



We're ready.  
Are you?

# *Driving Digitisation with Cisco*

Ken Trombetta, VP – Cisco Global Partner Organization

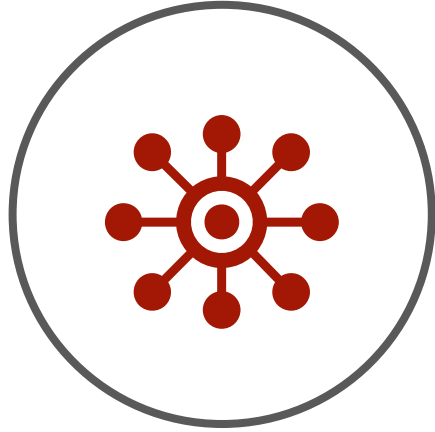
Partner Insight  
at **Cisco** *live!*

# Agenda

- Partner Profitability
- Digitisation Driving Change & Program Transformation
- Winning in the Subscription Economy

# *Partner Profitability*

# Most Profitable Cisco Architectures



#1

## Data Centre

Highest Profit, Service-related  
and Add-on Revenues



#2

## Security

# The Most Profitable Partners Are...



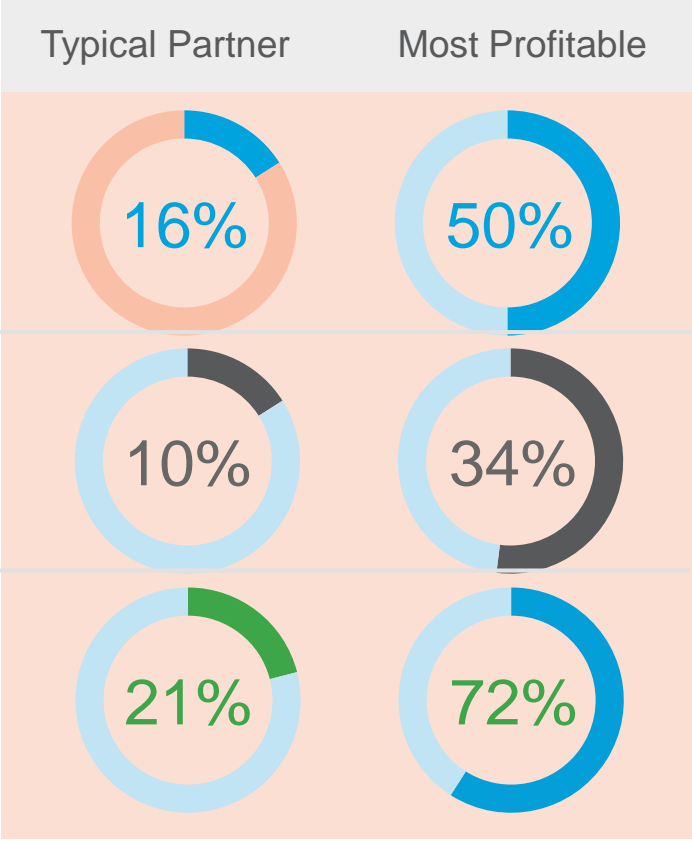
Selling to Line of Business (LoB)



