



Technology and Program Breakouts

Infinite Possibilities

Technology and Program Breakout Schedule

Tuesday, April 8

	311, Level 3	312, Level 3
11:00 a.m.	<p>■ TEC-101 Be Included: Capture Your Share of \$30 Billion with Unified Communications</p>	<p>■ PM-101 Delivering Value Through Collaborative Services</p>
12:00 p.m.		<p>■ PM-102 Profiting from Cisco Smart Care Services</p>
1:00 p.m.	<p>■ TEC-105 Emerging Technologies: Catching the Next Investment Wave Through Business Video</p>	<p>■ MS-101 Collaboration in Practice: Partnerships Promote Industry Solutions Sales</p>
2:00 p.m.	<p>■ TEC-102 Capture Today's Mobility Opportunity Through Migration, Integration, and Innovation</p>	<p>■ MS-108 Small and Medium-Sized Business: Winning in the World of Global Opportunity</p>
3:00 p.m.	<p>■ TEC-103 Building Your Data Center Practice</p>	

Hawaii Convention Center

313 A, Level 3

■ TEC-107
Empowered Branch: Expanding Revenues Through Cross-Technology Solutions

■ MS-107
Selling to the Service Provider Segment

■ TEC-106
What's New in Routing, Wide Area Application Services, and Switching

■ MS-105
Winning in the Retail Industry with Cisco Solutions

313 B, Level 3

■ MS-102
Grab Your Share of the Infinite Opportunities in Government

■ MS-103
Healing Healthcare: Increasing Revenue

■ MS-104
Collaborating to Optimize the Customer Experience in Retail Banking

■ MS-106
Increasing Business Revenue and Margins for System Integrators and Resellers with Visibility Solutions

Technology and Program Breakout Schedule

Thursday, April 10

	310, Level 3	311, Level 3
8:00 a.m.	<p>■ PM-103 Worldwide Channel Programs Update</p>	<p>■ TEC-102 Capture Today's Mobility Opportunity Through Migration, Integration, and Innovation</p> <p><i>Translation services from English to Japanese will be provided.</i></p>
9:00 a.m.	<p>■ PM-104 Managed Services Program Update</p>	<p>■ TEC-101 Be Included: Capture Your Share of \$30 Billion with Unified Communications</p> <p><i>Translation services from English to Japanese will be provided.</i></p>
10:00 a.m.	<p>■ TEC-103 Building Your Data Center Practice</p>	
11:00 a.m.		<p>■ TEC-105 Emerging Technologies: Catching the Next Investment Wave Through Business Video</p> <p><i>Translation services from English to Japanese will be provided.</i></p>

Hawaii Convention Center

312, Level 3

■ MS-101
Collaboration in Practice:
Partnerships Promote Industry
Solutions Sales

■ PM-101
Delivering Value Through
Collaborative Services

■ PM-102
Profiting from
Cisco Smart
Care Services

■ MS-108
Small and Medium-Sized
Business: Winning in the World
of Global Opportunity

313 A, Level 3

■ TEC-106
What's New in Routing, Wide
Area Application Services, and
Switching

■ MS-107
Selling to the
Service Provider Segment

■ MS-105
Winning in the
Retail Industry with Cisco
Solutions

■ TEC-107
Empowered
Branch: Expanding Revenues
Through Cross-Technology
Solutions

Technology and Program Breakout Schedule

Thursday, April 10 *continued*

	313 B, Level 3	313 C, Level 3	Ballroom A, Level 4
8:00 a.m.	<p>■ MS-104 Collaborating to Optimize the Customer Experience in Retail Banking</p>	<p>■ TEC-104 The Business Relevance of Security: Creating New Opportunities</p>	
9:00 a.m.	<p>■ MS-103 Healing Healthcare: Increasing Revenue</p>	<p>■ BL-102 CIO Strategies for the Next-Generation Customer Experience</p>	
10:00 a.m.	<p>■ MS-102 Grab Your Share of the Infinite Opportunities in Government</p>	<p>■ TEC-104 The Business Relevance of Security: Creating New Opportunities</p>	<p>■ BL-103 Marketing Your Business in a Web 2.0 World</p>
11:00 a.m.	<p>■ MS-106 Increasing Business Revenue and Margins For System Integrators and Resellers with Visibility Solutions</p>	<p>■ BL-101 Partner Talent Acquisition Program: Helping You Win with Talent</p>	

