

# Cisco Collaboration Software Group Solution Overview Presentation for Cisco Partners

Mohammad Al Rehaili – [rehaili@cisco.com](mailto:rehaili@cisco.com)

Cisco WebEx Channel Manager, UAE

# Before We Start!

- How about you join the session using:
  - iPad
  - iPhone
  - BlackBerry
- Or Invite to join via:
  - <http://bit.ly/uaecld>
  - 925 184 403



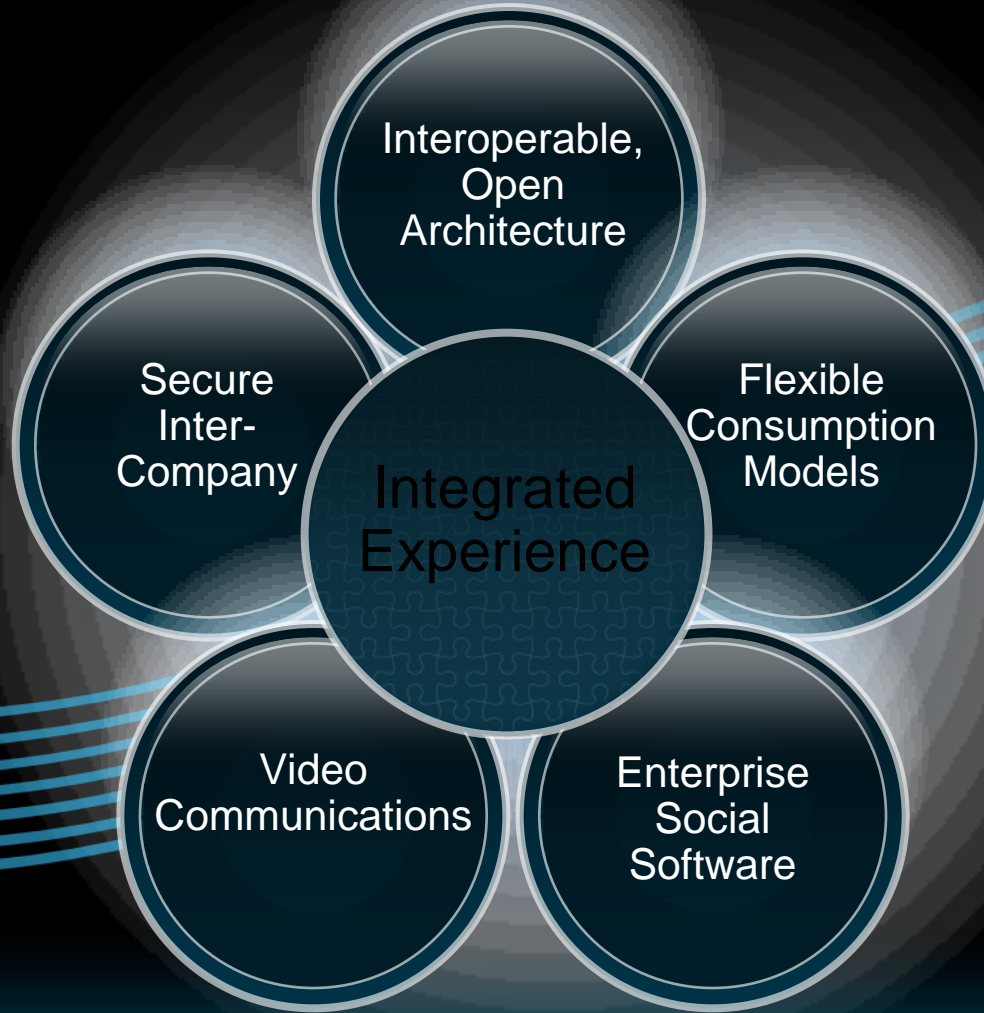
# Agenda

**Cisco Cloud Based Collaboration Solutions Overview**

**Channel Options for Cisco WebEx Collaboration Solution's**

**Live Demo of WebEx HQ Video and Connect EIM**

# Cisco Strategic Direction



# Our Vision...

It's not about cloud **or** premise,

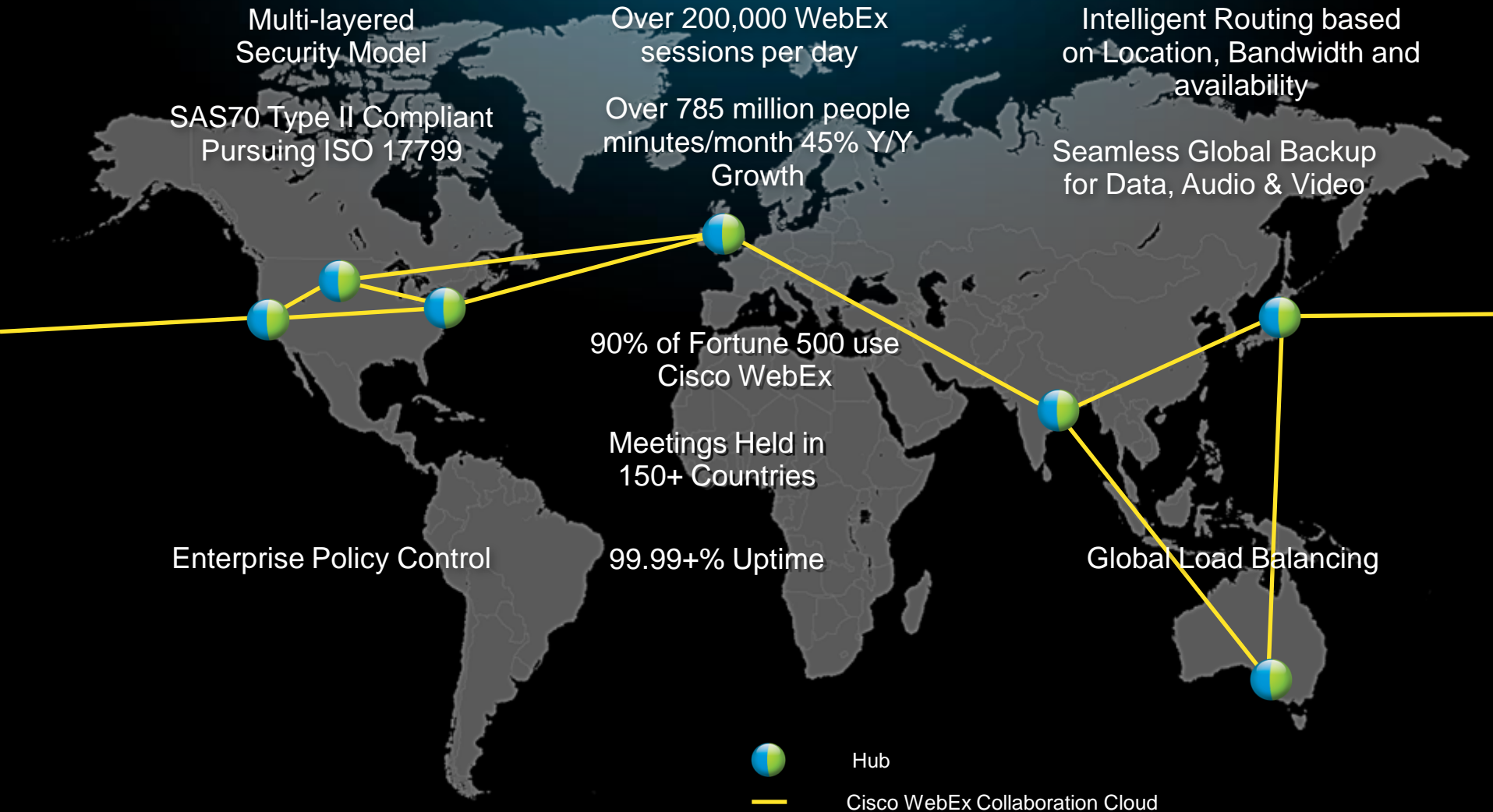


# Our Vision...

it's about cloud **and** premise

