



Romanian Partner Summit 2011

**Accelerating Partner Sales
Smarter Together**

Eric Elmaleh
Snr Manager, Partner Service Sales & Development
Cisco Services – Emerging Markets





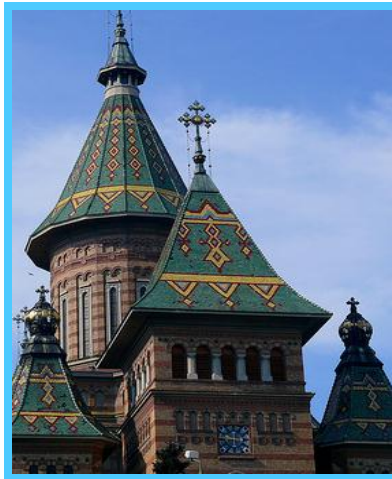
Customer Advocacy is now Cisco Services

We are changing the Rhythm of how we do services....

**Cisco Services
Partner Program
(CSPP)**



**Smart
Services**



**Collaborative
Professional
Services**



**Services continues to be committed to a GTM via Partners
and to enable profitable services for our partners!**

Cisco Services Partner Program continue to move forward

Quarterly WebEx Updates

Today

- Cisco Brand Resale
- Cisco Shared Support
- Collaborative Technical Services
- Pay for Performance

FY11/12

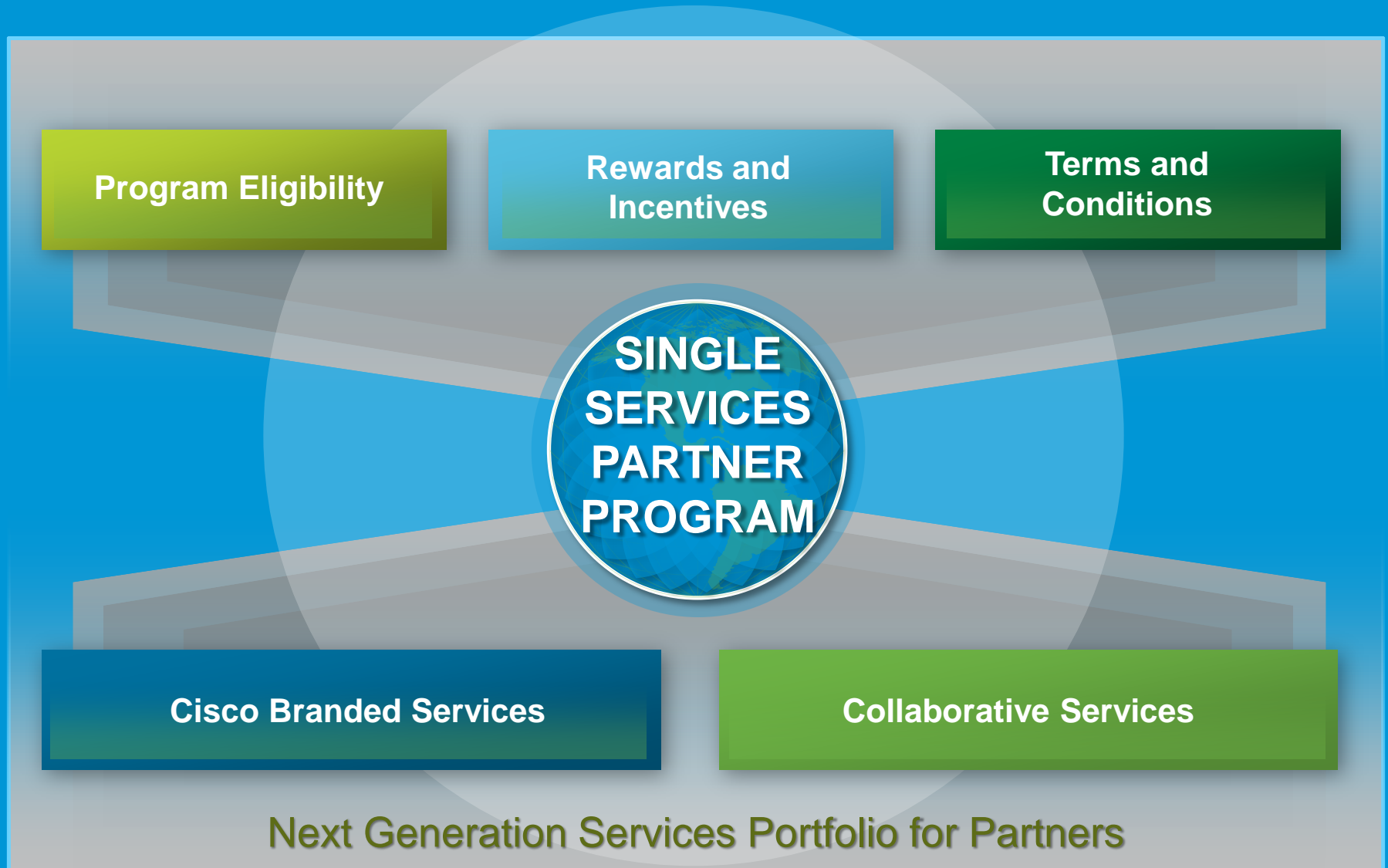
- Pilot in US/Can starting Q3FY11
- Transition plan for current programs

