



# 2014 Connected Partner Ecosystem Playbook

February 2014

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## Introduction

Technology is creating headaches for your customers. There are so many different choices of what they can get and who can provide it.

What your customer wants is one solution and one qualified team that can handle all of their needs.

Cisco wants to help you meet those customer needs.

As a Cisco partner, you already benefit from world class support, best practice tools, and marketing resources to differentiate your business.

Now Cisco is investing in a new connected partner ecosystem.

The Cisco vision is an ecosystem that provides comprehensive solutions that meets all of your customer needs.

Imagine a connected partner ecosystem that opens new routes to market and brings new partnership opportunities designed to complement and extend your existing business.

This is your opportunity to expand your customer reach and impact immediately.

This Playbook offers practical guidance for engaging the new connected partner ecosystem.

Let's get started



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## What This Means – Opportunity For You

Decisions are moving more towards the line of business; IT is losing it's relevance. and customers are looking for full solutions. These complete solutions are opportunities in different lines of businesses that you can't win any other way.

Cisco is in a unique position to broker relationships in growing markets. With the Cisco Connected Partner Ecosystem and the right partnerships, you can win these opportunities.

These are opportunities that you can't win any other way

Examples:

- Systems Management
- WW ERP Implementations
- Big Data and Data Mining
- Business Intelligence
- Mobile Computing
- Cloud Hybrid Solutions



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## Business Proposition




There are many benefits within this partnership for everyone. Such benefits include incremental revenue opportunities, additional relevance and recognition in business solutions and cloud markets, and expanding capabilities from hardware sales to delivering end-to-end solutions.

In these examples, customers are expecting to refresh hardware infrastructure every 3-5 years.

### Hardware Total Addressable Market (TAM) examples

- \$2.6B server TAM for Microsoft Hyper-V
- \$2.8B server TAM for SQL Server
- \$5.0B server TAM for SAP that refreshes every 3-5 years

### Greater Customer Relevance

 VARs	 Solution Consulting SIs	 Cisco
<ul style="list-style-type: none"> <li>▪ Improved strategic relevance</li> <li>▪ Strengthened account relationships</li> <li>▪ Increased revenue</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improved margin</li> <li>▪ Accelerated sales</li> <li>▪ Additional routes to market</li> </ul>	<ul style="list-style-type: none"> <li>▪ Strengthened channel</li> <li>▪ Increased market share</li> </ul>

### Improved Deal Velocity

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## Pricing Components

To close your first deal, you and the company you partner with need to prepare to address a few basic components. Concentrate on the low hanging fruit to provide the first integrated solution.

You need to ensure that you are offering a pre-priced flexible solution that is easy to repeat. These market ready solutions are the building blocks of your Cisco partnership opportunity.

Once your partnership is established, you can then focus on evolving your partnership through pre-negotiated discount schedule, profit distribution, mutually-agreed upon services split, and incentives programs.



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## Execution Blueprint

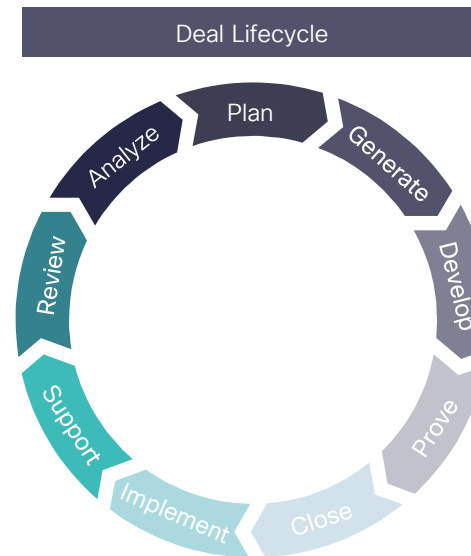
A successful business partnership needs an agreed approach to looking at your business deal jointly. A deal lifecycle is that joint view.

The deal lifecycle is a set of stages all businesses need to consider as they look at customer acquisition.

It walks you through the lifecycle of a deal and asks a few key questions that need to be answered for successful blueprint execution:

- Where are we today?
- Where do we want to be?
- What do we need to deliver?
- How will we maintain?
- What additional adjustments do we need?