**Best of both worlds, blending advantages**

# The Strength of Cisco WebEx Collaboration Cloud

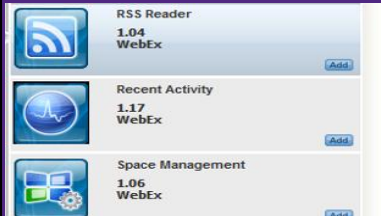


# Cisco Cloud-Based Collaboration Solutions

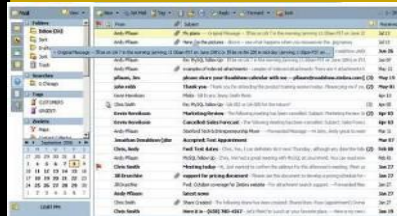
Conferencing



IM and Presence



Email (coming soon)



Cisco Collaboration Cloud

Integrations with Enterprise Network and Applications




# Cisco Conferencing Solution



Meeting Center



Training Center



Event Center



Support Center

Audio Conferencing

Video Conferencing

Cisco Collaboration Cloud ↔ Enterprise Network

# Cisco Audio Conferencing

- Multiple audio options available to support the customer's investment and strategy
  - Cisco Unified MeetingPlace 8.0
  - Cisco WebEx SaaS-based audio
  - Service Provider Partner audio
- Mixed mode audio conferencing
- Audio/video only option (no web conferencing)
  - Cisco Unified MeetingPlace 8.0
  - Software-only Cisco Unified MeetingPlace 8.0



# Cisco Unified MeetingPlace

On-premises audio and video conferencing for WebEx and Cisco Unified Communications

- Leverage IP network for cost savings
- Scalable and Secure
- Simple setup, attend, meeting control
  - Integrated across audio, video & web
- Advanced multiparty video
  - Standards-based endpoints
  - Desktop & Room systems
- On-premises or WebEx web conferencing



## New in Unified MeetingPlace 8:

Enhanced WebEx integration  
WebEx Node on MCS  
Enterprise Edition  
New "Software on MCS Server" deployment

