Collaboration 2015
Partner Launch Overview Presentation

December 2015
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Agenda for the Overview

- Collaboration Vision and Strategy
- Key Products and Announcements
- Partner Promotions and Incentives
- Wrap Up and Key Takeaways
Collaboration Vision and Strategy
Vision

Deliver a single collaboration experience that spans all modes of communication
Cisco Collaboration Strategy

- Experience Centric
- Cloud Connected
- Value Extended
Register today & join us online, in the Cisco Collaboration Community, for the keynote presentation live from San Francisco, California at Collaboration Summit 2015.

Chuck Robbins, CEO

Rowan Trollope, Senior Vice President and General Manager, Collaboration Technology Group, Cisco

Jonathan Rosenberg, Vice President and Chief Technology Officer, Collaboration Technology Group, Cisco

Cisco Collaboration Summit
SF Marriott Marquis
December 7 – 10, 2015
780 Mission Street
San Francisco, California
Cisco Spark
Complete business collaboration service from the Cisco Cloud
Collaboration Launch Announcements

- Spark the Service
- Spark Phone OS
- Spark Room OS
- Spark Hybrid Services
- Spark for Developers
Cisco Spark – *Coming Early CY 2016*

A cloud based business collaboration service that enables customers to **message, meet** and **call** anyone, anywhere and anytime. Cisco Spark is hosted by Cisco and sold by partners.

**Grow**
- Simple Volume Sales
- Many New Customers
- Upsell Existing

**Profit**
- Margin, Recurring $
- Endpoints
- Upsell, Services

**Differentiate**
- Simple
- Secure
- Complete
Cisco Spark

One Experience

Message
1:1 and team messaging in virtual rooms
Persistent Chat, Content Sharing, Iteration

Meeting
Audio, video, and web meetings
Before/during/after-meeting messaging and content

Call
Voice and video calling via a cloud based PBX\(^1\)
Make calls within or outside organization via the PSTN

One Offer

\(^1\) The Cisco Spark service doesn’t include PSTN services. Customers need to purchase PSTN services from a 3rd party provider. For the complete Spark service, Cisco preferred media provider ecosystem partners can provide PSTN local, long-distance, and direct-inward-dial services. Existing Cisco UC customers will use Spark Hybrid Services to connect on-premises call capabilities to Cisco Spark capabilities in the cloud.
One Experience

Provides users the ability to access, consume, and control the Cisco Spark service

The Cisco Spark App / Client

Message

Meeting

Call
Cisco Spark App
Feature Updates

New Features

- Unify your work streams with easily configured integrations between Cisco Spark and other apps you use
- Search messages to revisit key information anytime
- Use the Important filter to access all your need-to-know information in one place
- Send @mentions in a team room to get someone else’s attention and use the @mentions tab to read yours
Spark Service Endpoints

Spark Phone OS
&
Spark Room OS
One Offer

Common Management
- Message
- Meeting
- Call

Open Platform
- Application Integration APIs
- Partner Services Interconnect
- Spark Hybrid Services Cloud + Prem
Cloud Collaboration Management

- Automated provisioning
- License management (user/group)
- Device management
- Usage reports and analytics
- Service monitoring and support
- Security and policy management
Spark Hybrid Services

Connect existing Cisco calling capabilities to Cisco Spark capabilities in the cloud
Why Cisco Spark

Simple

Secure

Complete
Benefits of Integrated Communications

Personal

Team

Business
## Who Will Be Able to Sell Spark?

<table>
<thead>
<tr>
<th>Resellers</th>
<th>Direct Market Resellers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systems Integrators</td>
<td>National Direct Integrators</td>
</tr>
<tr>
<td>Service Providers</td>
<td>Distributors</td>
</tr>
</tbody>
</table>

- **Add Customers and Recurring Revenue with Simple, Hi-volume Low-touch Deals**
- **Add Value and Expand Opportunity with Existing Customer by Selling Hybrid Services**
- **Quickly Establish a Cloud Practice**

### Requirements:

- Cisco Registered. Spark On-Demand Training (4 Hours). SaaS Subscription Program. To sell Hybrid Services, must meet the requirements related to Cisco call control products the customer owns.
Infinite Flexibility

- Highly configurable
- Multiple consumption models
- Numerous add-ons, overages

Ultimate Simplicity

- Simplicity from the ground up
- Prepackaged offers
- Simple consumption model
- Minimal add-ons, no overages
One Offer

