Program (EMP²). Executive thought leaders are invited to present at the CP² executive speaker series. This opportunity enables our protégés to exchange ideas and helps them gain insights on how to improve their business.

FAST FACTS

941 INTERVIEWS
12 INDUSTRIES
13 COUNTRIES



The Cisco Executive Mentor Protégé Program Is Back

The Executive Mentor Protégé Program (EMP²) at Cisco is a mentoring initiative sponsored and managed by the Diversity Business Practices organization and uses Cisco’s executive talent to develop and strengthen diverse business relationships. The EMP² positions Cisco’s senior leadership team to function as “trusted advisors” to strategic diverse partners. The EMP² is intended to be a mutually beneficial business relationship between the mentor and protégé to create economic wealth for the community, partner, and Cisco. The objective of the program is to provide maximum opportunity to diverse businesses that are a part of our sourcing and contractual standards to maximize potential opportunities and achieve cost savings.

Program History

The EMP² began in 2008 at the request of Randy Pond, a former Cisco senior executive and current board member. This program was founded to further grow current Cisco diverse suppliers and partners. Utilizing the experience and expertise of the Cisco executive team and senior managers has been the key to the success of this program.

Program Successes

Protégés selected for this program are chosen based on the high probability of them being successful in this program and ultimately in their businesses. Although there are no guarantees of business opportunities expressed or implied to protégés in this program at any time, many of our protégés have found success because of this program. One of our former woman-owned protégés as a result of this mentoring program secured a \$14.7 million contract to sell Cisco technology to a major multinational company and gained visibility among potential new customers. Several former protégés have expanded their businesses

globally after being mentored in this program, and most have increased or expanded their business with Cisco as a result of this program.

The program has been on hiatus for a couple of years to research and implement changes to best serve all stakeholders and to make sure of greater program successes. The relaunch of this highly popular and successful initiative will now include multiple executive mentors from Cisco’s management team. These mentors will be chosen based on their expertise and knowledge of the protégés’ business lines.

We look forward to introducing you to our FY17 EMP² class later this year.

Hear from our past protégés and suppliers [here](#).

Learn about our [DBP programs](#).

CONTRACTING NEWS

SBA Announces Historic Win for Woman-Owned Businesses in Federal Contracting

For the first time, the federal government has reached and surpassed the 5 percent contracting goal for woman-owned small businesses (WOSBs). For the record, the WOSB goal was established in 1994 and implemented in 1996. The WOSB contracting for the federal government’s 2015 fiscal year was 5.05 percent, which equates to approximately \$17.8 billion out of nearly \$90.7 billion in federal contracting.

Read more about this historical gain for WOSBs [here](#).



Record Year for Diverse-Owned Businesses in Small Business Federal Contracting

Every fiscal year, the Small Business Administration (SBA) works with each federal agency to set prime and subcontracting goals. At the fiscal year’s end, each agency is graded based on the agreed-upon goals, which can differ between agencies. The sum total of all agencies’ goals is to exceed the 23 percent target established by law. This past March, the SBA announced that the federal government reached its 5 percent contract goal for woman-owned small businesses for the first time ever. The SBA also reported record jumps in contracting achievements for service-disabled veteran-owned businesses, small businesses, and small disadvantaged businesses.

- ✓ Woman-owned small businesses were awarded 5.05 percent or \$17.8 billion of all federal eligible contracting dollars for small businesses.
- ✓ For the fourth consecutive year, the federal government exceeded the goal for SDVOSBs, achieving 3.93 percent, or \$13.8 billion, of all federal small business eligible contracting dollars.
- ✓ Small disadvantaged businesses (SDBs) received 10.06 percent, or \$35.4 billion, of all small business eligible contracting dollars, the highest percentage in history.

Read the full report [here](#).

IN THE NEWS

Cisco Wins 2015 AT&T Supplier Diversity Award

On April 28, 2016, AT&T announced the winners of the 2015 Supplier Diversity Crystal Award to a select group of prime suppliers who attained and/or exceeded 21.5 percent diversity utilization in 2015. Cisco was selected as a recipient of the award for our commitment to collaborating with our customers, suppliers, and the local communities alongside AT&T. Notably, the award recognizes our performance, which contributed to AT&T exceeding its diversity spend target for its Prime Supplier program.

