

# Romanian Partner Summit 2011

17<sup>th</sup> – 18<sup>th</sup> of February

Predeal, Romania

Steve Bossom, Director EME PO



## EME PO Vision & Strategic Initiatives

# Agenda

- **EME PO Vision, Strategy & Execution .. (VSE)**
- **Partnering for Growth, Partnering to Win!**
- **EME Partner Organisation**
  - Priorities & Metrics for Success
  - Partner Magic Quadrant
- **Key Trends & Initiatives**
  - Cloud Computing
  - New Certification & Specialisations
- **Installed Base Life-cycle Management .. IBLM**
- **Q&A**





5+ Years

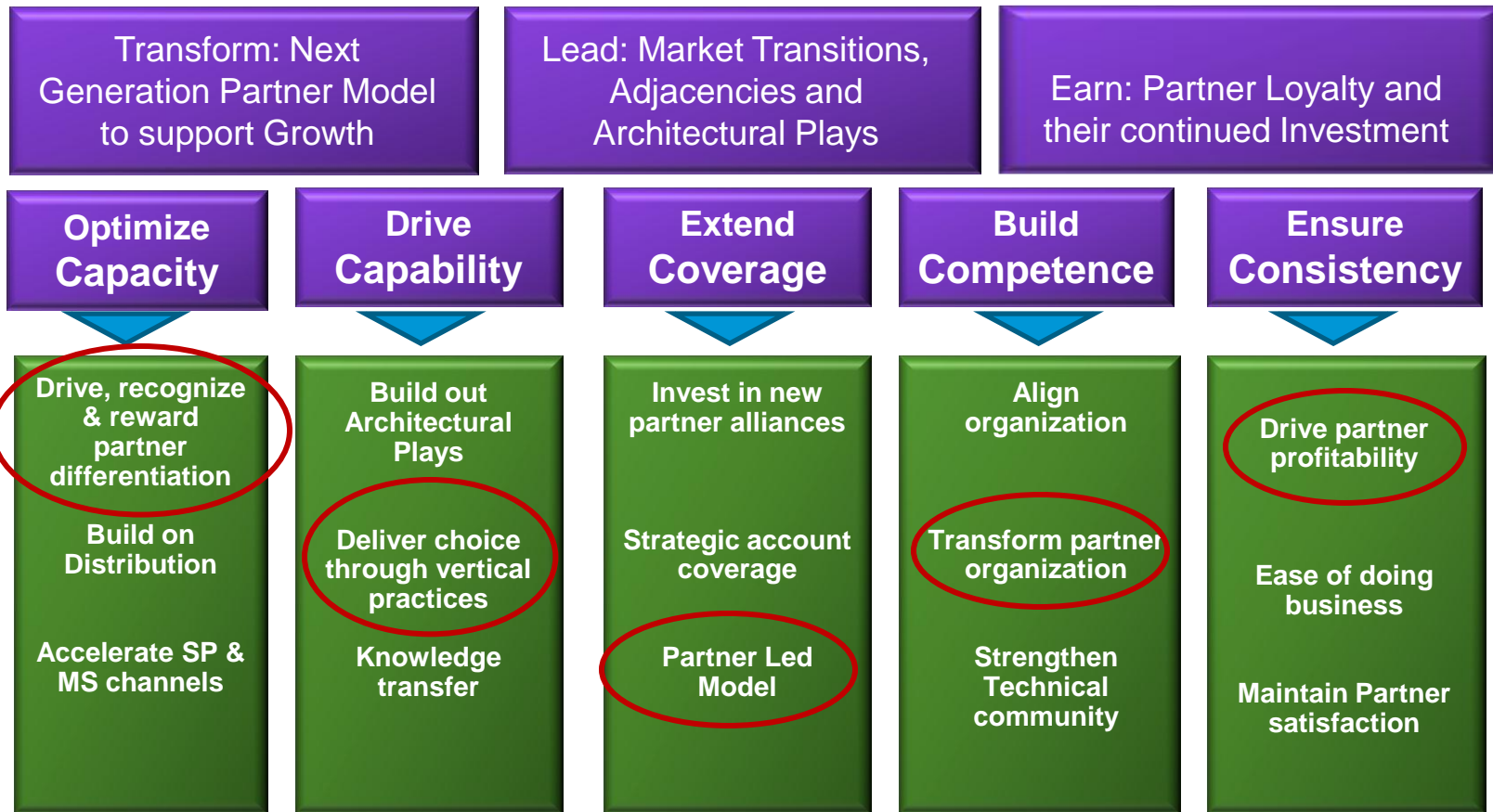


2-4 Years



12-18 Months

## Building the Best Partnerships. Recognized by Customers, Partners and Employees



Partner Marketing, Cisco Services, Cisco Capital, Channel Operations, Brand Protection & Risk, Market & Competitive Analysis, Organizational Health

