



Partner Marketing Implementation Guide

What a Next-Generation Firewall Should Be



Introduction >

What's In It for Me?

Who Is the Target Audience?

Maximizing the Opportunity

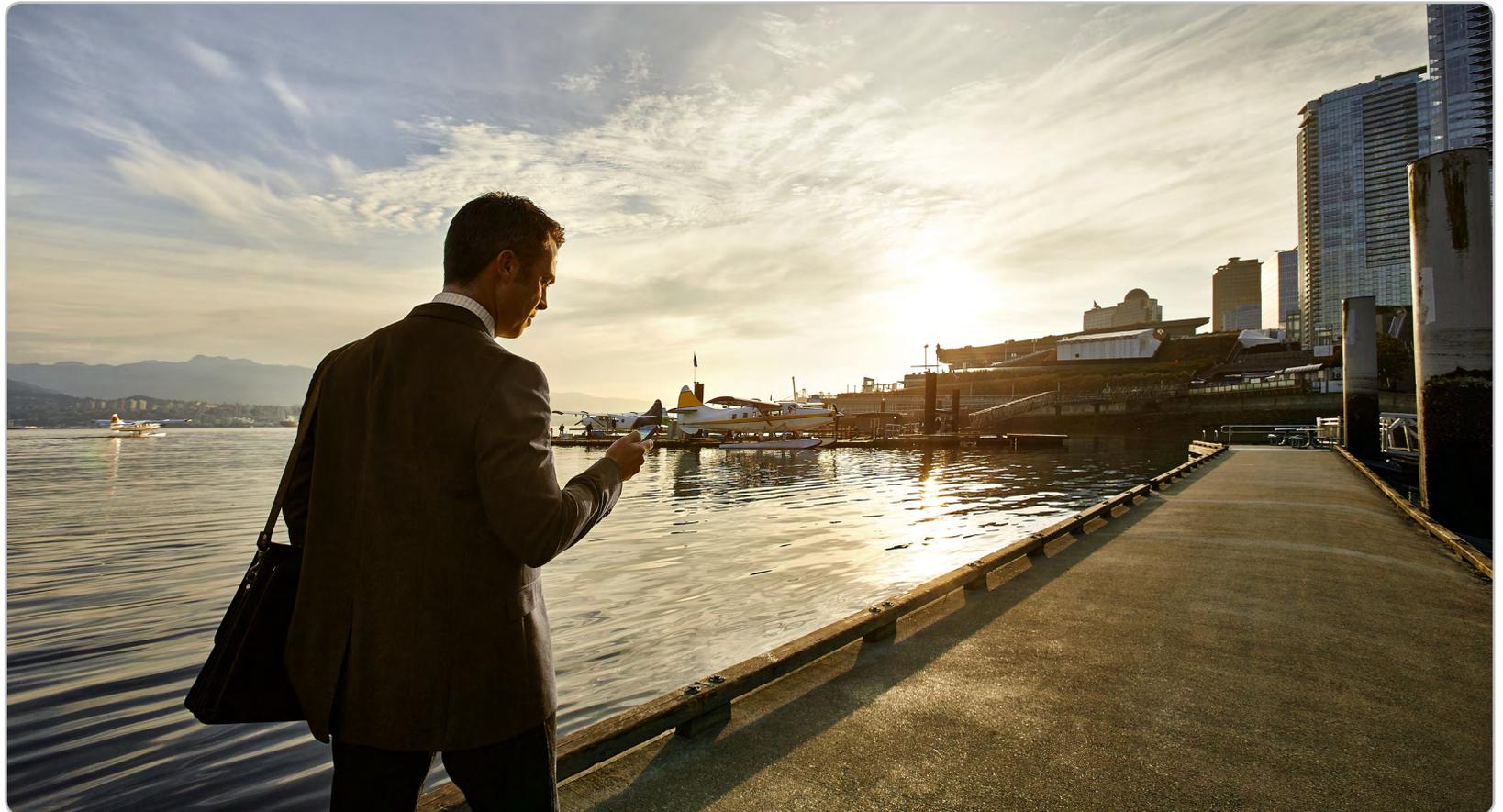
Promotions and Incentives

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INTRODUCTION

This guide is designed to help you generate leads and create demand for the Cisco® security solutions you can deliver.

For more detailed information regarding the play overview, the call to action, solutions within the play, the key offers, and more, review the [What a Next-Generation Firewall Should Be Playbook](#) in Partner Marketing Central.





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WHAT'S IN IT FOR ME?

Migrating your customers to the new Cisco ASA with FirePOWER Services next-generation firewalls helps you help your customers be more secure. It also helps you retain your customers, grow your business, and boost your revenue and profitability. Here's why:

A Huge Installed Base

The Cisco ASA 5500 Series has the world's largest installed base. The migration opportunity over the next few years is estimated to be more than US\$3 billion worldwide. Over 650,000 units were sold. You can use the [Cisco Installed Base Lifecycle Management Portal](#) to hunt for migration opportunities.

