



Cisco
Collaboration Consultant
and Analyst Summit 2009



Cisco's Collaboration Go to Market Strategy

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Cisco Collaboration Go To Market Strategy

... Accelerating Customer Value from Collaboration



Go To Market

Collaboration
Pricing and
Licensing

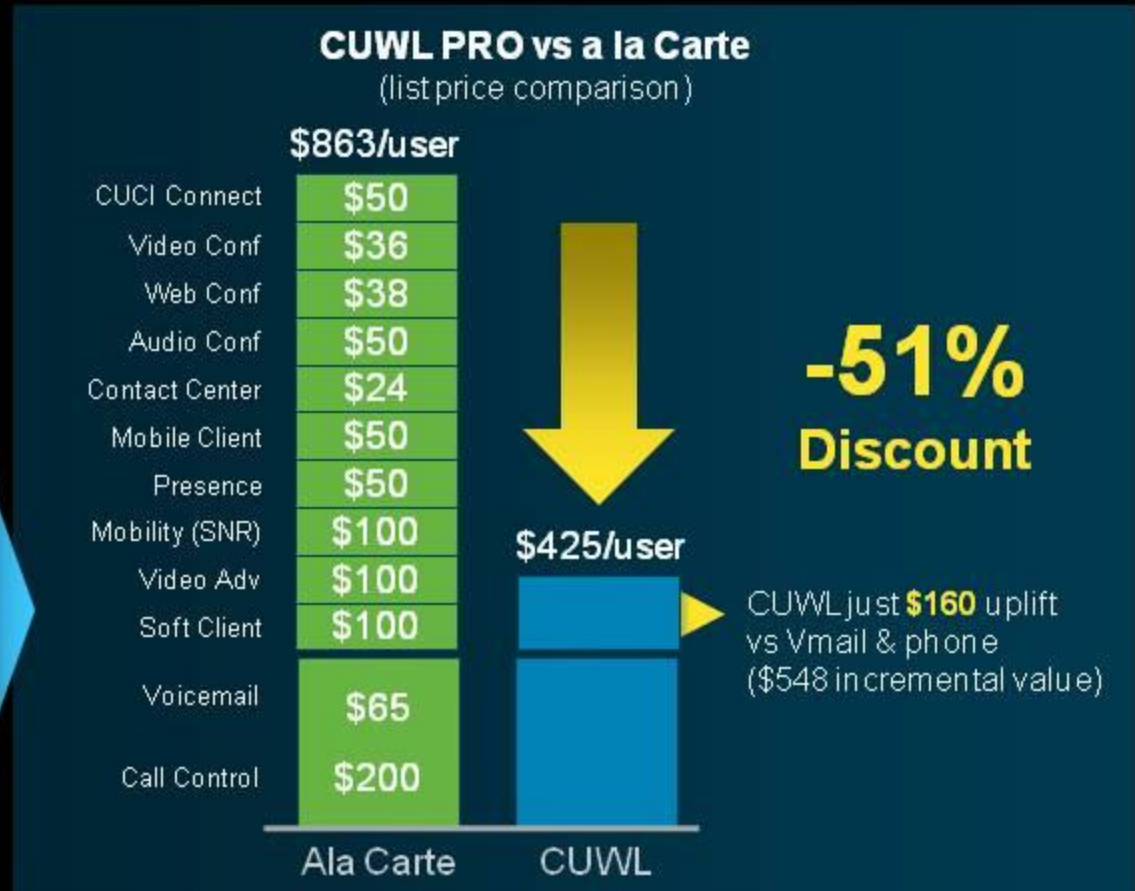
Business
Transformation
and
Solutions

Collaboration
Partner
Enablement

Accelerating Collaboration Adoption

Cisco's Breakaway Pricing Strategy Addresses Customer Desire to Purchase a Collaboration Platform Bundle

- CUWL: Single user license including:
 - UC client software
 - UC server software
 - UC access rights
- 3 years of upgrades and service
- 4 versions:
 - CUWL PRO
 - CUWL STANDARD
 - CUWL ENTRY
 - CUWL BE
- Major new UC 8.0 Enhancements – all for the same price
 - CUCI Connect
 - Intercompany Media Engine (IME)
 - CUPC powered by Jabber



**Accelerating Customer Collaboration Innovation:
Cheaper, Simple, Easy and Most Cost-Effective Way to Get Collaboration**

Pursuing Future Innovative Pricing Models to Further Accelerate Value

1

Product a la Carte to...