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# EME go to Market

**90% of Bookings  
via Channel Partners in FY10**

DVARs, System Integrators,  
Outsourcers (58%)

Distributors

2 Tier  
(27%)

Service Provider  
as a Channel (5%)

Direct (10%)



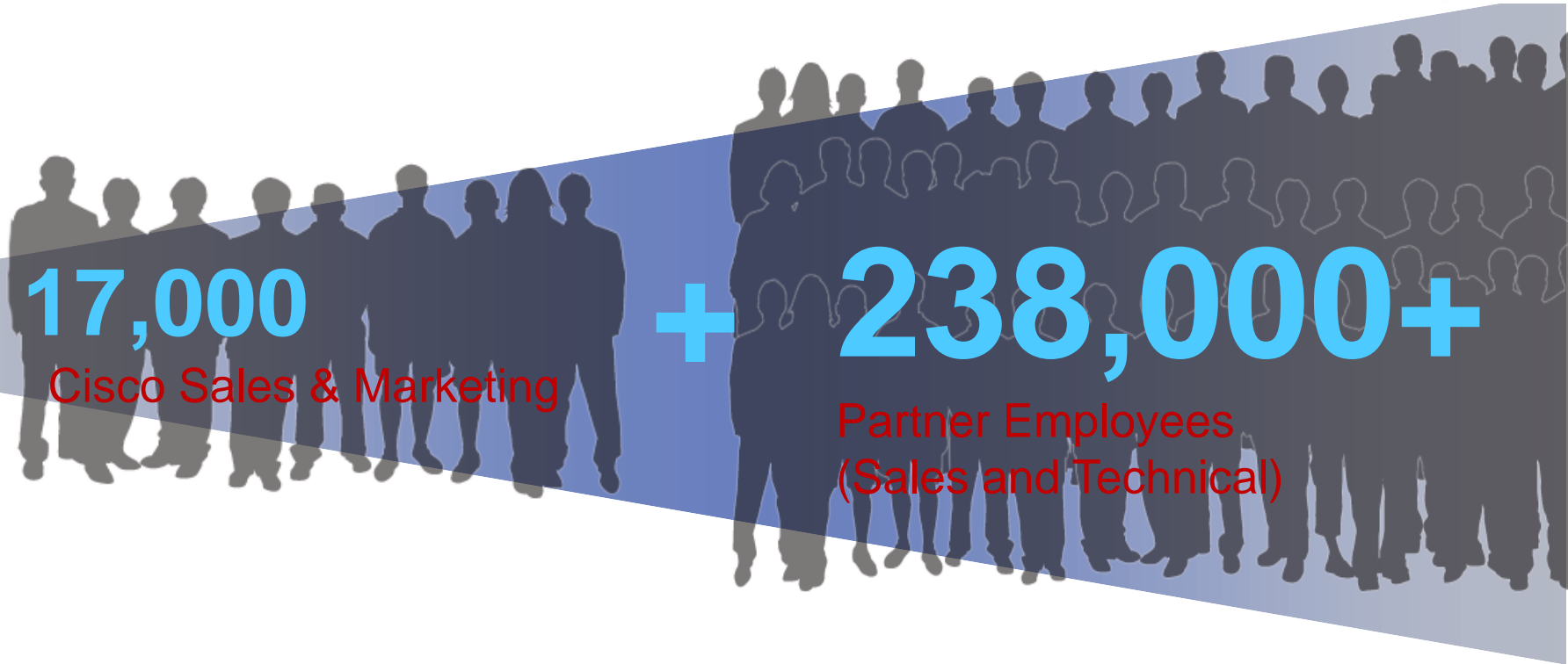
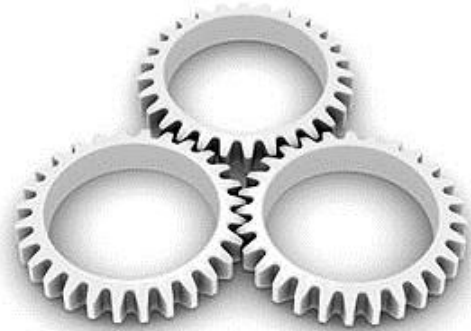
**Customers**