FY13

- Cisco Services Partner Program Launch in EM

Cisco Services Partner Program

Provides Access to the Portfolio



Collaborative Technical Support

NEW: Partner Support Service

Partner Support Service

Designed for partners that incorporate the four traditional pillars of product support :

1. software updates and upgrades
2. advanced hardware replacement
3. online technical resources
4. TAC access

enhanced with a 5th pillar

5. Smart interactions: innovation that can be combined with partners' customer support practices to create consistent, customized support solutions.

What We Heard From Our Customers...

Know me, know
my network



Address my
business challenges
with architecturally
based solutions

Help manage
complexity



Offer alternative
consumption models
for solutions

Provide globally
consistent service



Assure network
performance
and user services
- share the risk

Requesting more active Cisco engagement

What We Heard From You, Our Partners ..

Clarity on GTM Strategy



Market Segmentation

Sales Coverage

Service Strategy

Confidence to invest in Services for Cisco technologies



Help me remain profitable

How can I differentiate

Share your Intellectual Capital

Consistency in the Field



Help to clearly define field engagement models

Governance on field execution

A man with glasses, wearing a light blue shirt and a grey blazer, stands in a modern office. Behind him are whiteboards with various papers and a map pinned to them. In the foreground, there are several computer monitors and desks, slightly out of focus. A blue banner with white text is overlaid across the middle of the image.

Our services are **becoming smarter**

- **Gain deep customer insight**
- **Grow your top *and* bottom line**

Smart Service Innovation Drives Partner Success

Reactive

Incident-based Services

- People-to-people interactions *and* web-based support
- 75% Cases resolved on-line

Proactive

Smart Services

2008 - beyond

- Automates data collection, network, operations and business processes
- Cisco and Partner analyze, correlate customer data against Cisco intellectual capital
- Delivers Machine-to-machine & people-to-people **Smart** Interactions

Intellectual Capital

- 50M installed devices
- 6M annual customer interactions
- Global technical expertise

Even More Intellectual Assets

Partner Value:

- Leverage Cisco IP to differentiated partner offers
- Drive new revenue streams for technical and professional services
- Increase customer loyalty

Intellectual Capital Differentiates Cisco Smart Services

Reactive Support

Break-fix

Incident-based issue resolution



People-to-people
Interactions with
fragmented network
visibility

Intelligence

Smart Services Engine

Intellectual
Capital

Data
Analysis



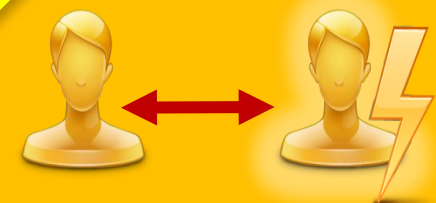
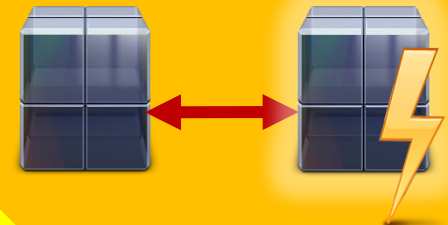
Cisco Unified Services
Delivery Platform