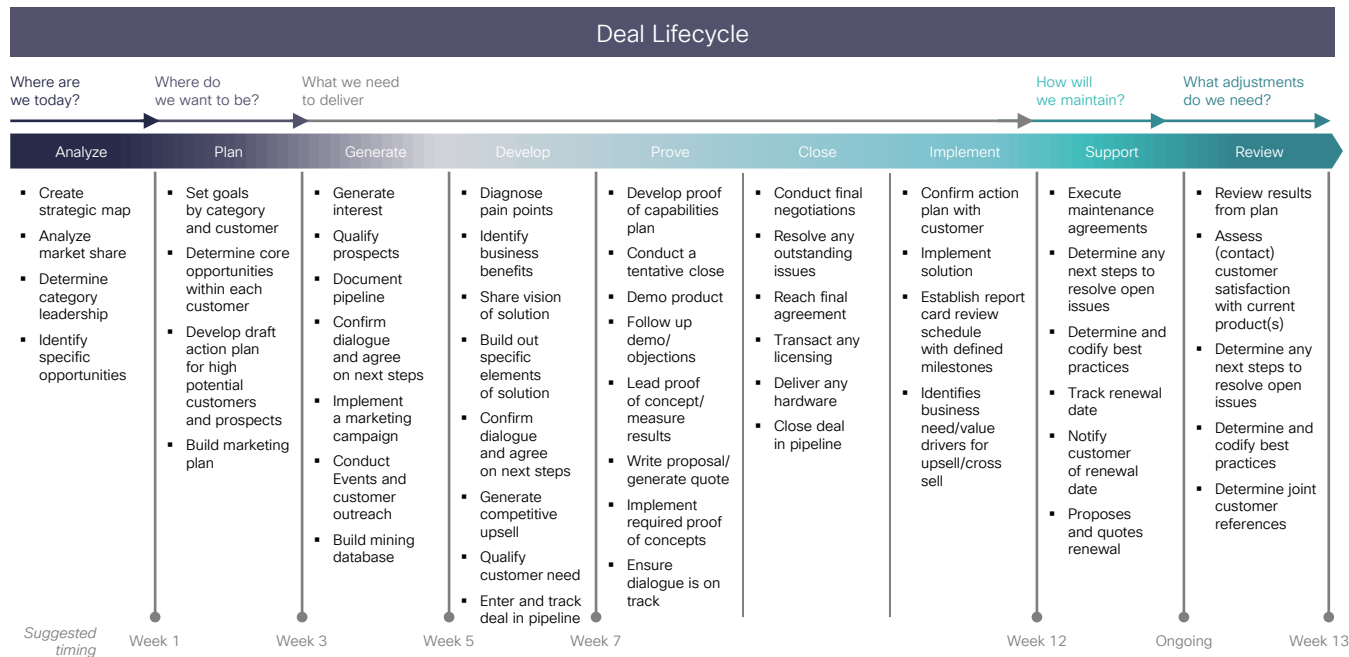
The next page, Partner Business Blueprint, is the heart and soul of the playbook. It lays out a series of suggested best steps and examples on what to deliver in your model and how to maintain your model. These are suggestions. As you work through the page with your team, you may find that you need to make modifications that work best for your business.



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## Partner Business Blueprint

To make sure you are ready to be a Connected Partner, get your team together and work through this deal lifecycle exercise. Once you have this done, get your team together with your Connected Partner and work through these elements together. Put this blueprint in place and watch your business blossom.



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## Partner Led Scenarios

We have included 4 Partner Led scenarios that walk through the roles and responsibilities of a SI led or VAR led deal. The next 4 pages go into detail for each of the 4 scenarios.