TECHNOLOGY AND PROGRAM BREAKOUT SESSION ABSTRACTS

We will host our Technology and Program Breakout Sessions on Tuesday, 11:00 a.m. – 3:50 p.m. and Thursday, 8:00 a.m. – 11:50 a.m.

You will find these sessions listed according to the way you do business with Cisco. Seating for each of these sessions is open.

This year, we offer four distinct business tracks:

- Technologies
- Industry Solutions and Market Segment
- Programs
- Business Leadership

All sessions are 50 minutes in duration, with the exception of those noted with an asterisk (*).



TECHNOLOGIES

■ TEC-101*

Be Included: Capture Your Share of \$30 Billion with Unified Communications

Tuesday | 11:00 a.m. | Level 3, Room 311

Thursday | 9:00 a.m. | Level 3, Room 311

Duration: 110 minutes

Translation services from English to Japanese will be provided on Thursday.

Unified communications is a \$30 billion market in transition. It is a market that is much more than IP telephony: it includes all elements of the workspace such as IP phones, mobile phones, desktop applications, video, Cisco TelePresence, and business applications. Cisco Unified Communications has the right strategy to help you capture your share of this fast-growing market. Our strategy is built from the beginning to make sure that all customers everywhere can communicate and collaborate from their ever-changing workspace, and we have built that strategy with you in mind. We are implementing a plan where our partners are at the heart of our value delivery system: where Cisco is a platform, not only for your customers' business, but also for yours.

This 110 minute supersession is full of information that will help you to be included in the opportunity to take your customers from time-division multiplexing (TDM) migration through business transformation. You will hear how Cisco

is influencing standards and adopting technologies to accelerate your ability to create and deploy unique applications and to differentiate you from your competitors. You will see why the contact center and workspace collaborative tools are the lead applications to capture your customers' minds and funds. You will understand the services you can offer to help ensure your customers are building a workspace-ready network. And you will learn about how we are going to make it safe: helping ensure compliance to policy and security as customers move through our five-phase plan.

Be included in the opportunity to chart your own course to success in unified communications with Cisco: the right choice, with the right vision, the right strategy, the right products, and the right relationships—today.

■ TEC-102

Capture Today's Mobility Opportunity Through Migration, Integration, and Innovation

Tuesday | 2:00 p.m. | Level 3, Room 311

Thursday | 8:00 a.m. | Level 3, Room 311

Duration: 50 minutes

Translation services from English to Japanese will be provided on Thursday.

Learn how Cisco is delivering real-world solutions around the three mobility “pillars of profitability”: migration, integration, and innovation. We will discuss the sales opportunities around migrating customers' wireless networks through a services-rich offering based on network

assessments and follow-on sales opportunities. We will discuss the wireless product roadmap and with concrete examples share suggestions for transforming your wireless business to a more profitable mobility practice.

■ TEC-103*

Building Your Data Center Practice

Tuesday | 3:00 p.m. | Level 3, Room 311

Duration: 50 minutes

Thursday | 10:00 a.m. | Level 3, Room 310

Duration: 90 minutes

Customer requirements for data center infrastructure that meets today's bandwidth-intensive applications are growing rapidly and are colliding with three dynamic trends: consolidation, virtualization, and automation. Partners can take advantage of these needs and trends by realigning their internal selling and technical organizations across an end-to-end Cisco Data Center networking product and solutions practice. Learn about the latest suite of products and solutions supporting the Cisco Data Center 3.0 strategy as well as new announcements in partner specializations, programs, and learning resources. Learn how optimizing your organization around a networkcentric go to market can position you to capture and grow your share of the data center sales and services growth opportunity. Then visit with the Cisco Channels Data Center team at the Technology Solutions Forum following this session to continue the discussions.

