



CHAMPIONS OF DIVERSITY Newsletter

Fall/Winter
2015

FEATURES

Fifth Annual Cisco Partner Operations Diversity Forum at NMSDC

The Cisco Diversity Business Practices group held its annual Partner Operations Diversity Forum in conjunction with the National Minority Supplier Development Council's (NMSDC) annual conference and business opportunity exchange that boasted attendance in excess of 6000. Attendees included corporate supply chain officials, minority-owned business enterprises, procurement agencies and contracting officers from multiple federal and state agencies, many of whom are Cisco customers and channel partners. This year's meeting was held in San Diego, California, November 18–21. [Continued on page 3](#)

MIRROR SHOW MANAGEMENT: CREATING CUSTOMIZED MEMORABLE CUSTOMER EXPERIENCES

When your defining passion is customer service, you can't help but create memorable moments for your customers. Donna Shultz, founder and president of Mirror Show Management (MSM), a New York-based customer experience agency launched this company in 1993 and has grown it exponentially over the years in some pretty amazing ways and it shows. [Continued on page 6](#)

2015 USHCC National Convention: Cisco Partners with UDT & Microsoft

Cisco is a proud supporter of the U.S. Hispanic Chamber of Commerce (USHCC) and its advocacy for the development and utilization of Hispanic-owned business enterprises. In partnership with Cisco Hispanic-owned gold partner United Data Technologies (UDT) and Microsoft, Cisco cohosted a booth to showcase a new eCloud collaboration solution at the 2015 USHCC National Convention, September 20–22 in Houston, Texas. [Continued on page 7](#)

GLOBAL OFFSET AND COUNTERTRADE — PROMOTING DIVERSITY AROUND THE WORLD

Making significant economic effects in the places where we live, work, play, and learn is foundational to Cisco throughout its entire organization. The Diversity Business Practices (DBP) group is proud to share yet another way of many in which Cisco fosters real champions of diversity.

A sister organization to DBP, Global Offset and Countertrade (GO&C) in Worldwide Sales Strategy and Operations – Insight Innovation, makes sure that Cisco contributes to the local economies in which it conducts business. [Continued on page 5](#)

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Supplier Diversity a Priority in the 2015 Cisco Corporate Social Responsibility Report

World-class companies have world-class supplier diversity programs. Among the elements identified as indicators of a world-class supplier diversity program is the inclusion of supplier diversity in the company's corporate social responsibility (CSR) report. For more than a decade now, the Cisco supplier diversity initiative has been an integral part of the annual CSR report.

Corporate social responsibility refers to operating a business in a manner that accounts for the social and environmental effects created by the business. CSR means a commitment to developing policies that integrate responsible practices into daily business operations and to reporting about progress made toward implementing these practices (source: AsYouSow.org).

The Cisco approach to CSR is to use our expertise, technology, and partnerships to create positive effects around the world. We believe that being socially and environmentally responsible is good for people and the planet and essential to the long-term sustainability of our business.

Each year, supplier diversity in the Cisco CSR report grows. Our stakeholders reinforce the importance of supplier diversity as a business program and as a business imperative.

Cisco Diversity Business Practices lead the company's supplier diversity initiative, which includes our diverse-owned channel partners who are first-tier suppliers to our customers. This unprecedented program's ongoing goal is to integrate diverse suppliers, partners, and business solutions into the sales department to meet customer requirements. One of the partner diversity goals for fiscal year 2016 is to provide support to 250 diverse-owned partner organizations.

Check out the supplier diversity section [here](#), and be sure to review the entire report.



QUICK FACTS FROM CSR REPORT

\$20K

IN WEBEX GRANTS AWARDED

86

CUSTOMERS' TIER 2 REPORTS COMPLETED

Continued from page 1

This year's forum theme, "The Business of Connecting the Unconnected: The Internet of Everything," attracted some of Cisco's largest minority-owned channel partners, customers, and distributors. Hosted by Madison Gunter III, manager, Diversity Business Practices, the forum's stakeholders were treated to fresh information about Cisco's strategy for IoE from the office of Cisco's Joseph M. Bradley, vice president, Global IoE Practice.