Madison Gunter III, manager, Diversity Business Practices, and John Hurley, area vice president, Service Provider Sales, attended the AT&T Supplier Conference in Dallas, TX on June 8 to accept the AT&T 2015 Supplier Diversity Crystal Award on behalf of Cisco.

Cisco, through its global supplier and partner diversity initiative, has supported AT&T's world-class supplier diversity program for better than 10 years through Cisco's diverse-owned channel partners and reporting activities.

The AT&T Supplier Conference was held in conjunction with the Telecommunications Industry Association (TIA) 2016 Conference.

Cisco Gunter Accepts Leadership Role with the USHCC

Cisco's **Madison Gunter III, MBA**, was recently selected by a group of his peers to serve as the U.S. Hispanic Chamber of Commerce (USHCC) Procurement Council Advisory Board (PCAB) Tech and Telecommunications Industry Lead. This advisory board assists in implementing best practices for promoting diversity and inclusion, within both a company's structure and its auxiliary supply chains.

The PCAB is composed of a diverse ensemble of the nation's most respected, experienced, and effective senior-level executives who are active members of the USHCC through their Corporate Partner Membership Program (CPM). Their primary objective is to build economic and political consensus among members to inform USHCC leadership and the PCAB Chair. Members also help in fundraising activities and provide counsel to the USHCC staff and leadership regarding policies and other issues affecting business interests in the Hispanic business community, their industry, and respective companies.

Gunter's responsibilities as the PCAB Tech and Telecommunications Industry lead include:

- Regularly convene with peers in his industry
- Build consensus among his peers about relevant issues facing their industry
- Increase awareness and financial support for the USHCC through his professional and personal networks
- Drive submissions to the HBE Elite program
- Encourage entry to the Million Dollar Club program
- Help create and shape an agenda for PCAB with the PCAB Chair

The USHCC actively promotes the economic growth, development, and interests of more than 4.1 million Hispanic-owned businesses, which combined contribute more than \$661 billion to the American economy every year. The USHCC also advocates on behalf of 260 major American corporations and serves as the umbrella organization for more than 200 local chambers and business associations nationwide.

Read more about the USHCC [here](#).



Madison Gunter III (6th from left) and John Hurley (3rd from right) pose with fellow AT&T award winners and accept the award for Cisco from Susan Johnson, senior vice president, AT&T Global Supply Chain (4th from right).

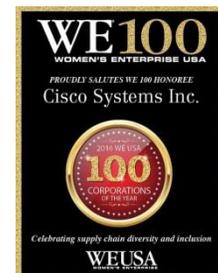
MORE NEWS



MEA Magazine corporate profile features Supplier Diversity Executive Madison Gunter III. March/April 2016



Cisco DBP and Global Blue DVBE, Inc. in 100th issue of Vetrepreneur Magazine. April 2016



Cisco honored with WE 100 award and Von Technologies & Cisco DBP Collaborate. June 2016

VON TECHNOLOGIES GIVES BACK TO FELLOW & FUTURE WBES

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Michelle thanks her firm's collaborative approach, flexible service delivery model, and key strategic partnerships for the growth of Von Technologies, a leading provider of communication-enabled solutions and managed services that was ranked 17 out of 50 of the Fastest Growing Companies by the [Women's President Organization](#) in 2015.

Von Technologies is noted for and commended by its customers for the time its team spends understanding customers' challenges and needs, regardless of the organization's size. This level of customer service was no less true for the Women's Business Development Center, a 501 C-3 economic empowerment organization that provides full-service programs and services to startup, emerging, and established women business owners. As a former client of the Women's Business Development Center enriched by its leadership development, contract negotiation training, and networking resources, Von Technologies took great pride in assessing the Center's troubled technology infrastructure.

When Cisco Diversity Business Practices manager Madison Gunter III was told about the challenges that the WBDC was having with its wireless system, he jumped right in to help Michelle and Emilia DiMenco, president and CEO, Women's Business Development Center, design and fund a new Cisco wireless network program that proved to be the right solution for the WBDC and its clientele.



