



WebCollage Global Business Solution für Cisco Partner Webinar 14.9.09



Nicole Merkel

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Agenda

- Cisco Content Syndication Strategie für Partner
 - WebCollage Überblick
 - Die komplette WebCollage B2B-Lösung
 - Die ersten Schritte
 - Fragen & Antworten
-
- Prozess für diesen Call, Diskussionsteilnehmer für Chat, bitte reichen Sie Ihre Fragen über die Webex Chat-Funktion ein und die Diskussionsteilnehmer werden sie während des Calls beantworten. Vielen Dank!

Was spricht für eine gemeinsame Strategie?

- Einzelnen Kunden eine reichhaltige Medienerfahrung zu bieten, kann für Partner eine echte Herausforderung sein
- Den Kunden durchgängige, relevante und interessante Inhalte zur Verfügung zu stellen, ist für jedes Unternehmen “ein Muss”
- Nutzen Sie die Stärke der Marke Cisco
- Auch wenn Sie keine reichhaltige Medienerfahrung auf dem Web bieten, Ihre Konkurrenz wird es bestimmt tun
- Eine bessere Kundenerfahrung führt im Endeffekt zu mehr Umsatz
- Steigern Sie das Interesse an Cisco Small Business Produkten

Vorteile für den Partner

- Produktinhalte werden kontinuierlich aktualisiert und relevant gehalten
- Erweiterte Funktionen, um Produkte zu erforschen
- Weniger Anfragen an den Kundenservice und weniger Rücksendungen von Produkten
- “Showcases” oder Schaufenster, die an die Erscheinungsweise Ihrer Site angepasst werden können
- Keine Anforderungen an die IT
- Keine Ressourcen für Entwicklung der Inhalte erforderlich
- Höhere Kundenbindung



WebCollage Überblick

Vorstellung WebCollage

- **Company**
 - Gegründet 2000
 - Headquarter in New York
 - Über 135 Mitarbeiter
- **Mission**
 - Optimize how manufacturers provide rich marketing content to their channel partners in order to jointly sell and market products online and influence offline purchasing decisions
- **Marktführer Content Integration Network**
 - Über 100 Marken von führenden Herstellern
 - 2000+ e-Commerce sites
 - 2000+ non e-Commerce sites

Key Marketing Programm für über 100 Marken

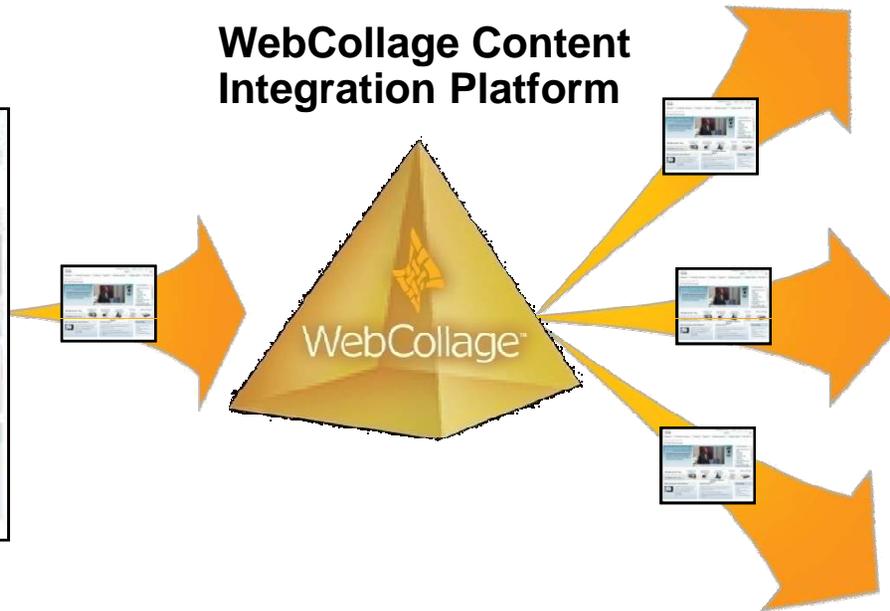


WebCollage optimiert Online Marketing der Partner

Hosted Service, der alle Produktmarketing-Inhalte von der Cisco Site abrufen und dynamisch auf die Website des Partners ausweitet



WebCollage Content Integration Platform



Channel Partner



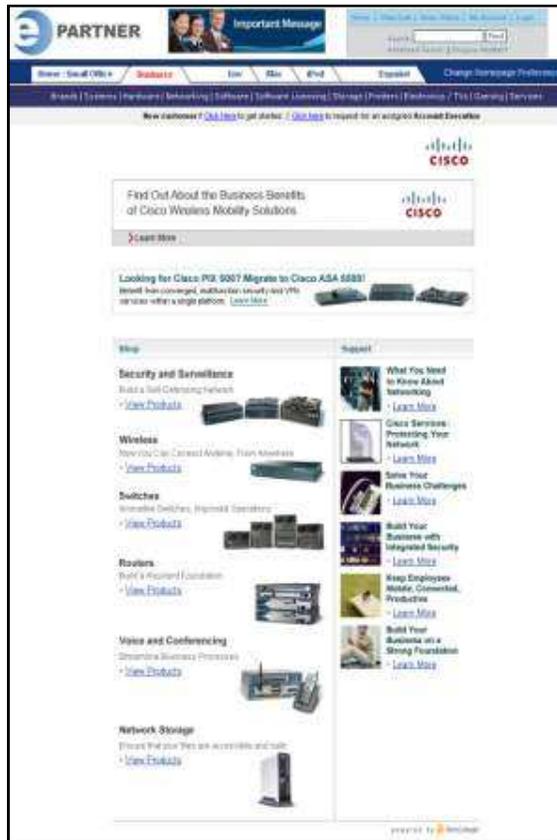
- Weltweite Implementierung & Support
- Keine Software zu installieren und zu warten
- Keine Updates oder fortlaufender IT-Support
- für Partner-Site zusammengestellt
- e-Commerce fähig
- Keine Kosten für die Partner