Available  
March 2010



# WebEx Node for MCS

Performance  
Bandwidth

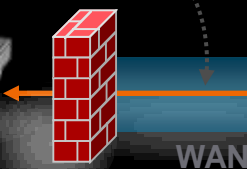
Policy  
Security

Resiliency

Internal/VPN

External

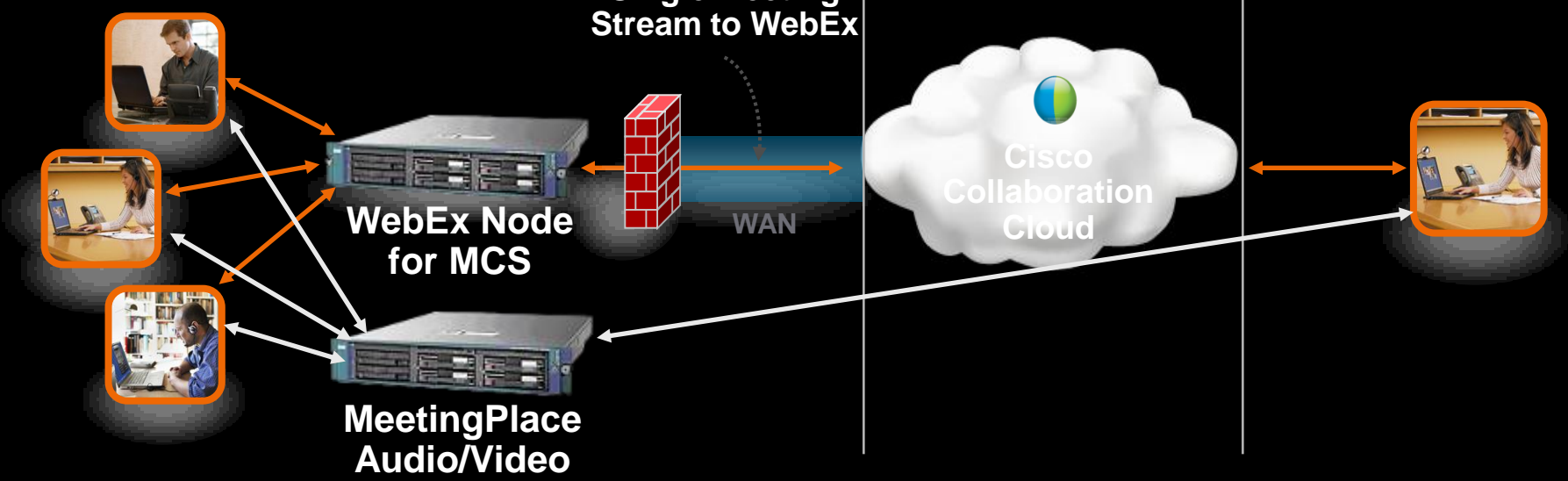
Single Meeting  
Stream to WebEx



WebEx Node  
for MCS

MeetingPlace  
Audio/Video

Cisco  
Collaboration  
Cloud



# MeetingPlace + SaaS WebEx Roadmap



Evolution from Feature Richness to Increased Scale / Ease of Deployment

# Cisco WebEx Meeting Center High Quality Full-Screen Video Mode



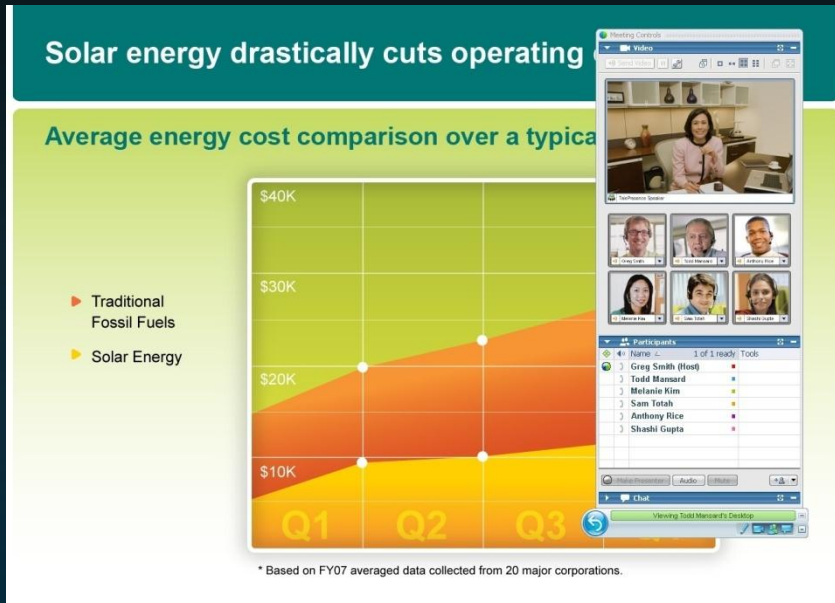
- Active speaker main video area – up to 360p (640x360 quality)
  - Active speaker switching
- See up to 5 other participants at a time. Scroll to see more.

# Cisco TelePresence WebEx OneTouch

## Blending Two Powerful Solutions for Productive Collaboration

Attend meetings using the most accessible collaboration technology

- “One button to push” to launch WebEx from Cisco TelePresence room
- Two-way data sharing for WebEx and Cisco TelePresence attendees