Scenario 1 – Solution Consulting SI Led – SI Role

Scenario 2 – Solution Consulting SI Led – VAR Role

Scenario 3 – VAR Led – VAR Role

Scenario 4 – VAR Led – SI Role



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Solution Consulting SI Led – VAR Role

VAR Led – VAR Role

VAR Led – SI Role

Partner to Partner Example

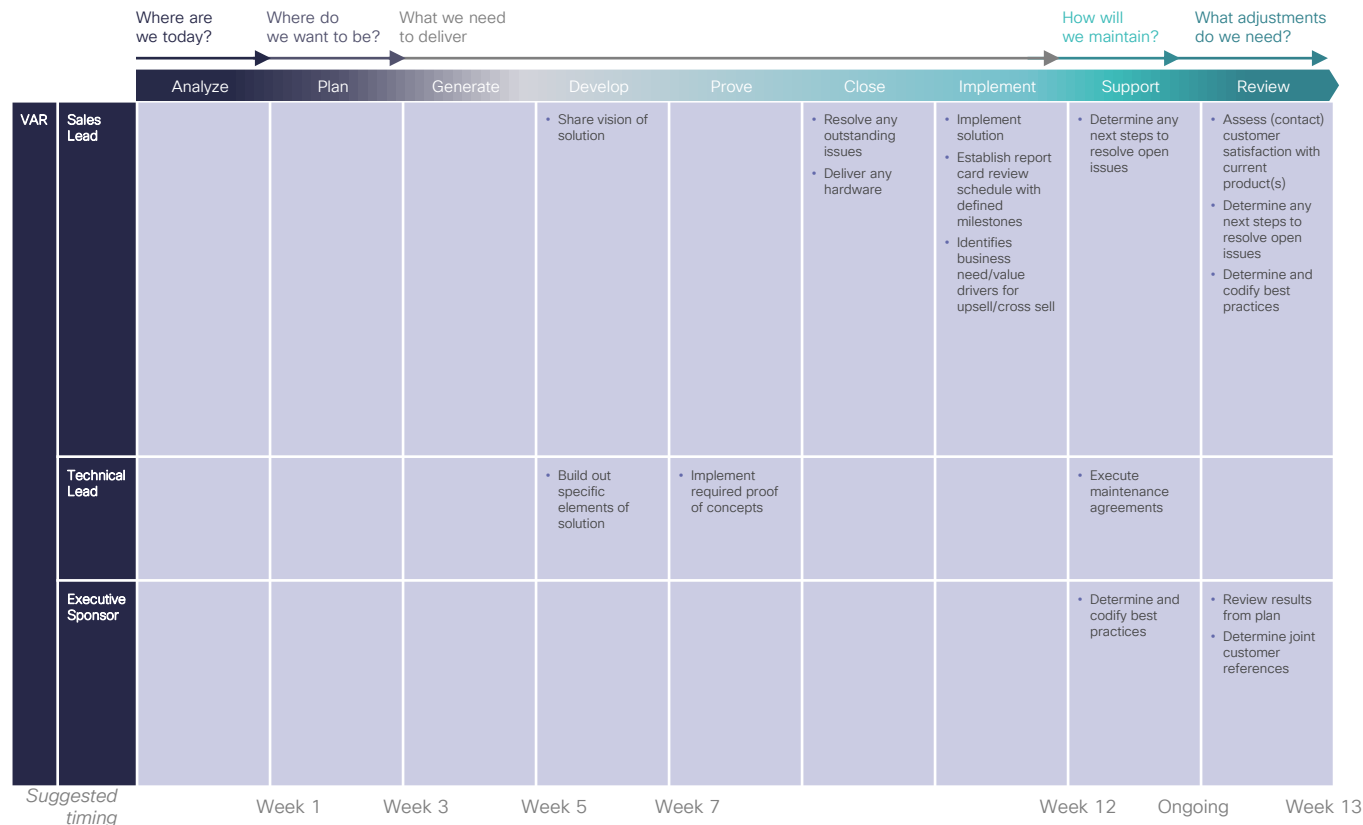
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## Scenario 1 – Solution Consulting SI Led – SI Role

