

CISCO HOTLINE

VIEW FROM THE TOP

Localizing for Global Growth

Companies need to examine the market more closely, identify customer needs and understand the patterns of innovation.

A few weeks ago, I read an interesting excerpt of a book titled 'Value Creation Selling'. The crux was that purchasing decision today depends greatly on the value a seller/ service provider offered the customer.

Value in this case refers to business value - an improvement in business performance customers expected from the purchase.

What struck me was this concept encapsulated what I believe the Indian customer wants. Typically, customers would rate sellers on the quality of product offering, price, after-sales service, ease of use and TCO. As the Indian market evolves, the customer is looking beyond these factors and is demanding business value.

Look at retail - the landscape of every city and town in India is

changing rapidly. The primary concern of these retail outlets is how they can offer their customers better value and yet sustain profitability. Can technology help these retailers differentiate? Are their customers looking for personalization? These are questions that any service provider or technology provider should ideally have solutions for, when selling to these retailers.

In the yesteryears, my sales pitch to a retailer might have been "why technology?" Not anymore; today, business

decision makers have developed a better appreciation of technology and view it as a strategic asset. What is driving this shift?

India has a buoyant economy, a large consumer base with spending power. With technology becoming all-pervasive, customers realize that this level of personalization is a possibility, making it imperative for businesses today to personalize where required. Consequently, businesses in India are innovating to keep pace with changing market demands.

India reflects this new breed of emerging markets. We have seen innovations over the years, whether it is the sachet marketing phenomenon of the eighties or the aggressive tariff plans of mobile service providers

of the new millennium or the innovatively packaged low-cost automobile. Clearly, retro-fitting in such a market is not the answer, customization and local innovation is.

While it might be early days for 'innovation blow-back', my personal experience says value creation selling is emerging as corporations become business advisors to local customers and in the process, offer innovative solutions that can be adapted for growth in similar emerging markets. ▀



NARESH WADHWA
PRESIDENT & COUNTRY
MANAGER, CISCO INDIA

Cisco Further Strengthens Data Center 3.0

To help customers successfully deploy and manage advanced data centers.

CONTINUING TO fulfill and expand the Cisco Data Center 3.0 initiative, Cisco recently announced new products and professional services that will help customers virtualize data centers for greater operational and energy efficiency. The new offerings make the virtual network a highly efficient platform for delivering data center services, accelerating, providing security, and orchestrating application delivery networks, servers, virtualized computing, and storage, while providing greater responsiveness and resource conservation.

Cisco announced both new and enhanced programs to help customers successfully deploy and manage advanced data centers.

For advanced data center

technology deployments, Cisco is offering the Efficiency Assurance Program (EAP), a web-based tool that helps customers better analyze data center power use and estab-

lishes energy benchmarks across facilities and infrastructure. Additionally, Cisco's Data Center Efficiency Services help customers identify appropriate power and cooling

infrastructure to support a highly reliable network, while also identifying steps to make the infrastructure more accessible, efficient and sustainable.

Cisco has updated its Data Center Assurance Program (DCAP) to include large-scale data center validation, design and implementation

CISCO DATA CENTER 3.0 ANNOUNCEMENTS

- ❖ Cisco Wide Area Application Services (WAAS) software release 4.1, offering virtualized application hosting services, greater application acceleration and video delivery for the branch office
- ❖ Cisco Application Control Engine (ACE) software release 3.1 for the ACE 4710 application switch, offering up to 4 gigabits per second (Gbps) of throughput and up to 2 Gbps of compression capability and multimedia readiness on a virtualized platform
- ❖ Cisco VFrame Data Center software release 1.2, offering end-to-end infrastructure provisioning with Cisco ACE and VMware ESX
- ❖ New Cisco Data Center 3.0 professional programs and services to better support customers with data center deployments

guides, including an enhanced Service Provider section containing updated baseline architecture and new overlays for video streaming as well as mobility services. ▀

Cisco Initiates New Avenues for Channel Partners

CISCO RECENTLY unveiled Partner Space, a virtual collaborative environment, that enables connections and facilitates collaboration between customers and partners, among partners and between Cisco and partners. Cisco Partner Space offers a new platform for virtual events that can be hosted by partners and Cisco. It's a place where users create dynamic online environments or communities of interest. By leveraging the power of Web 2.0, Cisco Partner Space enables its channel partners to create a booth in a

virtual environment that customers can visit conveniently from their own desktops to gain greater visibility.

Cisco's recently announced the new Advanced Data Center Networking Infrastructure Specialization, which recognizes partners for their knowledge and expertise in selling, designing, installing, and supporting a comprehensive data center solution, including both infrastructure and applications.

The Advanced Data Center Networking Infrastructure Specialization is designed to help partners meet a wide range of

customer needs—from small and medium-sized businesses (SMBs) all the way up to enterprise-scale organizations. It focuses on data center networking market opportunities that require advanced product knowledge and the ability to deploy solutions over multiple sites and geographies. This specialization will boost the partner's credibility with customers by enhancing their ability to deliver an advanced data center networking solution using IP as the transport technology that spans the distance from the customer premises to the network core. ▀