Die komplette WebCollage B2B Lösung

Die WebCollage B2B Lösung

Brand Showcase



Produkt Mini-Site

Cisco 1841 router with 1-port ADSL WAN Interface Card, 32MB Compact Flash, and 128MB DRAM



More From: [Cisco](#)
 Item #: 5421277
 Mfr. Part#: CISCO1841-ADSL
 Availability: **In Stock**
 Est. Ship: Available - Ships in 24 Hrs

Cisco Systems is redefining best-in-class enterprise and small-to-medium-sized business routing with a line of integrated services routers that are optimized for the secure, wire-speed delivery of concurrent data, voice, and video services.

NEW [MORE MANUFACTURER INFO](#)

http://www.live.cisco.com/webcollage/ret/Modular_Router_w/2af1...
 PARTNER
 Modular Router w/2xFE, 2 WAN slots, 32 FL/128 DR

Features: [Interactive 3D Model](#) [Video Data Sheet](#) [Library](#)

Advanced Features
 HWIC Card
 ASL VPM Card



[Cisco.com](#)

Nachfrage-generierung



**Cisco
1841 Router**

[Demo](#)
[Features](#)
[Specifications](#)

\$112.99 Item # 635445
 In Stock

ADD TO CART

[Product Page](#)
[Communicator Line](#)
[Cisco Showcase](#)



Brand Showcase (Marken-Schaufenster)

Brand Showcase

Markenbewusstsejn

The screenshot shows the Logicom Hungary website interface. At the top, there's a navigation bar with links like 'Kezdőlap', 'Regisztráció', and 'Kosár tartalma, megrendelés'. Below this, a 'Kosár:' section indicates the cart is empty. A 'Bejelentkezés:' section has fields for 'E-mail:' and 'Jelszó:'. A 'Termék kategóriák:' sidebar lists categories like 'Cisco Bemutatóterem', 'Cisco Small Business (Linksys)', and 'Cisco Termékek'. The main content area is titled 'Bemutatóterem' and features a 'New Small Business Essentials' banner for Cisco NSS storage systems. Below the banner, there are sections for 'Products for Small Business' with icons for Routers and Switches, Security and Surveillance, Voice and Conferencing, Wireless, and Network Storage. A 'Resource Center' sidebar on the right lists links like 'Why Cisco', 'Articles', 'Customer Stories', 'Multimedia', 'News and More', 'Technology Defined', and 'Cisco Innovators'. At the bottom, there's a 'Solutions for Small Business' section with icons for 'Connect Employees and Offices', 'Secure My Business', 'Work from Anywhere', 'Serve Customers Better', and 'Be More Productive'. The footer contains copyright information for Logicom Magyarország Kft. and Cisco Systems Inc., along with a 'KONTOR HÍV' logo.

- **Hersteller Markenerfahrung**
 - Korrekte Zusammenstellung pro Partner
 - Weiterbildung & Guided Selling
- **Produktangaben**
 - Nur für die Produkte, die vom Partner angeboten werden
 - Funktionen, Vorteile, komplettes Cisco-Marketing
- **Lernen Sie vom Hersteller**
 - Lösungen, Whitepapers, Podcasts
- **Bereiche für Kampagnen & Promotions**
 - Neue Produkte
 - Saisonale Kampagnen
 - Produkt-Promotions
 - [Live Link](#)

Brand Showcase - Best Practices

- Fügen Sie auf Ihrer Home Page einen Link zum Showcase ein
- Fügen Sie auf allen geeigneten Seiten, wie Produkt- oder Kategorieinformationen, Links zum Showcase hinzu
- Weisen Sie bei allen Mitteilungen, wie E-Mails, Rundbriefen oder bei Zitaten auf das Showcase hin
- Integrieren Sie Ihre E-Mail und Telefonnummer in das Showcase, damit Interessenten Kontakt aufnehmen können
- Nutzen Sie den 2. Banner, um für Ihr Unternehmen und Ihre Initiativen zu werben
- Umgeben Sie das Showcase mit zusätzlichen Informationen, die für Ihre Kundenbasis von Interesse sein könnten
- Hat der Partner selbst ein Showcase, fügen Sie einen Link zu dem SMB Showcase hinzu, um noch detailliertere Produktinformationen zu bieten

Brand Showcase – E-Mail & Telefonnummer

LWC.COM Cisco Premier Certified Partner Cisco StorePart Silver Partner Customer Satisfaction Excellence

О КОМПАНИИ | СИСТЕМНАЯ ИНТЕГРАЦИЯ | ДИСТРИБУЦИЯ | ПАРТНЕРЫ | НОВОСТИ | ОБУЧЕНИЕ | КАРЬЕРА В LWC.COM

ВЕНДОРЫ РЕШЕНИЯ CISCO

Все решения
Cisco
EMC
D-Link
Linksys
KIRK telecom
IronPort
VMware
3Com
Allied Telesis
Riverbed
APC
C-Терра СияЭПи
Zelax
HATEK
RAD Data Communications
Skylink

Cisco Интернет-витрина
Виртуальная витрина всего спектра предложений Cisco для рынка SMB: от давно знакомых до новых.
Вендор: Cisco
Категория: Решения для малого и среднего бизнеса

Welcome to the Cisco Showcase

New Small Business Essentials
Protect Your Data With the New Cisco NSS2000, Cisco NSS2050 and Cisco NSS3000
Protect and back up your data, images and video with affordable data storage your small business needs.
[Learn How](#)

