

Innovate with Services for Midsized Businesses

Collaboration and Borderless Networks Technical and Professional Services Portfolio for Partners



Your Opportunity

Midsized companies worldwide face a growing need to support a more mobile workforce, more diverse modes of collaboration, and more user devices. These trends present new business and technical challenges for your customers—and a significant opportunity for your business.

Worldwide, Cisco® estimates a \$5 billion opportunity in the midmarket space for collaboration (voice, video, mobility, conferencing, instant messaging, telepresence) and related networking (switching, wireless, security) solutions. Cisco Services can help you capture this opportunity while enabling valuable business outcomes for your customers. Cisco validated architectures and our smart services portfolio complement your own services practice, helping you plan the right solution, sell the right technologies, and proactively manage the solution to provide the full benefits for your customer.

Create new cross-sell opportunities by including Cisco Services in the solutions you sell. Cisco Services covered today are aligned with BYOD Smart Solutions, Collaboration, and Borderless Network Architecture. These smart services can help you:

- Enhance your position as a trusted advisor through business-level conversations and an architectural approach
- Strengthen your brand and your own services practice with new support and professional services built upon Cisco smart services capabilities, best practices, and expertise
- Deliver the right BYOD solution, based on a pretested, validated Cisco architecture
- Grow your sales and differentiate your portfolio
- Uncover new business opportunities and enhance your profitability through greater network visibility and insight from smart services capabilities
- Accelerate the return on your Cisco training and certification investment

Understanding Midsized Business Customer Types

Midsized businesses—defined as having 100–999 users—represent an extremely diverse and important market segment. Collectively, they spend \$544 billion on IT, composing 45 percent of the global IT market. Within this segment, the IT strategies and goals of the organization can be broken down into three main types of customers: responsive, proactive, and strategic (Table 1).

By customizing your product, solution, architecture, and services pitch to each customer type, you can more effectively capitalize on collaboration and BYOD trends in the midmarket sector.

Table 1. Midmarket Buyer Types

	Responsive	Proactive	Strategic
Looking to purchase	Products	Solutions	Architectures
Top concerns	Business connectivity	Improving workforce productivity or mobility	Creating competitive differentiation with technology
Seeking to implement	Reliable connectivity <ul style="list-style-type: none"> • Voice • Data 	Workforce productivity solutions <ul style="list-style-type: none"> • Voice and data • Collaboration applications • More advanced switch infrastructure • Contact center 	Advanced communication and collaboration <ul style="list-style-type: none"> • Voice and data • Collaboration applications • Video and telepresence • BYOD
Primary requirements	Simplified and scalable business connectivity <ul style="list-style-type: none"> • The right features and expandability options • Easy setup • Works out of the box • Affordability and flexible financing 	Flexible and responsive solutions <ul style="list-style-type: none"> • End-to-end solutions, with expandability • Flexible deployments (on premises, hybrid, cloud) • Simplified design and installation • Improved network visibility and control 	Dynamic and scalable service delivery platform <ul style="list-style-type: none"> • Secure collaboration anywhere, anytime, from any device • Personalized and pervasive services • Agile and efficient operations • Open and protected IT environment • Rapid and repeatable service provisioning

Support Business Continuity, Growth, and Innovation

To capitalize on the growing market trends and address distinct customer needs, Cisco offers technical and professional services that align with Cisco’s primary architectures and validated designs:

- The [Cisco Collaboration Architecture](#) enables people to collaborate *anywhere*, on *any device*, accessing *any type of content* with the control, policy, and flexibility that IT departments require.
- The [Cisco Borderless Network Architecture](#) allows organizations to connect anyone, anywhere, anytime, and on any device—securely and reliably.
- The [Cisco BYOD Smart Solution](#) includes the required networking, security, and management technologies to create a reliable and highly secure customer solution that addresses the growing BYOD trend. The solution has been validated with Cisco’s Smart Business Architecture (SBA) for commercial customers.

Cisco helps you deliver comprehensive services around these architectures and solutions, with resources to help you build and strengthen your services practice. Cisco Services provides you with tools and access to expertise to help you deliver across the entire customer lifecycle: plan, build, and manage.

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Cisco Services Address the Plan, Build, and Manage Lifecycle



Cisco Services for Responsive and Proactive Customers

For customers categorized as “responsive” or “proactive” buyers—that is, customers seeking reliable connectivity or improved workforce productivity—Cisco can support your business across the plan, build, and manage phases of the customer technology lifecycle.



