



Cisco Business Solutions Workshop

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together we can...

Agenda



Petrica Ruta

August 2010 – FY11 taking new challenges...

- **New Business Model**
- **Double the business in Commercial for FY11**
- **No direct customer engagement in Commercial**
- **Difficult economical environment**

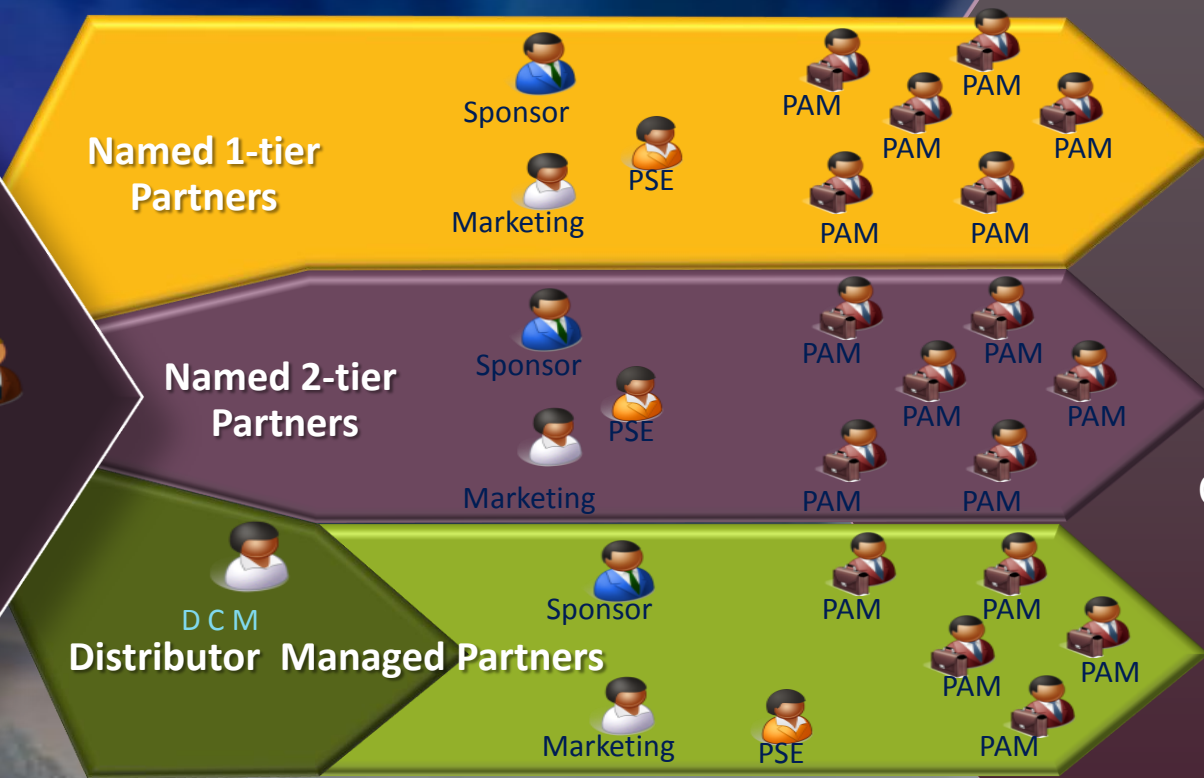
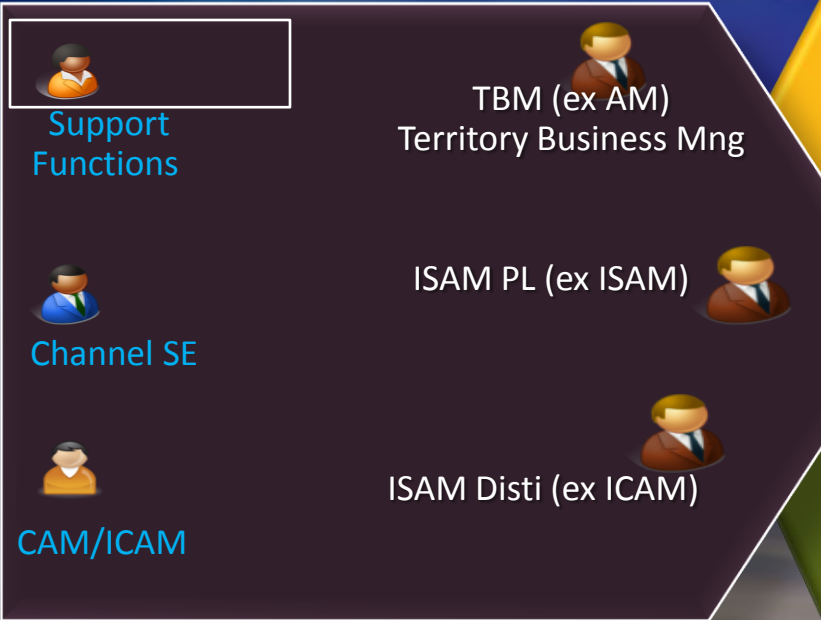
together we can...