2

Bundled Pricing to...

3

Extension of CUWL Bundle...

4

Broader User Based Pricing to...

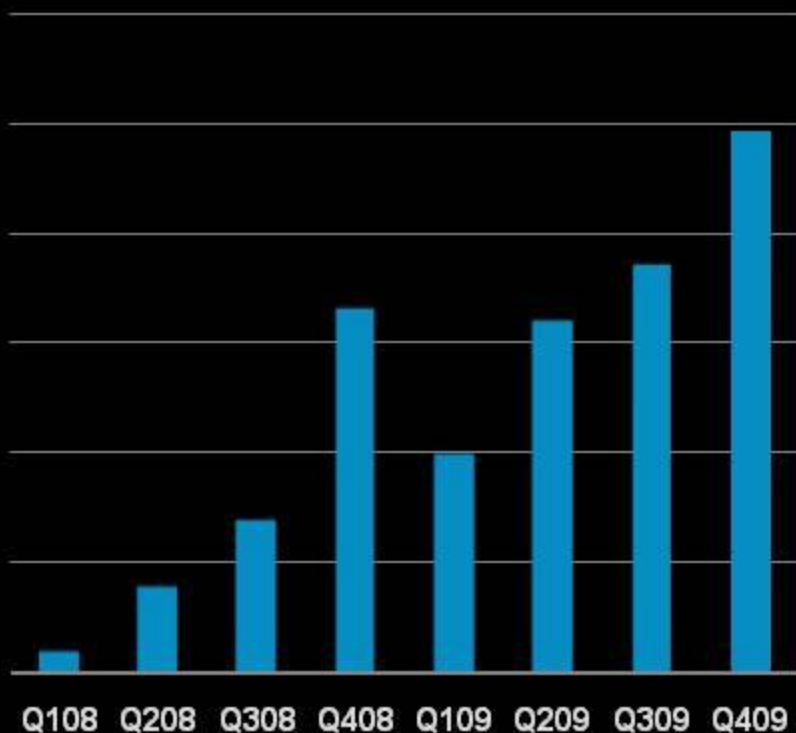
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New Business Models

