



## Overview:

# Partner Enablement / Partner Enablement Tools



**Build Your Business. Expand Your Knowledge**

**Vicki Ch'ng**

**Partner Marketing Manager – Partner Enablement, & Solutions  
Channels & Partner Alliances, Asia Pacific**

# Productivity Through Partnership

**A Consistent,  
Repeatable Approach  
Through Partner  
Programs**



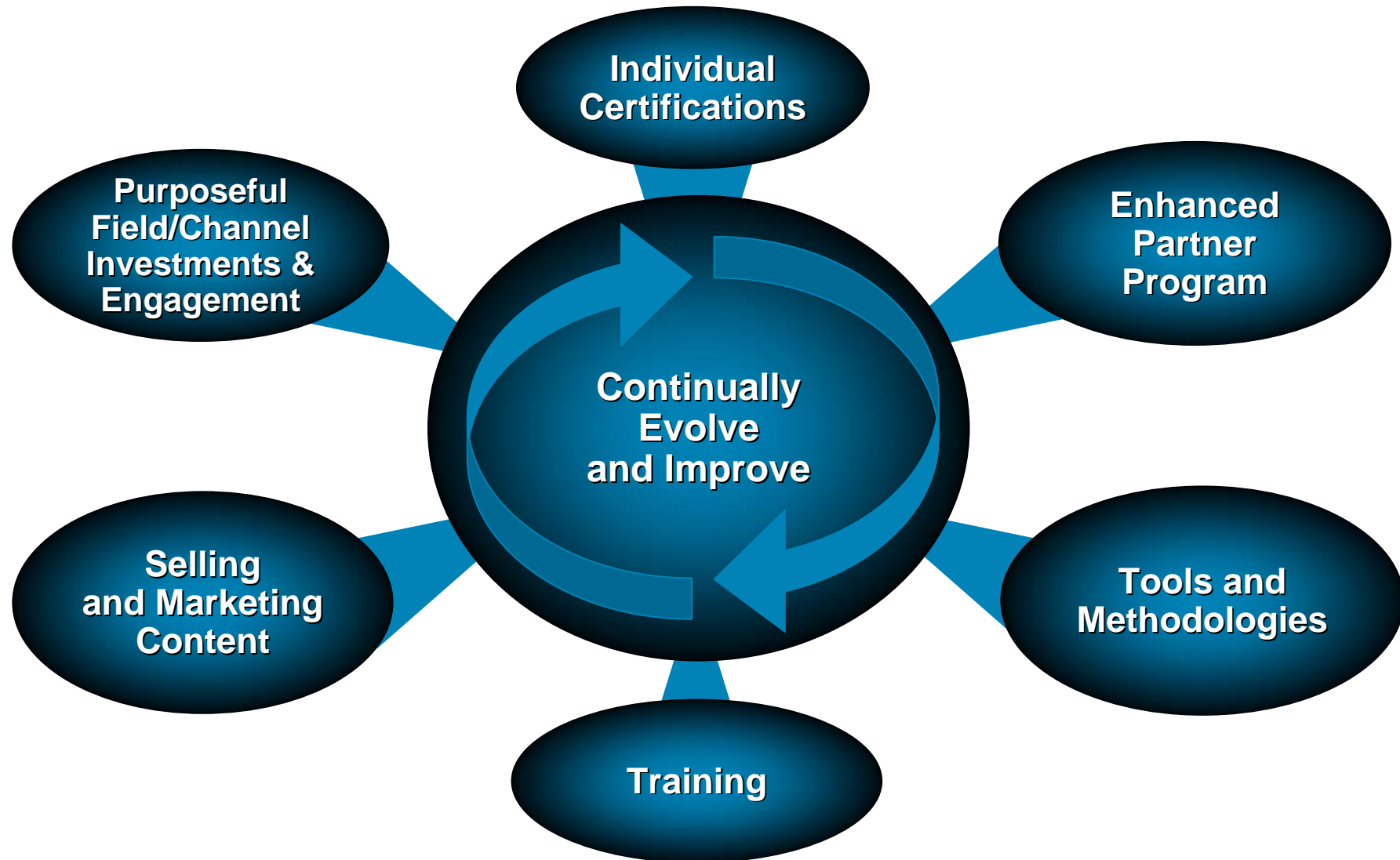
**Tools, Training,  
Process and  
Procedures**



