

Return to Growth Led by you, supported by us



17th – 18th of February

Predeal, Romania

Petrica Ruta

Petrica taking new role...



- 50% growth Commercial & Enterprise in FY11
- New Model in Commercial
- Difficult economical environment

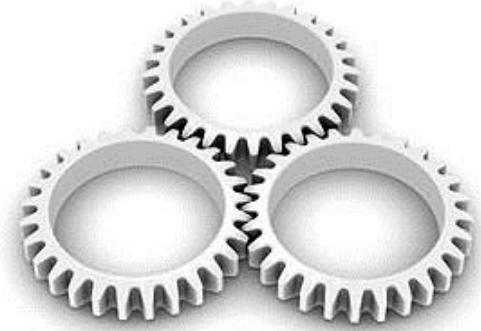
But...

- Strong partners
- Experienced team

Prepared
Focused
Trained



My Team Structure-Romania Enterprise & Commercial



Petrica Ruta
Regional Sales Manager
Enterprise & Commercial P-
Led

Irina-Mihaela Sischin
TBM

Mihai Ionescu
TBM



Sorin Petcu
Account
Manager
Enterprise
Finance



Adrian Vraciu
Account
Manager
Enterprise
Finance



Ionel Atitiene
Account Manager
Enterprise
MFG, Utilities, Oil



Daniel Stanescu
Inside Sales Account
Manager



Ioana-Suzana Barlean
Inside Sales Account
Manager



Enterprise opportunities and trends



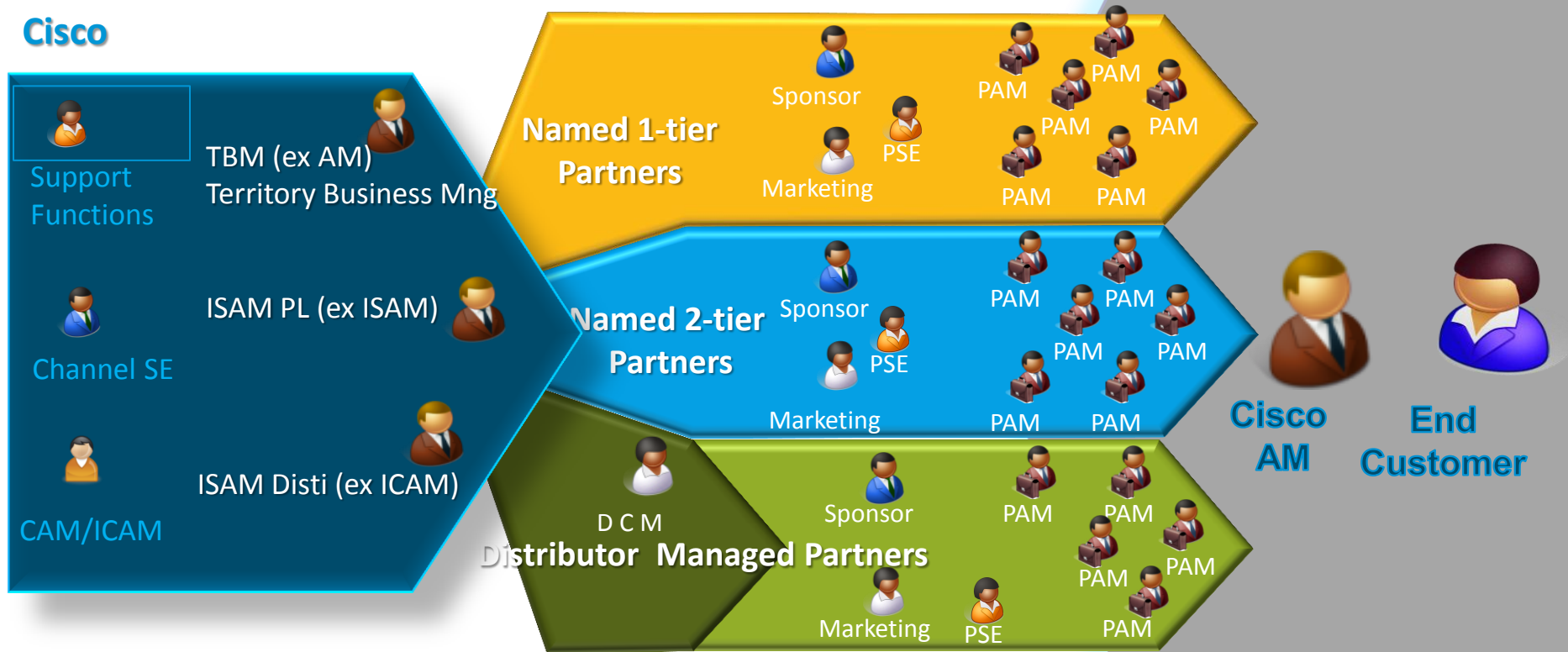
- new budgeting structure in which requires integration of Applications deployed within DC/Borderless to access budget streams->\$
- more interest for unified collaboration and video for increased productivity and cost control-> \$\$\$
- virtualization trend, for what is possible to virtualize(Applications, Servers, Desktops)-> \$\$\$\$\$
- increased customer experience and service level (Virtual Expert, BoF, CRM, new Applications)->\$\$
- consolidation of IT&C operations(DC, Collaboration)->\$\$\$
- alignment with European standards-> \$\$