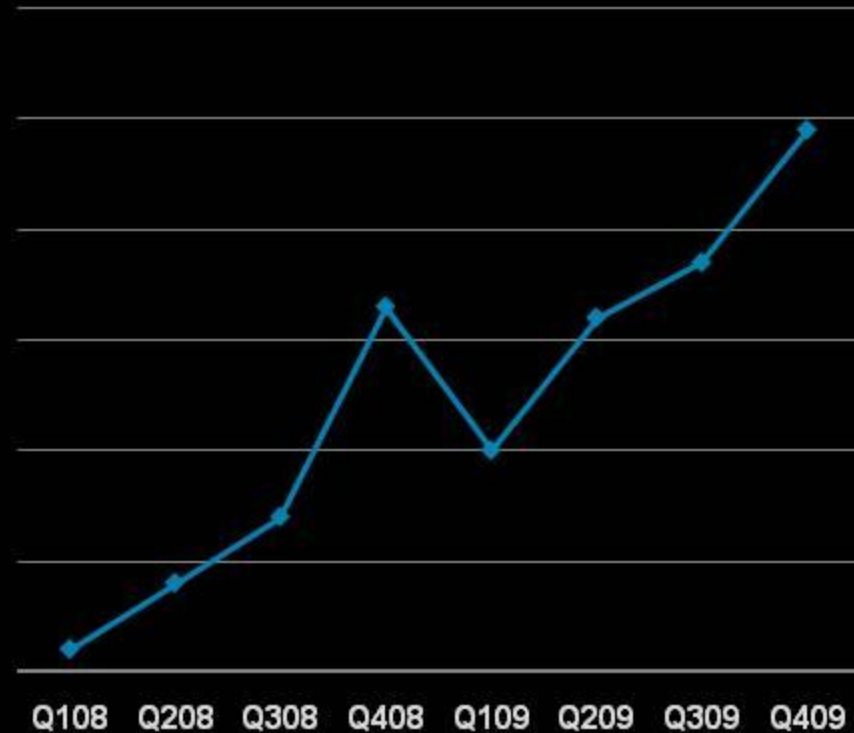


We Are Seeing Rapid CUWL Growth and Adoption

**CUWL
Seat Bookings**



**CUWL Phone Attach
Rate Over Time**



For FY10 Brand New Pricing Programs to Further Help Customer Collaboration Adoption



Accelerate to Collaborate Campaign

- During this critical period of churn in the market, this is the best ever value for competitive take out **today**:
 - Reduces OPEX: Services offers
 - Reduces CAPEX: Trade in offers
 - Reduces TCO: Zero percent financing offers



CUWL Migrate NOW Program

- Existing customers have incentive to move NOW to CUWL with temporarily lowered pricing



Accelerating Partner Success with CUWL

- Partners enjoy increased deal size 8 to 17% and further promotion of incentive programs like OIP, SIP, Gold / Master incentives

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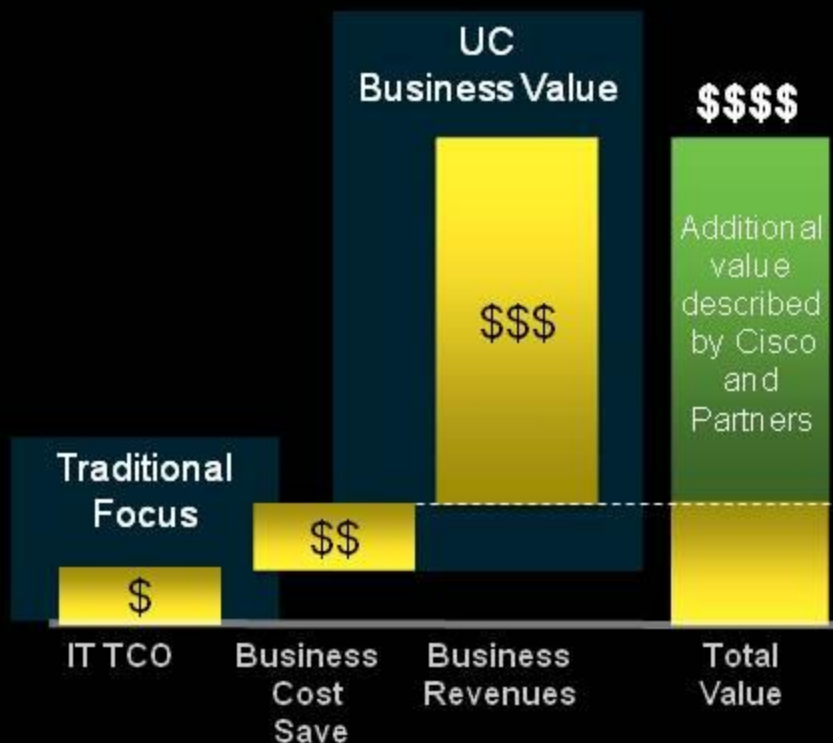
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Focusing on Transformation Delivers Higher Value for Our Customers and Partners

Greater Business Value =
Greater Wallet Share



Partner Results
(\$ Thousands)