Growth with Services

Migrating to the next-generation Cisco ASA platform gives you opportunities to increase your services revenue—whether you sell your own value-added services, resell [Cisco Branded Services](#), or take advantage of [Cisco Collaborative Professional Services](#) to enhance your service portfolio. Cisco offers [migration services](#) to assist partners in the transformation.

Attractive Offers

Remind your customers about the Cisco ASA 5500 Series end-of-sale announcement and offer them special promotions to give them a reason to migrate now. See [Cisco Partner Central](#) or the [What a Next-Generation Firewall Should Be Playbook](#) for key partner incentives and promotions.





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WHO IS THE TARGET AUDIENCE?

This play is targeted at IT buyers in enterprise and midmarket organizations.

Focus on selling to:

- Existing ASA 5500 Series customers
- Existing legacy Cisco PIX® firewall customers
- Customers with third-party products for URL filtering
- Customers whose third-party firewalls are coming up for refresh within the next 12 months

Identify customers who are considering:

- Rolling out bring-your-own-device (BYOD) programs
- Deploying cloud solutions
- Solving issues with acceptable use policies

Some existing Cisco ASA customers may have received end-of-sale announcements for the old ASA products. You can hunt for these migration opportunities by using the [Cisco Installed Base Lifecycle Management Portal](#).

For more detailed target audience information, refer to the [What a Next-Generation Firewall Should Be Playbook](#).





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MAXIMIZING THE OPPORTUNITY

Step 1. Identify Key Prospects

Identify target audiences as described in the “Who Is the Target Audience?” section here and in the [What a Next-Generation Firewall Should Be Playbook](#). Your installed base of existing Cisco ASA and PIX customers is an excellent starting point, but every customer deserves a conversation about securing their organization. Identify migration opportunities by using the [Cisco Installed Base Lifecycle Management Portal](#) or your existing customer database. Look for the following product families that have reached or nearing end of life (with passed or upcoming last dates of support): ASALOW, ASAMID, ASAHIGH, and PIX.

Step 2. Prioritize Prospects and Determine Approach Strategy

Especially if you have an installed customer base or your sales team has already been developing security opportunities, sales and marketing can work together closely to determine which opportunities to target immediately with a high-touch approach versus those a demand-generation campaign can prepare the way for.

Step 3. Prepare your Sales Team

Refer to [Sales Resources](#) for tools to assist their presales efforts. Download the latest reports and white papers to support the sales team. Also, refer to the campaign on [Partner Marketing Central](#) for white papers,



data sheets, case studies, etc. Become familiar with the available demonstrations through the online [dCloud](#) demonstration capability.

Step 4. Plan Your Campaign

Run a demand-generation campaign using the following assets available from [Partner Marketing Central](#), or talk to the Partner Demand Central (PDC) team about having them run a co-branded campaign for you.

- Partner demand-generation email kit
 - Cisco 2014 Midyear Security Report
 - Gartner Promotion
 - NSS Labs Report
 - Gartner Report
- Partner copy blocks
- Images
- Call guide

The partner-to-customer email is a more sales-focused email that can be sent to individual contacts or mailed through your database. If you want to send an email to your database but do not have your own email delivery system, you can send it through the Partner Marketing Central Campaign page, using the built-in tool that is accessed in the top right-hand area of the page.

The partner demand-generation email kit includes a “read me first” document that provides a step-by-step recommended guide to using the kit. You can also use the social media posts to drive traffic to your website. We recommend using banners and social media posts in combination with the partner demand-generation email kit, or sending prospects to a specific page on your website with a call to action.



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MAXIMIZING THE OPPORTUNITY (CONT.)

If you are a distributor, you can find additional resources on [Distribution Central](#).

For more detailed guidance on positioning and selling this opportunity, refer to the [What a Next-Generation Firewall Should Be Playbook](#).

Step 5. Assess and Plan the Business Opportunity

Cisco offers partners services for every phase of a customer's network and IT cycle. Services to support customer planning and design, as well as support services help ensure that customers achieve the business outcomes they need, whether they want to transform their network, migrate or refresh technology, or optimize the performance of their network.

Step 6. Share Key Offers

Share the special and Cisco Technology Migration Program promotional offers to increase the solution price-performance value for your customer. Register the deal through the Opportunity Incentive Program (OIP) for additional discounts through the [Security Ignite](#) Promotion.

Step 7. Offer Financing

To take advantage of Cisco Capital® financing options in your region, see the [What a Next-Generation Firewall Should Be Playbook](#).

For more information, see [Cisco Capital](#).

Step 8. Attach Technical Support

Double-check for opportunities to sell support services that complement your own practice. Cisco offers [Cisco branded Technical Support Services](#) for partners who would like Cisco to deliver the service. [Cisco Collaborative Technical Support](#) provides the flexibility for partners to

use Cisco expertise along with their own services. Be sure to sign up for the [Cisco Services Partner Program](#) to gain additional rebates on your services business. For more information on Technical Support Services, see the [What a Next-Generation Firewall Should Be Playbook](#).