Andy Noronha, consulting director, Global IoE Practice, Cisco, shared the company's strategy for IoE with a room of about 100 captivated stakeholders. Noronha, also a Senior Research Fellow with the Global Center for Digital Business Transformation, got right to the business of connecting the unconnected by reminding some and illuminating for others that the Internet of Everything is comprised of the networked connection of people, process, data, and things. The primary focus of his presentation for channel partners and customers alike was linking IoE to digital business, and describing how digital disruption is reshaping both industries and the competitive landscape for companies through a phenomenon called the "Digital Vortex" (also the title of his presentation.)

A few of his takeaways included:

- Only one out of four companies has a plan to prepare for digital business transformation.
- By using IoE to enable hyperawareness, informed decision making, and fast execution, organizations can transform their workforces to respond to digital disruption.
- An inclusive approach to innovation within and outside the four walls of your organization is required for success.

Forum attendees were further treated to how one of Cisco's largest diverse partners, **Zones**, has positioned itself to be a more than viable solution to customers navigating the digital transformation channels. Stephen Lurie, vice president, Internet of Things (IoT) Practice, Zones kicked off his presentation with a brief customer satisfaction **video** of how Zones helped to connect the unconnected to the Internet of Things, the network of physical objects or "things," for the purposes of collecting and exchanging

Fifth Annual Cisco Partner Operations Diversity Forum at NMSDC



Left to right: Roger Vasquez (Zones), Andy Noronha (Cisco), and Stephen Laurie (Zones).

data. Lurie then outlined how Zones, a global provider of comprehensive IoT solutions, has made significant investments in IoT, including launching a dedicated IoT solutions subsidiary that will also be diverse-owned and fully integrated in all of Zones systems, processes, and procedures.

To further reinforce the Zones commitment to customer satisfaction with the Zones IoT services and as a segue, Lurie launched a second short customer satisfaction **video** that featured the forum's third and final speaker, Roger Vasquez.



As typical in this forum series, customer testimonials are requested, delivered, and always well received by attendees. Vasquez, once the director of engineering for Transwestern, a Zones customer, spoke to how well Zones performed for his then employer, how the business was able to turn a 70-story, two-tower building made of glass and aluminum built in 1975 into a smart building with the services provided. Vasquez was so pleased by the service and technology installed by Zones that he is now an

employee of the diverse-owned Cisco gold partner and global provider of comprehensive IoT solutions and one of our favorite customer satisfaction stories.

Hosted by the Cisco Diversity Business Practices (DBP) organization led by Karen Mangia, senior director, Insight Innovation and Diversity Business Practices and Gunter, the DBP team was joined by colleagues from Cisco sales, partner, supply chain operations, global procurement services, and diverse channels distribution departments.

Also a staple to the DBP forums is the hour-long networking reception immediately following the forum whereby stakeholders can speak to Cisco executives one on one, learn more about DBP programs with diverse-owned partners, greet and collaborate with diverse-owned partners on existing and new opportunities, and hopefully share best practices and resources with each other for obtaining additional Cisco products and services.

This forum was one of the most highly rated forums by our stakeholders to date.



DW MORGAN APPRECIATED AT ANNUAL CISCO SUPPLIER EVENT

Cisco Executive Mentor Protégé Program (EMP²) graduate D. W. Morgan Company, Inc. (DW Morgan) was recently awarded two coveted and hard-won awards at this year's annual Cisco Supplier Appreciation event: the Excellence in Global Logistics Award and the Excellence in Diversity Award. DW Morgan, led by David W. Morgan and his team, is especially proud of the Excellence in Global Logistics Award, which recognizes their commitment to excellence and hard work. Improving their supplier scorecard quarter over quarter and exceeding expectations in the final fiscal quarter contributed greatly to this recognition. This diverse-owned business enterprise faced stiff competition for the global logistics award from other diverse-owned, EMP² graduates and larger carriers such as Federal Express and United Parcel Service.