		Where are we today?	Where do we want to be?	What we need to deliver			How will we maintain?		What adjustments do we need?		
		Analyze	Plan	Generate	Develop	Prove	Close	Implement	Support	Review	
SI	Sales Lead	<ul style="list-style-type: none"> <li>Create strategic map</li> <li>Analyze market share</li> <li>Determine category leadership</li> </ul>	<ul style="list-style-type: none"> <li>Determine core opportunities within each customer</li> <li>Develop draft action plan for high potential customers and prospects</li> </ul>	<ul style="list-style-type: none"> <li>Generate interest</li> <li>Qualify prospects</li> <li>Confirm dialogue and agree on next steps</li> <li>Conduct Events &amp; customer outreach</li> <li>Document pipeline</li> </ul>	<ul style="list-style-type: none"> <li>Provide account management lead</li> <li>Diagnose pain points</li> <li>Identify business benefits</li> <li>Share vision of solution</li> <li>Confirm dialogue and agree on next steps</li> <li>Generate competitive upsell</li> <li>Qualify customer need</li> <li>Enter and track deal in pipeline</li> </ul>	<ul style="list-style-type: none"> <li>Develop proof of capabilities plan</li> <li>Conduct a tentative close</li> <li>Write proposal / generate quote</li> <li>Ensure dialogue is on track</li> </ul>	<ul style="list-style-type: none"> <li>Conduct final negotiations</li> <li>Resolve any outstanding issues</li> <li>Reach final agreement</li> <li>Transact any licensing</li> <li>Close deal in pipeline</li> </ul>	<ul style="list-style-type: none"> <li>Confirm action plan with customer</li> <li>Establish report card review schedule with defined milestones</li> </ul>	<ul style="list-style-type: none"> <li>Execute maintenance agreements</li> <li>Determine any next steps to resolve open</li> <li>Track renewal date</li> <li>Notify customer of renewal date</li> <li>Proposes and quotes renewal</li> </ul>	<ul style="list-style-type: none"> <li>Assess (contact) customer satisfaction with current product(s)</li> <li>Determine any next steps to resolve open issues</li> <li>Determine joint customer references</li> </ul>	
	Technical Lead				<ul style="list-style-type: none"> <li>Build out specific elements of solution</li> </ul>	<ul style="list-style-type: none"> <li>Demo product</li> <li>Follow up demo / objections</li> <li>Lead proof of concept / measure results</li> </ul>		<ul style="list-style-type: none"> <li>Implement solution</li> </ul>			
	Executive Sponsor	<ul style="list-style-type: none"> <li>Identify specific opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Build marketing plan</li> <li>Conduct outreach to relevant SI</li> <li>Set goals by category and customer</li> <li>Conduct partner introductions if necessary</li> </ul>	<ul style="list-style-type: none"> <li>Implement a marketing campaign</li> <li>Build mining database</li> </ul>						<ul style="list-style-type: none"> <li>Review results from plan</li> <li>Determine and codify best practices</li> </ul>	
		<i>Suggested timing</i>	Week 1	Week 3	Week 5	Week 7			Week 12	Ongoing	Week 13

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## Scenario 2 – Solution Consulting SI Led – VAR Role



