



It's Time to Build Again.  
**With Cisco Business Architectures**

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## Accelerating Partner Led

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SEE Partner Led and Partner Organization Lead



# Evolution of Partner Led

## Perfecting and Accelerating the Model

### Partner Centric



- **80%** of Cisco's business goes through our Partners – we have always been Partner Centric

### Partner Led



- Partners serving small and mid sized customers play a leading role in the selling process

### Partner Led Acceleration



- Accelerate the Partner Led model with new global capabilities, partner benefits, & evolving field deployments

# What Is Partner Led?

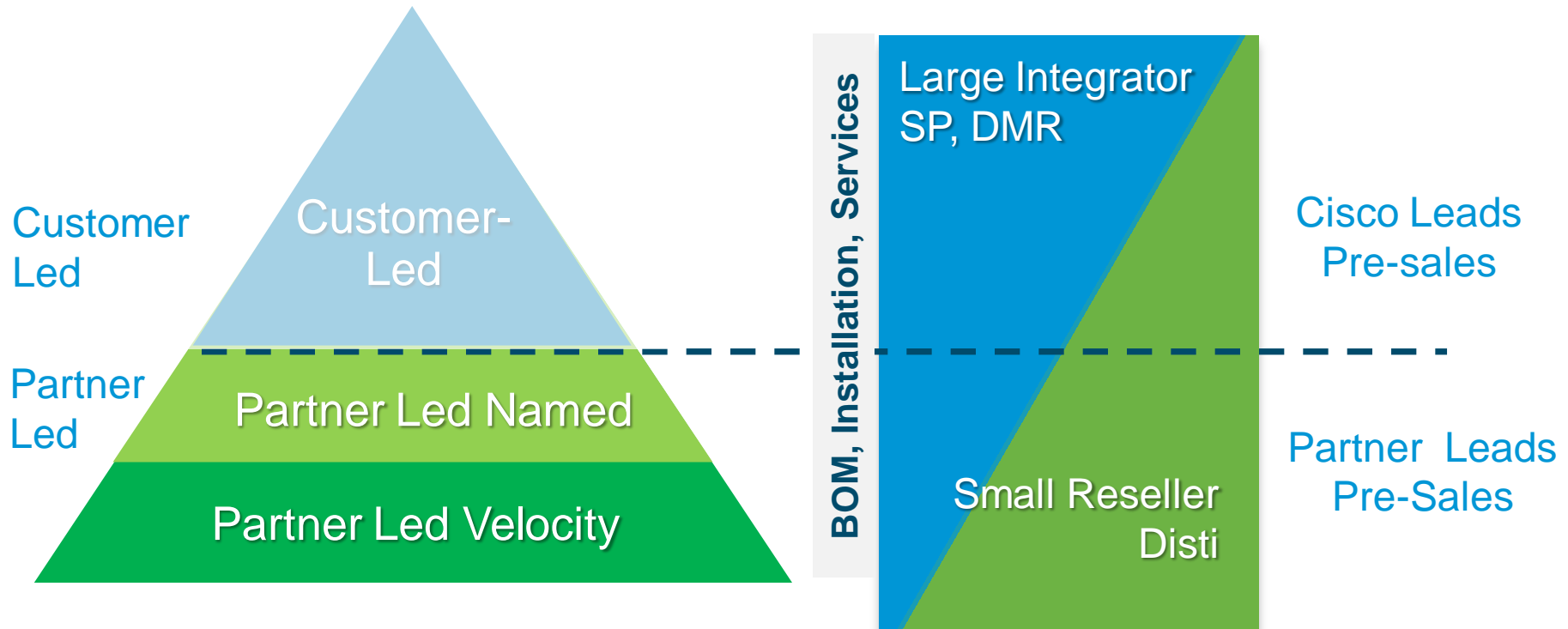


Go to market model

Empowers & rewards Cisco Partners to lead customer engagements in segments where Cisco will not have a high touch sales presence

Scale and create growth with Partners

# Role of the Partner in Partner Led



- Partners will Participate in both Customer and Partner Led
- Increased pre-sales responsibility in Partner Led
- Enabled and rewarded for investments and commitment to Cisco in PL

# What's in it for...

## Customers



## Partners

Local, knowledgeable partners

Benefits & Rewards

Technology competence

Demand generation

Complete solutions

Marketing assets

Value added services

Customer & Market analytics

Experience & satisfaction

Sales & Technical support

# Differentiation & Profitability

## Tech/Architecture Practice

VIP  
VIP Express  
NFR  
BigBet  
MDF

## Proactive Selling/Hunting/Teaming

OIP  
TIP  
PSPP  
AIP

## Migrating Installed Base

TMP  
TAP  
IBLM

## Building Solutions Practice

SIP



# Profitability example

	\$	
	100,000	GPL
	60,000	Net
8%	8,000	OIP
8%	4,800	VIP
2.5%	1,500	PSF/AG
	<b>14,300</b>	<b>Total</b>
	14,3%	from GPL
	23.8%	from Net

	\$	
	100,000	GPL
	60,000	Net
12%	12,000	SIP
5%	3,000	VIP Express
2.5%	1,500	PSF/AG
	<b>16,500</b>	<b>Total</b>
	16.5%	from GPL
	27.5%	from Net

# Joint Market Penetration



## Planning

- Identify addressable market
- Set strategy to capture it
- Execute and measure success

## Marketing

- Customer and market Intelligence
- Customer awareness
- Demand generation

## Enablement

- Soft skills development
- Technical competence enhancement
- Vertical knowledge
- Consultative selling approach

## Financing

- EasyLease
- Complex projects financing



# Principles of successful engagement



Cisco encourages partners to:

... in order to:

- be **proactive** on customers/projects
- **engage early** Cisco TBM/AM/SE
- be **technologically capable**
- position to customers the value of **completely Cisco-based solutions**

- **protect partner investment**
- to get **pre-sales support** by Cisco team
- deliver solutions with high **customer satisfaction**
- extend the business **potential and presence** at customer

Cisco's true value is not just in what we make.  
It's in what we make possible.