For more information about Von Technologies, Inc, visit them here: <http://vontechnologies.com/>.

"We were thrilled with the services provided by WBE-certified business owner Michelle Vondrasek, President of Von Technologies, who designed and built a solution to resolve an Internet access problem at our Chicago headquarters and to Cisco for funding the solution. WBDC's former Wi-Fi infrastructure simply could not support the need for a stable and strong Wi-Fi connection during peak training, counseling, and meeting hours. Since the work was completed, Wi-Fi access is seamless with no connection drops. Clients now have the continuing Internet access they need to learn and ultimately grow their businesses."

Emilia DiMenco, president and CEO, WBDC

"Since Cisco formalized its global supplier diversity efforts, we continue to uphold our commitment to recruit and develop diverse partners and suppliers and to provide them with access to opportunities. Michelle's ask for this project has numerous wins for many: WBENC-certified WBEs in the WBDC's current and future markets have reliable wireless access for growth, Von Technologies demonstrates its commitment to social responsibility, and Cisco's partner and supplier diversity commitment continues to be filled. Quite frankly, there's never been a better time to demonstrate how Cisco securely connects everything to make anything possible. It positions us as the networking leader and technology visionary we are."

Madison Gunter III, manager, Diversity Business Practices, Cisco

About the Women's Business Development Center

The Women's Business Development Center, established in 1986, is a 501 C-3 economic empowerment organization that provides full-service programs and services to startup, emerging, and established women business owners to accelerate their growth and strengthen their effects on the economy. Headquartered in Chicago, the WBDC also has offices in Aurora, Ill., and Minneapolis, Minn. Among its offered programs are entrepreneurial training; business counseling; access to capital, including direct lending; child care; veterans' business services; Women's Business Enterprise certification; and procurement services.

The WBDC's Women's Business Enterprise (WBE) certification program covers a nine-state Midwest region. Currently, the WBDC is increasing its WBE outreach efforts by establishing partnerships in its major markets of Milwaukee, St. Louis, and Kansas City. To date, the WBDC has served more than 75,000 women, provided more than 12,500 entrepreneurial training workshops and more than 13,000 business counseling sessions, and helped women business owners secure more than \$82 million in financing. More than 1700 WBEs are certified each year, and approximately \$920 million in government and corporate contracts has been facilitated. Visit www.wbdc.org.



CASE STUDY SUMMARY

Challenges:

- Existing wireless coverage struggles to combat the noisy spectrum within this range
- Limited number of channels available, which caused high incidence of interference between devices forced to broadcast on the same channel
- Limited coverage throughout the office space
- A lot of "dropped" connections

Solutions:

- New Cisco Meraki equipment
 - Additional access points added
 - New WAP runs

Results:

- Ubiquitous coverage throughout the office space
- Stable connection throughout the office for employees and guests

ZONES CHAIRMAN AND CEO FIROZ LALJI: CONNECTING THE UNCONNECTED WORLDWIDE

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The Uganda Connection

Firoz was born in Uganda and, like many others during the 1970s, was **forcibly removed** with many other entrepreneurial Indian minorities. Prior to leaving his homeland, Firoz graduated from the London School of Economics. Firoz and his wife, Najma, moved their family to Canada, where he grew and in 1997 sold a successful chain of 225 camera stores in Canada and the United States. Almost a year following the sale of Kits Cameras, Inc., Firoz joined Seattle, Washington-based Zones as its chief executive officer.

After 30 years in existence, Zones, a global solutions provider and award-winning business enterprise, is being led by Firoz, now chairman, president, and CEO, who provides the vision and leadership necessary to continually transform

ZONES™

and connect the company's customers. Proof of the success of Zones under the leadership of Firoz might very well be in the numerous awards and achievements for performance excellence and good corporate citizenship, including being named Supplier of the Year by the National Minority Supplier Development Council.

Performance Excellence

As one of its core lines of business, Zones provides IoT solutions to its customers. Cisco has recognized Zones many times over the years for its partner performance and has even named Zones Cisco Partner of the Year for Solution Innovation and Partner of the Year for U.S. National Solution Excellence. Zones was the featured guest speaker at the Cisco Diversity Business Practices 2015 Partner Operations Diversity Forum, to date one of the highest rated forums. Stephen Lurie, vice president, IoT, shared how Zones has made a significant investment in its IoT

practice, including a comprehensive partner ecosystem that uses its horizontal, repeatable, and consistent solutions across multiple industries.