**• Channel is key to capturing the huge SMB opportunity**

Romanian Partner Summit 2011

# Expanded Reach, Scale & Capability

Partners Extended our Sales Force



- **Multiplier Effect 1:14 .. Capacity to Capability**
- **Enablement through Investment & Knowledge transfer**

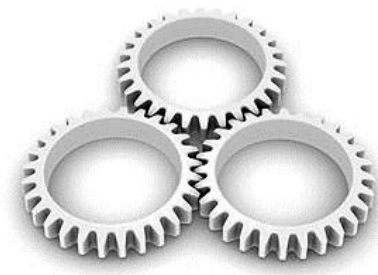


# Partners Investment in Cisco .. EM has fewer regional partners

	Gold	Silver	Premier	Select	Total
US & C	145	65	842	1,676	2,728
EURO	173	75	326	2,884	3,458
APAC	88	41	278	424	831
G CHINA	95	52	302	792	1,241
JAPAN	20	2	50	443	515
EMER	160	111	845	2,337	3,453
TOTAL	681	346	2,643	8,556	12,226

- Our Partners are providing excellent coverage in EM
- **We have 28% of the worldwide certified partners (12% of Bookings)**

# EM Capacity & Productivity in Q1



Partners continued to invest in Cisco in Q1. Partner **productivity per badge increased** and at the same time we created additional capacity.

- **Additional 1561 net new technical and sales badges**
  - **We certified net new 58 CCIE's**
  - **41 net new Gold, Silver and Premier Partners**
  - **Added 430 net new DAP partners (Select & Registered)**
- 
- **Initially our focus in EM was directed to increasing Capacity**
  - **Going forward we are moving to Capability & Differentiation**



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  - TIP & PSPP Programs
- **Installed Base Life-cycle Management .. IBLM**
- **Q&A**



# EME PO Leadership Team FY11 .. Aligned to WW



# Strategy Aligned to Market Adjacencies

## New Categories

- Advanced Services
- Advertising
- Cloud/XaaS
- Collaboration
- IRIS
- Managed Services
- Media Solutions
- Mobility
- Safety & Security
- Smart + Connected Communities
- Smart Grid
- Solutions
- Sports & Entertainment
- Video
- Virtual Education
- Virtual Healthcare
- Virtualization/Data Center

## New Markets

- China 3.0
- Consumer
- India 3.0
- Mexico 3.0
- Next 3.0: Brasil/Saudi Arabia
- NextGen Countries 2.0
- Russia 3.0
- Small