Next Steps with you: Joint Account Planning for Enterprise accounts

Led by you, supported by us

new „partner led“ go to market model in FY11

Cisco



The Partner Led Model is supported 100% by **Partner Sales Force** Program
The AM role is reduced and/or replaced with TMB's, ISAM-PL and/or ISAM-PL-Disti's

Partner Sales Force Member benefits



Early Joint Sales Engagement

Cisco Territory Business Manager engage much earlier with Partners in joint account planning on selected Accounts, frequent business review with goal to accelerate deal closure and increase revenue.



Access to Cisco Vertical Expertise

Exactly like Cisco AM, Partner Sales Force can access Engagement with Cisco RSM/BDM and Cisco technology/vertical subject matter experts.



Exclusive training

Cisco will fund and deliver workshops and training for Partner AMs & SEs and Marketing Champions – both via Webex and instructor-led.



Marketing

Co-funded demand generation marketing campaigns with Selected Partners in target accounts.



Business Intelligence & Sales Tracking

Access to Cisco's account and business intelligence.
Access to Sales Tool to increase sales efficiency. (PSF Connect)



Sales Incentives & Partner Incentive Program

Cisco Sales Competition to reward top performing partner AMs and SEs along with reseller rebates.

Curriculum Overview



Role Specific Offerings



**Partner
Account
Manager**

**Partner
Systems
Engineer**

**Partner
Marketing
Champion**

**Partner
Executive**

AVAILABLE NOW
for PSF members!

Instructor led



Virtual (WEBEX)



Virtual (from PEC)



Partner Sales Force supported by Avant Garde Marketing



- Structured planning
- Metrics for success in joint marketing
- Sales enablement: marketing content in one single repository (PMC)
- Market intelligence
- Campaign/event planning and execution
- New marketing: video and social media
- PR and case studies
- Professional development
- Best practices from other partners
- Funding

Partner Sales Force : Shared Customer Intelligence



- Using Cisco's intelligence Network Effect to more effectively target and win new business:
- Shared high-value intelligence on customers
- Support for territory, account planning and demand generation
- Targeting uncaptured revenue and incremental revenue opportunities
- Campaign of continuous customer engagement