Smart
Enabled

Proactive Support

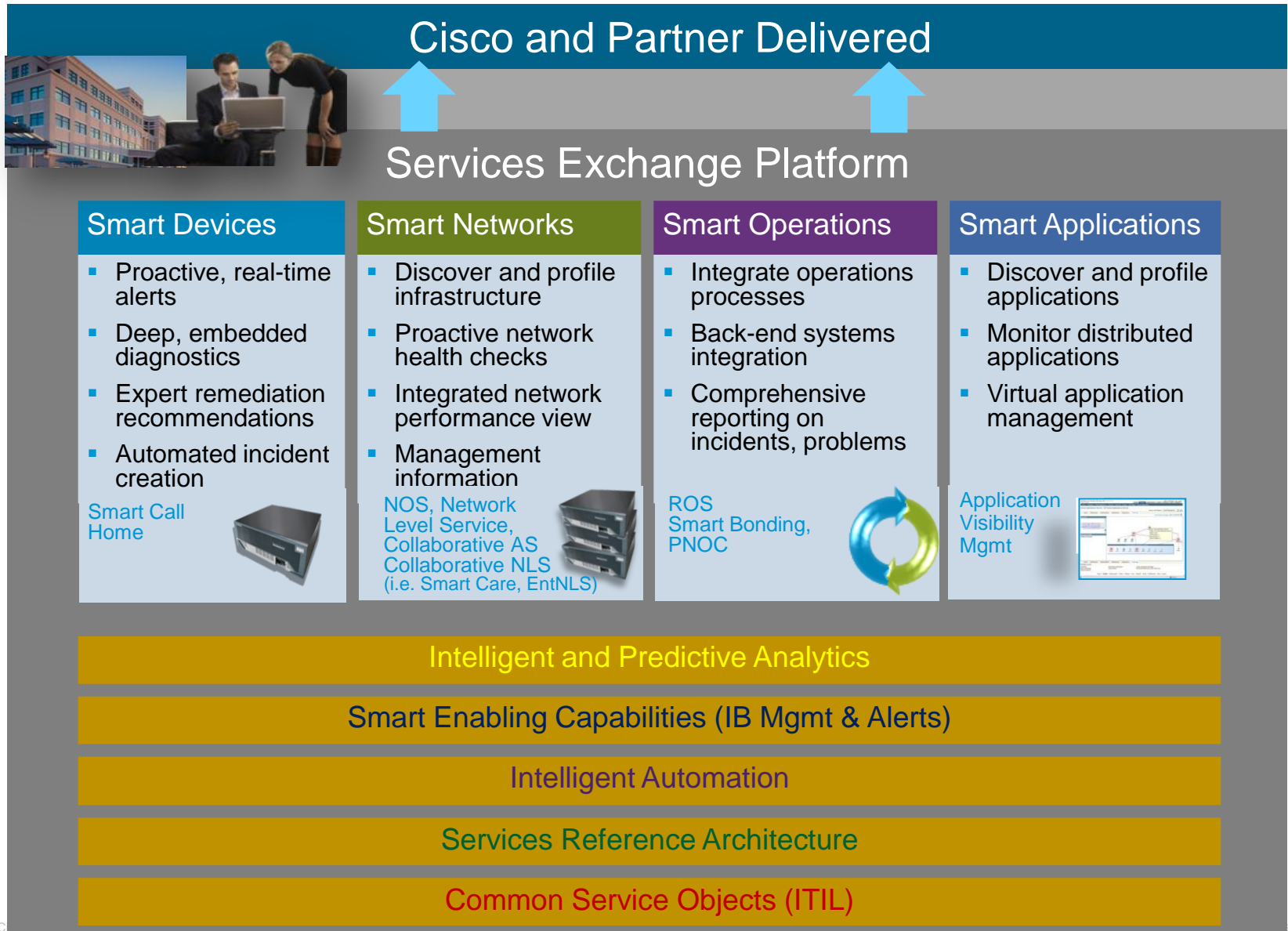
Machine-to-machine

Automated, real-time
network visibility and
issue resolution



Smart Interactions
Enhanced TAC,
professional services and
social media collaboration

Cisco Smart Services Framework



Do you need to expand your practice with innovative capabilities?