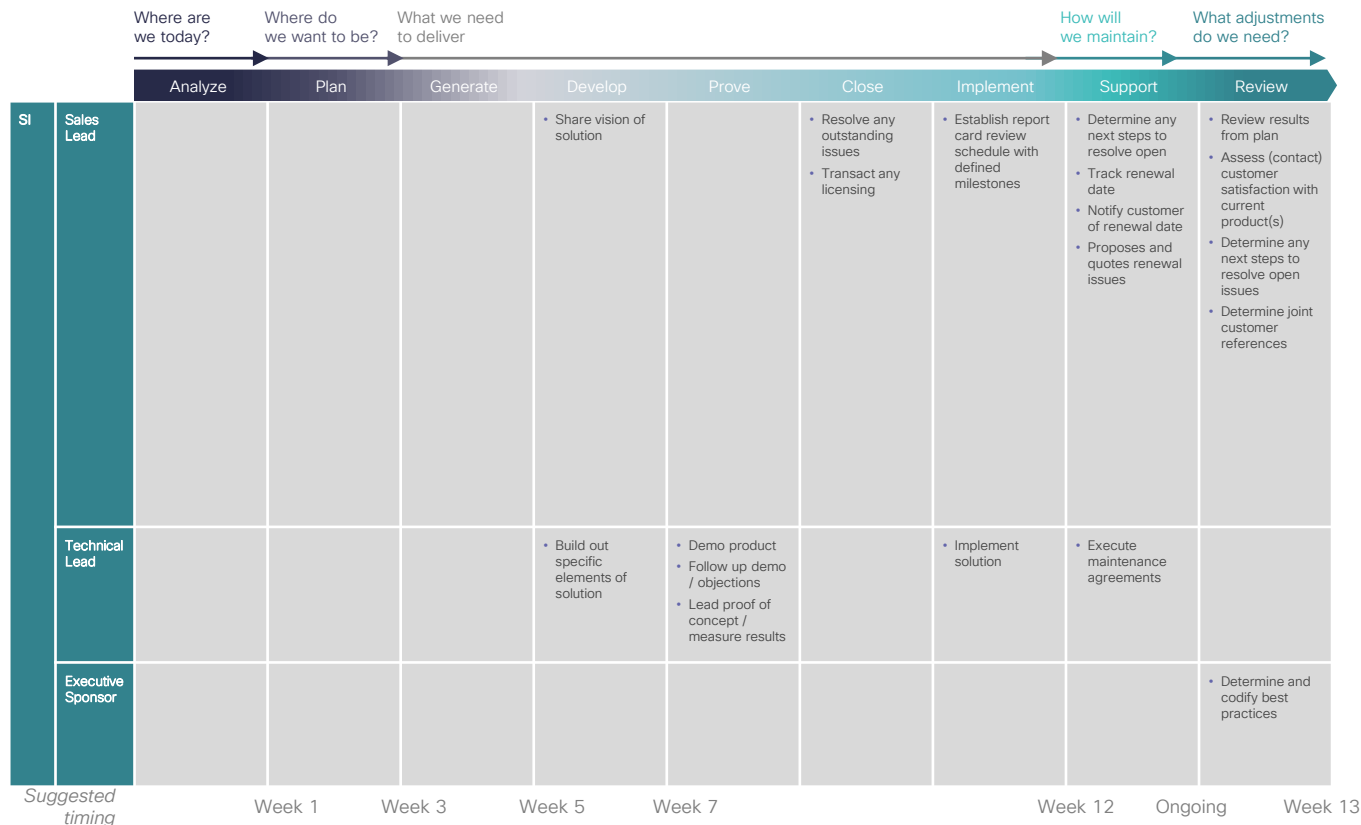
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- VAR Led – SI Role