## Transform Cisco

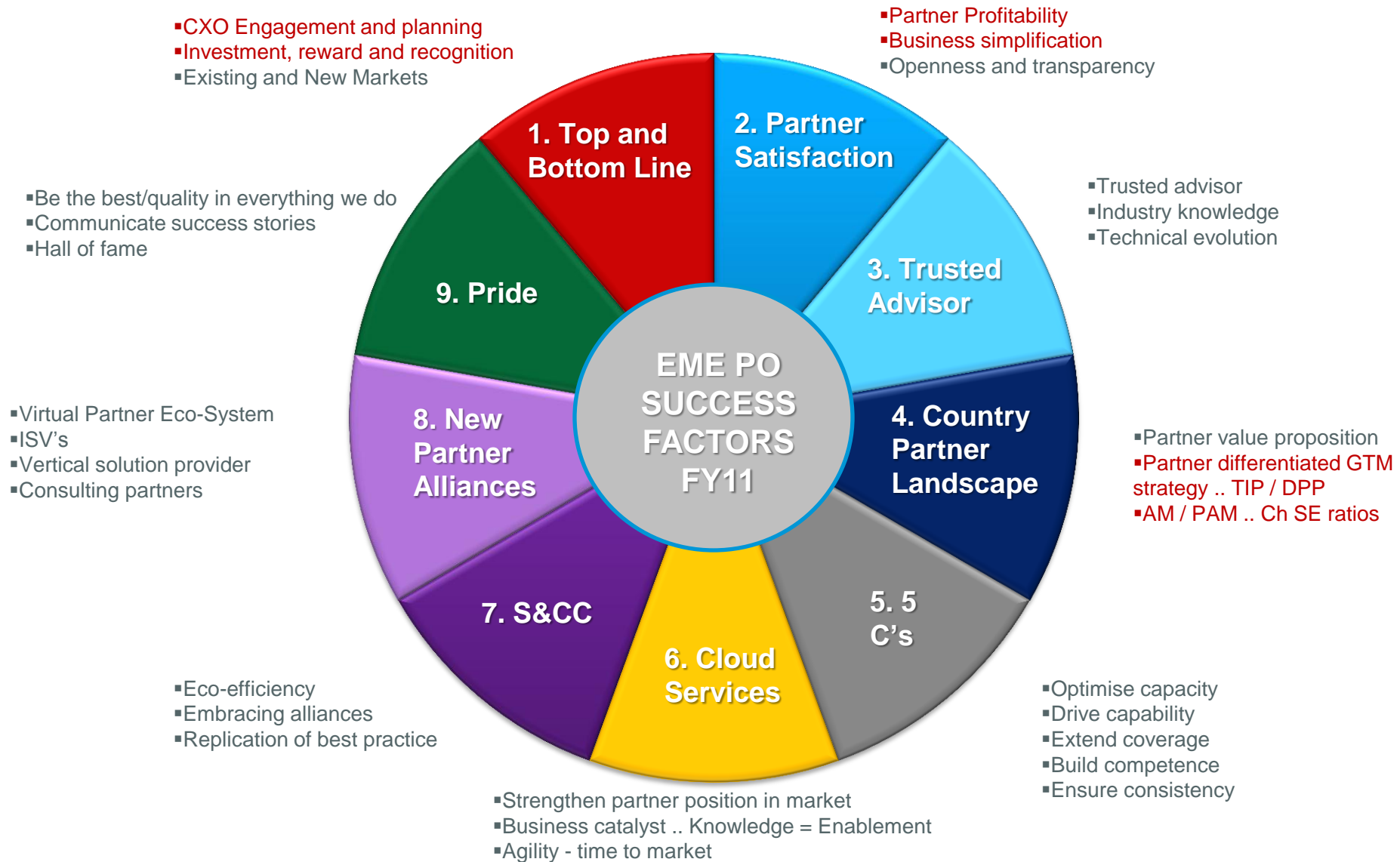
- Cisco 3.0
- Command /Control
- Councils/Boards/WGs
- Globalisation
- Green/Sustainability
- Software /XaaS

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- **Installed Base Life-cycle Management**
- **Opportunity Summary**
- **Q&A**