■ TEC-104

The Business Relevance of Security: Creating New Opportunities

Thursday | 8:00 & 10:00 a.m. | Level 3, Room 313 C
Duration: 50 minutes

Security continues to be an area of growth as risks continue to rise along with sophistication of attacks, from botnets and spam to fraud and much more. In this session, we will discuss Cisco's security vision as well as the short-term product roadmap in network security, content security, and application security. We will share solutions that address your customers' business-relevant security problems such as compliance, data loss prevention, and threat management. Additionally, we will look at programs that help to maximize your profitability.

■ TEC-105

Emerging Technologies: Catching the Next Investment Wave Through Business Video

Tuesday | 1:00 p.m. | Level 3, Room 311
Thursday | 11:00 a.m. | Level 3, Room 311
Duration: 50 minutes

Translation services from English to Japanese will be provided on Thursday.

Video is the next great frontier of communications and collaboration in business. It is an untapped opportunity whose time is now and where Cisco is investing to be the leader. And we want our partners to be there with us.

This session will focus on how Cisco's vision and strategy for business video are brought to life. We will look at what is promoting this change and what exciting solutions (Cisco's TelePresence, Digital Signage, and Video Surveillance) are available to enhance the growing demand for video in business. And how partners will need to prepare and support this changing environment for themselves and their customers.

Join us in this opportunity to see how video can help you create excitement with your customers, connect with senior executives, and position yourself for the next big investment wave.

■ TEC-106

What's New in Routing, Wide Area Application Services, and Switching

Tuesday | 1:00 p.m. | Level 3, Room 313 A

Thursday | 8:00 a.m. | Level 3, Room 313 A

Duration: 50 minutes

More than 70 percent of your business is directly related to implementing switching and routing infrastructure. Therefore, keeping up with the latest advances is crucial to your profitability and growth. This session covers important new Cisco innovations in branch, WAN routing, Wide Area Application Services (WAAS), and campus switching solutions. Hear about important channel programs developed to help you capture your share of the \$20-billion

installed base network upgrade market, as well as profit from the rapidly growing WAN applications acceleration space with Cisco WAAS solutions.

■ TEC-107

Empowered Branch: Expanding Revenues Through Cross-Technology Solutions

Tuesday | 11:00 a.m. | Level 3, Room 313 A

Thursday | 11:00 a.m. | Level 3, Room 313 A

Duration: 50 minutes

The number of branch offices is growing at 11 percent per year, with 9 of 10 new hires working in a branch or small office. These trends, combined with aging year 2000 infrastructures, introduce new business opportunities as customers are rearchitecting their branch solutions.

Please join this session to learn about Cisco's new Empowered Branch Solutions Framework, which delivers solution-based innovations to encourage tighter synergies between the network infrastructure and advanced technologies. Empowered Branch provides new sales opportunities for partners to customize fuller solutions with higher margins that fit specific branch office customer requirements.

INDUSTRY SOLUTIONS AND MARKET SEGMENTS

■ MS-101

Collaboration in Practice: Partnerships Promote Industry Solutions Sales

Tuesday | 1:00 p.m. | Level 3, Room 312

Thursday | 8:00 a.m. | Level 3, Room 312

Duration: 50 minutes

Building a business solutions practice can help increase margins, improve customer loyalty, and lead to strategic relationships. But this shift is difficult to accomplish individually. That is why collaborative selling is one important component for scaling an industry solutions practice. Collaboration is the heart of the Cisco Industry Solutions Partner Network (ISPN), a community of channel partners, application developers, and industry experts allied with the common goal of delivering networkcentric, industry-specific business solutions. In this interactive panel, members of ISPN share insights about how to work together in planning and field implementation to support the development and deployment of highly focused industry solutions. Panelists will discuss details of how specific partnerships work, from setting mutually agreed-upon goals to jointly working client prospects and from helping ensure true technical integration to helping ensure top-notch customer support after a solution is deployed.