Cisco Small Business Network Storage Systems

Products for Small Business

- Routers and Switches
- Security and Surveillance
- Voice and Conferencing
- Wireless

Let Us Help
Talk to LWC.COM, your Cisco Certified Partner.
Call (812) 336 43 00
[E-mail us](#)
[Contact us](#)

Resource Center

- » Why Cisco
- » Articles
- » Customer Stories
- » Multimedia
- » News and More
- » Technology Defined
- » Cisco Innovators

Solutions for Small Business

- Connect Employees and Offices
- Secure My Business
- Work from Anywhere
- Serve Customers Better
- Be More Productive

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LWC.COM Cisco Premier Certified Partner Cisco StorePart Silver Partner Customer Satisfaction Excellence

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ВЕНДОРЫ РЕШЕНИЯ CISCO

Все решения
Cisco
EMC
D-Link
Linksys
KIRK telecom
IronPort
VMware
3Com
Allied Telesis
Riverbed
APC
C-Терра СияЭПи
Zelax
HATEK
RAD Data Communications
Skylink

Cisco Интернет-витрина
Виртуальная витрина всего спектра предложений Cisco для рынка SMB: от давно знакомых до новых.
Вендор: Cisco
Категория: Решения для малого и среднего бизнеса

Security and Surveillance

[Cisco Store](#) > Security and Surveillance

Peace of Mind
Integrated security features safeguard your network against information theft, virus outbreaks, and application abuse so you can rest easy.

Security Solutions

What You Need to Know About Network Security
Network security does not rely on one method, but uses a set of barriers that defend your business in different ways.
[Learn More](#)

Video Surveillance

Let Us Help
Talk to LWC.COM, your Cisco Certified Partner.
Call (812) 336 43 00
[E-mail us](#)
[Contact us](#)

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+7(812)336-4301; +7(812) 314-9352

Время работы:
Пн-Пт, с 9.30 до 19.00

[Схема проезда](#)
[Разработка сайта](#)

Kunden-Zugangspunkte auf Ihrer Website

- Es wird eine Cisco Showcase Schaltfläche bereitgestellt, die ein Partner in seine Website aufnehmen kann

Wird typischerweise in Home Page oder Produktseiten des Partners integriert



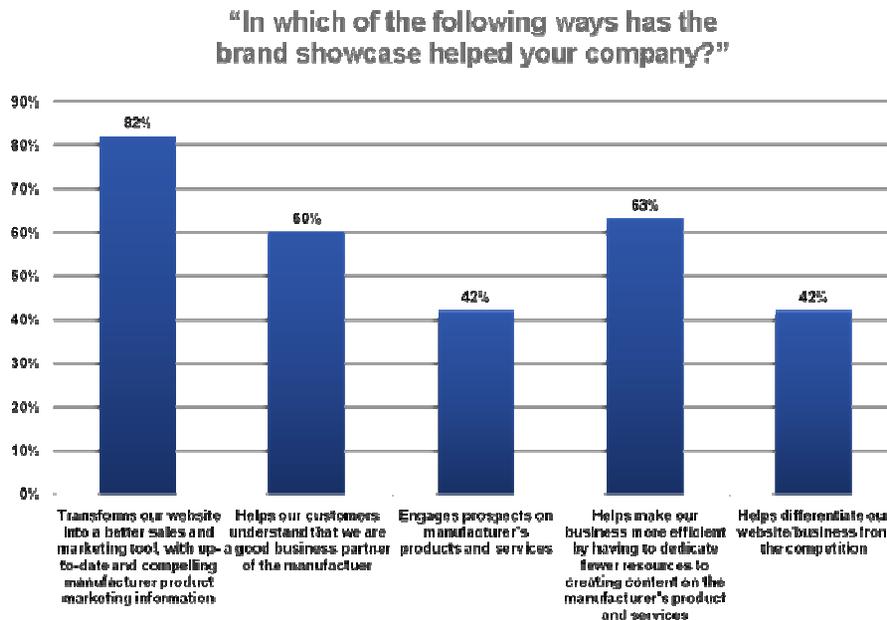
Partner Home Page

A screenshot of a Partner Home Page for Share Zone. The page features a navigation menu with links for Home, Services, TAMT, Partners, FAQ, Support, Careers, and Contact. A central banner reads "VARIETY OF SOLUTIONS MULTIPLICITY OF SERVICES". Below the banner, there is a testimonial from Randy Fox, Chief Technology Advisor at USAB, praising Share Zone's services. The page also includes an "Employee Email" form, a "Hexams - 40 Gig revolution" section, and an "APC Product Selector" for battery backup power. At the bottom, there is a "Visit the Cisco Showcase" button highlighted with a red dashed border.

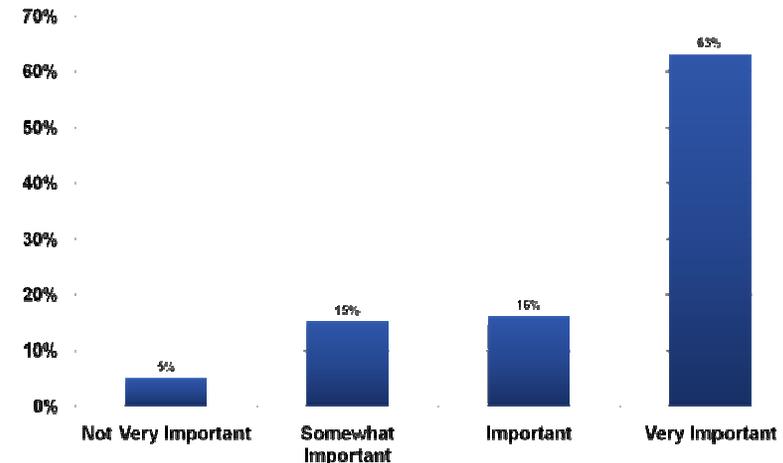
A screenshot of a Cisco Showcase page. The page features a navigation menu with links for Home, Services, TAMT, Partners, FAQ, Support, Careers, and Contact. A central banner reads "Welcome to the Cisco Showcase". Below the banner, there is a "New Small Business Essentials" section, a "Cisco Small Business Network Storage Systems" section, and a "Products for Small Business" section. The page also includes a "Let Us Help" section, a "Resource Center" with links to Why Cisco, Articles, Customer Stories, Multimedia, News and More, and Technology Refresh, and a "Solutions for Small Business" section. At the bottom, there is a "Visit the Cisco Showcase" button highlighted with a red dashed border.