Source: Cascade Business Group

Its Not Just About Horizontal Solutions; Its About Vertical Collaboration Solutions



RETAIL

- Store WFM (Kronos, Workbrain)
- Customer Service Connection (Radianta)
- Remote Expert Kiosk (IBM)
- Customer experience (VoiceRite, Litescape)
- Task Mgmt (Reflexis)



EDUCATION

- Text, speech and overhead paging (Berbee, Atlas)
- Emergency notification, attendance (SchoolMessenger)



GOVERNMENT

- UC Shared Services
- Citizen Interaction Network
- Video Arraignment



HEALTHCARE

- Connected Imaging Collab. & Reporting (McKesson, GE)
- Mobile Collaborative Care, Workflow integration (CUAE/TAP, Vocera, Tandberg)



CROSS INDUSTRY

- Warehouse UC Voice picking (Datria, SAP)
- SFA updates (sf.com)



MANUFACTURING

- Location and presence workflows (Intermec)
- Engineering Change Collaboration
- Collaborative R&D



FINANCIAL SVCS

- Virtual Expert
- Power Trader (IPC, BT)
- Connected Mobile Banking



REAL ESTATE

- Hospitality (Precipia, Nevotek)
- Intelligent BMS integration (Vizelia)

Vertical Solutions Are Built by 3rd Party Developer Programs and the Cisco Developer Network (CDN)

Top Tier
(10% by invitation)

Put on Cisco price list as a resell
(Solutions +). Highlighted at trade show
booths, dedicated BD

Mid Tier
(20% by application)

Formal testing certification.
Showcased on CDN.
Solutions Incentive Program

Entry Tier
(70% open enrollment)

Discounts on Cisco equipment
Co-market (website, catalog, logos)

Developers
(Community of 1000's)

Use Cisco Developer Network portal.
Download developer kits, access APIs,
participate in forums

Cisco's Organizational Approach to Transform Customers with Collaboration



[Project](#)
[Unified Com...](#)
[Nurse Connect](#)
[Expert on De...](#)
[Context Aware](#)
[HMI Collabor...](#)
[BioMed NAC](#)
[PCI](#)
[Model Details](#)

