Solution Partner Program
Overview

July 2017
There’s Never Been a Better Time to GO BIG with Cisco
Disrupt or Be Disrupted with Digital Transformation

Digital disruption will displace nearly 40% incumbents by industry over the next five years.

Digital companies are 26% more profitable and achieve 12% higher market valuation than their competitors.

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Digitization is Powered by Partnerships

Manufacturing | Energy | Financial | Retail | Government | Healthcare

Workforce Experience | Customer Experience | Business Innovation | IT Transformation

ACI | Cloud | Analytics | Mobility

Enterprise Networking | Data Center | Collaboration | Security

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Cisco Channel Partners Are Looking To Partner With You

- Access to New Buyers
- Sell More Hardware, Software & Services
- Increase Deal Size 5-7X
- Earlier Deal Engagement
Cisco Provides

A robust product portfolio
Comprehensive digital solutions for every customer
A rich partner ecosystem

Award-winning resources to help Solution Partners build, test, market, and sell

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World Class Benefits
Solution Partner Program World Class Benefits

- Invitation Only
- Cisco Compatibility
- 24/7 Support
- Preferred Solution Partner
- Complementary Solution 8/5 Support
- Solution Partner

More Benefits

CRN 5 Star Partners Program Winner 2015
CRN 5 Star Partners Program Winner 2016
### Solution Partner Program World Class Benefits

<table>
<thead>
<tr>
<th>Membership Benefits</th>
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<tr>
<td><strong>Solution Partner</strong></td>
<td><strong>Preferred Solution Partner</strong></td>
<td><strong>Strategic Solution Partner</strong></td>
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<tr>
<td><strong>Technical</strong></td>
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<td><strong>NOTE</strong>: Strategic Solution Partners must be invited to join the Strategic Solution Partner Tier. Due to the complex nature of these strategic relationships, benefits are highly customizable, but may include:</td>
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<tr>
<td>- Access to DevNet SDK’s, API’s, Technical Specs &amp; more</td>
<td>- Access to shared DevNet Sand Box</td>
<td><strong>Membership Benefits</strong></td>
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<tr>
<td>- Access to shared DevNet Sand Box</td>
<td>- 160 hours select dedicated DevNet Sand Box</td>
<td>Everything in Preferred Solution Partner tier plus:</td>
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<tr>
<td>- 40 hours of select dedicated DevNet Sand Box</td>
<td>- 10 DevNet Agent-based Developer Support Cases</td>
<td>- Customized Business Planning</td>
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<tr>
<td>- 5 DevNet Agent-based Developer Support Cases</td>
<td></td>
<td>- Assigned Partner Manager, Engineering, Marketing, Services and Sales Resources</td>
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<td>- Access to interoperability verification testing services designation for approved solutions</td>
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<td>- Cisco Architecture Strategy Influence</td>
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<td>- Not For Resale (NFR) Discount Program</td>
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<td>- Access to Cisco Executive Forums</td>
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<td><strong>Go To Market</strong></td>
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<td><strong>Eligibility for participation in Partner Connections</strong></td>
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<td>- Power Hour Webinars</td>
<td>- Cisco Compatible logo for certified solutions</td>
<td><strong>Eligibility to apply for presence in Cisco Marketplace Solutions Showcase</strong></td>
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<td>- Partner Relationship Logos</td>
<td>- Increased Presence In Cisco Marketplace</td>
<td><strong>Eligibility to participate in Partner Connections</strong></td>
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<tr>
<td>- Marketplace Banners</td>
<td>- Eligibility to apply for presence in Cisco Marketplace Solutions Showcase</td>
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<td>- Customizable storefronts in the Cisco Marketplace</td>
<td>- Eligibility for participation in Partner Connections</td>
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<td>- Eligible to Exhibit at Cisco Live World of Solutions</td>
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Benefits At-A-Glance In Partner Lifecycle

Solution Partner Program
- Access to Cisco Partner Ecosystem
- Access to Cisco Customers
- Cisco Led Events (Cisco Live)
- Brand Assets
- Cisco Marketplace and Solutions Showcase
- Ecosystem Partner Connections Events
- Success Stories