Feedback von Partnern, die bereits Showcases benutzen ...

- 47% schätzen, dass nach Integration des Brand Showcase in ihre Website der Umsatz mit dem jeweiligen Hersteller um 10 – 30 % anstieg
- 82% sind der Meinung, dass ein Brand Showcase eines Hersteller ihre Website zu einem besseren Vertriebs- und Marketing-Tool macht
- 70% meinen, dass ein solches Showcase ihre Vertriebsmitarbeiter bei ihrer Arbeit unterstützt



“How important is it for your sales reps to have access to manufacturer's most current marketing materials on your organization's website?”



- **Befragung von 230 Partnern, die ein Hersteller Showcase einsetzen, Sept 2008**



Produkt Mini-Sites

Produkt Mini-Sites: Cisco Produktinhalte

Produktseite aufrufen

The screenshot shows the PC Mall website interface. At the top, there's a navigation bar with 'Home', 'View Cart', 'Order Status', 'My Account', and 'Login'. Below that, a search bar and 'Advanced Search' button are visible. The main content area features a 'Welcome to PC Mall' banner, followed by promotional offers like 'No Payments for 6 Months with the PC Mall Preferred Card' and 'No Payments for 90 days with Bill Me Later'. The product listing for 'Cisco 1841 Security bundle w/ADM-VPN, Adv. IP Svcs, 64FL/256R CISC01841-HSEC/K9' is displayed, including a price of \$1,797.00 and a 'Buy' button. A red box highlights the 'Product info from Cisco' link at the bottom of the product description.

Product info from Cisco

Kunde:
“Ich hätte gern mehr zu diesem Produkt gewusst”

Anstatt zur Website des Herstellers gehen zu müssen, um dort nach zusätzlichen Informationen zu suchen, können die Kunden alle verfügbaren Informationen auf der Site des Partners finden, und zwar gleich neben der “Buy”-Taste

Komplette Produktinformationen

Features	Brochures	Case Studies	Data Sheets	White Papers	Services
----------	-----------	--------------	-------------	--------------	----------

The collage illustrates the navigation path for obtaining complete product information on the Cisco PC Mall website. It shows the main site, the specific product page for the Cisco 1841 Integrated Services Router, and the detailed content available through the 'Brochures' and 'Data Sheets' tabs.

Komplett, zutreffend, aktuell und überzeugend

Mini-Site - Best Practices

- Positionieren Sie den Smart Button direkt unter dem Produktbild
- Tests haben gezeigt, dass “Produkt-Tour” oder “Machen Sie eine Produkt-Tour” die besten Texte für den Smart Button sind
- Weisen Sie auf der Produktseite auf das Brand Showcase und auf die Mini-Site hin
- Fügen Sie Preisinformationen und Warenkorb-Funktionen zur Mini-Site hinzu

Produkt Mini-Sites: Umsetzung von Best Practices

Platzieren Sie den Smart Button direkt unter dem Produktbild:

Beste Platzierung

PC Connection
1.888.800.0323

we have your brand™

Search
Item#, MFG# or Keyword

Account Home | Order Tracking / Reports | Order By Catalog#

FREE SHIPPING ON WEB ORDERS OVER \$45!

Ratings & Reviews Weekly Giveaway
Write a review win a Xbox 360! Now Through 3/31/09!

Spam & Virus Blocker for 50 Users, 1 Year

More From: Cisco
Item #: 9316335
Mfr. Part#: BLKR-SVB-50U-1Y

Availability: In Stock
Est. Ship: Ships Today

Powerful Protection against Spam, Viruses, and Email Threats

NEW MORE MANUFACTURER INFO

Be the first to write a review.
Write a review for a chance to WIN a XBOX! see details

Overview Specs Warranty Reviews

- Remote Management over RPC
- Supports NTP, Telnet, TCP/IP Protocol(s)

Ordering Information
Price: \$2,029.00
Quantity: 1
ADD TO CART
ADD TO QUICKLIST

Extended Warranties
2 Year PC Connection Standard Desktop/Laptop Coverage + 3 Peripherals (\$2,001 - \$3,000), EXT \$151.90
More Info Add to Cart
View All Ext. Warranties (3)

Hot Deals
REVIEW YOUR GEAR!
Easy as 1 - 2 - 3!
LEARN MORE

gute Platzierung

Buy.com
Go Green with Buy.com! Learn More >>

Sign In, New User? Sign Up

Products > Deals > BuyTV > News and Reviews > Funny TV Ad! >

CART 0 Item(s): \$0.00 View Cart

Computers > Shop by Brand | Rebate Center

New To Bill Me Later? Get \$15 off \$50. Subject to Credit Approval. Details

Cisco ASA 5505 10-User Bundle - ASA5505-BUN-K9
8 x 10/100Base-TX LAN, 1 x Management, 3 x Other products by CISCO

FREE SHIPPING
*Some restrictions apply. Click here for details.

List Price: \$666.00
You Save: (35%) \$212.09
Our Price: \$382.91
Shipped: FREE

Buy.com Total Price: \$382.91
Qty: 1 Add to Cart

In Stock: Usually ships in 1 to 2 business days.