Project Inputs

Project Scope

 Unified Communications ☒

 Nurse Connect ☒

 HMI Collaboration ☒

 Expert on Demand ☒

 BioMed NAC ☒

 Context Aware ☒

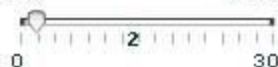
 PCI ☒

Benefit Inputs

Cost of Capital



Total # of Sites



Total # of Beds



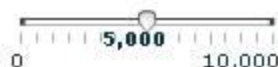
Avg. # of Devices per Bed



Total # of Nurse FTEs



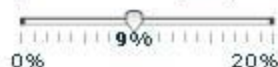
Total # of Phones



Avg. Nurse FTE Cost



Annual Growth Rate



Phase-In Plan

Year 1 Phase In



Year 2 Phase In

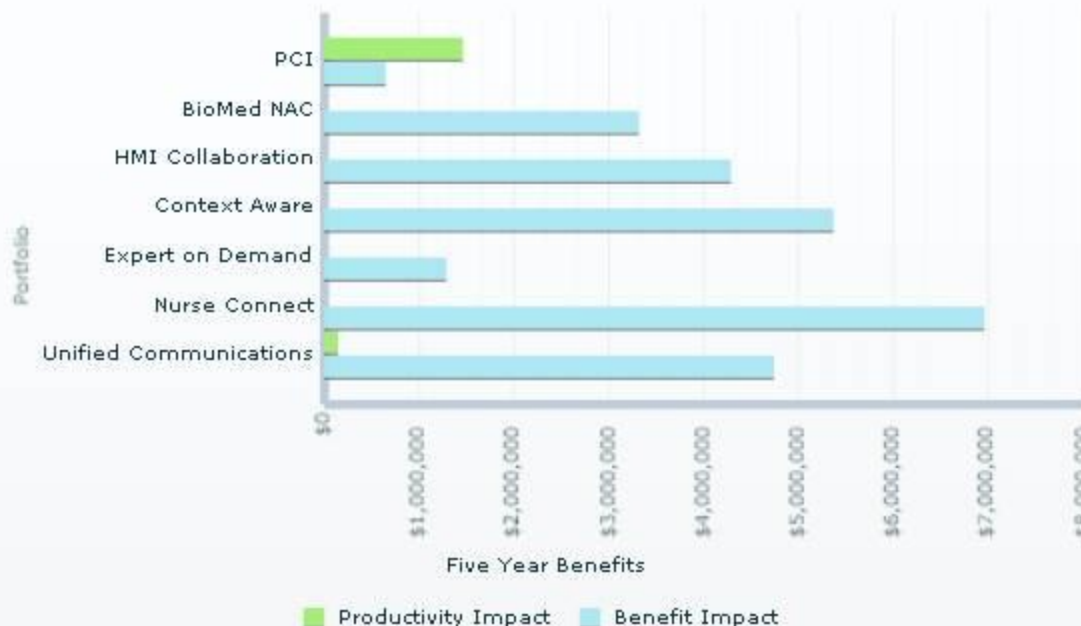


Year 3 Phase In



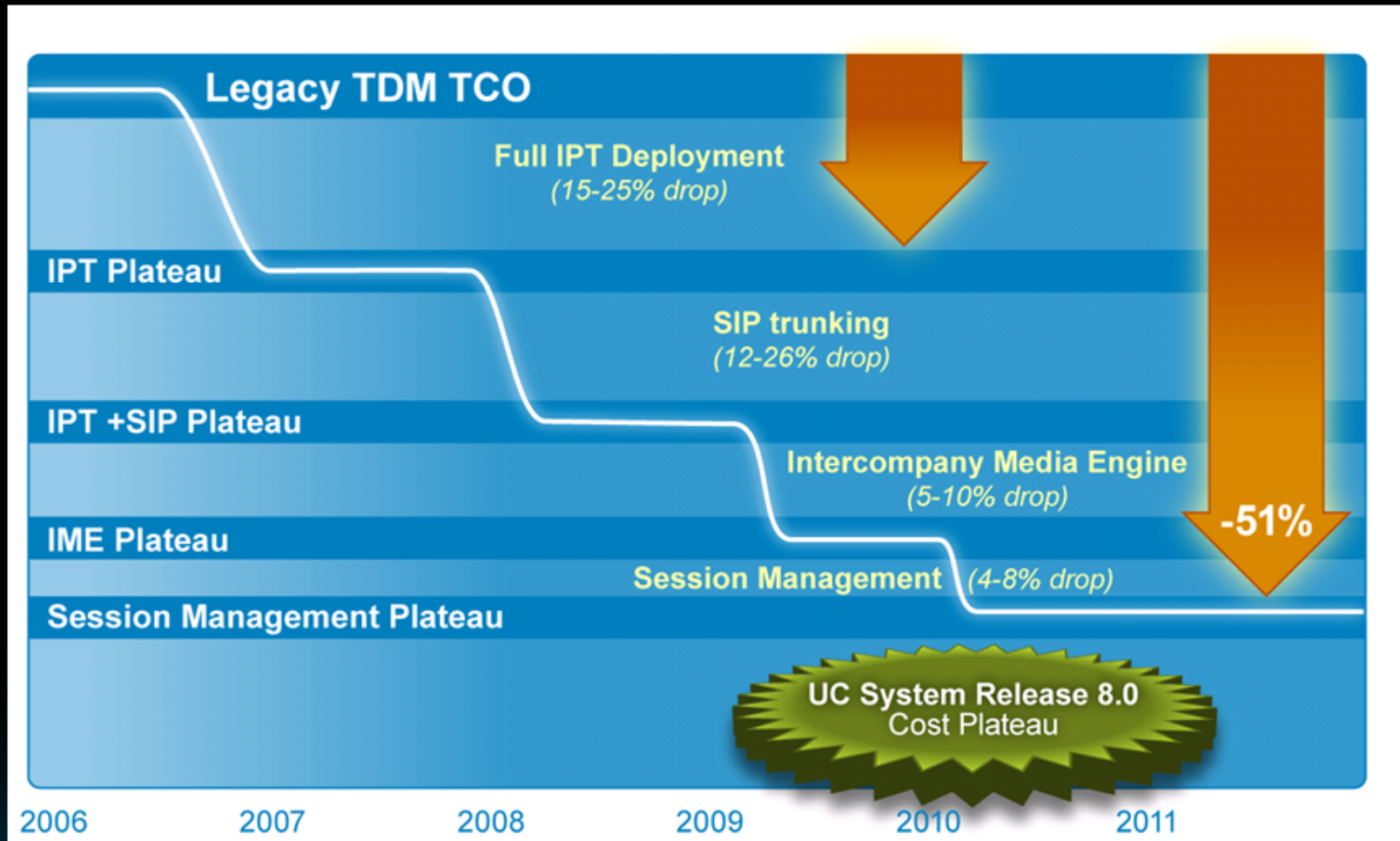
Connected Healthcare

Benefits by Portfolio (5 Yr Discounted Total)



Solution	Benefit Impact	Cost Avoidance
Unified Communications	\$4,739,546	\$144,694
Nurse Connect	\$6,956,462	\$0
Expert on Demand	\$1,283,829	\$0
Context Aware	\$5,364,823	\$0
HMI Collaboration	\$4,286,572	\$0
BioMed NAC	\$3,318,232	\$0
PCI	\$643,890	\$1,461,413
Total	\$26,593,354	\$1,606,108

Every Customer Wants to Reduce Cost: New TCO Math with UC 8.0



<http://www.myciscocommunity.com/docs/DOC-11947>

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\$34B



PROPOSED TRANSFORMATION

PLAN (A)

DESIGNED BY:
CISCO PARTNER



The New Collaboration Practice

- Business Architectural Approach
- Applications, Web 2.0 and Video Skills
