

Increase SaaS Sales with the Agent Model

An easy, lower risk route for partners to sell Cisco XaaS solutions



The agent model route to market uses technology services brokers and agents to sell specific Cisco® products—with an initial focus on selling Cisco Webex in the United States. Technology services brokers are aggregators for agents and suppliers, giving their agents access to multiple brands across various technologies and services. Cisco partners can become agents as another route to sell Cisco products.

\$25B



0%



1000+



1 A complementary sales option for partners

US\$25B opportunity, growing at 22% CAGR

The agent model represents a large RTM that sells to IT and line-of-business buyers. Estimated annual recurring revenue is more than US\$25 billion in the US alone and growing. In addition, agents are proficient at driving SaaS solutions, especially to SMB customers.



2 An easy and profitable way to sell

No risk and no deployment overhead for the agent

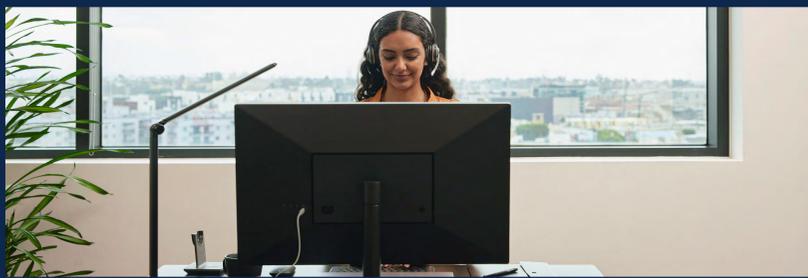
As an agent, Cisco partners can transact SaaS deals simply, quickly and easily. Partners take on no contractual risk or cost of service while benefitting from highly competitive and recurring monthly incentives. This also represents an option for partners who have minimal investments in specific technologies but still can create sales opportunities.



3 Win with the best hybrid work solution, Webex

Webex Meetings, Calling, Contact Center and integrated devices available through the agent model

Many customers are accustomed to buying their collaboration SaaS through agents. This opens a new opportunity for Cisco partners to win against competition by attracting new customers who are buying their collaboration technology as a service. Webex is the market leader in hybrid work, with over 1000 new innovations since FY21.



Partners can sign up today

The opportunity for Cisco and our partners to create recurring revenue streams is now unprecedented. SaaS is enabling access to technology that was previously inaccessible to millions of new customers. Partners in the United States can take advantage of this option to sell the Webex Suite by signing up to be an agent with one of Cisco's technology services brokers.



To learn more, contact agencycentral@cisco.com