Positioning itself as a logistics optimization specialist to Cisco this past year, DW Morgan was instrumental in consolidating 15 trucking lanes in Penang, Malaysia into five multistop routes to maximize efficiencies and also collaborating with other carriers to convert paper-based documentation to electronic documentation.

Like Cisco and many of its corporate peers and customers, DW Morgan has a strong and proven commitment to diversity in its supply chain. As a diverse-owned supplier, DW Morgan is a leader among its peers and has a formal supplier diversity program and seeks out diverse partners as it expands its geographic footprint across regions.

DW Morgan has earned the appreciation and recognition of excellence from of many customers, industries, countries, and peers. [Learn more about DW Morgan.](#)

morgan[®]
SUPPLY ON DEMAND



Left to right: Jeff Gallinat (Cisco), Gary Cooper (Cisco), John Hoyt (DWM), David Morgan, Maria Guerrero (DWM), Kathleen Shaver, (Cisco)



Kathleen Shaver, Director, Supply Chain Operations, Cisco



Left to right: Jeff Gallinat (Cisco), John Hoyt (DWM), Maria Guerrero (DWM), Jim McLaughlin (Cisco), Jack Allen (Cisco)

Global Offset and Countertrade: Promoting Diversity Around the World *Continued from page 1*

The GO&C team is responsible for working with regional sales teams to educate and advise on offset contractual requirements in the request for proposal (RFP) stage because offset proposals may be required as part of any tender above a certain value threshold and can play a part in who receives the contract award. Cisco has recently enhanced its public sector strategy with localized Cisco country entities to sell directly to public sector accounts when required. As a direct result, GO&C will be seeing an increase in offset proposals, either through direct sales or through contract flowdowns from its customers.

IN THE KNOW...

WHAT IS COUNTERTRADE?

Countertrade is a generic term that includes offset, but today countertrade has come to generally mean the use of reciprocal trade tools, such as barter or other export activities, to meet hard currency needs, primarily in commercial transactions.

WHAT IS OFFSET?

Offset or offsets are generally connected with the sales of infrastructural and/or "big ticket" items, both defense and nondefense, to foreign governments, which require the seller to provide some reciprocal economic benefit to the country.

FAST FACTS

48%

BLACK FEMALE CCIE WRITTEN CERTIFIED

785

CISCO TECHNICAL CERTIFICATIONS ACHIEVED

In many emerging countries, the public sector procurement laws resemble those of the United States Buy American Act in the Federal Acquisition Regulations. Essentially, offset contractual requirements mandate that the winning bidder (of a certain monetary threshold) of another country must obligate a percentage of the contract value to support a required economic impact program for the awarding country. These offset funds are to invest in the economic vitality and high-tech talent in emerging countries.

After a contract award is made with the accepted offset proposal approved, the GO&C team's work really begins as it:

- Finds creative ways to use social responsibility and skills development programs
- Maximizes offset credits and reduces offset costs
- Executes and manages these programs at a world-class cost
- Documents performance in offset projects and monitors changes in offset policies in different countries

Over the years, GO&C has used or developed capacity building programs to satisfy many of the country economic effect needs from a presales (career) development program, a talent (technical and professional skills) development program for postsales employment, and even an entrepreneur institute that develops entrepreneurs and small and medium business owners.