# EME PO Success Factors .. Team is goaled and paid against key metrics

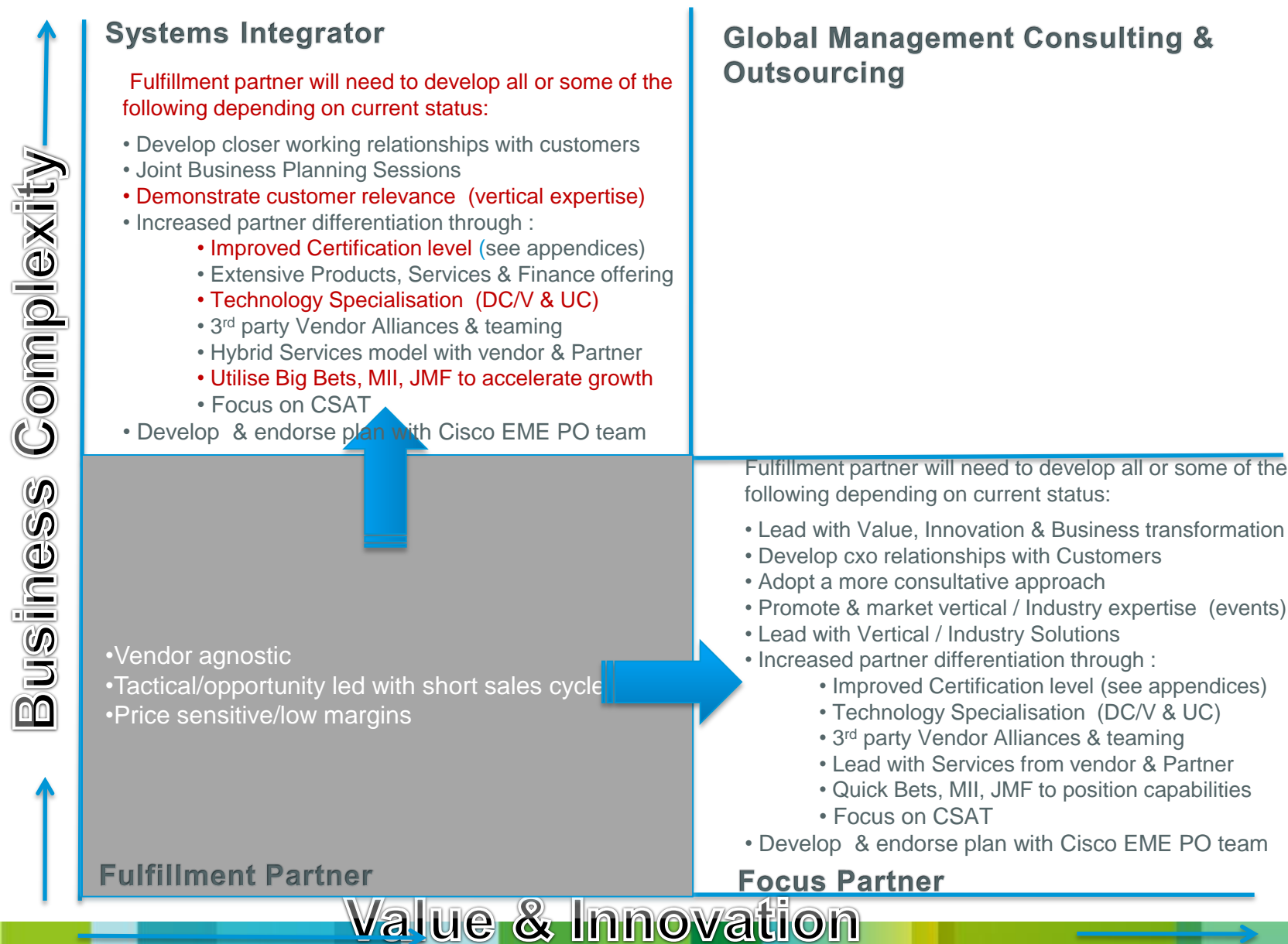


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# Systems Integrator' or 'Focus Partner ..Transition discussion





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# Cloud Computing .. Global Trends

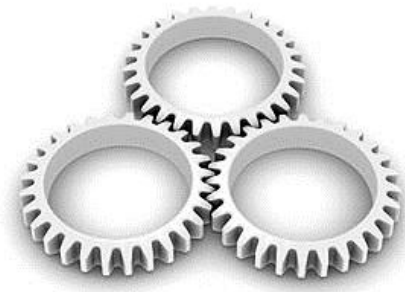
- **Changing Customer demands: In 2–5 years 40 % of business customers will buy ICT from the cloud.**
- **“20% of companies will no longer run ICT equipment in-house 3 years from now.”**
- **Major Global Telco’s...leveraging existing centralized computing & network management assets.”**
- **By 2013, Hosted UC will represent >30% of Cisco’s addressable UC market.”**
- **Worldwide hosted virtual desktop (HVD) revenue will grow to \$65 billion in 2014, equating to more than 40 percent of the worldwide professional PC market.”**



