

Cisco Services Partner Roles and Expectations FAQ

Q: What new partnership/existing partnerships are you leveraging?

A: Cisco Services will deliver a complete solution by collaborating with Cisco UCS ATP partners with expertise to address customers end-to-end data center business needs globally. An example is our relationship with Accenture. They have deep expertise in SAP implementations so we can provide a complete customized solution. This provides customers with both best-of-breed expertise and a single point of contact.

Cisco has established partnerships with select tier one partners:

Business Solutions: Our partnership with Accenture extends the business solutions category into a number of solution areas specific to unified computing.

These include:

- Legacy migration, SAP, Oracle, Next Generation Data Center
- Service Provider
- Applications and systems integration

Virtualization: We have developed joint services go-to-market and co-sell partnerships with VMware and EMC to combine in-house expertise and practice delivering network, SAN, and server virtualization.

Operating System Vendors: We have strategic relationships with all leading operating system vendors including Redhat, Microsoft, and Novell.

Integrated Customer Support: With our VMware and BMC partnerships, Cisco provides a total integrated customer support solution that ensures applications will run on the Unified Computing System solution.

Global Delivery: Partners CSC, TATA, and Wipro will help us scale high-quality service delivery to any organization and provide Cisco with a deeper bench for delivering outsourcing and applications integration globally. Tata Consulting Services (TCS) will build a new technology practice focused on Cisco's industry-leading data center networking and security solutions.

Q: What are the ATP requirements for channel partners?

A: Initially all channel partners we engage with on Unified Computing Service opportunities will be UCS ATP Partners.

Selection criteria for the ATP includes:

- Country/Theater/Region designation
- A "host-satellite" model for theater sales where Cisco support exists
- Data Center Networking Infrastructure (DCNI) specialization
- Partner VMware certification
- Authorized Reseller of multiple selected hardware and software manufacturers
- Investment in lab unit and additional specialized training

Cisco Services Partner Roles and Expectations FAQ (cont'd)

Q: How will Cisco enable channel partner success in this marketplace?

A: Cisco's partner strategy is to leverage its industry-leading resale and system integration partners who also have strong server and storage focused businesses.

Cisco offers an Authorized Technology Provider (ATP) program. This program requires specialist certifications that will provide partners with enterprise virtualization architecture and engineering skills supporting unified computing. Additionally, Cisco will provide partners with services sales training on Cisco Branded Resale (CBR) services and on product installation, supplementing the professional services mentoring to be provided during joint engagements.

Q: At this time, partners can only offer services for the Cisco Unified Computing System through Cisco Brand Resale (CBR). How can partners who currently offer Shared Support (CSSP) maintain a consistent face to their customers?

A: Partners on CSSP who want to keep a consistent face to their clients for Unified Computing Services under CBR can take advantage of the capability offered under CBR to take the first customer call and be the agent for the customer into Cisco Technical Assistance Center (TAC), as well as opt not to order Cisco on-site parts labor and use their own partner on-site parts labor instead, at their discretion per service request.

Q: When will partners be able to offer collaborative support services for the Cisco Unified Computing System?

A: A new collaborative offer for Unified Computing System support services is being developed and is expected to be available to partners in 3Q10 (March CY10). At this same time Cisco plans to launch both CSCP (a new Cisco Services Channel Program) and a new Collaborative Services model for existing Cisco technologies that will replace all Shared Support and Cisco Technical Service agreements over a transition period.

What is the Advanced Services mentoring program and how will it work? Is it mandatory or optional and what will be offered?

It is anticipated that the early Unified Computing System sales will result from Cisco and the partner co-selling into Cisco identified customers, and will be Cisco-led sales with partner participation (until the product has a track record and reference customers)

During these early sales, Cisco will deliver advanced professional services to clients (such as architecture workshops, workload designs and deployments, and product performance optimizations), and Cisco will offer mentoring to the partner's professional services consultants as desired by the partner and as warranted by the engagement.

The Advanced Services mentoring program is optional and free to the partner. There are two mentoring scenarios: (1) Cisco and the partner collaborate on a client sales opportunity for UCS

Cisco Services Partner Roles and Expectations FAQ (cont'd)

and Cisco provides AS services directly to the client on Cisco paper; and (2) partner leads a professional services engagement to a client on own paper, and for that engagement resells one or more Cisco UCS AS services. Mentoring will be provided on the paid AS services Cisco is providing to the client on UCS from the Cisco AS services portfolio.

Mentoring activities are agreed to prior to each engagement, and customized to the needs of the client engagement and to the partner's preferences for participation. Mentoring is for partner engineers and for professional services staff. For engineers mentoring consists of working alongside Cisco engineers, observing them, having them participate in the service delivery. For professional services staff, Cisco AS will mentor a partner's professional services personnel for up to three named client accounts.

At the conclusion of the mentoring, partners will receive summary documents from Cisco that describe the services delivered in the engagement and the methodology used, which can be used by the partner with other members of his professional services team.

There is no requirement to attach AS services to every partner UCS sale, and no required or prescribed mentoring process that a partner must follow. Mentoring will be tailored to the needs of the client engagement and the mentored partner.

Q: Will any other partner services enablement materials or training be provided by Cisco?

A: These plans are still being finalized but the following will be developed for partners in addition to the above. For Cisco services under CBR, services sales training (e-Learning), guides, and QuickStarts will be available on partner web sites. For partner-own services, access to a product installation video and partner practice enablement documents regarding lifecycle professional services will be offered on a Cisco partner portal for the ATP partner.

Q: Will Cisco compete with channel partners for professional services in the data center/unified computing?

A: We will not be competing with channel partners professional services organizations but rather will empower and enable them through intellectual capital and best practices. To ensure customer success, our approach has been and will continue to be to provide core expertise and to scale with industry leading partners to deliver total solutions to our customers.

Our partner-centric services approach helps Cisco to scale and benefits partners who can drive greater profitability through a service-led approach. Cisco is currently building partner training, mentoring, and career certifications specific to unified computing to help deliver on this process.