This session will be moderated by industry expert Heather Clancy, Vice President, Strategic Communications, SWOT Management Group, Inc., who will discuss best practices with INX, Aeroscout, and Johnson Controls, Inc.

■ MS-102

Grab Your Share of the Infinite Opportunities in Government

Tuesday | 11:00 a.m. | Level 3, Room 313 B

Thursday | 10:00 a.m. | Level 3, Room 313 B

Duration: 50 minutes

Learn how you can use major innovative examples of network and IT investments that enable your customers to earn the benefits of higher productivity, lower operational costs, and higher citizen centricity. There are nearly unlimited possibilities for Cisco partners in government, the most diverse segment covering areas from finance, public safety, defense, justice, regulations, traffic, and agriculture to health and human services.

Join this session and take away three things:

- Learn how you can increase government network and IT investments by developing and selling highly replicable government solutions that can increase margins, improve customer loyalty, and build strategic relationships that can lead to shorter sales cycles.
- Learn from two of our partners how collaboration helped them promote innovation, productivity, and profitable growth.

- Learn about the Cisco tools designed to help you increase your footprint in this high-growth and highly rewarding market.

■ MS-103

Healing Healthcare: Increasing Revenue

Tuesday | 12:00 p.m. | Level 3, Room 313 B

Thursday | 9:00 a.m. | Level 3, Room 313 B

Duration: 50 minutes

Healthcare has been facing increasing costs and pressure to do more with less. More facilities are now implementing specific technology plans to improve information access, reduce equipment costs, reduce delays in collaboration, and improve quality of care. They want a technology environment that is scalable, secure, and reliable. Industry experts are forecasting that healthcare providers will spend more than \$15 billion in 2008 to meet these challenges, in a trend that will continue to grow over the next 5 years and beyond.

Learn how Cisco Mobility Solutions for Healthcare (based on the Cisco Unified Wireless Network and Cisco Unified Communications) enable you to capture your share of that \$15 billion spend with Secure Wireless, Mobile Care, Location-Aware Healthcare, and Cisco Unified Communications 500 Series for Small Business for the physician's office.

Imatis, an exciting new Mobile Care technology partner, will show how it has been able to win some large healthcare deals in Europe and enter the United States. Gain insight into how resellers can take advantage of the new Cisco validated solutions.

Takeaways from this session include a better understanding of Cisco's healthcare solutions and market opportunities, a list of communications and collaboration solutions available for sale today, and sales and marketing tools to help you close the deal.

■ MS-104

Collaborating to Optimize the Customer Experience in Retail Banking

Tuesday | 1:00 p.m. | Level 3, Room 313 B

Thursday | 8:00 a.m. | Level 3, Room 313 B

Duration: 50 minutes

Retail banking is the largest subsegment in the world, with a projected \$136 billion IT spend in 2008 (IDC, 1Q07 research note). As consumers evolve with greater demands for anytime, anywhere banking services, independent of delivery channel, banks are challenged to provide this collaborative customer experience under their current IT and communications infrastructure. Critical to this challenge are optimizing the value of branch interactions and making available the best skilled bankers to service customers. This session will present a case study of how

Cisco application and service partners worked together to deliver an innovative solution to one of the world's premier financial institutions, resulting in significant improvements in customer satisfaction, cross-sales, and revenue growth. Cisco together with Q-Matic will present approaches for generating revenue using teaming for successful solution selling to the financial services industry. Finally, we will present an overview of Cisco's financial services strategy and FY08 solution roadmap, including solutions that optimize branch interaction, address the high-performance needs in financial markets, and maximize the value of a financial institution's workforce using unified communications and enterprise collaboration.