McKinsey & Company



# Cloud Computing .. Disruption is Already Happening



60%

**“IT decision makers” who saw public cloud as an enabler, versus 40% who viewed it as “immature”.**

*– Yankee Group, August 2010*

70%

**IT decision makers using or planning to use enterprise-class cloud technology within two years.**

*- Savvis, July 2010*

100%

**Believe that the Cloud will grow global server hardware market**

*– IDC, August 2010*

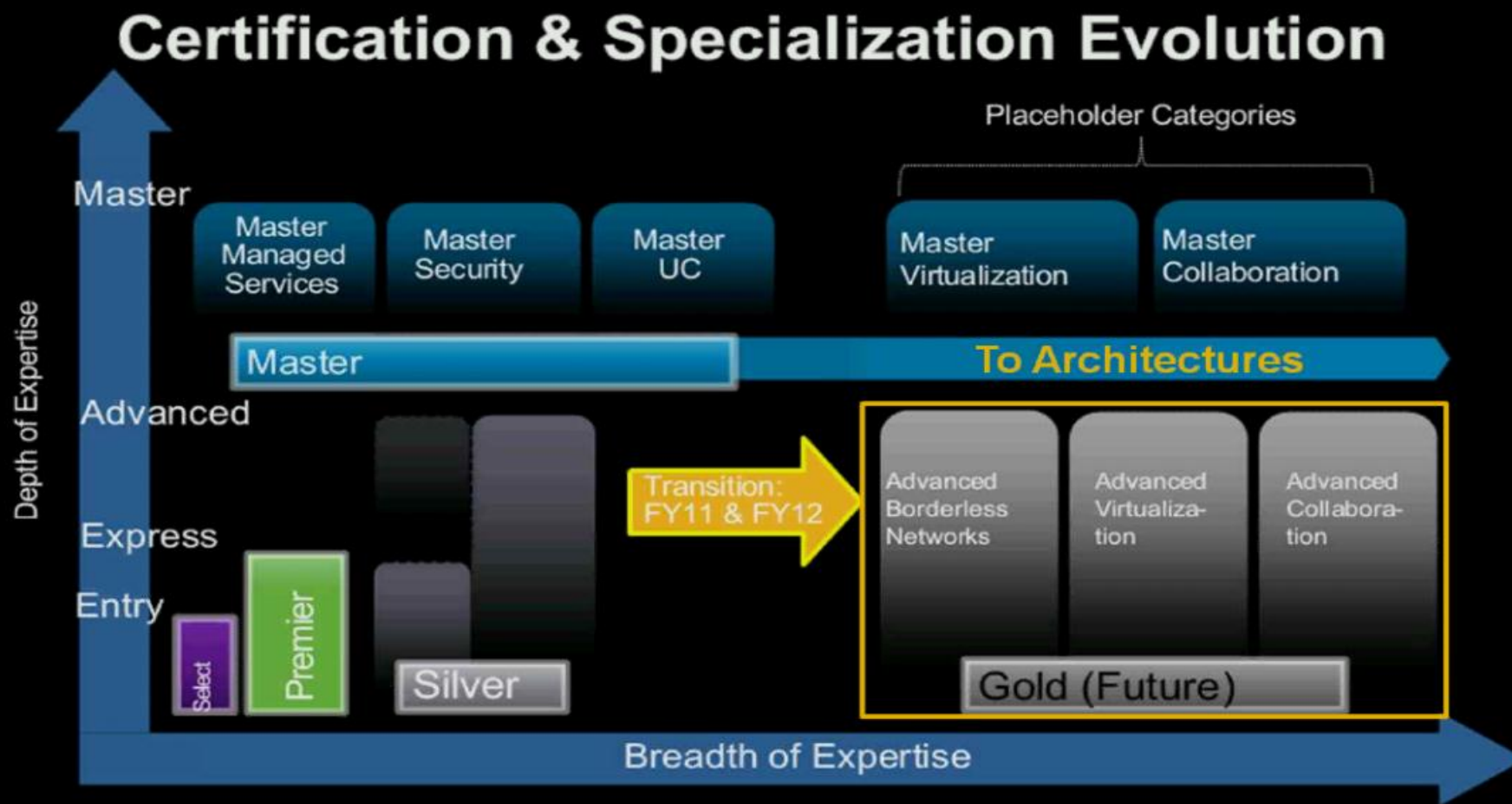
**IT is adopting cloud NOW!**

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# New Certifications & Specialisations



# Architecture Specialisations

## Borderless Network Architecture Specialization

- Routing & Switching, Security, Wireless LAN

## Collaboration Architecture Specialization

- Unified Communications

## Data Center Architecture Specialization

- DC Networking Infrastructure, DC Storage Networking, DC Unified Computing ATP



# Trainings & Exams

## Borderless Network Architecture Specialization

- approx. 40% reduction in cost & hours in training and exams

## Collaboration Architecture Specialization

- approx. 40% reduction in cost & hours in training and exams

## Data Center Architecture Specialization

- approx. 22% study time reduction in training and exams

Reduced time for study & exams = Reduced cost for maintaining Specializations



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# What is IBLM?