One Experience

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1:1 and team messaging in virtual rooms
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Call
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1 The Cisco Spark service doesn’t include PSTN services. Customers need to purchase PSTN services from a 3rd party provider. For the complete Spark service, Cisco preferred media provider ecosystem partners can provide PSTN local, long-distance, and direct-inward-dial services. Existing Cisco UC customers will use Spark Hybrid Services to connect on-premises call capabilities to Cisco Spark capabilities in the cloud.
Spark Hybrid Services

Connect existing Cisco calling capabilities to Cisco Spark capabilities in the cloud.
As simple as…
First, choose your Message & Meeting Services

M1 – Business Messaging
- Business-class Messaging
- 1:1 and 3-party video calling with screen sharing
- Join Spark and SIP-based meetings

M2 – Business Messaging & Basic Meetings
- Everything in M1, and:
  - Host 25-party meetings with screen sharing with other Spark users

M3 – Business Messaging & Advanced Meetings
- M3
  - Everything in M2, and:
    - Host WebEx-powered meetings with screen sharing and with external participants
    - Personal Meeting Room
    - Scheduled Meetings
Second, choose your Call Services

Hybrid Calling

Cloud Calling
Call Services - Hybrid

**M1**
- Business-class Messaging
- 1:1 and 3-party video calling with screen sharing
- Join Spark and SIP-based meetings

**M2**
- Everything in M1, and:
  - Host 25-party meetings with screen sharing with other Spark users

**M3**
- Everything in M2, and:
  - Host WebEx-powered meetings with screen sharing and with external participants
  - Personal Meeting Room
  - Scheduled Meetings

**UCM/BE HCS**
Call Services - Cloud

Cloud Calling

M1
- Business-class Messaging
- 1:1 and 3-party video calling with screen sharing
- Join Spark and SIP-based meetings

M2
- Host 25-party meetings with screen sharing with other Spark users

M3
- Host WebEx-powered meetings with screen sharing and with external participants
- Personal Meeting Room
- Scheduled Meetings

Cloud Calling*

*Excludes PSTN Services. Sourced via Media Provider partners.
Third, choose your Spark Service Add-ons

Rooms
Connect a room endpoint to the Spark cloud

Conference Audio
Dial-in (Toll, Toll Free) Callback

Additional Centers
Event
Training
Support
Complete Offer Structure

- Available in select Geos, SMB focused
- Available in most Geos

M1

- Business-class Messaging
- 1:1 and 3-party video calling with screen sharing
- Join Spark and SIP-based meetings

M2

- Everything in M1, and:
  - Host 25-party meetings with screen sharing with other Spark users

M3

- Everything in M2, and:
  - Host WebEx-powered meetings with screen sharing and with external participants
  - Personal Meeting Room
  - Scheduled Meetings

UCM/BE HCS

Cloud Calling*

UCM/BE HCS

Cloud Calling*

UCM/BE HCS

Cloud Calling*

Add

Rooms
Connect a room endpoint to the Spark cloud

Conference Audio
Dial-in (Toll, Toll Free) Callback

Additional Centers
Event Training Support

*Excludes PSTN Services. Sourced via Media Provider partners.
Offer Packaging

- Available in select Geos, SMB focused
- Available in most Geos

**C1**
Everything in M1, and:
- Cloud Calling*
  - Business-class voice and video
  - Mobility
  - Voice Messaging

**M1**
- Business-class Messaging
- 1:1 and 3-party video calling with screen sharing
- Join Spark and SIP-based meetings

**C2**
Everything in M2, and:
- Cloud Calling*
  - Business-class voice and video
  - Mobility
  - Voice Messaging

**M2**
- Host 25-party meetings with screen sharing with other Spark users

**C3**
Everything in M3, and:
- Cloud Calling*
  - Business-class voice and video
  - Mobility
  - Voice Messaging

**M3**
- Host WebEx-powered meetings with screen sharing and with external participants
- Personal Meeting Room
- Scheduled Meetings

*Excludes PSTN Services. Sourced via Media Provider partners.
Partner Service Opportunities

- Cloud Assessment/Readiness
- Planning, Design and Implementation
- Managed Services
- Technical Support
- Consulting

New Service Offers:
- Directory (SSO)
- Calendar (Integration)
- Call Services
Partner Service Opportunities

Cloud Calling

- Cloud Assessment/Readiness
- Single Sign On
- Light Implementation/Deployment/Provisioning
- Technical Support
Recurring Revenue Streams

On-going Lifetime Value and Services
  Usage, Adoption

On-going Profitability Incentives
  Subscription, Upsell, Renewal

Grow Your Annuity Stream
  Monthly Recurring Revenue

Accelerated CAGR of Recurring Revenues Profitable Revenues to Fuel Future Growth
Simple Go To Market
Cisco Spark Service Availability