■ MS-105

Winning in the Retail Industry with Cisco Solutions

Tuesday | 2:00 p.m. | Level 3, Room 313 A

Thursday | 10:00 a.m. | Level 3, Room 313 A

Duration: 50 minutes

Retail is Cisco's fastest growing vertical market. Industry mandates around the Payment Card Industry Data Security Standard (PCI DSS) and the industry trend of using in-store technologies to differentiate the customer experience are creating significant opportunities to sell Cisco products and services. Join this session to hear how Cisco is helping retailers transform their retail operations and enhance the customer experience.

Learn from Voicerite, Inc, a Cisco partner about how it used a Cisco Unified Communications for Retail solution to increase business relevancy to CXO-level buyers and by doing so dramatically increased the total opportunity with the customer.

Also learn how Cisco is helping retailers address PCI requirements with an end-to-end secured solution and how channel partners can use this solution and our PCI audit partners to promote major network refreshes.

Finally, learn how Cisco's Lean Retail Architecture enables retailers to reduce operating expenses in their stores and data centers, decrease the complexity of technology in stores, optimize data center performance and operation, and improve business agility.

■ MS-106

Increasing Business Revenue and Margins for System Integrators and Resellers with Visibility Solutions

Tuesday | 2:00 p.m. | Level 3, Room 313 B

Thursday | 11:00 a.m. | Level 3, Room 313 B

Duration: 50 minutes

In industrial plants products, inventory, equipment, and employees are increasingly on the move. Aerospace, semiconductor, and other manufacturers misplace mobile toolkits, machinery, parts, and work-in-process inventory, at a cost of as much as \$1 million per incident. Understanding this movement is critical to optimizing business performance.

Learn how Aeroscout, an ISPN member, is collaborating with system integrators and reseller partners to create increased business value for customers and increased business revenue and margins by combining its “location” capabilities and other technologies with the skills of Cisco partners.

■ MS-107

Selling to the Service Provider Segment

Tuesday | 12:00 p.m. | Level 3, Room 313 A

Thursday | 9:00 a.m. | Level 3, Room 313 A

Duration: 50 minutes

Service providers of all sizes worldwide are investing in new applications and services and associated network upgrades. Consequently, the business opportunity for Cisco resellers is tremendous. This session will discuss how you can use Cisco solutions and presence in the service provider segment to grow your business. To help you address the needs of the service provider segment and increase sales to service providers worldwide, Cisco is increasing its investment in partner enablement tools and strategies. This session will provide an overview of the Cisco service provider strategy and will update the audience about initiatives Cisco is taking to enable its partner community to sell to the service provider segment.

■ MS-108

Small and Medium-Sized Business: Winning in the World of Global Opportunity

Tuesday | 2:00 p.m. | Level 3, Room 312

Thursday | 11:00 a.m. | Level 3, Room 312

Duration: 50 minutes

The small and medium-sized business segment continues to represent a huge revenue growth opportunity for Cisco partners around the world. We are enabling our partners to succeed in this market by delivering complete solutions, training, and marketing and sales support tools and resources. In this session, we will share success stories and best practices on how to succeed in this global world of opportunity. You will also learn about the latest small and medium-sized business solutions, collaboration capabilities, and Web enhancements, which offer you nearly unlimited possibilities in selling to this lucrative market segment.

PROGRAMS

■ PM-101

Delivering Value Through Collaborative Services

Tuesday | 11:00 a.m. | Level 3, Room 312

Thursday | 9:00 a.m. | Level 3, Room 312

Duration: 50 minutes

Cisco Services is looking to partner with you to meet rapidly changing customer needs through collaborative services. Come learn how we are bringing our two worlds together through a simplified channel program architecture, smart service tools, and Web 2.0 technologies to enhance value to our customers. In this session you will gain visibility into where Cisco Services is investing to bring smart service tools to you and how they can help you differentiate yourselves in the marketplace and deliver value.