In a recent offset program proposal submitted to and awarded to Cisco in a South Africa deal, the GO&C talent development program, officially known as the Global Talent Acceleration

Program (GTAP), was employed as a part of the offset proposal to strategically provide a viable economic effect. Elements of this program include the recruitment and training of previously disadvantaged individuals to develop technical and professional skills for postsales network consulting engineers at the CCIE written level in an 18- to 20-week program. Prior to training, those recruited and vetted for the program received an employment contract for work immediately following the training. Proof of the effectiveness of this program over a five-year period in Cisco South Africa includes:

- 287 recruited
- 233 CCIE written certified
- 785 Cisco technical certifications achieved
- 287 jobs created across various industries
- 48 percent black female CCIE written certified

This global strategic unit is led by Michael Rothermel, who has nearly 25 years of experience in global offset and countertrade and serves on the Global Offset and Countertrade Association executive board. Edrei Schoeman is a strategic offset team member located in South Africa and does the yeoman work in the field, managing the programs and support partners and tracking and reporting progress.

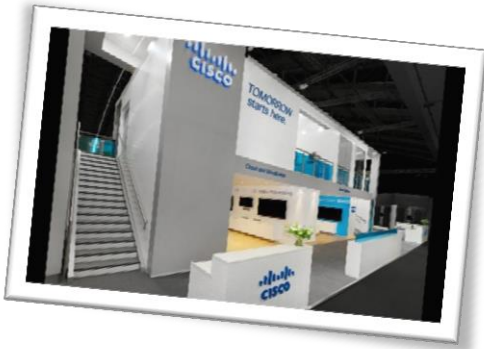
We congratulate Michael and Edrei as they promoting diversity around the world.

FOR MORE INFORMATION

Learn more about Global Offsets and Trade Association [here](#).

MIRROR SHOW MANAGEMENT: CREATING CUSTOMIZED MEMORABLE CUSTOMER EXPERIENCES *Continued from page 1*

MSM is a tradeshow, exhibit, and event management company, but is not your typical tradeshow vendor. It provides customized customer experience services focused on exhibits and events worldwide. In addition to managing nearly 1000 shows a



year from design, custom in-house fabrication, interactive content development, and inventory management, it also provides event marketing services to include theming and production, registration, and worldwide messaging consistency and provides a portal to view your entire inventory in a single glance in real time. MSM also led its peers by developing a barcoding system to track all of the items in its warehouses.

Shultz and her team have broken ground in many areas of this fast-paced and very service-based industry. Early on, Shultz took the time to poll her customers to assess unmet needs, resulting in guaranteed pricing through a reliable square foot pricing formula and a 30-day guarantee on which her clients have come to depend. There are many other contributors to MSM's significant growth and sustainability. One particular key to its success that was a huge draw for Cisco was MSM's ability to consolidate and store its tradeshow properties for use by other business segments and divisions when not in use. Jeanne Robb, director, Corporate Events, Cisco, saw the major advantages of consolidating and sharing tradeshow properties within Cisco. She brought everything together in one "campus" and hired one company to manage the entire thing: MSM. Cisco overall is able to further use unified branding across its businesses,

save on the cost of new constructions in many instances, and lower storage costs.

MSM manages Cisco's annual flagship event, Cisco Live, Cisco's premier education and training destination for IT professionals worldwide that can easily attract 25,000 plus attendees. Coming onboard for this show after only one year with Cisco, MSM managed its first Cisco Live in 2012 and proved its value to Cisco by using its "power of one: a one-source, one-accountability team" and was able to immediately add value to the six business units that hosted booths at the



show by first, reducing the number of vendors, using Cisco's unified brand, and by having one source of accountability for all of the tradeshow booth properties, designs, staging, and billing, producing both tangible and intangible value to the company. After taking on Cisco's tradeshow business, Shultz quickly established a team of program managers on whom Cisco exhibit managers can rely to handle every detail of their exhibits.

Robb was happy to exclaim after MSM's debut at Cisco Live, "Once again I can't begin to tell (MSM) you how much I value the partnership that we've forged between our two teams. The work (MSM) you

and the team have done to uplevel our presence at industry events is what I was dreaming of. Being able to 'sizzle on a dime' has truly come to life. Thank you (MSM) and your entire team for the hard work, time, and energy to create an amazing portfolio of work for Cisco."

