

# Cisco Identifies Key Growth Opportunities for Partners

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**R DHAMODARAN, Sr. Vice President, Channel Operations and Commercial Strategy, Cisco India & SAARC, shares the company's initiatives and strategies.**

**As Senior VP Channels, what are your roles and responsibilities?**  
**DHAMODARAN:** As the Senior VP, Channel Operations and Commercial Strategy for India and SAARC, my key responsibilities include strengthening Cisco's relationships with its partner community as well as driving the effort towards entrenching Cisco's presence in the commercial market, which is among the fastest growing segments for us in the region.

**What specific channel strategy is Cisco going to follow?**  
**DHAMODARAN:** We believe that collaboration will allow channel partners to grow profitably in a world of 'infinite possibilities', which was also the theme of our recently

concluded global partner summit at Hawaii. We will be looking at collaboration at all levels: collaborative technologies that partners can sell, such as Unified Communications (UC), video, and WebEx; collaboration between Cisco and its partners, between partners and customers, and collaboration among partners themselves.

The other key opportunity this year is the transformation of the data center, or Data Center 3.0. Data Center 3.0 represents a huge new revenue opportunity for partners around the globe. To encourage partners to include Data Center 3.0 offerings such as the Nexus 5000, Cisco an-

nounced adding data center technologies to the Value Incentive Program (VIP). Like other value incentive programs for the channel, Cisco will offer rebates and incentives to qualified data center partners.

**What are your focus growth verticals?**  
**DHAMODARAN:** In 2008, Cisco India will focus on driving innovation both internally, with partners and our customers. We will also direct our resources towards disruptive solutions for the Indian market.

**How can channel partners benefit from associating with Cisco?**  
**DHAMODARAN:** At Cisco, partner enablement is an



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**R DHAMODARAN - SR. VP CHANNEL OPERATIONS & COMMERCIAL STRATEGY**

extremely important part of our go-to-market strategy and we continue to accelerate our investment in this area. Apart from the regular trainings and enablement exercises, we have now begun to look at a larger perspective and are working on what we call 'Talent Development Solutions' for our partners. Some initiatives include building new training partnerships in India, designing new localized education and certification packages and investing in awareness programs to drive interest in networking careers etc. We expect to certify 30,000 - 50,000 professionals in the next one year in India and our partners will be the biggest beneficiary of this incremental talent pool.

**What products and solutions can we expect in the coming months?**  
**DHAMODARAN:** Cisco will continue to innovate and create new products around some of the key growth opportunities like Datacenter 3.0, Unified Communications and Collaboration, video, Commercial and SMB markets. We will enhance our focus on application developers in areas of UC and also, as recently announced, Wide Area Application Services (WAAS) to create compelling applications that run on the ISR router platform. ▸

## PARTNER CORNER

**CISCO PARTNER FORUM**  
 The highly successful, Cisco Partner Forum, held in Pune in June 2008, served as the platform where Cisco shared insights on the new 'Focus and Grow' approach to address SMB and Mid Market segments in Pune and the rest of Maharashtra. The event was attended by 49 partners from 24 organizations. The forum provided valuable information to partners through integrated messaging from Channels, Sales, Services etc. It highlighted latest technology updates, opportunities in SMB, details of the channel programs and other support available from Cisco to help partners benefit from the immense business opportunities.

**CISCO SELECT FORUM**  
 The Cisco Select Forum event was held in Cochin during May 2008. In this event around 41 partners from 20 partner organizations came on one platform. The forum served as a platform to launch the Select Certification and SMB Specialization Program designed to enable partner to address more effectively the evolving needs of the vast and rapidly growing SMB market the region. The topics covered at the event included Cisco's Services offering, Security solutions, Switching and Wireless solutions for the SMB segment.

**CLUB ELITE**  
 At a recent event, Cisco announced the launch of an innovative partner collaboration initiative, titled Club Elite, for a group of Cisco Premier Partners in Mumbai recently. Members of this initiative comprised a group of Cisco Premier Partners in the Western region, earmarked for fast track growth. Club Elite promises to take Cisco's business to a new height as the company continues to provide access to the latest technologies, innovations and an array of path-breaking channel initiatives. Club Elite was launched with great excitement as Cisco revs up to move into the next phase of partnership to drive exponential business growth.

## CISCO EVENT

Cisco Developer Forum: This event included technical sessions and hands-on demonstrations covering applications in technologies.

Cisco conducted the first Cisco Developer Forum on April 3-4 in Bangalore this year. The forum was a major milestone in Cisco's efforts to equip developers with knowledge on how to best use the network as a development platform. This forum, held at the J N Tata Auditorium, Indian Institute of Science, included two days of vision, learning and collaboration around latest networking technologies. Presented by the Cisco Developer Services Program, this event included technical sessions and hands-on demonstrations covering applications in technologies such as Unified Communications, Network Management, Wireless technologies, etc. Cisco leadership also shared their insights on how to use the network to accelerate the developing of integrated solutions and applications, the delivering of innovative services and solutions to customers, and the building of rich applications that leverage the intelligence of the network.