DevNet
- Case-based Support
- Virtual Sandboxes
- Learning Labs
- SDKs/APIs
- Technical Content and Forums
- Testing and Certification
- Technical and Engineering Support

Common Platform = Simple Partner Lifecycle Support
World Class Support
DevNet – A Critical Component For “Build” & “Test” Cycles

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DevNet

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Partner Support Resources

Information When and How You Need It

Partner Dashboard / Resources
- **Contact Partner Support** at your fingertips
- Solution Partner Program Guidelines

Online Digital Help (User Guide)
- Embedded within Your Partner Dashboard
- Intuitive Search

Video on Demand (VODs)
- Welcome and Introduction to Your Dashboard
- Publishing Your Solution to Cisco Marketplace
- Upgrading to Preferred Solution Partner Tier

Orientation Webinars Quarterly
- New Partners and/or New Partner Contacts (Quarterly)
Maximizing Program Benefit Consumption
Your Personalized Partner Dashboard

Events Based

Icons Identify

- ✓ Completed
- ✅ Criteria met
- ❌ Criteria not met

Action Buttons

Submit a Solution

My Solution Partner Dashboard

My Company Tasks
- Personal Profile
- Company & Contacts
- Submit a Solution
- Solution Partner Profile
- Pay Membership Fee
- Submit a Success Story
- Technology Solutions Catalog Profile
- Achieve Cisco Compatibility
- Upgrade to Preferred Solution Partner

Notices
- Tell Us Your Story with Cisco: New Success Story Contest
- Don’t miss this opportunity to be showcased to Cisco Channel Partners, Cisco Executives, and the Cisco Field!

- New “How To” VODs
- Check out our new VODs for 1) understanding your dashboard and 2) how to create your storefront in Cisco MarketPlace

- "Tell Us Your Story" Case Study Contest - Get Noticed - Submit by September 2nd

Partnership Status
- My Company:
  - Next Wave Data
- Tier Level:
  - Preferred Solution Partner
- Current Membership Year:
  - 01/01/2016 - 12/31/2016
- Next Payment Due:
  - 12/31/2016

Resources
- Partner User Guide
- Contact Partner Support
  - Developer Support Tickets
  - Program Guidelines
  - "How To" VODs

Support

Contact Us
Online Partner Guide
VODs

https://solutionpartner.cisco.com/site/spp/dashboard/
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Maximizing Program Benefit Consumption
Your Personalized Partner Dashboard

Solution Management

Solution dashboard for each of your approved solutions
Cisco MarketPlace
Where Cisco partners, field and customers go to find solutions

Welcome to Cisco MarketPlace
Your source for secure, validated enterprise-class apps, products, solutions and services

Browse
Cisco Powered Services Catalog
Find cloud and managed services offered by our partners.

Technology Solutions Catalog
Find Cisco Compatible, SIP approved solutions that deliver business outcomes.

Solutions Showcase
Find Cisco Compatible, SIP approved solutions that deliver business outcomes.

Connect
Partner Locator
Need a Cisco partner close to you? This is the place to find one.

Technology Solutions Catalog (TSC)
Build a storefront for each solution
Success Story promotions
Upgrade tier level for increased visibility

Solutions Showcase
“Channel Ready” Solutions
✓ Cisco Compatible
✓ Proven Track Record
✓ Solution:
  ✓ Game Changer
  ✓ Make Offer Whole
  ✓ Influence Deals
Solution Partner Steps to Success

Not-For-Resale (NFR) Program: Purchase Cisco product for build, lab, demo purposes
DevNet Sandboxes

Eligible for Preferred Partner Tier* (24 x 7 support)

Assess your solution(s) against Solutions Showcase criteria and apply if eligible

Share A Success Story: Partner Ecosystem
Promotional opportunities: Marketplace Events

Approved solutions inserted into Solutions Showcase
Target Audience: Partner Ecosystem

Value to Ecosystem
Foundational
Awareness
Amplification
Learn More About The Program
Visit the Solution Partner Program website

IDC’s InfoBrief

Cisco MarketPlace
Thank You!