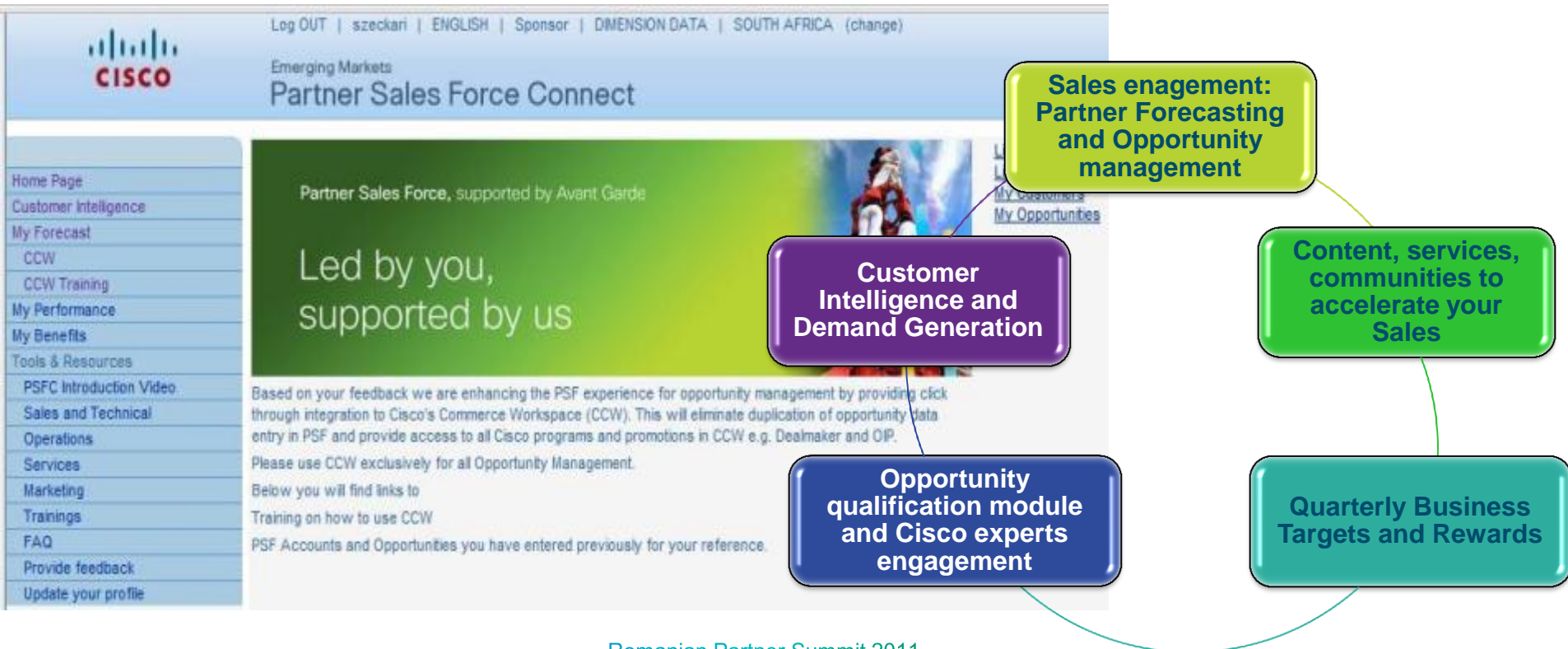


PSFConnect

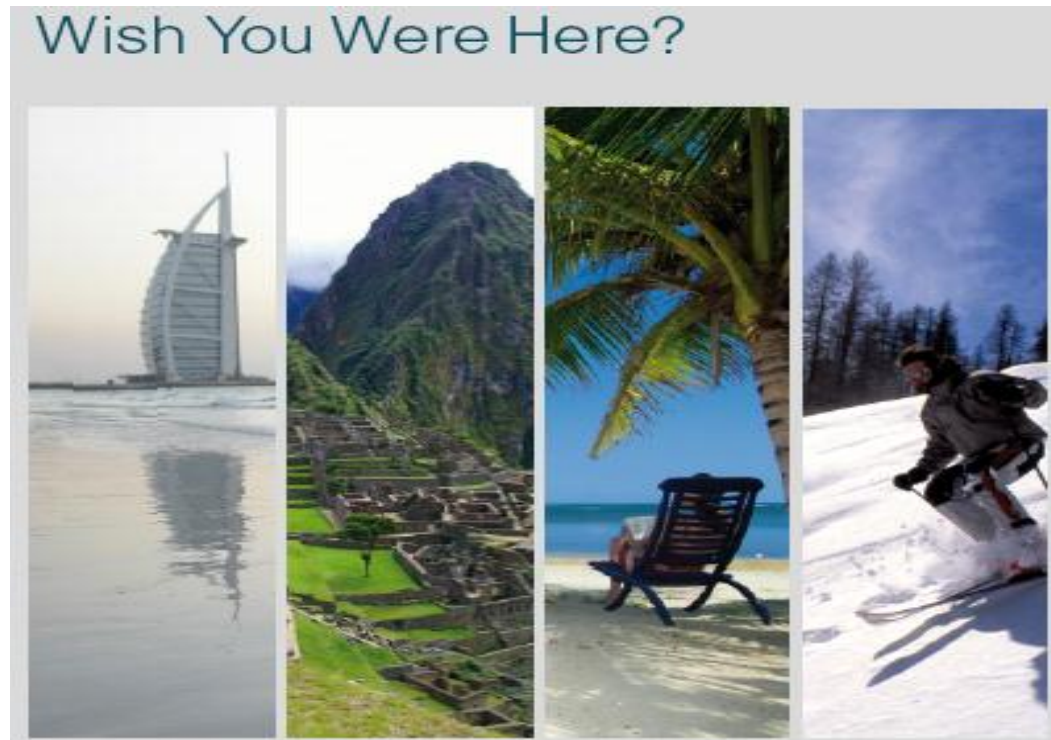
Thanks for your contribution



- A simple, intuitive and secure eCollaborative tool that is offered exclusively to Cisco's Partners that enrolled in the PSF program. The tool helps you to accelerate sales opportunities and is designed to help you get rewarded faster



Quarterly Reward Program



Win with Cisco!

Top performing PAMs to win quarterly rewards based on performance against set targets!

Partners also receive rebates if they achieve the targets and are eligible for the reward

Partner Sales Force Partner Commitment



Sales Engagement

Dedicate Partner AM, SE, Marketing Champion to Cisco Partner Sales Force Program (Partner executive to appoint/authorize AM & SE, Marketing Champion participation in program).



Committed Participation to Workshop and Training

Select partner AM & SE to participate to the Sales Workshops, Training and joint account planning sessions.



Joint Sales and Opportunities Reviews

Monthly business review Cisco TBM & Partner AM

Thank you.