MSM attributes its current fast-growth track to increased business from Cisco and other satisfied clients and its industry and national recognition as well.

The following are just a few of its honors:

- Rose to the no. 1 spot on the 2015 Rochester Top 100 fastest-growing private companies after landing at no. 29 a year ago (source: [Rochester Business Journal](#)).
- Places on the Inc. 5000 list of fastest-growing U.S. private companies with its three-year 148 percent revenue growth (source: [Inc. 5000](#)).
- Recognized as 2015 Top Workplace second year in a row (source: [Democrat & Chronicle](#)).
- Became the first exhibit design and production company in the industry to be certified by the Exhibit Designers Producers Association (EDPA) on this new business practices standard.

Mirror Show Management is a women-owned business enterprise certified by the Women's Business Enterprise National Council (WBENC). Learn more about MSM [here](#).

2015 USHCC NATIONAL CONVENTION: Cisco Partners with UDT & Microsoft

Cisco is a proud supporter of the U.S. Hispanic Chamber of Commerce (USHCC) and its advocacy for the development and utilization of Hispanic-owned business enterprises.

In partnership with Cisco Hispanic-owned gold partner United Data Technologies (UDT) and Microsoft, Cisco cohosted a booth to showcase a new eCloud collaboration solution at the 2015 USHCC **National Convention**, September 20–22 in Houston, Texas.

Bronze conference sponsors Microsoft and Cisco announced the extension of their cloud and data center solution relationship this past spring that includes a new technology platform designed to accelerate service delivery and simplify the journey to the Cisco Intercloud for cloud providers. In response to their customers' requirements, a new eCloud solution was born: **Cisco Cloud Architecture for the Microsoft Cloud Platform**, an integrated solution that combines Windows Azure Pack and Cisco Application Centric Infrastructure (Cisco ACI) to help cloud providers rapidly deliver hybrid cloud services while drastically simplifying operations and reducing costs.

USHCC awarded UDT CEO/president/cofounder Henry Fleches its 2015 Businessman of the Year award at this year's convention, and rightfully so. Fleches and his team have grown UDT to be a leader in cloud and managed technology solutions by relying on the motto of "do the right thing and then do things right." The right thing for UDT was being among the first 60 or so Intercloud providers that can now deploy, on demand, a diverse range of cloud services—SaaS, IaaS, PaaS, private, public, and hybrid—to its customers. USHCC **touts** Fleches and UDT for being on track to exceed its 2014 revenues by 35 percent and for one of his most significant accomplishments, the company's growth year over year through the recession that

was more than 500 percent between 2008 and 2014.

UDT credits its growth to its eCloud solution powered on the Cisco Cloud Architecture for the Microsoft Platform **here** as it enables them to build customer loyalty in any sized IT environments.

We congratulate Henry Fleches and his team on the USHCC award and USHCC on another successful convention.

Read more about UDT **here**.



TECHCORNER



TechCorner features diverse-owned technology companies

Company name: Cornerstone Consulting & Technology, Inc.

Core business service/technology: Cornerstone provides Information Technology (IT) consulting services.

Elevator pitch: With three decades of industry experience, Cornerstone is focused on helping our clients save money or optimize their productivity by offering Information Technology services. Our services include IT program management, application development, product procurement support, and overall system and network integration solutions.

Location: San Francisco, CA

Clients: IT, healthcare, telecommunications, energy, government

Year established: 1986

Service areas: National



Diversity certifications: MBE, Small Disadvantage Business Enterprise, Small Business Enterprise

URL: www.cornerstoneconcilium.com

Contact: Derek Lawson, Vice President. dlawson@cornerstoneconcilium.com

CASE STUDY: PARTNER MENTOR PROGRAM PILOT

LARGE PARTNER/NAME: Dimension Data, Inc.

- **Industry:** Technology
- **Location:** Global headquarters in South Africa, with offices worldwide
- **Number of employees:** 28,000 globally

DIVERSE PARTNER/NAME: Global Blue DVBE Inc.