IBLM is a **cross functional initiative** that will help us address our customers' changing business needs and provide:

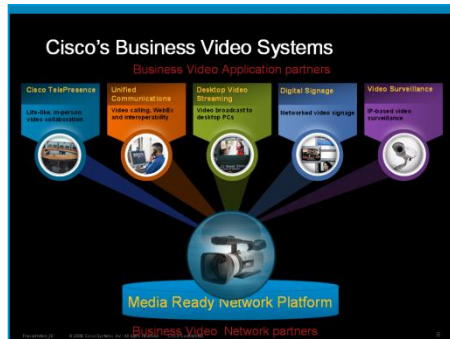
- ongoing stream of sales & service opportunities
- platform to **position architectural roadmaps**
- insertion point for **Advanced Services & CC**
- **new reasons to engage with customers**
- a repeatable and scalable model for IBLM
- a platform to **elevate our business relationship**



*“The network truly has become the platform for organizations and nations. Our customers absolutely rely on their network as the foundation of their organisations, operations and services; daily reliability, availability and scalability are essential. We need to ensure our customers’ networks are designed, deployed and maintained to meet their current needs, and future requirements, such as high quality and capacity for video. Protection from unmitigated risks, minimizing impact from EOL and EOS equipment and future-proofing networks must sit at the very core of the consistent and professional customer experience we strive to deliver every day at Cisco.”* **Duncan Mitchell .. SVP**