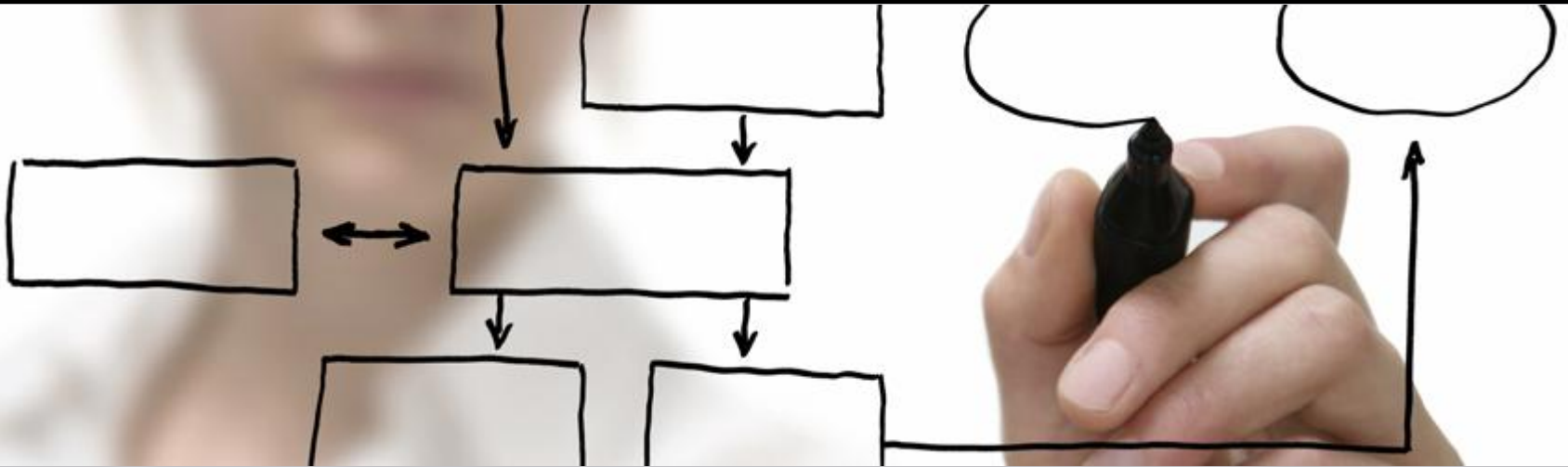


Participants Chat Video

Participants

Name	Tools
TelePresence Rooms: 3	
SH-TP-Paris (Host)	
HZ-TP-Beijing	
SZ-TP-New York	
WebEx Participants: 2	
Greg Smith	
Sam Totah	

Raise Hand Audio Mute



## WebEx Commission Program & Offers On Cisco Global Price List (GPL)



# Cisco WebEx Solutions (Commission & on GPL) Enabling Customer Choice

## Customer Purchase Preference

### IT as a Utility

- Viral adoption (start small)
- Pay as you go (bill monthly)
- Pay as you grow (usage-based)
  - Flexible usage models

### Enterprise Subscription

- Company-wide impact
  - Annual payment
    - Fixed price
- All-inclusive packages

## Channel Program Support

**Cisco WebEx Authorized  
Advanced/ Express UC Partners  
(Commission Model)**

**Select WebEx Offers  
On Cisco GPL  
(Cisco Advanced UC Partners)**

# WebEx Commission Program Compensation

Commission component	Partner Payout
Base commission	12%
Registration	8%
Recurring	8%
Value of 50K deal over 5 years	26K

# Select WebEx Offers on Cisco GPL

Select WebEx Offers on Cisco GPL provide a new way to position and procure Cisco WebEx Meeting Center, Cisco WebEx Enterprise Edition, and Cisco WebEx Connect IM to be sold in conjunction with the broader Cisco Collaboration portfolio

These new packages compliment the existing Cisco WebEx Authorized Partner Program and provide partners the flexibility to meet differing customer purchasing requirements



# Offers—Overview

## By Employee Count

Full Access for All Employees

## By Active Host Count

Min 15% of Employee Count  
Full Access for All Employees

### Cisco WebEx Meeting Center with Connect IM



### Cisco WebEx Enterprise Edition with Connect IM



### Cisco WebEx Connect



- Prepaid one year subscription ordered from Cisco Global Price List
- Tiered pricing based on volume
- Target customers > 250 employees
- Includes storage
- WebEx Connect is included with every MC and EE subscription