Marketplace Buying Choices

ANTOnline Price: \$406.44 In Stock Add to Cart
Electronics Direct Price: \$414.45 In Stock Add to Cart
BeachAudio Price: \$433.13 In Stock Add to Cart

Prices include shipping
See all 3 Near \$406.44 buy.com

Write a Review
Product Demo

Related Search Keywords: asa 5505 cisco asa 5505
See more in Firewall Devices

Bill Me Later
New Bill Me Later Customers: Get \$15 off \$50. Plus, Take 90 Days to Pay on orders over \$200.

lenovo
LENOVO MADNESS
FAST BREAK TO FANTASTIC SAVINGS ON PRIME-TIME PERFORMERS
IDEAPAD Y530 STARTING AT \$654

schlechte Platzierung

Weekly Ad Store Locator Outlet Center Gift Center Small Business Center

SEARCH FOR: Keyword or Part #

Springtime Sale 2 Days Only Sunday - Monday, Online Only Shop >

Best Buy > Name Brands > Linksys > Routers > Product Info

Linksys - EtherFast 4-Port Cable/DSL Router
Model: REFR41 SKU: 3905546

Customer Reviews: 4.5 (35) Read reviews (35)

Shipping: Usually leaves our warehouse in 1 business day. Estimate Arrival Time

Store Pickup: Check Stores

Special Offers:
Free Shipping
Financing: Great Financing Offer

OUR PRICE: \$59.99
Add to Cart
Add to Wish List
Printer Friendly

Overview Specifications Customer Reviews

Customer Reviews & Ratings
Overall Rating: 4.5 (35)
Read reviews (35)
Write a review

Take an in-depth look...

Get a cable or DSL modem? Then you need this router. It offers high-speed connections from every station on your network - all from the same IP address. Includes a built-in...

- 4-port router with room to expand up to 283 users
- Full-duplex, gigabit for 100 Mbps connections
- Improves high-speed Internet connections for all users
- Serves as an Ethernet backbone
- NAT technology acts as a built-in firewall
- Can block individual access to the Internet
- Eliminates need for an additional hub or switcher
- Connects all your PCs to the Internet with only one purchased IP address

Product images, including color, may differ from actual product appearance.

Produkt Mini-Sites: Umsetzung von Best Practices

Fügen Sie Links zur Produkt Tour und zum Showcase hinzu:

Partner Produktseite

- Take a Product Tour
- Visit the Linksys Showcase

Office DEPOT
Helping Care of Business

Corporate/Federal/GSA Customers | Store Locator | International | Español | About US | Help

1.800.GO.DEPOT

SEARCH for []

OFFICE SUPPLIES | FURNITURE | TECHNOLOGY | OUR SERVICES

Home - Technology - Networking - Wired Networking - Wired Switches - Product Details

Linksys® EtherFast® EZXS55W 10/100 5-Port Auto-Sensing Switch

Item # 203051

Available online
Store pickup
Sold in stores

See shipping and availability details

\$24.99 each

Quantity []

ADD TO CART

ADD TO LIST | COMPARE

Overall Customer Rating: 5 out of 5

1 of 1 (100%) customers would recommend this product to a friend

Read Reviews (1)

Review This Product

Share this product

Printable reviews

Notes:

- Special Order Policy

Description | Product Details | Related Items | Customer Reviews

- EtherFast® auto-sensing wired switch eliminates bottlenecks and bandwidth constraints within your workgroup.
- Each port automatically and independently detects and negotiates between 10Mbps and 100Mbps speeds for seamless network integration.
- Features full-duplex, dedicated bandwidth of up to 200Mbps.
- Includes a complete suite of advanced data error detection and correction features.
- Auto-pausing, data-collision control, signal regeneration and incoming frame retiming minimize data loss, even during heavy network traffic.
- Built-in link lights for easy expansion when needed.
- Easy to set up, easy to use — no configuration required.
- Compact, modular design fits any work environment.
- Compatible with all major network operating systems.
- Backed by the manufacturer's 5-year limited warranty, with free 24/7 technical support for North America.

Receive special offers right to your phone. Text "Offer" to Depot (33768)

Site Info	Customer Service	Company Info	Specials	Products
Site Map	Customer Service	Store Locator	Website Rewards™	Tech Depot
Top Categories	Returns and Exchanges	About Office Depot®	Mail-in Savings Center	Job Depot
International	Feedback	AMLI® Program	Weekly Ad	Family Depot
Office Depot en Español	Order Tracking	Career Opportunities	PS Back-to-School Program	Design, Print & Ship
Terms of Use	Delivery Info	Government Programs	Student Teacher	Christopher Lowell®
Privacy Policy	Returns	Community Involvement	Strange Little Office Things	Play™
	Order by Item#	Women in Business	Apple for Credit Card	ProDesk A2
	Request a Catalog	Environmental Programs		Your Greener Office
	Gift & Rewards Cards	Media Relations		Office Products
	Website assistance	Investor Relations		Office Supplies
	Important notices, errors, and omissions			Office Furniture
				Technology

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Kunde:
"Ich hätte gern mehr zu diesem Produkt gewusst"

Anstatt zur Website des Herstellers gehen zu müssen, um dort nach zusätzlichen Informationen zu suchen, können die Kunden alle verfügbaren Informationen auf der Site des Partners finden, und zwar neben der "Buy"-Taste

Power Product Seite: Cisco Inhalte auf der Produkt Seite

Insight

Resources | Brands: Systems | Hardware | Networking | Storage | Software | Inventory Blowout | Solutions

LINKSYS by/for Cisco

Linksys Wireless-N Gigabit Router WRT310N - Wireless router + 4-port switch - EN, Fast EN, Gigabit EN, 802.11b, 802.11g, 802.11n (draft 2.0)

Product Code: LNK/42750 - MY Part #: WRT310N-EN

\$197.99

Location	Stock
MISISSAUGA, ON	20
Total	20

Ordering Information

On Stock

Qty: 1

Add to Order

SEE MORE

- Learning Center
- Data Sheet

Overview

The Wireless-N Gigabit Router is really three devices in one box. First, there's the Wireless Access Point, which lets you connect to the network without wires. There's also a built-in 4-port full-duplex Gigabit Switch to connect your wired Ethernet devices together. Finally, the Router function ties it all together and lets your whole network share a high-speed cable or DSL Internet connection.