**Spark**

**Message and Meet** *(existing offer)*
- US
- Australia
- Canada
- UK
- Germany
- France
- Japan
- Norway
- Mexico
- Denmark
- Hong Kong
- Finland
- Spain
- Switzerland
- Singapore
- Sweden
- Belgium
- South Africa
- Austria
- Portugal
- Puerto Rico

**Collaboration Summit**
Spark with Message, Meeting, Call capabilities, and Hybrid Services announcement

**Hybrid Services**
- 21 Spark Message and Meet countries

**Call capability and Spark-enabled SX10**
- US
- Australia
- Canada
- UK
- Germany
- France

**Continued global rollout**

- Q2CY15
- Q3CY15
- Q4CY15
- Q1CY16
- Q2CY16
- Q3CY16
Introducing the Spark “Cloud Try and Buy Program”

Cisco and Partner demand gen programs.

Partners identify an opportunity.

Create trial orders in the partner portal, select devices.

Customers quickly receive devices, register to the cloud.

Trials converted to orders in CCW, customers grow, expand services.

A Risk-free, Partner-led, HW/SW Trial Program That Enables You to Easily Showcase Cisco Cloud Voice and Video Technologies
Sales and Practice Enablement

- Playbook
- One-stop Partner Community
- Training: Live and On Demand
- Sales Collateral and Call Guides
- Live Sales Support
Marketing Enablement

Everything You Need to Reach New Customers and Drive Demand

Customizable Under Your Brand

Simple Customer Journey: Inbound Tactics Drive to Website With Free Trial Offer
Collaboration Launch Announcements

- Spark the Service
- Spark Phone OS
- Spark Room OS
- Spark Hybrid Services
- Spark for Developers
Our flexible platforms offer businesses a comprehensive set of tools to extend and embed cloud collaboration services, increasing team productivity and deepening customer engagement.

**Cisco Spark Platform**
Open APIs to integrate, extend, and customize Spark experiences

**Tropo Platform**
Open APIs for embedding voice and SMS services to enhance business processes

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Connect people, services and business processes like never before

Complete collaboration solution

Modular building blocks
Open APIs powered by Tropo enable developers to quickly and easily embed communication capabilities into applications and business processes.

Voice & SMS APIs with value-added features

Easy to use
24/7 support
Pay as you go
Cisco Spark Platform

Make it easy for users to integrate Cisco Spark with the apps they love and give developers tools to transform collaboration experiences.
Native Integrations and Webhooks

• Unify workstreams with native app integrations that are easily configurable inside the Cisco Spark app

• Use webhooks to create your own inbound and/or outbound exchanges between Cisco Spark and third-party apps
App Integration Services

- Platforms that create connections between hundreds of apps
- Build your own integrations between Cisco Spark and the other apps you love
- Use built-in filters to automate how content is shared
Cisco Spark for Developers ‘Preview’

Available Dec 8

Developer Portal
Interactive Docs
24/7 Dev Support
Server SDKs
# How to Utilize Our Platform APIs

**You Don’t Need In-House Resources to Differentiate**

| Have Developers In-House? | APIs are easy to use  
Integrate Spark with customer applications and business processes  
Create valuable customer experiences and differentiate  
Consider adding in-house capabilities |
|---------------------------|--------------------------------------------------|
| No Developers?            | We can connect you to resources we trust to help you deliver integrations for your customers  
Talk to your partner representative |
| Sell the Value            | If your customers have developers in house, they can leverage these simple APIs to drive their own integrations |
Partner Promotions and Incentives
Collaborate Now – Upgrade
Drive Video and Messaging

WebEx Meeting Center

- Up to 65% Discount
- WebEx Meeting Center or Enterprise Edition
- Named Host, Active User or Employee Count

CMR Cloud

- Up to 100% Discount
- 1 Named Host for every 4 MC Named Hosts or Enterprise Users
- Limit 100 CMR Cloud Named Hosts per Customer

Available Until April 30, 2016 in Americas and EMEAR

www.cisco.com/go/collaboratenow
Collaborate Now – Competitive Displacement
Take Share

WebEx Meeting Center

Up to 70% Discount

New and renewal deals competing against Citrix, Microsoft Lync, Zoom

Named Host, Active User or Employee Count

Available Until April 30, 2016 in Americas and EMEAR

www.cisco.com/go/collaboratenow
WebEx Higher Education Promotion

Two sites provided:

• **Faculty/Staff (Paid)**
  - Full Deployment: WebEx Enterprise Edition based
  - Employee Count/Active User Offer
  - Active User based on 10% of the Faculty/Staff Knowledge Worker count
  - Multi-Year options available (1, 2, 3, or 5 years)
  - WebEx Messenger Included
  - VoIP Only (in markets where regulatory standards allowed)

• **Students (Free)**
  - Meeting Center (8 attendee capacity)
  - VoIP Only (in markets where regulatory standards allowed)
  - WebEx Messenger included $5M maximum allowed

Buy a 1, 2, 3, or 5 year Enterprise Edition Full Deployment Offer and get 100% of your schools students for free!