- **Industry:** Technology: commercial and government
- **Location:** Headquartered in Northern California, operations ability nationwide
- **Number of employees:** 75

CHALLENGES

- Global Blue Inc. (GBDVBE) is a disabled veteran-owned small business that faces many of the same challenges that most small businesses face. The most prominent one is the fact that we are always resource constrained. The company is aware of a lot of opportunities in many markets, including the federal space, the State of CA, and with many of the Fortune 200 companies. While the opportunities are there, and customers desire to do business with us, we have not had the ability to be responsive to all of the requests because of lack of engineering and support resources.
- Dimension Data is a global leader in the provision and management of specialized IT infrastructure solutions and services. We have many global, international, and government/education accounts. We have considerable resources and engineering talent; however, we do not have the field technicians or midlevel engineers to support all of our business areas.



SOLUTIONS

- Global Blue and Dimension Data have created a partnership to use our respective strengths to bring world-class cost-effective solutions to market. Dimension Data brings its expansive footprint and immense engineering resources. Global Blue brings access and the midlevel technicians who can do the physical installations.
- Global Blue has also begun to build a subcontractor network of other disabled veteran-owned businesses that can augment our field services teams to install where we don't have a physical footprint.



RESULTS

The relationship is still less than one year old. GBDEVBE and Dimension Data are mutually committed to making the mentor/partnership a success. Their ability to provide engineering and support has allowed us to start to capitalize on many of the opportunities that we have in the past let go. We have penetrated eight new large enterprise accounts in the last two months with our new value proposition that gives big accounts the feeling of security in doing business with a large company and supports their goals to do business with a disabled veteran-owned business. We have also had success in the State of CA and are seeing good results in our continued efforts with the DOE. We are now positioning Cisco solutions with a diverse spend that makes the solutions more attractive to many larger enterprises versus the completion.

We are also pleased that this relationship allows us to engage other disabled veteran-owned businesses with work that they would otherwise not see because of lack of geographic footprint. This solves some of the problems that large enterprises have in meeting goals for diversity because of the smaller size of most veteran-owned businesses.

For Global Blue this has allowed us to hire three new account managers across the country. All of them were disabled veterans who otherwise would not have had this opportunity. We have also been able to refer many veterans to Dimension Data's ASE program, putting them on a technology path that is a career, not just a "job."

RELATED LINKS

Partner Mentor Program: diverse-partners@cisco.com

Global Blue DVBE, Inc.: <http://www.gbdvbe.com/>

Dimension Data Inc.: <https://www.dimensiondata.com/Global>

IN THE NEWS

Cisco DBP Welcomes New Business Development Manager – **MELISSA HOLDER**



Melissa brings more than 18 years of experience to her role as a business development manager, Diversity Business Practices at Cisco. She has championed and mentored diverse teams of professionals to new levels of success in a variety of highly competitive industries, cutting-edge markets, and fast-paced environments. She has been awarded and recognized as a thought leader who demonstrates strong business acumen, an impressive record of accomplishment of hands-on strategic planning and tactical execution, business unit development, coaching, mentoring, and sales quota attainment.

Melissa's primary focus is to build awareness about Cisco's Diversity Business Practice's unique capabilities among enterprise clients, sales teams, and our diverse partner community. She has been tasked not only to develop and maintain relationships with current and past customers and diverse partners, but also to bring vitality, creativity, and ideology to DBP, developing new areas of revenue.

Prior to joining the Cisco Diversity Practices Team, Melissa spent six years within Cisco's Virtual Sales Organization, where she held roles as a senior manager and a virtual sales account manager.

Melissa graduated from the State University of NY at Oswego, where she majored in English writing arts. In addition to her love for writing, admiration for singing, and passion for helping others, Melissa enjoys spending quality time with her lovely daughter.



Madison Gunter III Named Top
30 Champions of Diversity BY
DIVERSITYPLUS MAGAZINE

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