Do you want to promote your services through an optimized delivery method?

Do you want to build new revenue streams with standardized service elements?

Cisco's Smart Services and Collaborative Professional Services address these issues and more

Collaborative Professional Services Defined

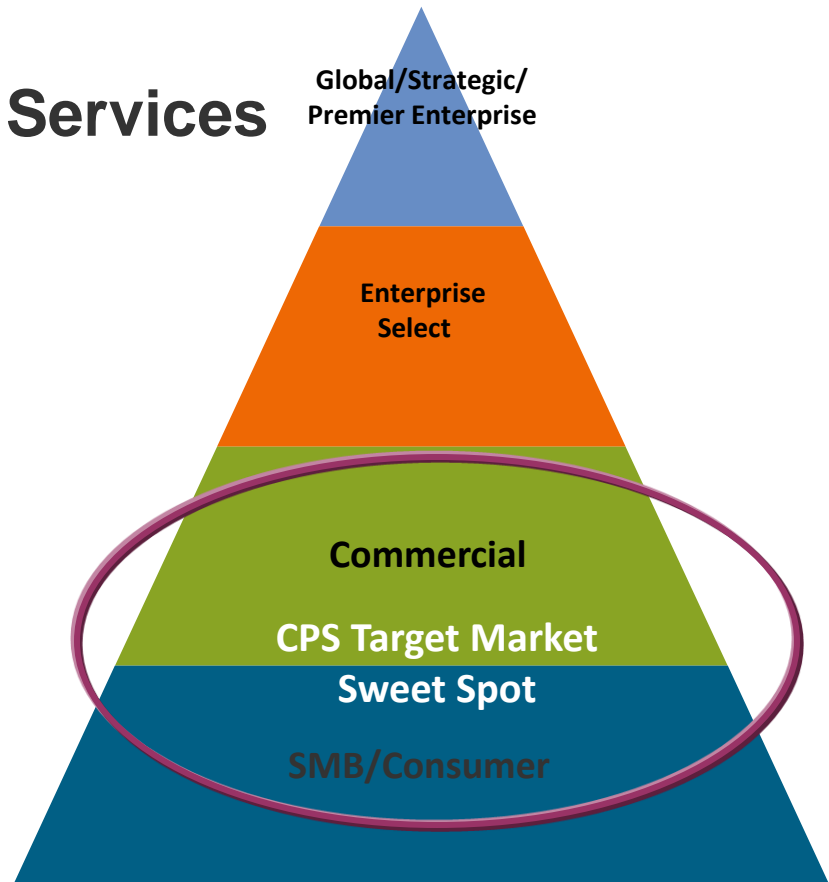
- **Fixed Price, Fixed Deliverables**

- No SOW required

- **Fixed Scope Standardized Services**

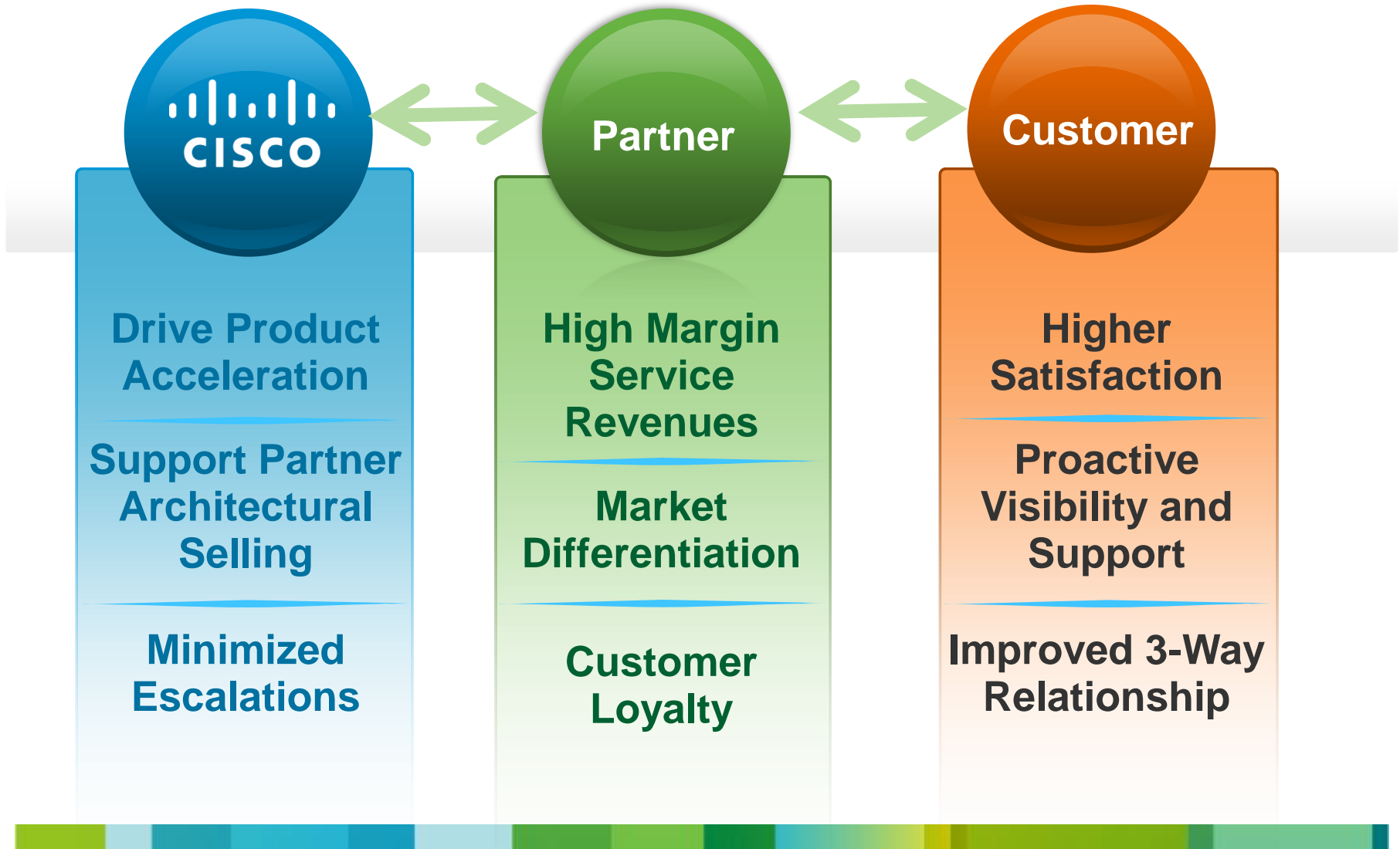
- Partner to build “surround” services around CPS services
 - **Cisco provides:** Engineering expertise, Smart services innovation, Best practices, Proprietary methodologies
 - **Partner provides:** Intellectual capital, Resources, and Customer Knowledge

- Delivered remotely and virtually
- Engagement Based - Quick turnaround
- Focused on Plan-Design-Optimize



Collaborative Professional Services

Value Proposition



Collaborative Professional Services

4 ways for Partner to Grow

Assessment Services

Cisco provides to partner:

- Access to data collection software
- Training VODs
- Detailed reports run by GSP correlating customer data to Cisco best practices
- Delivery methodologies and procedures

Guidance Services

Cisco completes the following for partner:

- High Level Design Review
- Detailed Design Review
- Migration Plan Review
- Implementation Plan Review
- Systems Acceptance Test Plan Review

Development Services

Cisco completes and provides to partner:

- High Level Design
- Detailed Design
- Migration Plan
- Implementation Plan
- Systems Acceptance Test Plan

Practice Accelerator Services*

Cisco Provides to Partner IP to enable the establishment of a new Practice:

- Technical Selling & Consulting
- Design/Delivery Methods
- Project Management
- Lab/Demo

Key Benefits

Pull through more business
by uncovering opportunities in Customer Network

Strengthen/deepen skills
in New Technologies

Scale resources quickly
to meet demand

Establish, organize, manage a successful UCS

Differentiation & Value
for Managed Service Customers

Mitigate risk/cost overruns
on New Technology projects

Standardize and automate
documents across projects

Practical UCS design/delivery exposure

Leverage Cisco IP
to create scalable business models

Gain an edge
with leading best practices

Faster time to market
in new countries /regions

Enables UCS lab demos/use cases

Net Pricing (USD)