Corporate Citizenship

Zones is one of many diverse-owned businesses that promote the utilization of other diverse-owned businesses. The company has committed resources to diversity, and its diversity team routinely participates in events that bring together certified diverse suppliers with corporate members to form partnerships. Read more [here](#). Zones is also committed to environmental affairs leadership in all of its business activities. Zones has had long-standing corporate policies of providing a safe and healthful workplace, protecting the environment, and conserving energy and natural resources, which have been formalized.



Firoz Lalji, chairman & CEO
Zones, Inc.

Equally as impressive as the company's performance excellence are its corporate citizenship and the commitment of Firoz and his wife to the education and entrepreneurship of

students from Africa. Through their charitable foundation, they helped support the establishment of the Programme for African Leadership (PfAL) at the London School of Economics and Political Science (LSE), Firoz' alma mater. Since their initial gift to this program, they have provided financial assistance to fund bursaries (scholarships) and final delivery in addition to 30 full Lalji LSE PfAL Masters scholarships for students from Africa. Firoz has been **quoted** about this endowment as having said, "It is absolutely fitting that the program should be established at LSE, whose alumni include many of those involved in the first wave of postindependence leadership, inspirational figures such as Jomo Kenyatta and Dr. Kwame Nkrumah. We hope others will join us in supporting a venture that offers such an innovative approach to globalizing African talent."

From the exodus of Firoz and his family from Uganda to his success in entrepreneurship in Canada and now the United States, he certainly demonstrates a commitment to connecting the unconnected through his business and his native countrymen and women to education and entrepreneurship.

Learn more about Zones here: www.zones.com.

CONNECT WITH DBP



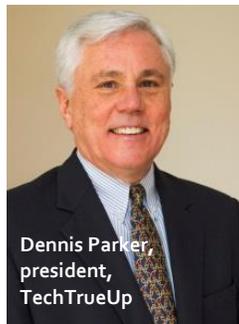
CISCO WELCOMES NEW DIVERSE-OWNED CHANNEL SERVICES PARTNER TECHTRUEUP continued from page 1

What's in a Name?

When asked about the name of his company, Parker had the following to say: "True up is a term that means something that is true, equal, or in the correct balance. To make a wheel level, balanced, or even by adjusting the spokes. To true a wheel means ideally to make it perfectly circular in relation to the hub, with no left or right bulges or flat spots. Because we work in the high-technology industry, we are always looking for ways to improve the client's technology infrastructure to be true, equal, or in the correct balance to the client's business needs: TechTrueUp."

Parker understands firsthand the challenges organizations face in providing real value to their stakeholders while balancing technology, controlling costs, and managing project schedule requirements. With the ability to drive growth in competitive customer markets, Parker knows how to identify, design, integrate, and manage a results-driven business. Parker is the president of TechTrueUp, a service delivery organization with core competencies in telecom mobility, cloud services, big data/data analytics, and information security. Parker and his team bring extensive hands-on experience assisting organizations of all sizes to create business value and enhanced competitiveness through the adoption of leading edge processes and technologies.

TechTrueUp is a Cisco Network Services Orchestration Authorized Technology Partner (NSO ATP), having met the rigorous certified personnel-level requirements. This certification makes sure that TechTrueUp sales and support organizations are better prepared to properly sell, design, install, and support the ATP program-specific technology and products. This certification also means that there is one more diverse-owned Cisco channel security and mobility services partner that Cisco customers can utilize and simultaneously increase their first tier diversity spend.



Dennis Parker,
president,
TechTrueUp



Parker (far right) participated in training fellow veterans on public speaking program organized by Community Hope.