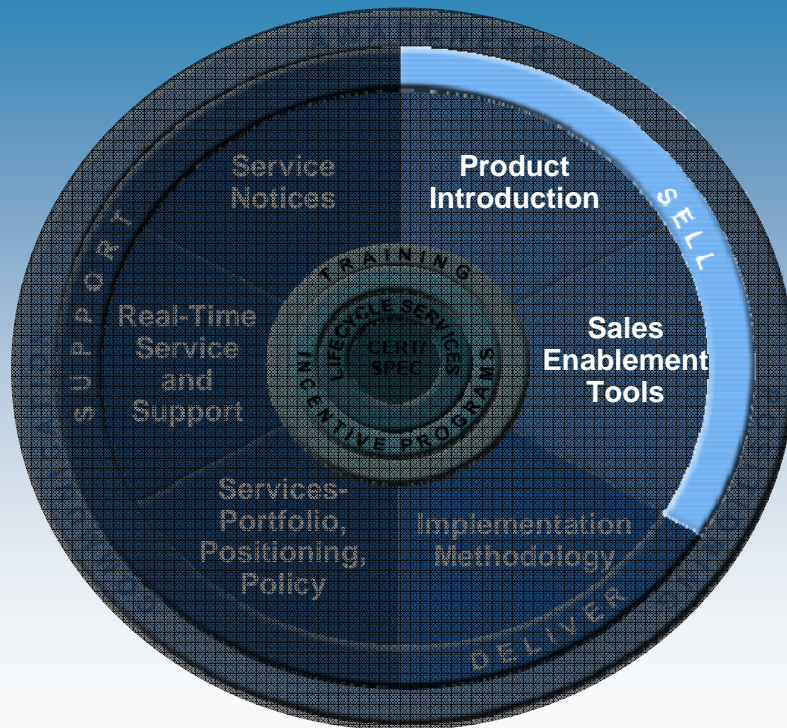
**Marketing,  
Communications  
and Sales**



# Six Keys to Partner Success



# PE Tools



## Sales Accelerator

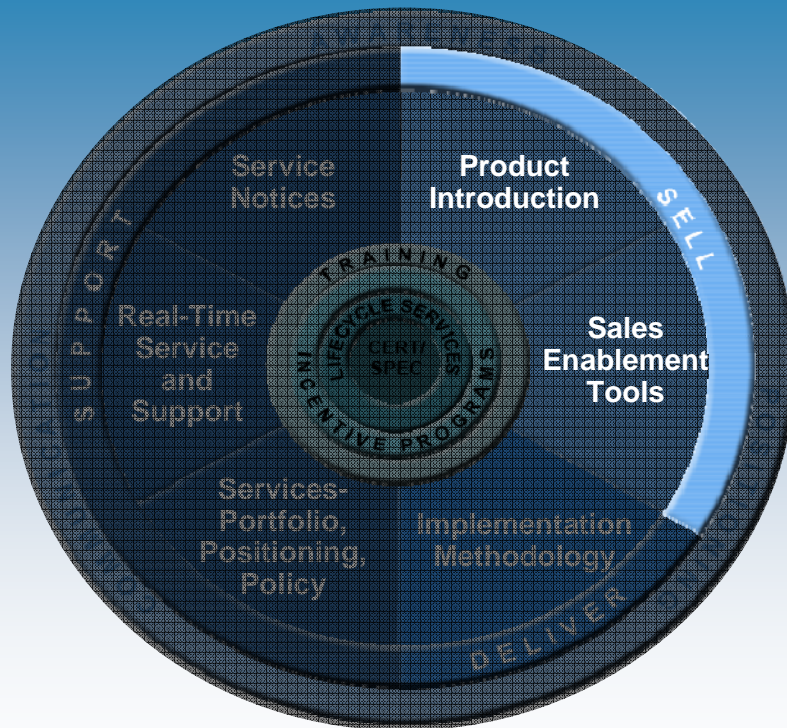
“How-To Sell” Library:

- Presentations & VODs
- Case Studies
- Sales Training

## CPI

Personalised newsletter service for partners, providing the opportunity to tailor content based on business needs, markets, technologies and solutions interest. Also includes co-branded newsletter for partners to offer to their customers

