

CISCO
DESIGNED

Win Big in Small Business

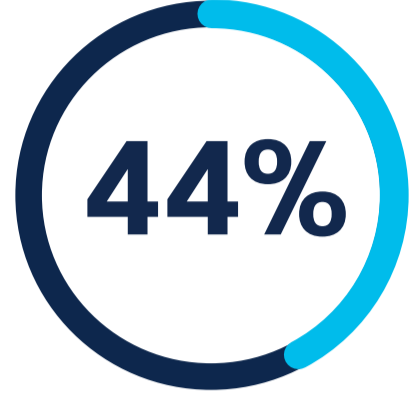
There is nothing small about small businesses.



Employ 2/3 of the global workforce¹



Create 1/2 the world's GDP¹



Account for 44% of all IT spending²



The TAM in Small Business is a **MULTI-BILLION DOLLAR** opportunity, and growing!



Capture your share of this opportunity with the new Cisco Designed portfolio

CISCO
DESIGNED

Cisco Designed is a curated portfolio of products specifically designed for small business to deliver simple, secure and flexible products at the right price for small businesses to thrive. As well as profitable opportunities for you.



Connect

Meraki MR/MS/MX
Meraki GO
Catalyst 1K Switch
Small Business Switches and Routers
Cisco Business APs
Aironet APs



Compute

Hyperflex Edge
UCS Rack
Intersight



Collaborate

Webex Teams
Webex Meetings
Hand/Headsets
Room Systems
BE4K
WebEx Calling
UCCX WebEx CC



Secure

Duo
Umbrella
AnyConnect ASA/
Firepower
Advanced Malware Protection (AMP)

Products and Services Designed and Curated for Small Businesses

Cisco is Committed to Partner Success in Small Business



Whether you are just starting a small business practice or already growing in this segment, we have the resources and support to help every Partner become more profitable in this important market.



Profitability

- Earn more
- Selling to the Small and Midsize markets (Perform Plus)
 - Bringing in new customers to Cisco (OIP)
 - Driving adoption of high-value Cisco technologies (VIP)

- Jump start your MSP practice with MDF and special pricing (CMSP Express)
- Close deals faster with competitive pricing (Fast Track)
- Motivate, reward and recognize your sellers (Seller Rewards)
- Close bigger deals using Cisco Capital financing, as low as 0%*



Support

- Cisco Sales experts
- Distribution sales and partner experts
- Cisco Partner Community



Marketing

- Co-brandable Small Business assets for closing more deals
- Lead generation Programs (VDC/X-Sell)*
- Earn Marketing funds (MDF) to offset marketing costs*
- Digital tools and Cisco quality content for eCommerce sites*



Enablement

- Small Business Specialization
- Guides to help you sell to SB customers
- Training to get the most out of SB solutions

* Regional and partner availability may vary

Unlock big incentives and rewards with Cisco's Express Specialization, SMB Track

Earn up to:



rebate* and bonuses for growth and x-architecture sales



discount* for new business



rebate* when you displace Cisco competitors

Get Started

*Discount and rebate may vary by region

Source: 2. SMB Group, November 2018. 3. Salesforce, November 2016. 4. Small and Medium Business Trends Report, Salesforce Research.



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