But...

- Very Good Partner Landscape (thank you for support)
- Strong support from Cisco Channel Team
- Experienced team

Now...

Cisco



Where are we changing our business model? Let's dream a little bit....



Multi Channel, Virtual Franchise and On-line with transparent pricing and terms and conditions



Partner Led



Intergraded products, easy to activate, remotely managed by Cisco or a partner

TelePresence

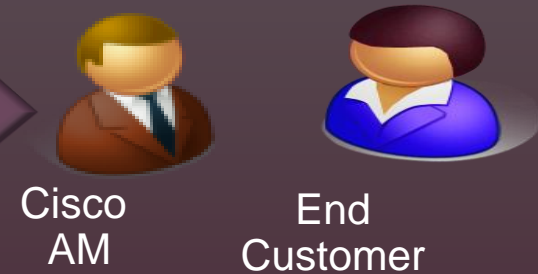
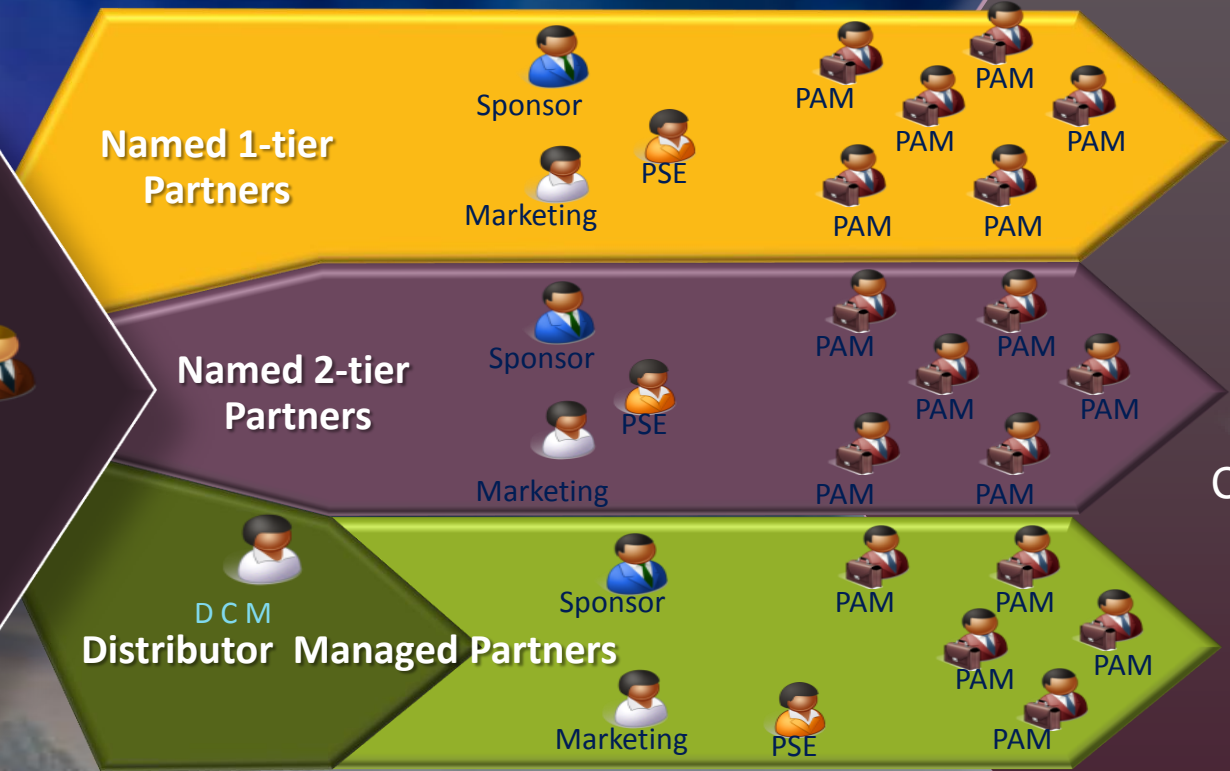
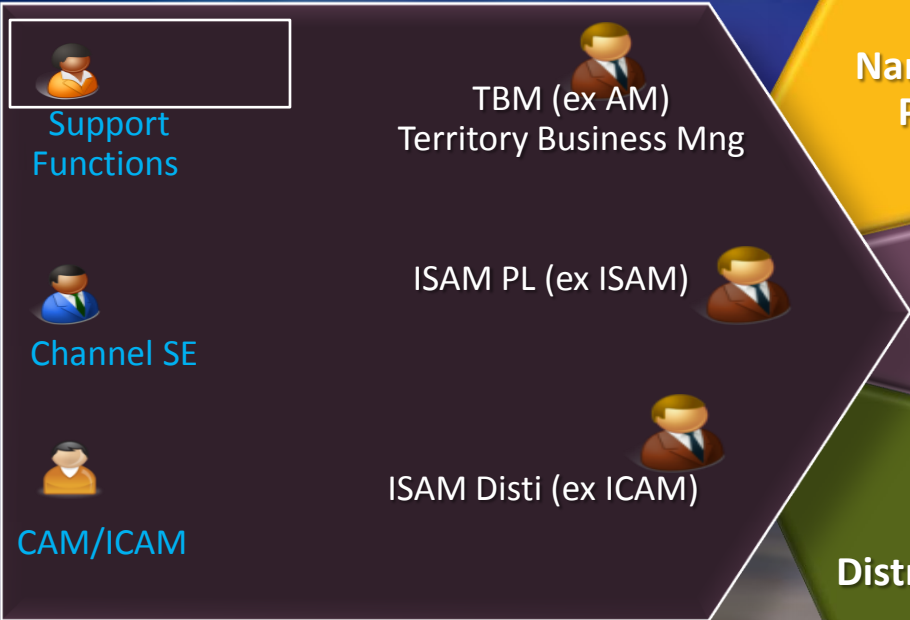


together we can...

Partner Led Sales Model

Keep Customer in mind

Cisco



Keep it simple

Making money...