Step 9. Assess Customer Security

Think more broadly about your customers' security needs and offer security [assessment services](#) to help expand the size of your opportunity. For more information on assessment, migration, and management services, see the [What a Next-Generation Firewall Should Be Playbook](#).

Step 10. Achieve Renewal Revenue

Stay on top of service renewals with [Installed Base Lifecycle Management \(IBLM\)](#) to protect and grow your most valued Cisco customer accounts. Gain knowledge and resources instrumental to uncovering, pursuing, and closing technology refresh opportunities.





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PROMOTIONS AND INCENTIVES

Security Ignite

Through Security Ignite, partners get additional up-front discounts, up to 6 percent, on new next-generation security business registered through the Opportunity Incentive Program (OIP) or Teaming Incentive Program (TIP). Deal registration protects your presales investments and provides a pricing advantage in competitive situations. Visit [Security Ignite](#) for more information.

Technology Migration Program: Cisco ASA 5500, 5500-X, and FWSM to ASA 5500-X with FirePOWER Services Migration

Using the Cisco [Technology Migration Program \(TMP\)](#), receive up-front credit (ranging from 10 to 20 percent) when migrating from Cisco ASA 5500, 5500-X, or Firewall Services Module (FWSM) hardware, and ASA 5585-X IPS or CX Security Services Processor to Cisco ASA 5500-X or 5585-X with FirePOWER Services.

Cisco Opportunity Incentive Program (OIP)

Get rewards for actively identifying, developing, and winning new business opportunities when selling Cisco technologies. Receive deal protection and incentives when you register new business opportunities through OIP. Visit [Cisco Opportunity Incentive Program](#) for more information.

Fast Track Promotions for the ASA

Take advantage of promotions for the Cisco ASA 5500-X Series. Visit the [Cisco Fast Track Program](#) for more information.

Cisco Value Incentive Program (VIP)

Get rewarded for focusing your practice on technologies that are part of Cisco architectures, such as data center, collaboration, enterprise networking, and security. Get a 5 to 15 percent financial reward on Cisco next-generation security. Visit the [Cisco Value Incentive Program](#) for more information.

Investment Protection Plan (IPP)

The [Investment Protection Plan \(IPP\)](#) allows customers to transition to Cisco ASA with FirePOWER Services through the ongoing refresh cycle for hardware and/or annual subscription or support renewal process.



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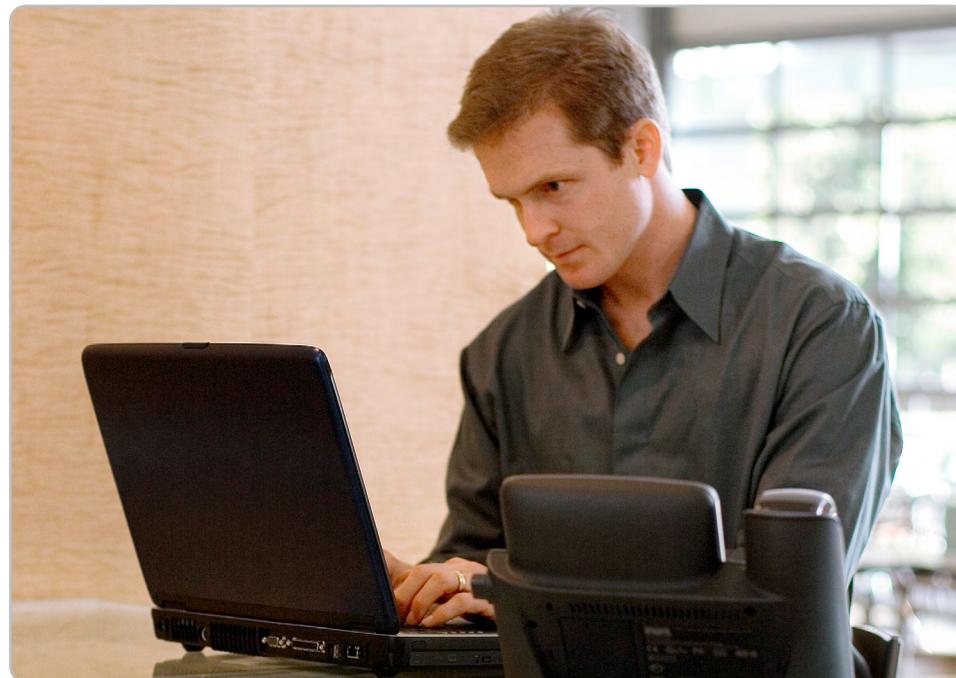
ADDITIONAL RESOURCES

Partners

- [Partner Marketing Central](#)
- [Competitive Portal](#)
- [Installed Base Lifecycle Management Partner Portal](#)
- [Security Partner Community](#)
- [Partner Education Connection](#)
- [Cisco Support Community](#)
- [PDI Helpdesk](#)
- [Partner Helpline](#)
- [Accelerate Service Partner Sales Training](#)
- [PAM/CAM Locator Tool](#)

Services

- [Sell Services](#)
- [Cisco Security Services](#)
- [Collaborative Services](#)



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