Restricted to Higher Education Offer for Both Faculty/Staff and Students

*Use Specific SKUs on the deal that are NPH until reviewed by the product manager*

*ALL Sales MUST Be Sold through a Qualified GPL or GRA Partner*
SWSS Promotion Update

3>1 SWSS Renewal Promotion

Global promotion – From June 23, 2015 through July 30 2016 in America/EMEAR & through April 30, 2016 in APJC

Must renew for three years to receive promotion

Available for Cisco User Connect Licensing (UCL), Cisco Unified Communication Manager (UCM), and Cisco Unified Workspace License (UWL) products (ECMU service level)

Does not include Business Edition 6000 products

Partner Support Service – Competitive Pricing

- From December 1, 2015
- 10% List Price Reduction on PSBU SWSS for BE6000
- New Business, Renewal
- UCL Enhanced
- UCL Enhanced plus
- CUWL Standard
- CUWL Professional
- Competitive Partner Support Service Lower TCO

3>1 SWSS Renewal Promotion:
www.cisco.com/go/3greaterthan1promo

SWSS Partner Page:
www.cisco.com/web/partners/services/sell-and-market/software-support-service.html
Collaboration Adoption Incentive
Summary of Update
What is new with CAI?

- Increased rebate payout by 4x - up to $100k
- Rewarding both volume (customer deal size) and value (breadth of adoption services)
- Restructured PoP documents to increase focus on use cases
- Increased focus on technical services

www.cisco.com/go/collablifecycle
CAI Rebate Rewards
What Are the New CAI Rebate Levels?

Minimum number of licensed users within the customer determines the Tier
Categories are determined by the percentage of Users Adopted*
• Validated in proof of performance documentation

<table>
<thead>
<tr>
<th>Tier</th>
<th>Min # of Licensed Users</th>
<th>Category A: 10% Adopted Users</th>
<th>Category B: 25% Adopted Users</th>
<th>Category C: 50% Adopted Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>50+</td>
<td>n/a</td>
<td>$15k</td>
<td>$25k</td>
</tr>
<tr>
<td>2</td>
<td>250+</td>
<td>$15k</td>
<td>$25k</td>
<td>$50k</td>
</tr>
<tr>
<td>3</td>
<td>1000+</td>
<td>$25k</td>
<td>$50k</td>
<td>$100k</td>
</tr>
<tr>
<td>4</td>
<td>5000+</td>
<td>$50k</td>
<td>$100k</td>
<td>$100k</td>
</tr>
</tbody>
</table>

*number of Users Adopted / total number of Licensed Users
Partner Resources and Key Takeaways
One-Stop Partner Launch Resources

Live Date Nov 19, 2015

cisco.com/go/collabpartnerdec2015
Additional Partner Resources

**Additional Resources**
- Virtual Launch Experience
- Distributor Launch Page
- Cisco Partner Brand Exchange
- Cisco Partner Central
- Cisco Capital
- Cisco Competitive Edge Portal
- Cisco Partner Education Connection
- Cisco Distribution Central
- Cisco Plaques and Certificates

**Collaboration Partner Programs**
- Master Collaboration
- Advanced Collaboration
- Express Collaboration
- Express Video Specialization
- Advanced Video Specialization
- Cisco Value Incentive Program

**Promotions and Incentives**
- Cisco Rewards
- Collaborate Now Promotion
- Collaboration Technology Migration Program (TMP)
- Software Activation Incentive
- Collaboration Adoption Incentive
- Standard Not for Resale (Standard NFR) Program

- WW Partner Summit Offers & Announcements
- Selling Collab Tool

**Collaboration Campaigns**
www.cisco.com/go/sellcollaboration

**Related Collaboration Links**
- Partner Architecture Home Page
- Use Case Tool and Resources
- Sales and Marketing Resources
- Incentives and Promotions
- Collaboration Partner Community
- Collaboration Partner Services
- Technical Knowledge Library
- Project Workplace
- Cisco Partner Ecosystem
- Cisco SalesConnect App
- Collaboration Software Development Resource – DevNet
- Cisco DevNet

NOTE:
To activate hyperlinks, view in slide show mode
Call to Action and Key Takeaways

- Get on the Annuity Platform
- Build an annuity business
- Adopt Spark within your own business
- Add WebEx and Spark to every deal
- Modernize your install base