Features

Wireless-N Gigabit Router

Incredible coverage and performance for your Connected Home

- Internet-sharing Router and 4-port Gigabit Switch, with a built-in speed and range enhanced Wireless Access Point
- MIMO technology uses multiple radios per band to create robust signals for maximum range and speed, with reduced dead spots
- Much faster than Wireless-G, but also works great with Wireless-G and -B devices
- Wireless signals are protected by industrial-strength encryption, and your network is protected from Internet attacks by a powerful SPI firewall

Highlights

Get up and running in minutes

Linksys EasyLink Advisor automatically sets up your home network. LELA can locate every computer, router, storage unit, camera, print server and other device connected to your network.

Optimize network performance

If you already have a wireless router, LELA can help fine-tune your network, simplifying the addition of devices and providing an overview of everything that's installed. It also provides troubleshooting and support.

Keep an eye on your network

Linksys EasyLink Advisor works in the background, watching over your network. It will alert you to new issues, potential problems, security breaches and updates. If a problem occurs LELA steps in with a wizard to guide you and solve problems fast. It's so advanced, it's simple!

Linksys EasyLink Advisor (LELA) is an application that provides an easy way to setup, view, manage, and repair your Linksys home network. LELA is included in all new Linksys routers.

Images

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Inline A+ Inhalt

Mini-Site Inhalt

Kunde:
“Ich hätte gern mehr zu diesem Produkt gewusst”

Anstatt zur Website des Herstellers gehen zu müssen, um dort nach zusätzlichen Informationen zu suchen, können die Kunden die wichtigsten verfügbaren Informationen auf der Site des Partners finden.

Video oder Flash Demo

Produkt Mini-Sites: “In den Warenkorb” innerhalb der Mini-Site

Partner Produktseite

“In den Warenkorb” durch Partner aktiviert

The screenshot shows the PC Connection website. The main product is "Spam & Virus Blocker for 50 Users, 1 Year" with a price of \$2,029.00. A red box highlights the "ADD TO CART" button. A red arrow points from this button to the "ADD TO CART" button on the Newegg.com product page shown in the adjacent screenshot. The PC Connection page also features a "NEW MORE MANUFACTURER INFO" button, which is also highlighted with a red box.

The screenshot shows the Cisco Spam and Virus Blocker product page on Newegg.com. The product is "Cisco Spam and Virus Blocker - 50 User - 1 year (BLKR-SVB-50U-1Y)" with a price of \$354.99. A red box highlights the "ADD TO CART" button. The page features a testimonial from Carl West, Director of IT at LeapFrog Interactive, and a video overview.

The screenshot shows the Cisco ASA 5505 Adaptive Security Appliance product page on Newegg.com. The product is "Cisco ASA 5505 Adaptive Security Appliance (ASA5505-BUN-K9)" with a price of \$354.99. A red box highlights the "ADD TO CART" button. The page features detailed technical specifications and a "Network Protection Tailored to Your Business" section.



Nachfragegenerierung & Best Practices

Nachfragegenerierung



- Nachfrage zu Partner Sites steuern:
 - Search Engine Marketing
 - E-Mail Kampagnen
 - Newsletter
 - Shopping Engines mit Produktvergleichen
 - Banner Werbung
 - Gemeinsame Kampagnen
- Direkte Besucher der Partner Sites:
 - Banner auf Showcase
 - Smart Buttons
 - Werbung auf Mini-Sites