■ PM-102

Profiting from Cisco Smart Care Services

Tuesday | 12:00 p.m. | Level 3, Room 312

Thursday | 10:00 a.m. | Level 3, Room 312

Duration: 50 minutes

Expand your profitable services revenue by offering your small and medium-sized business/midmarket customers a superior experience through a collaborative platform

that is built on the strength of Cisco technology and your expertise. Cisco Smart Care Service provides a platform for partners to provide small and medium-sized business customers proactive, personalized support for any Cisco devices on the network, throughout the network lifecycle—all in one contract. In this session, Cisco will show you the profitable business models partners have developed with Smart Care to support sustainable growth and increase competitive advantage.

A description of the type of partner who should attend the breakout is as follows:

- Partners that sell product and/or services to small and medium-sized business/midmarket customers
- Partners seeking to provide personalized maintenance services to their customers
- Partners that want to grow margins from selling services
- Partners considering a move toward managed services; Smart Care can be a step toward this

■ PM-103

Worldwide Channel Programs Update

Thursday | 8:00 a.m. | Level 3, Room 310

Duration: 50 minutes

The Cisco Channel Partner Program aligns with the different ways customers purchase network-based solutions today: through resale, managed services, or outsourcing transactions.

This session provides an update on channel specializations, certifications, and the incentives programs (VIP, OIP, SIP, and TMP/TAP) under the Resale Channel Program. In addition, the session will provide an update on the Managed Services Channel Program (Breakout Session PM-104) and the Outsourcing Channel Program, currently in pilot.

■ PM-104

Managed Services Program Update

Thursday | 9:00 a.m. | Level 3, Room 310

Duration: 50 minutes

This session addresses how the Managed Services Channel Program (MSCP) delivers on Cisco's worldwide channel strategy (Breakout Session PM-103) and how this program uses Cisco Powered Managed Services designations to help partners deliver these to the market.

This is the industry's first global managed services channel program, and it has gained significant traction since it launched in October 2007. This session will also cover how the program is being enhanced to support a small and medium-sized business route to market for Cisco Powered Managed Services using an agency model.

BUSINESS LEADERSHIP

■ BL-101

Partner Talent Acquisition Program: Helping You Win with Talent

Thursday | 11:00 a.m. | Level 3, Room 313 C

Duration: 50 minutes

Cisco is committed to helping our channel partners in attracting, developing, and retaining the right talent. We recognize that having the right talent differentiates you and that retaining your talent is critical to maintaining growth and profitability. It is our intent to help our partners build high-performance teams. Join us to learn about industry trends, leading recruitment strategies, and important fundamentals to building and retaining high-performance teams.

This session includes a first-time solution introduction featuring the latest dynamic, innovative, and collaborative technology around talent attraction. Besides attracting talent, we will also show how this same dynamic technology can help you better market yourself in order to attract the right talent. Together we can build high-performance teams, resulting in mutual growth and profitability.

■ BL-102

CIO Strategies for the Next-Generation Customer Experience

Thursday | 9:00 a.m. | Level 3, Room 313 C

Duration: 50 minutes

Cisco IT has the vision to enable every move we make at Cisco with IT. In order to address the increasing rate of change in the business environment and the opportunities inherent in new technologies, we must transform the way we bring together business and technology architectures. Our success will be measured by our ability to deliver productivity, an improved experience, and growth to Cisco, our partners, and our customers.

In this session, learn how Cisco will bring this vision to reality and gain insights about accelerating IT transformations with your customers.

Primary areas we will be exploring:

- Positioning IT as a value center to the business
- Architecture: using the network as the platform data center
- Harnessing the power of the human network through collaboration technologies

■ BL-103*

Marketing Your Business in a Web 2.0 World

Thursday | 10:00 a.m. | Level 4, Ballroom A

Duration: 110 minutes

Join Cisco's top visionaries on new media such as social networking, blogs, and collaborative spaces. An industry expert will conduct an interactive session about how to use new media technologies to market your business in the Web 2.0 world. In this 1 hour and 50 minute format, we will combine a keynote presentation with live interactive demonstrations to show how you can promote demand, improve your company and personal brand, and build customer intimacy.



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