Increasing Recurring Revenue

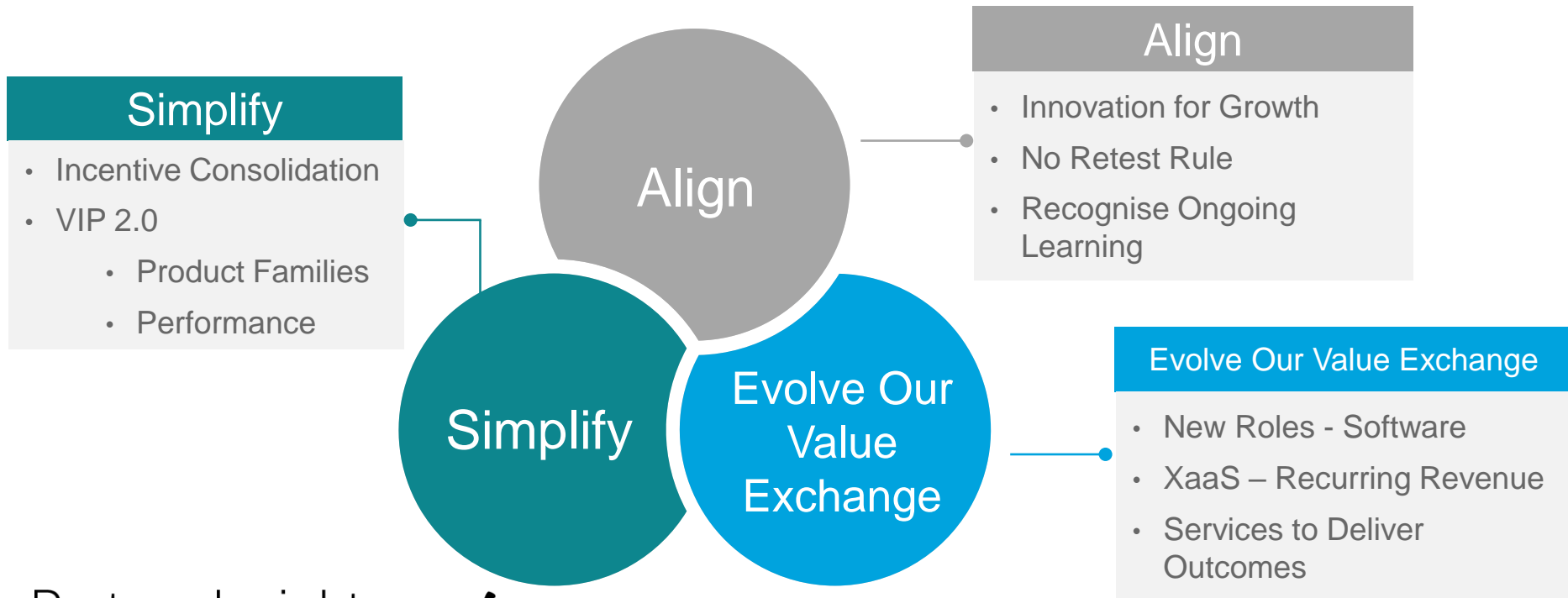


Selling Solutions and Expanding Professional Consulting Services



# *Digitisation Driving Change & Program Transformation*

# Transforming Our Partner Program





# *Winning in the Subscription Economy*

*“We’ve seen the market shifting towards a subscription economy, where the value of a customer is realized over time instead of just up front and customers demand tangible proof of outcomes.”*