Durchführung von Promotions bei Partnern

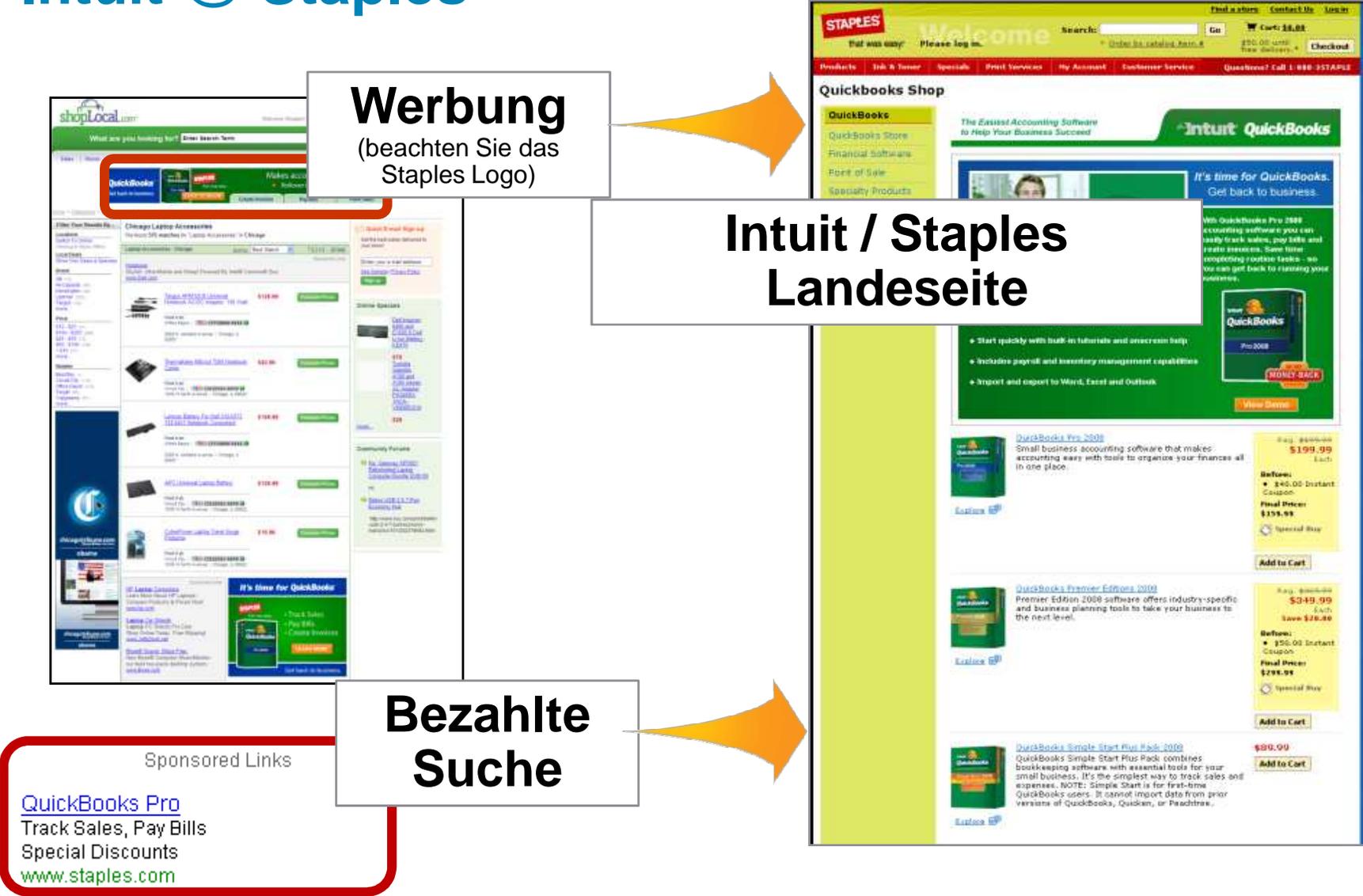
Banner-Werbung auf Showcase

The screenshot shows the Staples website interface. At the top, there's a navigation bar with 'STAPLES that was easy' and 'Welcome Please log in.' Below that, a search bar and a cart icon showing '\$0.00'. A red banner highlights a promotion: 'Accept Credit Cards - rates as low as 1.64%'. The banner includes the Intuit logo and a 'Start for FREE' button. Below the banner, there's a section titled 'business with QuickBooks.' with several bullet points and a 'See it in Action' button. The bottom of the page features another Intuit banner: 'IT'S YOUR TIME FOR SUCCESS! Save Time • Save Money • Make Money. QuickBooks Pro for only \$99 - this week only!'.



This is an expanded view of the banner from the left. It features a large 'FREE TRIAL' text in green. To the right, it says 'Intuit® Credit Card Processing' with a 'Contact Us' button. Below that, it says 'Increase sales and cash flow by accepting credit cards' and lists logos for MasterCard, VISA, DISCOVER, and American Express. A call to action says 'Call 1-866-272-8736 today to arrange a 2-month FREE TRIAL of Intuit Credit Card Processing with no monthly or setup fees¹.' Below this, there are two columns of bullet points: 'Give your customers more ways to pay', 'Flexible solutions right for your business', 'Intuit is a leader in payment processing solutions for small business', 'Competitive rates and excellent customer service', and 'Use with or without QuickBooks Accounting software'. At the bottom, it says 'Try Intuit Credit Card Processing for 2 months with no setup or monthly fees¹.' The Intuit logo is at the bottom left, and 'powered by WebCollage' is at the bottom right.

Volle Integration von gemeinsamen Kampagnen: Intuit @ Staples



Durchführung von Promotions bei Partnern

Werbung auf Mini-Sites

Hardware for the Holidays - [Click to see the Microsoft Holiday Buying Guide](#)

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Provided by **Microsoft**

Hardware for the Holidays - [Click to see the Microsoft Holiday Buying Guide](#)

Microsoft Wireless Laser Desktop 6000

Features Overview Tour

Wireless Laser Desktop 6000

Aero Edition Keyboard | Mobile Laser Mouse

- Overview
- Perfectly Portable Mouse
- Sophisticated, Stylish Look
- Heaven for your Hands
- Flip 3D
- 'My Favorites' Keys
- High Definition Laser Technology

Microsoft Hardware
Discover the Difference

Overview
Whether you're at home or on the go, enjoy desktop comfort and style with portable mouse convenience.

Windows Vista

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The Microsoft Hardware Holiday Gift Guide

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A mouse that's built for fast action.
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Die ersten Schritte

Wie melden Cisco Partner sich an?