# Why Is This of Value to Our Partners?

- Larger deal size, new revenue streams
- Provides choice around procurement through a consultative selling approach
- Helps establish a beachhead with Cisco SaaS solution portfolio—with rapid expansion through mail, enterprise social software
- Introduces additional professional services for Connect and meeting implementations
- Drives adoption and increases partner stickiness
- Full participation in Cisco partner programs
  - Gold, Silver Discounts, VIP, OIP



# Extends Cisco Collaboration Architecture

TelePresence  
One Touch



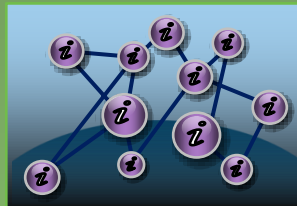
Integration  
with WebEx  
Meetings

WebEx Node for  
ASR and MCS



Integration  
with WebEx  
Meetings

Cisco Unified  
Meeting Place



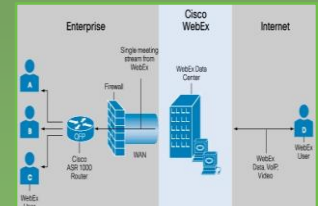
WebEx  
Meetings  
and WebEx  
Connect

CUCI  
Connect



Integration  
with WebEx  
Connect

Third Party  
Solutions



SP Audio  
OCS Productivity  
Tools API's

Advanced Services Opportunities

# Use Collaboration to Sell Collaboration

## CUWP—Cisco WebEx Offers included in CUWP

- Cisco WebEx Meeting Center
  - For every 50 seats of CUWP - Eight internal ports and two external ports of Cisco WebEx Meeting Center on MCS Node (+five additional external port on first 50)
- Cisco WebEx Connect EIM
  - For each seat of Cisco Unified Workspace for Partners, one seat\* of Cisco WebEx Connect EIM will be included. (December 2010)  
[http://www.cisco.com/web/partners/sell/promotions/cuwp\\_webex.html](http://www.cisco.com/web/partners/sell/promotions/cuwp_webex.html)

## NFR—Cisco WebEx Services at discount

- Cisco WebEx Core Services and Cisco WebEx Connect
  - Includes WebEx Enterprise Edition, WebEx Meeting Center, WebEx Training Center, WebEx Event Center, and WebEx Support Center, all Cisco Integrations
  - Named hosts are discounted at 70% off list
  - Ports and Minutes models are discounted at 50% off list.
  - Free quantities of WebEx Enterprise Edition Named Hosts, WebEx Connect, and Cisco Mail licenses with a selling commitment of \$100,000



# Key Partner Resources

## Sales Success Kit

Steps to Sales Success Kit for Cisco WebEx Authorized Partners

Step 1  
Complete training

Step 2  
Know the solutions

- Conferencing
- Instant Messaging
- Mail

Step 3  
Approach your customers

Step 4  
Engage the WebEx team and registration deals

Resources

Steps to Sales Success Kit for Cisco WebEx Authorized Partners

Welcome to the exciting world of selling Cisco WebEx solutions. In this sales success kit, you'll find everything you need to build your WebEx solution sales expertise quickly and to understand how the solutions fit into the broader Cisco collaboration portfolio.

Through the steps outlined in this Steps to Sales Success Kit, you'll learn how to best position and sell the WebEx family of products.

[Go to](#)

[www.cisco.com/go/webexpartner](http://www.cisco.com/go/webexpartner)

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## Cisco WebEx Solution Resources on Partner Central

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PARTNER CENTRAL  
SALES  
ARCHITECTURES AND SOLUTIONS  
COLLABORATION  
Announcements  
Digital Media Suite  
TelePresence  
Unified Communications  
WebEx  
Web Conferencing  
Instant Messaging  
Mail  
Product Integrations

Collaboration  
**WebEx**

Announcements  
[Ramp up your revenue quickly with our new Partner Starter Kit, available in five languages](#)

Ready to Sell? Get ramped - quickly and effectively. Review the information on positioning WebEx solutions in our [Resources section](#).