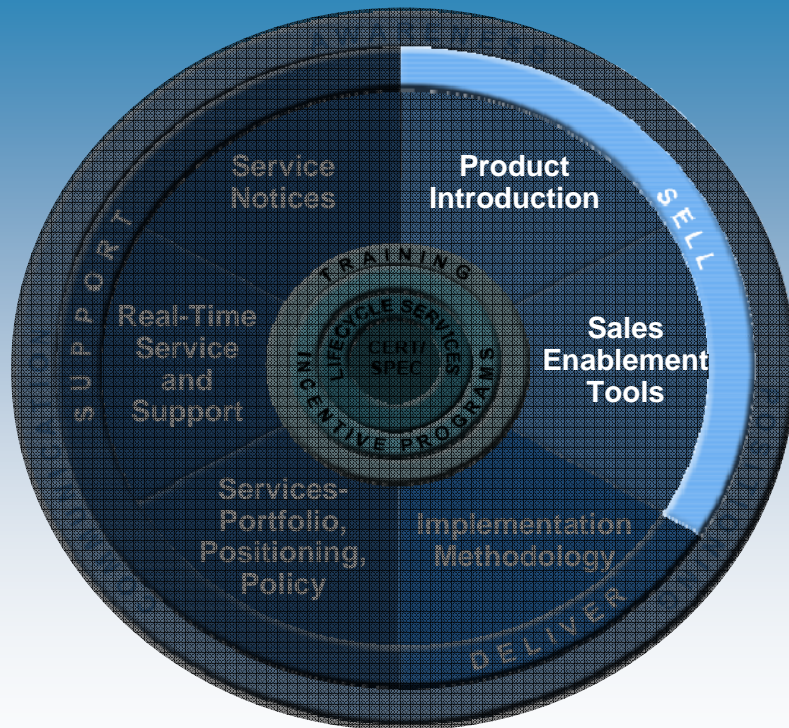
# PE Tools



## Collateral on Demand (CoD)

Create customisable email blasts, postcards, ads, flyers and more to build customer awareness, while reducing time-to-market and overall costs