# Installed Base Drivers

## FY10 Critical and Focus Drivers



**Business Video**

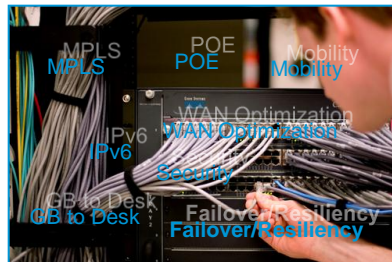


**Green**



**Obsolescence**

## Traditional Drivers

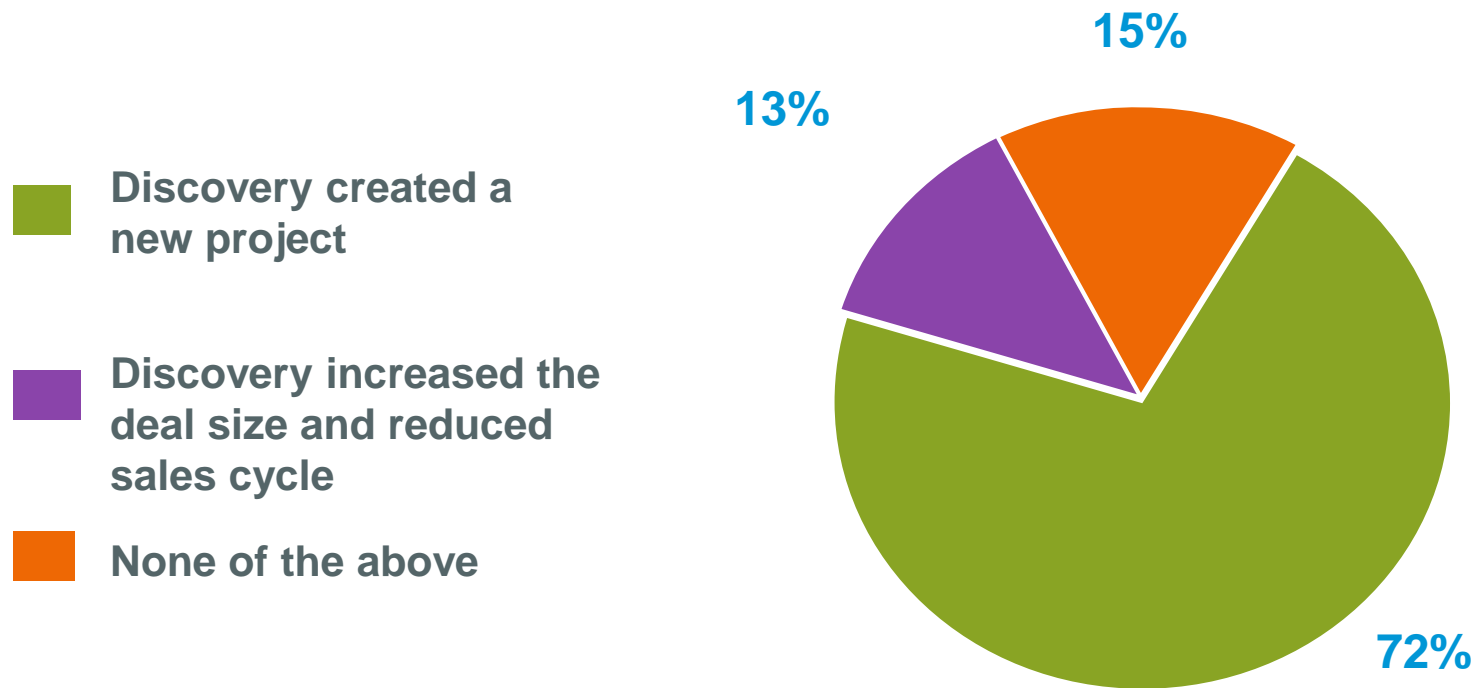


**Performance & Capabilities**



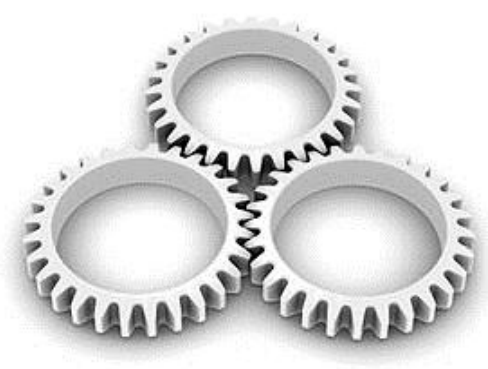
**Compliance**

# Impact of Discovery



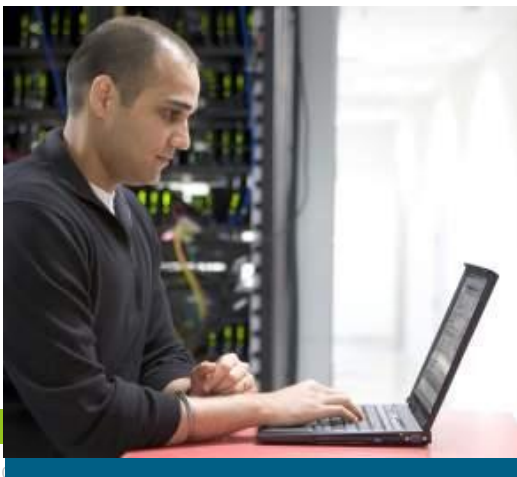
- Discoveries create **Pipeline Growth** for both **Products & Services**
- **Average Deal Size 300K**
- Solutions Approach.. (Architectural plays, Services & Capital to differentiate)

# Why Partners play such a critical role



Estimated \$1.5BN Opportunity across EME (EOL / EOS)

- Coverage **Scalability**, covering customers that we can not reach
- Solutions Technical ability, ext. range of Products & Services
- Relationship **key customer influencer** / understanding of hierarchy
- Knowledge **Network awareness & visibility / tech operations**
- Profitability Catalyst for a Strategic, Proactive Partnership



# The Key Benefits of IBLM

## Customer

Helps customers understand the value of their network investment and how they can evolve it to support their business priorities:

- Maximize Productivity .. Business readiness
- Cost Optimization
- Recognising & Managing Risk

## Partner

- Opportunity to Pro-actively engage
- Elevate business relationship through calling high
- Rewards IBLM partner for pre-sales investment through TMP/AIP
- Opportunity to work closer & more strategically with Cisco account teams

## Cisco

- Quantifies migration opportunity within customers Networks
- Increases network relevance to the customer
- Opportunity to call high .. consultative solutions dialogue
- Defends the base, grows the core and retires goal!

Thank you.