Related Links  
Partners & Resellers  
[WebEx NFR Promotion](#)

Related Tools  
[Cisco Commerce Workspace](#)  
[Quick Quoting Tool](#)  
[Partner Education Connection](#)  
[Partner Helpline](#)  
[Partner Logos](#)  
[Partner Marketing Central](#)  
[Tools Index](#)  
[WebEx Partner Community](#)  
[MAP](#)

Enroll in Cisco Value Incentive Program (VIP) 14  
[Learn More](#)

Cisco Community Central

Cisco Community Central > Partner Central Community > Collaboration > WebEx

WebEx

Overview [All Content \(75\)](#) [Discussions \(45\)](#) [Documents \(24\)](#) [Videos](#) Set as default tab

WebEx  
Product Licensing  
Demo Central  
Launches And Events  
Programs and Promotions  
Training Calendar

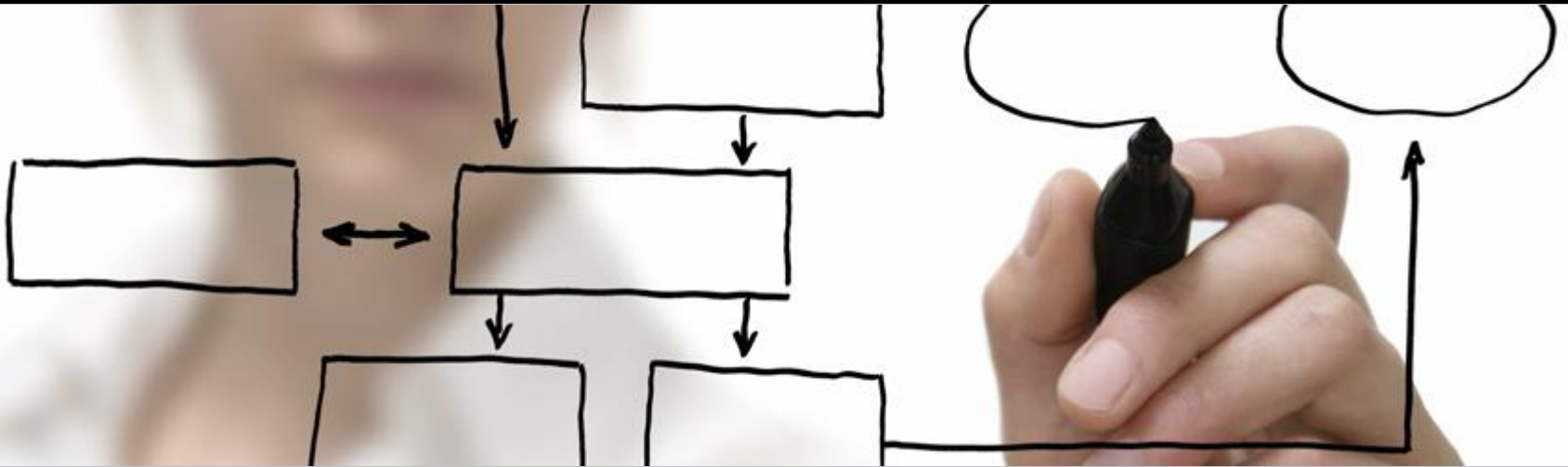
Actions  
[Start a discussion](#)  
[Create a document](#)

WebEx Partner Discussions

Join discussions with other partners about WebEx solutions, promotions and partner enablement. Share useful presentations and other resources.

AND—Join the dialogue with Cisco teams at the Cisco WebEx Partner Community





# Live WebEx Demo of HQ Video & Connect EIM

December 2010



**Cisco Channel Call to Action UAE**

**WebEx in Every  
Collaboration Sale!**