- Füllen Sie den Online-Fragebogen aus:

<http://content.webcollage.net/cisco/channel/partner-questionnaire.html>

The screenshot shows a web form titled "Cisco Showcase Customization Guide". The form is divided into several sections:

- Company Information:** Fields for "Company Name" (with a dropdown menu) and "Country" (with a dropdown menu).
- Contact Information:** Fields for "Name", "Job Title", "E-mail", and "Phone Number". Below these are checkboxes for "Marketing Contact" and "Technical Contact", each with a note: "Check to specify an additional contact, or leave empty to use the same one".
- Select the language(s) for your showcase(s):** A text input field followed by instructions: "In the following section, specify the languages you intend to use and the sites in which you will use them. Note that the Site Domain should not contain 'http://' or path information. For example: 'www.my-company.co.uk' is ok; 'http://www.my-company.co.uk/home' is not." Below are checkboxes for "English" and "German".
- Product Catalog:** A question "Does your website contain a product catalog?" with radio buttons for "Yes" and "No".
- Would You Like to Utilize Call-to-Action Links?** A section with instructions: "Within the showcase, WebCollage can customize three different types of call-to-action options: - Display your telephone number - Display an email link - Display a contact-us form link. Please check off the call-to-action option(s) that you would like to utilize and fill in the requested information." Below is a "Let Us Help" box with a phone icon, "Talk to [Partner Name] your Cisco Certified Partner", and "Call 877-634-1494 Email Us". There is a checkbox "Check this box to utilize Call-to-Action links".
- Showcase Quick Link Button:** A section with instructions: "You can use the Cisco Showcase quick link graphic button to link to your showcase. WebCollage will provide you with this button along with your showcase script." Below is a "Visit the Cisco Showcase" box with a Cisco logo and a checkbox "Check this box to use the Cisco button".
- Security:** A section with instructions: "Please enter the characters you see in this picture:" followed by a CAPTCHA image showing the letters "K M O P R". Below is a "Characters" input field and a "submit" button.

At the bottom left, there is a small link: "Need assistance with this form?"

Serviceoptionen für Cisco Partner

- **Option Nr. 1: Produktkatalog auf Ihrer Website**
 - **Showcase:** speziell für Ihr Produktangebot zusammengestellt
 - **Mini Site:** Produktinhalte, für Ihr Produktangebot zusammengestellt
 - **Power Produkt Seiten:** A+ Inline Inhalte auf Ihrer Produktseite
 - **Mit Kaufmöglichkeit, wenn Ihre Website e-Commerce Funktionalität besitzt**

Partner bietet Product Data Feed, WebCollage wird sich mit Anweisungen bei Ihnen melden

- **Option Nr. 2: Kein Produktkatalog auf Ihrer Website**
 - **Showcase, bis auf Kategorieebene angepasst, kein Commerce aktiviert**
 - **Mini Site, Produktinhalte über Showcase verfügbar**

Partner füllt WebCollage-Fragebogen aus und wir konfigurieren Showcase und Mini-Site Inhalte

Partner-Implementierung: Einfache Integration in Website des Partners

■ Showcase Skripts

An Produktsortiment des Partners angepasst

Automatische Organisation auf der Basis von Partner-Autorisierungen

■ Integration von Produkt-Inhalten

WebCollage erstellt HTML Skript und Schaltfläche für Ihre Produktseite

Einfügen von HTML Skript auf Produkt Template Seite. Gleicher Skript wird für alle Produkte benutzt

■ Automatische Updates

Inhalt bleibt ohne Eingreifen durch Cisco oder den Partner auf dem neusten Stand

- *WebCollage erstellt Skript, den Partner in Container-Seite einfügt – Partner geht innerhalb von 24-48 Stunden live!*



Fragen & Antworten

- Wer hat für diesen Service gezahlt?
Dieser Service wurde von Cisco finanziert.
- Welche Kosten entstehen für den Partner?
Die Implementierung der WebCollage-Lösung ist für den Partner **kostenlos**. Die Kosten sind im Cisco SMB-Vertrag enthalten.
- Welche Sprachen werden abgedeckt?
Englisch, Deutsch, Französisch und Spanisch.
- Welche Cisco-Produkte werden von diesem Service abgedeckt?
Produkte für kleine bis mittlere Unternehmen. Enterprise Level Technology wird von diesem Vertrag nicht abgedeckt.
- Umfasst der WebCollage Service auch Cisco Small Business - ehemals Linksys by Cisco?
Ja, die Marke Cisco Small Business gehört dazu. Wir sind gerade dabei, die Marke Linksys by Cisco komplett zu entfernen.

mehr Fragen & Antworten

- Für welche Cisco Partnerebenen ist der Service verfügbar?
Die einzige Voraussetzung ist, dass Sie ein registrierter Cisco-Partner sind.
- Werden Kunden mit diesem Service von meiner Website weggeführt?
Nein, der Kunde bleibt auf Ihrer Website.
- Welche Ressourcen muss ich bereitstellen, um den Service auf meiner Website zu aktivieren?
Fügen Sie einfach per “Cut and Paste” einen Skript in die Container-Seite an, und wir übernehmen den Vorgang.

Vorteile für Partner

- ✓ Ihre Website wird immer auf dem neusten Stand sein und Sie können die Cisco-Marketinginvestitionen nutzen, um mehr Umsatz zu machen
- ✓ Reduzieren Sie Ihre Wartungskosten; die Lösung ist einfach zu implementieren und erfordert keinen Wartungsaufwand
- ✓ Sorgen Sie dafür, dass die Kunden auf Ihrer Website bleiben, anstatt sie zu anderen Sites zu schicken, um dort zusätzliche Informationen zu finden
- ✓ Sammeln Sie neue Leads und leiten Sie diese an Ihre Vertriebs- und Support-Teams weiter, um mehr Umsatz zu machen
- ✓ Verwandeln Sie ihre Website in ein leistungsstarkes Tool, das Ihre Vertriebsmitarbeiter bei Präsentationen bei potentiellen und existierenden Kunden verwenden können
- ✓ Stellen Sie Ihre Expertise und Ihre gute Verbindung zu Cisco unter Beweis

And best of all...
This service is available at **NO cost**
to Cisco registered partners.



Live Tour

Klicken Sie auf folgende Links

<http://www.polygon.hu/wps/wcm/connect/polygon1/Polygon+Informatikai+Kft./Termekek/Cisco+termekek+US/>

<http://www.lwcom.ru/solutions/doc.php?do=read&doc=80>

<http://logicomshop.hu/cms/bemutatoterem.html>