- Professional Services at Its Core
- New SaaS and Hybrid Models
- Elevated Business Impact

Go-to-Market Partner Strategic Execution

Training



- UC 8.0 Beta Events
 - Live 270 Partners, 45 hours
 - Remote 2-day Broadcast 100 cities + Remote Labs
- Specialization Briefings
- Launch Webcast
- New Product Training Videos

Tools



- Collaboration Index Tool
- Partner Practice Builder
- Demonstrations – Remote, Live and Flash
- Collaboration Discovery Session
- Migration to UC Session

Programs



- Early Field Trials
UC, WebEx, Digital Media
- Beta Software
UC, Show and Share
- Accelerate to Collaborate
- CUWL "Migrate Now"
- Use Collaboration to Sell Collaboration

Websites and Communities

Partner

- Collaboration Partner Community
- Collaboration Launch Website – www.cisco.com/go/areyouready
- UC Technical Website
- Emerging Technologies Partner Resource Center

UC 8.0 Readiness

Overview (customize) All Content (504) Discussions (446) Documents (56) Videos Set as default tab

ANNOUNCEMENT: Register Today for the UC8.0 S/W Beta Trial [Show Details](#)

Sub Communities

- Collaboration Home
- Contact Center
 - UCCE/CVP ATP
- TelePresence
- Digital Media Suite (DMS)
- Unified Communications
 - UC Beta Trial
 - UC Migration Forum
 - RDM
 - UC 8.0 Readiness
- WebEx
- Demo Central**
- Launches And Events
- Programs and Promotions
- Training Calendar