\$1,000 - \$10,000

\$15,000

\$35,000

\$5,000 - \$12,000

(* Currently available for UCS only)

Collaborative Professional Services

Portfolio

Borderless Networks			Collaboration		Virtualization	
Routing and Switching	Security	WLAN	Unified Communications	TelePresence	Data Center	Virtualization
<ul style="list-style-type: none"> ▪ Cisco Routing and Switching Assessment Service 	<ul style="list-style-type: none"> ▪ Cisco Security Mgmt Planning and Design Guidance Service ▪ Cisco Security Mgmt Planning and Design Development Service ▪ Cisco Unified Security Planning and Design Guidance Service ▪ Cisco Unified Security Planning and Design Development Service ▪ Cisco End Point Security Planning and Design Guidance Service ▪ Cisco End Point Security Planning and Design Development Service 	<ul style="list-style-type: none"> ▪ WLAN Planning and Design Guidance Service ▪ WLAN Planning and Design Development Service ▪ WLAN Network Assessment ▪ * Roadmap 	<ul style="list-style-type: none"> ▪ Cisco Unified Communications Planning and Design Guidance Service ▪ Cisco Unified Communications Planning and Design Development Service ▪ Cisco Unified Contact Center Express Planning and Design Guidance Service ▪ Cisco Unified Contact Center Express Planning and Design Development Service ▪ Cisco Unified Communications Mgr Assessment Service 	<ul style="list-style-type: none"> ▪ Cisco TelePresence Network Path Assessment Service ▪ Cisco TelePresence Email Customization ▪ TelePresence Planning and Design Guidance Service ▪ TelePresence Planning and Design Development Service 	<ul style="list-style-type: none"> ▪ Cisco WAAS Data Center Planning and Design Guidance Service ▪ Cisco WAAS Data Center Planning and Design Development Service ▪ Cisco Nexus Data Center Planning and Design Guidance Service ▪ Cisco Nexus Data Center Planning and Design Development Service ▪ Cisco ACE Data Center Planning and Design Guidance Service ▪ Cisco ACE Data Center Planning and Design Development Service 	<ul style="list-style-type: none"> ▪ UCS Planning and Design Guidance Service ▪ UCS Planning and Design Development Service ▪ UCS Practice Accelerator Service

“The greatest benefit of Cisco’s virtual consulting services is that it provides a way for Bear Data to ensure the quality of our designs and configurations. The time saved and profits realized as a result of aligning to the methodologies utilized in the new offerings, is a great benefit to our services business.”

Richard Wallace, VP Professional Services, BEAR Data Service

Responding to Partner Needs

What we heard:

Growth – Expand the Services Practice

Increase Operational Efficiency

Differentiation – Remain Competitive

Profitability – Lower Operating Costs

Maintaining Customer Loyalty and Cross Selling

What CPS delivers:

Create new services (innovation)
Expand into new markets and geographies
Expand current customer relationships

Improve business processes
Increase the use of information/analytics
Develop workforce effectiveness

Collaborate uniquely
Create new sources of competitive advantage
Deliver services faster, more efficiently

Reduce investment costs
Inefficient collaboration tools
Reduce lengthy time to market

Address Lost Opportunities
Reduce customer wait time
Accelerate services updates



Which Promotions can raise your profitability ?

Promotions & Incentives

- **1-Tier**
 - **IB Assessment Incentive 25% to 50% additional discount on Uncovered equipment**
 - **AIP (also available for 2 Tier)**
 - **Collaboration Breakaway**
 - **Flexible Invoicing for qualified Partners, Get Quarterly Semi-annual invoices for Deals above \$50K (4% Fee),**
- **Distribution**
 - **Smart Care Step-up (2for1)**
 - **3 for 2 (Smartnet)**
 - **Fast Track 2**
- **Partner Led Service MBO & Account Manager incentives**



Expand your
Services Portfolio

Increase your
profitability with
Cisco Services

Take Away

Contact your local Partner
Service Development
Manager (PSDM)

Our Services GTM is a
Collaborative Journey

Develop New Revenue
streams with Smart
Services

Thank you.