# PE Tools



## Discovery

Mine installed base for network refresh and AT opportunities

Improved satisfaction and profitability

Over 1250 Partner “Discoveries” complete

## Secure Business Advisor

Online tool that helps your customers assess their security risk profile

Discover your customers’ security needs

## Solutions Expert & QuoteBuilder

Maximizes productivity by driving efficiency and accuracy

Cuts selling time and costs:  
From hours to minutes

# PE Tools



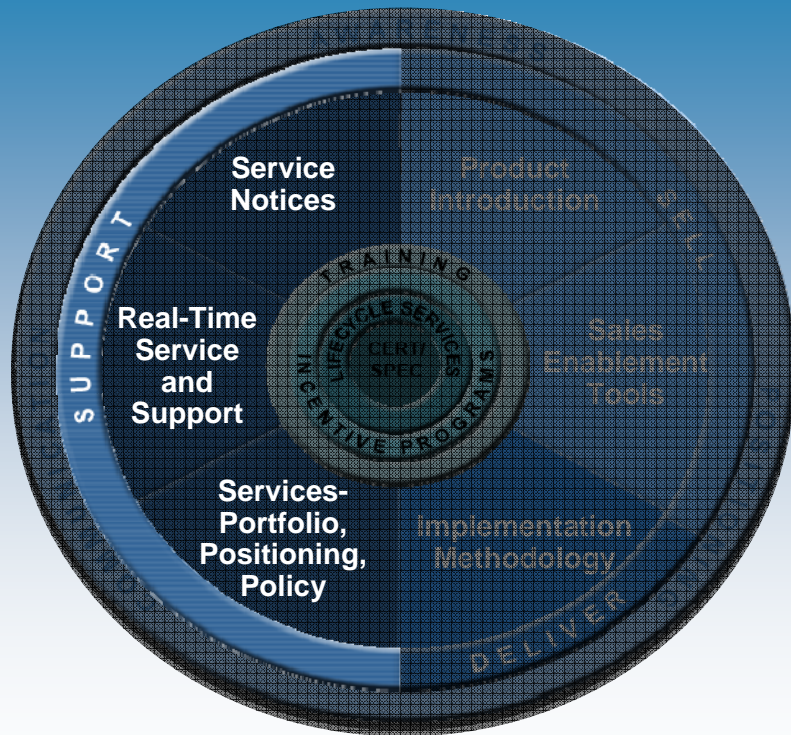
## Steps to Success

Key resource for solution project management and planning

Valued delivery source supporting Voice, Security and Wireless

100K downloads per quarter

# PE Tools



## PDI Help Desk

Front end support for UC design/implementation

## Partner Help Online (PHO)

Pre-sales Technical Helpdesk

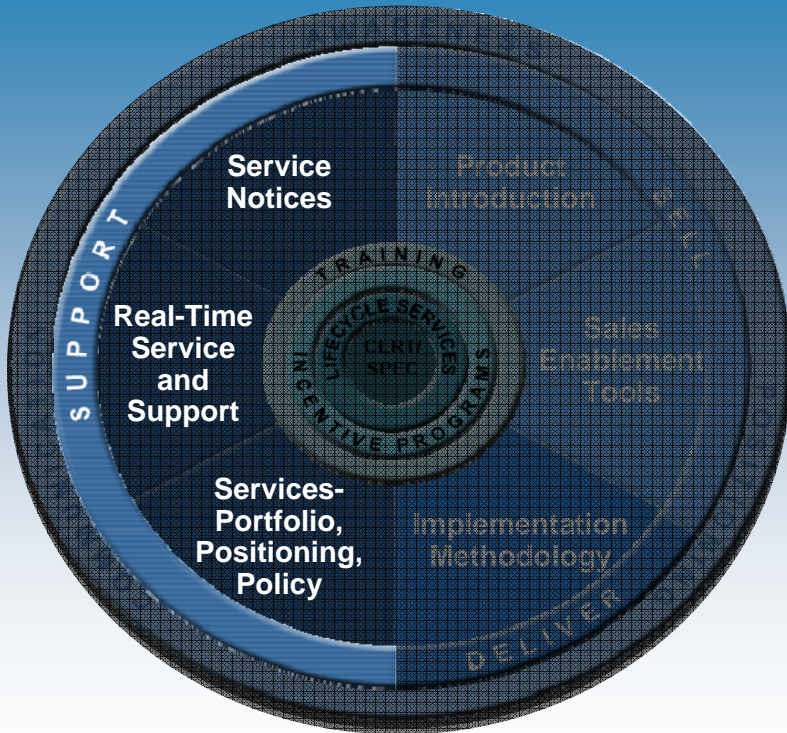
APAC Language – Mandarin, Cantonese, Thai, Korean available

## Partner Relationship Team

Dedicated support group for partner-focused channel tools and programs

APAC Language – English, Mandarin

# PE Tools



## Partner Self Service

Convenient method for partners to update information

Enables communications on policies and program changes to be routed to partners

## Partner eLearning (PEC)

A one-stop learning portal that offers all inclusive technical and sales training to partners at little-or-no cost



# Partner Enablement

Sales & Marketing Tool:  
Sales Accelerator



**Build Your Business. Expand Your Knowledge**

**Vicki Ch'ng**

**Partner Marketing Manager – Partner Enablement, & Solutions  
Channels & Partner Alliances, Asia Pacific**

# Sales & Marketing Tools

## Sales Accelerator

### Advantages

- Complete guide – to selling Cisco Unified Communications
- Get the latest updates on product news, content & selling tools.
- The CD-format allows users to easily bring the material anywhere. Does not require internet access to use. *(Updates require internet access.)*



# Tools & Methodologies: Sales Accelerator

Cisco Unified Communications 3.0 : Start Here - Start - Welcome

CISCO UNIFIED COMMUNICATIONS  
Version 3.0

> Start Here Executive Summary Why Unified Communications? Why Cisco? The Evidence Library Tools

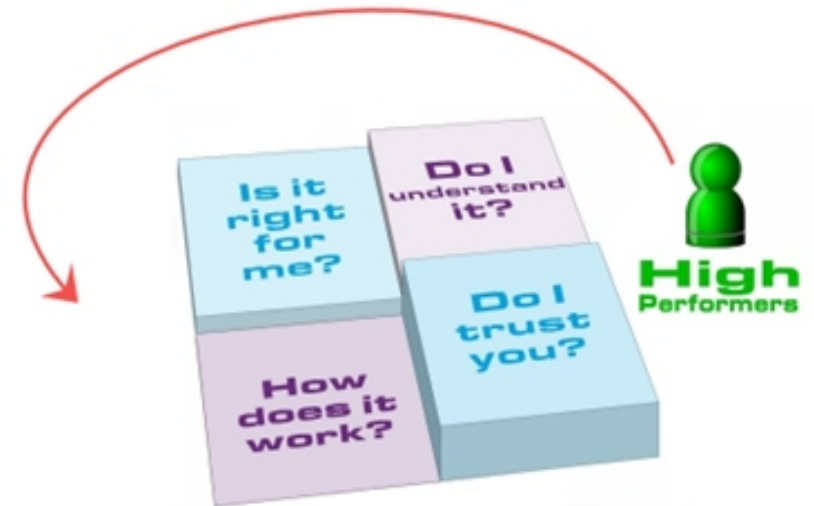
## Background & Structure

- Concise and clear messaging – business and not technical
- All levels of experience in selling Cisco Unified Communications
- Easy to use
  - Customer facing
  - Background and Reference materials

# Tools & Methodologies: Sales Accelerator

## Background & Structure

- Focus on trust & understanding:-  
Do I trust you?  
Do I understand it?