Customer focus



REGISTER in PSF



Close The Deal

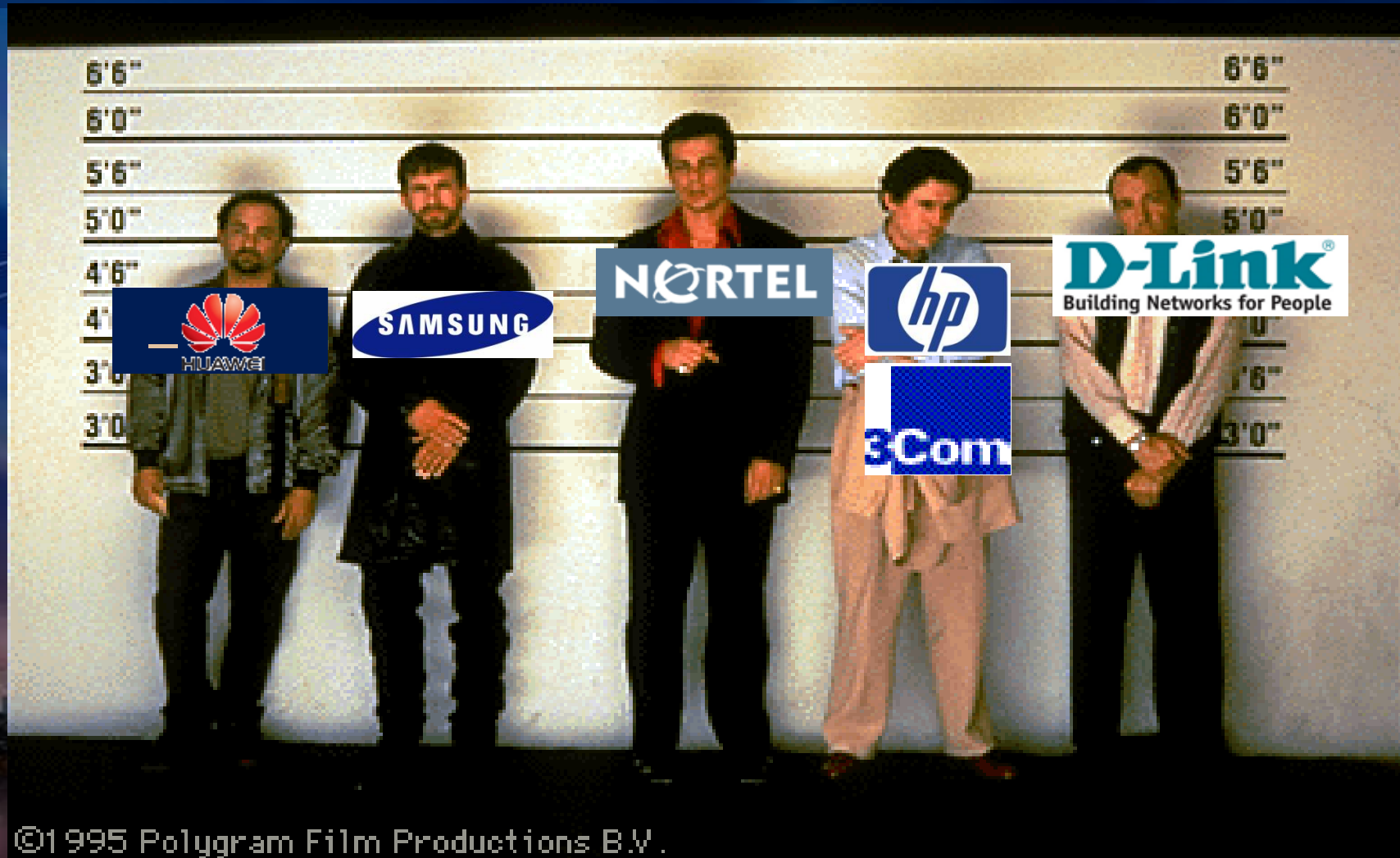


Get your money

together we can...

The Usual Suspects

More to come?



together we can...

What is Commercial now?

FY10 Mid Market(100 accounts) +
SMB

OR

Everything except 30
Enterprises(banking, insurance,
utilities, oil & manufacturing), Public
Sector and Service Provider

A city skyline at dusk with a blue sky and light trails. The text "Let's discuss!" is centered in the upper half of the image.

Let's discuss!



CISCO

together we can...