TechTrueUp participated in the Community Hope Fourteenth Annual Flag Day 5K and Fun Walk 2015 fundraising event

To further add value to its customers, TechTrueUp has a new technology solution for real-time network security threat detection. TrueRank is a deep packet inspection, enterprise-grade security analytics platform that offers an end-to-end and unified cybersecurity solution. In an environment where 100 percent protection from cyberintrusions is not possible, rapid detection and response become critical. TrueRank's big data-based solution uses data science, complex algorithms, and machine learning to detect, contextualize, and prioritize threats to increase efficiency and accuracy while providing a deeper layer of forensic and malware analysis. The solution is currently deployed at a service provider in Europe and under the proof-of-concept phase at a large U.S.-based service provider.

In addition to TrueRank, TechTrueUp's core competencies include the following solutions:

- TrueOpen Network Automation
- TrueOpen Cloud Execute
- TrueOpen Veteran Call Center
- TrueOpen Diversity Sourcing

One of the keys to TechTrueUp's success is its commitment to hiring and developing veterans. Parker and his executive team know firsthand about the unquestionable work ethic of military professionals. TechTrueUp's goal is to develop business opportunities that allow veterans to transfer their skills into meaningful and interesting civilian careers.

Key Takeaways about TechTrueUp

- Specializes in security and mobility
- Serves more companies with managed technology and managed workforce solutions
- Is a certified diverse-owned Cisco services partner
- Is committed to supporting and hiring fellow veterans

Learn more about TechTrueUp [here](#).

DIVERSE PARTNER FINDS NEW OPPORTUNITIES IN WHITE SPACE

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Most of you already know that sales forecasting and planning are a must in sales. For the uninitiated, sales and channel leaders are hard pressed to invest the time it takes to work white space accounts, which are essentially existing accounts with a firm that have had no activity ranging from three to five years. White space accounts are often very time and labor intensive, but can be extremely lucrative to those with the vision, resources, and stamina to take them on.

Currently Solutionz Conferencing, Inc., a certified minority-owned Cisco channel partner, is working with Cisco state, local, and education (SLED) and commercial teams in select parts of the United States calling in to white space accounts and driving attendance to collaboration webinars sponsored by Cisco. This project allows Solutionz to build strong relationships with its Cisco counterparts. With a national presence and extensive expertise in the audiovisual, conferencing, and collaboration space, partnering and becoming a trusted resource to Cisco counterparts, Solutionz has a much wider and further reach.

Cisco white space accounts are proving to be a real solution for the Solutionz pipeline. When approached a little over six months ago by Melissa Holder, the newest Cisco Diversity Business Practices (DBP) business development manager, David Detrinidad, vice president, Global Sales at Solutionz, readily seized the opportunity to expand the company's business with Cisco white space accounts. Holder was introduced in the [2015 Fall/Winter Champions of Diversity newsletter](#) in her new role with the Cisco DBP organization, where she is developing and maintaining relationships with current and past customers and diverse partners and is also responsible for developing new areas of revenue. She has been more than pleased by the interest and acceptance of diverse-owned Cisco partner Solutionz to working with white space accounts. Solutionz is proving that there is life within white space accounts. Offering end-to-end communication solutions with 15 years in this field, Solutionz is now considered a nationwide leader in Cisco, Tandberg, and Polycom videoconferencing equipment and services and telepresence. Fortune 500 firms; law offices; healthcare providers; and federal, state, and local government agencies have experienced the commitment of Solutionz to providing unparalleled user experience with the lowest total cost of ownership to customers.

Did You Know?

Solutionz is proud to be the very first value-added reseller (VAR) in the country to have a fully staffed grants team. Solutionz Grant Program Services (GPS) is a no cost or obligation grant-seeking service provided to grant eligible customers such as schools, libraries, museums, state and local governments, and nonprofit organizations. The GPS team actively works with qualified customers to secure grant funding to deploy customized conferencing and communications strategies. The GPS help desk is fully staffed and ready to offer live support 24 hours a day, 7 days a week. Learn more [here](#).

For More Information about How to Pursue White Space Accounts

Supplier diversity meets white space: One of Cisco's competitive advantages is its very capable and certified pool of diverse-owned channel partners. Like Cisco, many of our large to midsize customers have well-recognized and successful supplier diversity initiatives. Purchasing Cisco services and products through our certified diverse-owned partners produces a win-win situation: Customers get tier one diversity spend, diverse-owned businesses grow in revenue and staff, Cisco gains another satisfied customer, and local and regional communities benefit.