Actions

- Start a discussion
- Create a document
- Create a video
- Create an announcement
- Create a poll

Unified Communication 8.0 Solution Readiness



This community allows Advanced Unified Communications specialized channel partners to learn about what is new with Cisco's Unified Communications 8.0 Solution Release. Join the discussion forum with other partners and Cisco engineers to share your experience. Post and leverage documents, learn what the experts say, and more

Registration for Europe/Emerging UC 8.0 Beta Training

November 17 & 18 - [Click To Learn More](#)

Recent Discussions, Documents, and Blogs

- Load simulator for IP Phone BIB**
3 minutes ago in [UC 8.0 Readiness](#) by [Jay Siliars](#)
- Re: Licensing@cisco.com issues -- will License MAC make things worse?**
1 hour ago in [UC 8.0 Readiness](#) by [Trey George](#)

Invite a Team Member

[Invite Friend\(s\) to Join](#)

Your Profile



Sam Fahed
[Your View](#)
[Your Friends](#)
[Your Groups](#)

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| | Scott Meyer | |
| | joshmiller | |
| | Mark Gainor | |

[View all participants](#)

Popular Discussions



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Partner Perspective

Mike Heiman, VP Engineering
Nexus IS

»» Nexus Value Proposition - Overview

- 25 years experience
 - 380 Associates
 - » \$200M Revenue (Forecasted/09)
- 12 Cisco awards in the past 5 years
- Leading Customer Satisfaction Excellence Rating Amongst Cisco Certified Partners
- Leveraging our *experience*, *expertise*, and proven *execution* methods to help clients become more efficient, effective, and productive across the entire AT discipline

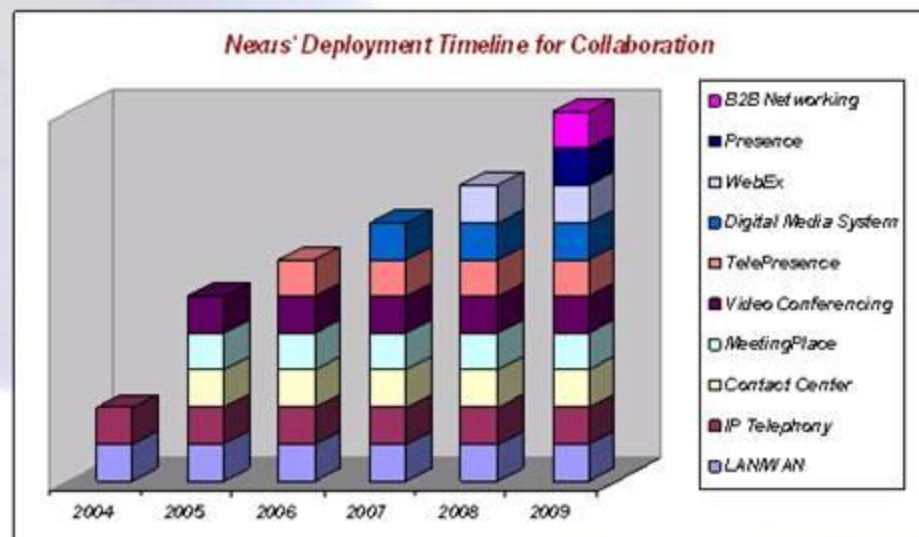
»» What does Nexus do?

- Integrate robust end-to-end solutions built around Cisco UC



»» Business Transformation

- *Connected* our offices and built a customer contact center
- *Collaborated* through audio, video and web conferencing
- *Created* a B2B network with our supply chain
- *Achieved our goals every year*



Discussion and Q&A With Channel Partner





CISCO

Cisco's Go to Market Summary: Accelerating Collaboration Adoption



Cisco is executing NOW on innovative channel and partner strategies, critical to our collective success



Cisco's Collaboration Solutions and Pricing are making it EASIER for customers to buy



Cisco and partners are driving customer VALUE from collaboration technology