Plan and Build: Cisco Smart Business Architectures

A series of prescriptive, step-by-step guides, Cisco SBAs are based on fully tested and validated solutions. These

help you design and deploy customer solutions more quickly and confidently, at a lower cost, and with reduced risk. Cisco SBA helps you:

- Reduce the time and costs of deployment with a preconfigured architecture

- Support your customers with a modular approach linked to a long-term strategic network design that scales with their business and supports future deployments
- Make sure products and solutions work together through a fully tested and validated system that is fully customizable

In addition, Cisco SBA benefits your business. These free design resources, designed specifically for smaller deals, provide broad architectures on which you can draw whenever developing customer solutions within those architectures. They allow you to:

- Change the conversation from point products to a more strategic architectural approach
- Deepen your understanding of the relationships between Cisco products and solutions and the benefits of an architectural approach
- Customize solution designs to your customers’ business needs

Cisco SBAs for responsive and proactive midmarket customers include:

- Cisco SBA for Collaboration Architecture
- Cisco SBA for Borderless Networks Architecture



Manage

The manage phase involves a subscription offer, and customers will demand different levels of engagement with the partner. Options for responsive and proactive customers include:

- **Cisco SMARTnet® Service:** Some customers plan to manage their technology internally and need only basic product support. In these cases, you can capitalize on the services opportunity by reselling Cisco SMARTnet Service with relevant application support and software licenses.
- **Cisco Smart Care:** Other customers can benefit from a higher touch engagement, especially from partners who are expanding their managed services practice. Cisco Smart Care helps you deliver profitable managed

services with premium network support that proactively capitalizes on Cisco intellectual assets and service automation. It allows you to build upon Cisco networking expertise, methodologies, technical tools, and service infrastructure to create new, personalized services for your customers.

- **Cisco Partner Support Service:** Cisco partners who have invested heavily in their services practice and want to “own” the relationship with the end customer can offer the Cisco Partner Support Service (PSS). Cisco PSS provides many of the same capabilities as Cisco Smart Care, along with integration with the Cisco Global Support infrastructure and customizable smart service capabilities.

Cisco Services for Strategic Customers

For strategic midmarket buyers, Cisco offers a more advanced set of solutions and architectures and helps you support them with a broader range of collaborative service options. To address the BYOD trend, for example, Cisco offers the Cisco BYOD Smart Solution—a fully architected and validated design that you can use to help your customers implement BYOD—as well as a complete complement of services relevant to that design.

The centerpiece of Cisco Services for Strategic customers is the Cisco Collaborative Professional Services (CPS) portfolio. The Cisco CPS portfolio provides you with access to Cisco engineering expertise, smart services innovation, leading practices, and proprietary methodologies to enhance your own services and expertise. It helps you deliver deep network insight and smart, proactive capabilities to effectively plan, build, and manage network solutions for your customers.

Sold and delivered by you to your customers in collaboration with Cisco, these assets can be used to build a range of new services and incremental sales that profitably expand your professional services practice and maximize customer satisfaction. The services are scoped for partners serving all but the largest enterprises. By selling services that include CPS, you are able to showcase your own brand or co-brand alongside Cisco.

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The Collaborative Professional Services portfolio includes:

- **Assessment services** that allow you to use smart services innovation with data collection, analysis, and packaged insight to identify gaps and possible assets in planning a customer's solution or improving the customer's existing technology infrastructure.
- **Development and guidance services** that provide assistance from Cisco experts on creating, completing, or just reviewing your current customer infrastructure design plans. You'll have peace of mind knowing that you are collaborating on best practice designs for Cisco technology with Cisco specialists.
- **Knowledge services** that provide you with on-demand access to the Cisco Technical Knowledge Library, where you'll get in-depth intelligence about network infrastructure, wireless networking, IT security, collaboration, and data center infrastructure through subscriptions to one or all of these modules.

Plan

In the plan phase for strategic customers, you can continue to take advantage of Cisco SBA offerings, including:

- Cisco SBA for Collaboration Architecture
- Cisco SBA for Borderless Networks
- Cisco SBA for BYOD Smart Solution

You can also begin to offer more advanced Cisco CPS offerings, including:

CPS Assessment Services for Borderless Networks and BYOD:

- Cisco Routing and Switching Assessment Service
- Cisco Identity Services Engine (ISE) Assessment Service
- Cisco Network Device Security Assessment Service

CPS Assessment Services for Collaboration:

- Cisco Unified Communications Assessment Service
- Cisco Video Assessment Service
- Cisco Video Service-Level Agreement Service

CPS Design Services for Borderless Networks and BYOD:

- Cisco Borderless Networks Development Service
- Cisco Borderless Networks Guidance Service
- Cisco ISE Guidance Service

CPS Design Services for Collaboration:

- Cisco Unified Communications Guidance Service
- Cisco Unified Communications Development Service
- Cisco Video Guidance Service
- Cisco Video Development Service

Build

The build phase involves deploying and integrating the new architecture or solution for your midsized business customers. This phase presents an opportunity for you to offer your own branded integration services and demonstrate the value of your expertise with Cisco solutions and in-depth understanding of the customer's unique needs.

Manage

To support strategic customers during the manage phase of the technology lifecycle, you can offer the same manage services available to responsive and proactive customers:

- Cisco SMARTnet
- Cisco Smart Care
- Cisco PSS

Resources

Cisco Smart Business Architecture:
www.cisco.com/go/sba

Cisco Collaborative Professional Services:
www.cisco.com/go/cps

Cisco SMARTnet Service:
www.cisco.com/go/smartnet

Cisco Smart Care:
www.cisco.com/go/smartcare

Cisco Partner Support Service:
www.cisco.com/go/collaborativepss

Cisco Unified Workspace:
www.cisco.com/web/partners/services/sell-and-market/unified_workspace.html