Call to action: To learn more, contact us at diverse-partners@cisco.com.



Bill Warnick, CEO,
Solutionz



David Detrinidad, vice
president, Global
Sales, Solutionz

"It is often challenging to find VARs who are willing to partner with the virtual sales account managers (VSAMs) on white space accounts, because of the amount of work involved. DBP partnered with Virtual Partner Account Manager Gerald Hines, who was able to introduce DBP to Solutionz, an MBE partner that was more than willing to join forces with the Cisco teams to penetrate the accounts. Solutionz has engaged with more than 25 virtual sales account managers and is beginning to make traction into the plethora of accounts they've been assigned."

Melissa Holder, business development
manager, Diversity Business Practices,
Cisco

AWARDS & RECOGNITIONS

2016 DP Winners at Cisco Partner Summit

This past March in San Diego, CA, Cisco held its Partner Summit. This event brings our partners around the world together to celebrate our success and plan our future strategy. It's invitation only and offers opportunities for executive networking, strategy discussions, technology updates, and business leadership development. We congratulate all of the 2016 Cisco Partner Summit winners, especially the following winners, who happen to be diverse-owned businesses. Keep up the awesome work.



Features certified diverse-owned technology companies

Company name: MILVETS Systems Technology, Inc.

Core business service/technology: performance testing, software and database engineering, virtualization, help desk administration, server administration, disaster recovery, software/independent verification and validation, business process reengineering, document management and imaging, web and software development, cybersecurity, data center optimization, modeling, simulation and training, and computer systems assistive technologies (section 504/508)

Elevator pitch: The nearly 30-year-old company brings innovation, adaptability, and critical thinking to its work in defense, intelligence, science, administration, and other fields around the globe. Domestically, MILVETS supports more than 20 different government agencies in 12 states and more than 15 work locations under many different contract vehicles. MILVETS was founded in 1986 specifically to provide efficient, cost-effective information technology (IT) services to both commercial and government clients with a boundless commitment to support U.S. military veterans. Starting with a single subcontract to provide cleared personnel to the Department of State Embassy Security Upgrade Program, MILVETS has evolved significantly in scope and sophistication to meet the ever-changing technology and program needs of its customers.

Location: Corporate Office in Orlando, Florida and Mid-Atlantic Office in Lanham, Maryland

Clients: Department of State, Department of Veteran Affairs, FAA eFAST, GSA, Hewlett Packard, IBM, IRS, Lockheed Martin, Northrop Grumman IT, SAIC, SRA, U.S. Air Force, U.S. Army, U.S. Marine Corps, U.S. Navy, and U.S. Department of Agriculture

Year established: 1986

Service areas: state, national, and international

Currently doing business with Cisco? No

Diversity certifications: Maryland Department of Transportation (MDOT) and Disadvantaged Business Enterprise (DBE)

URL: www.milvets.com

Contact: Bob Daniels, CEO/president, Daniels@milvets.com

CISCO FY 16 SUPPLIER & PARTNER DIVERSITY AWARDS & RECOGNITIONS



Corporate 101: America's Most Admired Corporations for Supplier Diversity - *Minority Business News USA*



2015 Supplier Diversity Crystal Award - AT&T



WE 100 Corps - *Women's Enterprise USA Magazine*



Top 25 Noteworthy Companies - *Diversity Inc*



Top Organizations for Multicultural Business Opportunities - *DiversityBusiness.com*



Top 30 Champions of Diversity Award: (Madison Gunter III) - *Diversity Plus Magazine*

A comprehensive list of Cisco supplier & partner diversity awards and recognitions can be viewed [here](#).

UPCOMING EVENTS

October 9-11: United States Hispanic Chamber of Commerce (USHCC) - National Convention - Miami, FL. *Cisco is the 2016 national convention Wi-Fi sponsor.*

Register here: <http://ushcc.com/>

October 23-26: National Minority Supplier Development Council (NMSDC) Conference and Business Opportunity Exchange McCormick Place - Chicago, Illinois

Register here: <http://www.nmsdcconference.com/>



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