# CISCO UNIFIED COMMUNICATIONS

Version 3.0

[Start Here](#) [Executive Summary](#) [Why Unified Communications?](#) [Why Cisco?](#) [The Evidence](#) [Library](#) [Tools](#)





# CISCO UNIFIED COMMUNICATIONS

Version 3.0



[Start Here](#) [Executive Summary](#) [Why Unified Communications?](#) [Why Cisco?](#) [The Evidence](#) [Library](#) [Tools](#)



Executive summary  x  
The Communications Landscape

# CISCO UNIFIED COMMUNICATIONS

Version 3.0



[Start Here](#) [Executive Summary](#) [Why Unified Communications?](#) [Why Cisco?](#) [The Evidence](#) [Library](#) [Tools](#)



## BUSINESS

- Reducing Communication Chaos
- Working Effectively from Anywhere
- Working Collaboratively
- Improving Customer Service

## TECHNICAL

- Improving Responsiveness
- Easier Management
- Reducing Operational Costs

[Why Unified Communications? Synopsis](#)



# CISCO UNIFIED COMMUNICATIONS

Version 3.0



[Start Here](#) [Executive Summary](#) [Why Unified Communications?](#) [Why Cisco?](#) [The Evidence](#) [Library](#) [Tools](#)



BUSINESS
Unrivalled Experience
Unsurpassed Reliability and Security
Miercom Security Video
TECHNICAL
Global 24/7 Support
Low Risk
Open Standards
Smooth Migration
Why Cisco? Synopsis

# CISCO UNIFIED COMMUNICATIONS

Version 3.0



[Start Here](#) [Executive Summary](#) [Why Unified Communications?](#) [Why Cisco?](#) **[The Evidence](#)** [Library](#) [Tools](#)

Navigation icons: Save, Print, Home, Back, Forward, Stop, Refresh, Search, Close

- Case Studies
- Customers (logos)
- Analyst Research and Reports ▶



# CISCO UNIFIED COMMUNICATIONS

Version 3.0



- Start Here
- Executive Summary
- Why Unified Communications?
- Why Cisco?
- The Evidence
- Library
- Tools

Start	▶	
The Communications Landscape	▶	
Voice Fundamentals	▶	Why is it Important?
What's New in Cisco Unified Communications?	▶	Understanding the Telecoms Manager
Selling Cisco Unified Communications	▶	Discovery Questions for the Telecoms Manager
Cisco Capital	▶	Tools used by Telecoms Personnel
Service and Support	▶	Technology
		Technology Discovery Questions
		Jargon Buster

# CISCO UNIFIED COMMUNICATIONS

Version 3.0



- Start Here
- Executive Summary
- Why Unified Communications?
- Why Cisco?
- The Evidence
- Library
- Tools

- Start
- The Communications Landscape
- Voice Fundamentals
- What's New in Cisco Unified Communications?
  - New Positioning: Cisco Unified Communications
- Selling Cisco Unified Communications
  - Terminology Guidelines
- Cisco Capital
  - New Products and Enhancements
    - Unified Communications Products At-A-Glance
- Service and Support
  - Pricing and Packaging

# CISCO UNIFIED COMMUNICATIONS

Version 3.0



- Start Here
- Executive Summary
- Why Unified Communications?
- Why Cisco?
- The Evidence
- Library
- Tools

- Start
- The Communications Landscape
- Voice Fundamentals
- What's New in Cisco Unified Communications?
- Selling Cisco Unified Communications**
  - Understand the Business Drivers
  - Moving up the Technology Adoption Curve
  - Identify and Align with the Decision Makers
  - Overcome Challenges
  - Promotions and Offers
- Cisco Capital
- Service and Support

How to Sell Guide for SMB and Medium-sized Business

# CISCO UNIFIED COMMUNICATIONS

Version 3.0



[Start Here](#) [Executive Summary](#) [Why Unified Communications?](#) [Why Cisco?](#) [The Evidence](#) [Library](#) [Tools](#)



- Unified Communications Products At-A-Glance
- Q & As ▶
- Brochures ▶
- White Papers ▶
- Presentations ▶
- Demonstrations ▶
- Datasheets ▶
- RFP ▶
- ROI
- Blueprints ▶
- Useful Web Links
- Animation Transcripts ▶



# CISCO UNIFIED COMMUNICATIONS

Version 3.0



[Start Here](#) [Executive Summary](#) [Why Unified Communications?](#) [Why Cisco?](#) [The Evidence](#) [Library](#) [Tools](#)



- HELP
- Navigation
- Using Animations
- Using Case Studies
- About Automatic Updates
- Feedback Form
- Download Updates Now
- Turn Updates Off
- Print
- Search
- Email a Document
- About...