## Scenario 3 – VAR Led – VAR Role

		Where are we today?	Where do we want to be?	What we need to deliver	How will we maintain?				What adjustments do we need?		
		Analyze	Plan	Generate	Develop	Prove	Close	Implement	Support	Review	
VAR	<b>Sales Lead</b>	<ul style="list-style-type: none"> <li>Create strategic map</li> <li>Analyze market share</li> <li>Determine category leadership</li> </ul>	<ul style="list-style-type: none"> <li>Determine core opportunities within each customer</li> <li>Develop draft action plan for high potential customers and prospects</li> </ul>	<ul style="list-style-type: none"> <li>Generate interest</li> <li>Qualify prospects</li> <li>Confirm dialogue and agree on next steps</li> <li>Conduct Events and customer outreach</li> <li>Document pipeline</li> </ul>	<ul style="list-style-type: none"> <li>Provide account management lead</li> <li>Diagnose pain points</li> <li>Identify business benefits</li> <li>Share vision of solution</li> <li>Confirm dialogue and agree on next steps</li> <li>Generate competitive upsell</li> <li>Qualify customer need</li> <li>Enter and track deal in pipeline</li> </ul>	<ul style="list-style-type: none"> <li>Develop proof of capabilities plan</li> <li>Conduct a tentative close</li> <li>Write proposal/generate quote</li> <li>Ensure dialogue is on track</li> </ul>	<ul style="list-style-type: none"> <li>Conduct final negotiations</li> <li>Resolve any outstanding issues</li> <li>Reach final agreement</li> <li>Deliver any hardware</li> <li>Close deal in pipeline</li> </ul>	<ul style="list-style-type: none"> <li>Confirm action plan with customer</li> <li>Establish report card review schedule with defined milestones</li> <li>Identifies business need/value drivers for upsell/cross sell</li> </ul>	<ul style="list-style-type: none"> <li>Execute maintenance agreements</li> <li>Determine any next steps to resolve open issues</li> </ul>	<ul style="list-style-type: none"> <li>Assess (contact) customer satisfaction with current product(s)</li> <li>Determine any next steps to resolve open issues</li> <li>Determine joint customer references</li> </ul>	
		<b>Technical Lead</b>				<ul style="list-style-type: none"> <li>Build out specific elements of solution</li> </ul>	<ul style="list-style-type: none"> <li>Implement required proof of concepts</li> </ul>		<ul style="list-style-type: none"> <li>Implement solution</li> </ul>		
		<b>Executive Sponsor</b>	<ul style="list-style-type: none"> <li>Identify specific opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Conduct outreach to relevant SI</li> <li>Build marketing plan</li> </ul>	<ul style="list-style-type: none"> <li>Implement a marketing campaign</li> <li>Build mining database</li> <li>Set goals by category and customer</li> <li>Conduct partner introductions if necessary</li> </ul>					<ul style="list-style-type: none"> <li>Determine and codify best practices</li> </ul>	<ul style="list-style-type: none"> <li>Review results from plan</li> <li>Determine and codify best practices</li> </ul>
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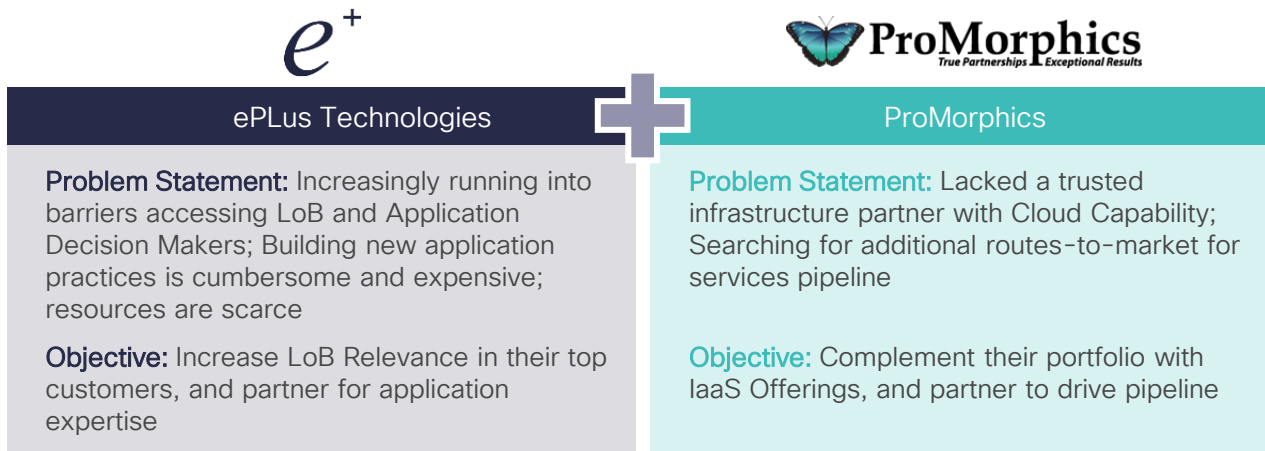
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## Partner to Partner Example

Partners are already taking advantage of Connected Partnerships. Here is one example of two partners who became connected.



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## Key Cisco Contacts and Resources

We have dedicated Cisco team members to help facilitate your engagement as a Connected Partner. Please reach out to the people on this list if you have questions, feedback or suggestions.

Thank you for being a Connected Partner and good selling!

Name	Geo & Focus	Organization	Email	Phone
Matt O'Brien	WW Contact	WW Channels	<a href="mailto:matobrie@cisco.com">matobrie@cisco.com</a>	+1 (425) 468 1063
David Stearns	Americas Channels - SAP	Americas Partner Organization	<a href="mailto:dastearn@cisco.com">dastearn@cisco.com</a>	+1(408) 894 5450
Bryan McCarthy	Americas Channels - Microsoft	Americas Partner Organization	<a href="mailto:brymccar@cisco.com">brymccar@cisco.com</a>	+1 (408) 894 7954
Murray Wenhardt	Canada	Canadian Partner Organization	<a href="mailto:mwenhard@cisco.com">mwenhard@cisco.com</a>	+1 (416) 306 1571
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Thank you.