- Chuck Robbins

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# Formula For Success



Value  
Realisation  
Adopt



Up-Sell  
Cross-Sell  
Expand



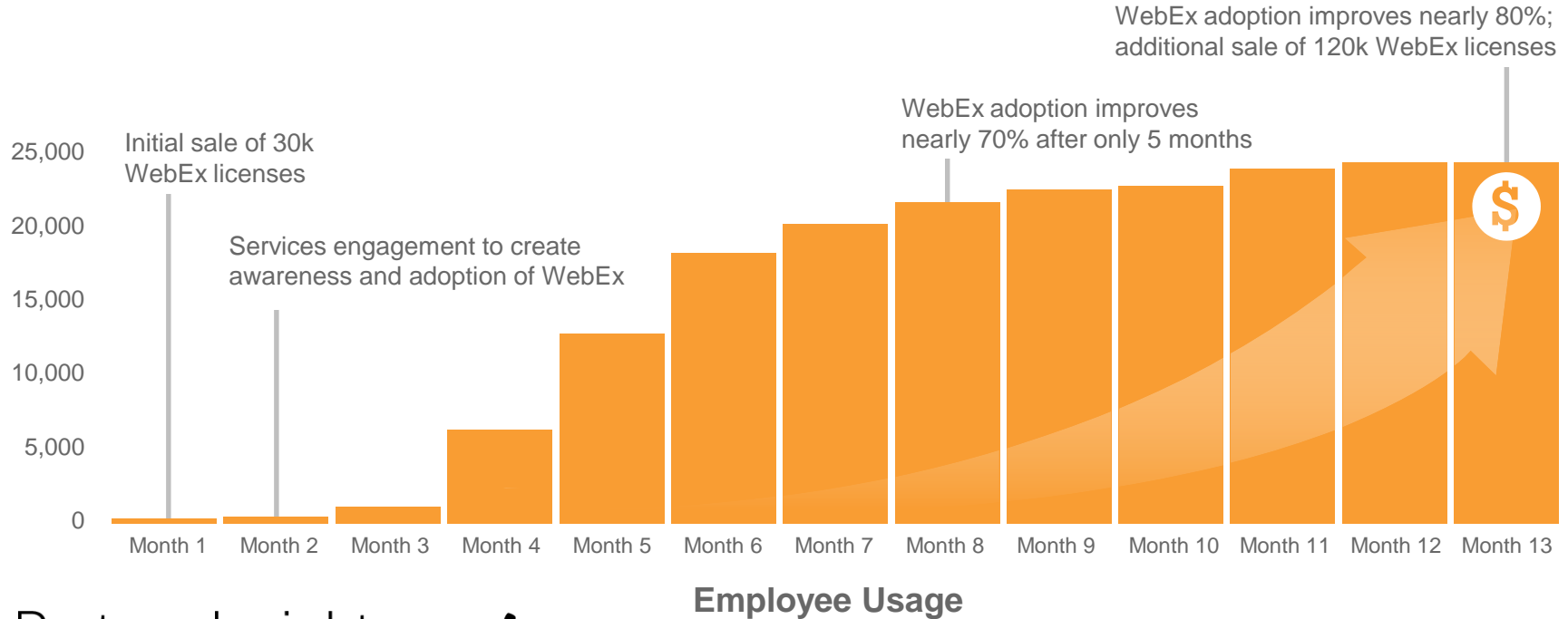
On-Time  
Renewals  
Renew

=



Recurring  
Revenue

# Example: Potential Return on Adopt/Expand/Renew Through Lifecycle Services



# Enablement Lifecycle Workshops



**Goal:** Enable partners to optimize the rewards in our role-based Partner Program



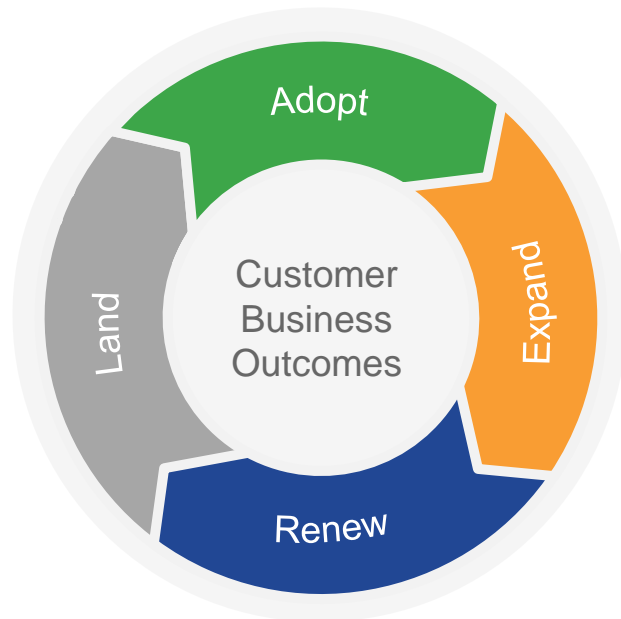
Interactive, executive-level, 1-day workshop to develop or evolve Partner Lifecycle Services practice



Interactive, practitioner-level, 1-day workshop focused on partner execution of Lifecycle Services



Offer-level workshops that focus on the lifecycle opportunities specific to an offer



# Lifecycle Advisor Practice



Expand your relationships, and your revenues, by helping customers make the absolute most of their investments.



## What's in it for me?

- Recurring revenues for licenses and support
- Professional and consulting services revenue
- Customer 'stickiness' and loyalty
- Additional business and acceleration benefits
- Brand recognition and differentiation



# Lifecycle Advisor: Rewards

Your Rewards Will Increase the More You Invest and the Better You Perform



Customer Success,  
Adoption and  
Execution

**Adopt**



Earn Incentive on  
Expand/Cross  
and Upsell

**Expand**

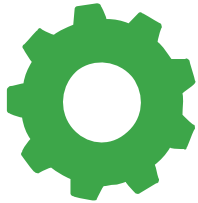


Earn Incentive  
on Renewal  
Success!

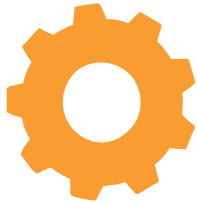
**Renew**

# Next Steps

1. Attend Lifecycle Practice Workshops (*[adoptiongobig@cisco.com](mailto:adoptiongobig@cisco.com)*)
2. Become a Lifecycle Advisor
3. Start Earning Through Adopt, Expand, Renew, Land!



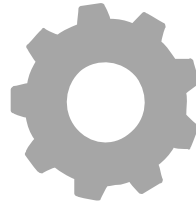
Adopt



Expand



Renew



Land/Attach



*Thank you*

Partner Insight  
at **Cisco** *live!*

