



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

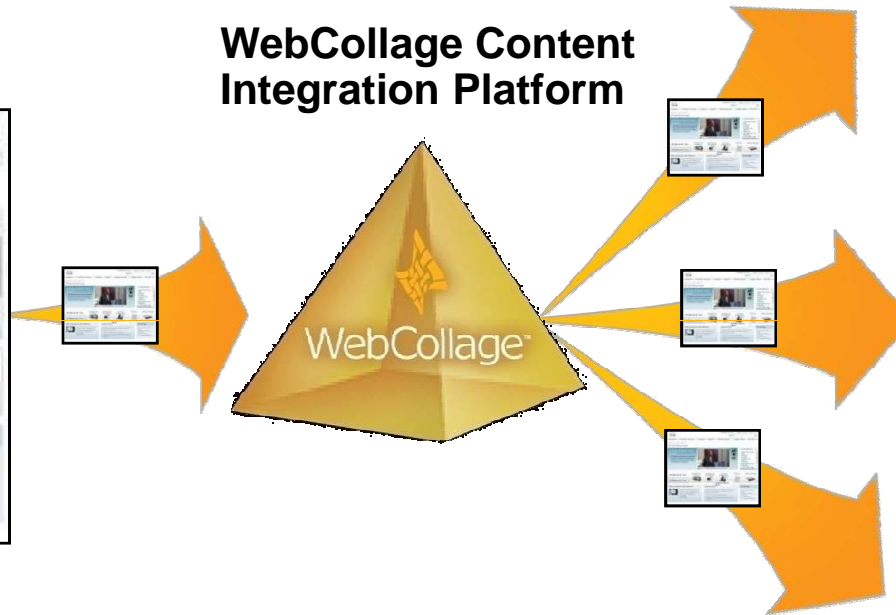


WebCollage optimiert Online Marketing der Partner

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



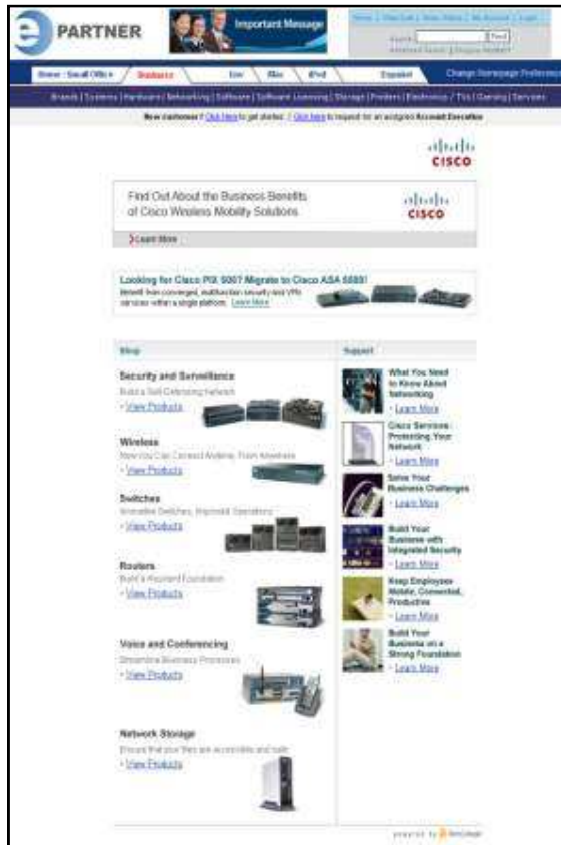
- Weltweite Implementierung & Support
- Keine Software zu installieren und zu warten
- Keine Updates oder fortlaufender IT-Support
- für Partner-Site zusammengestellt
- e-Commerce fähig
- Keine Kosten für die Partner



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](#)

Additional Options:
 HWIC Card
 ASM VPN Card



[Cisco Media](#)

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', 'Kosár tartalma, megrendelés', 'Bemutakozás', 'Rendelési feltételek', and 'Elérhetőségek'. Below this, there's a 'Kosár:' section and a 'Bemutatóterem' (Showcase) section. The main content area is titled 'New Small Business Essentials' and features a Cisco NSS3000 server. Below this, 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' is also visible with various links. The footer contains contact information for Logicom Magyarország Kft. and a copyright notice for Cisco Systems Inc. (1992-2009).

- **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 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 СиаЭПи
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
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» 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 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 СиаЭПи
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](#)

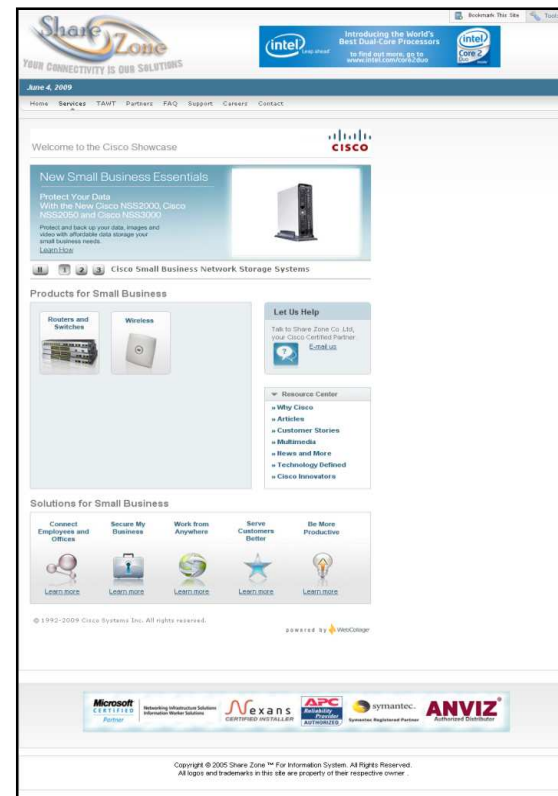
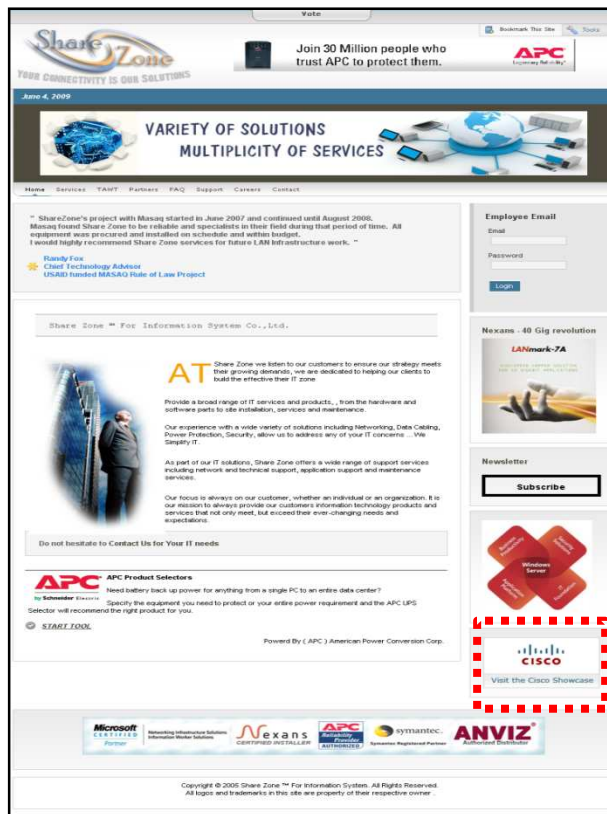
Kunden-Zugangspunkte auf Ihrer Website

- 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

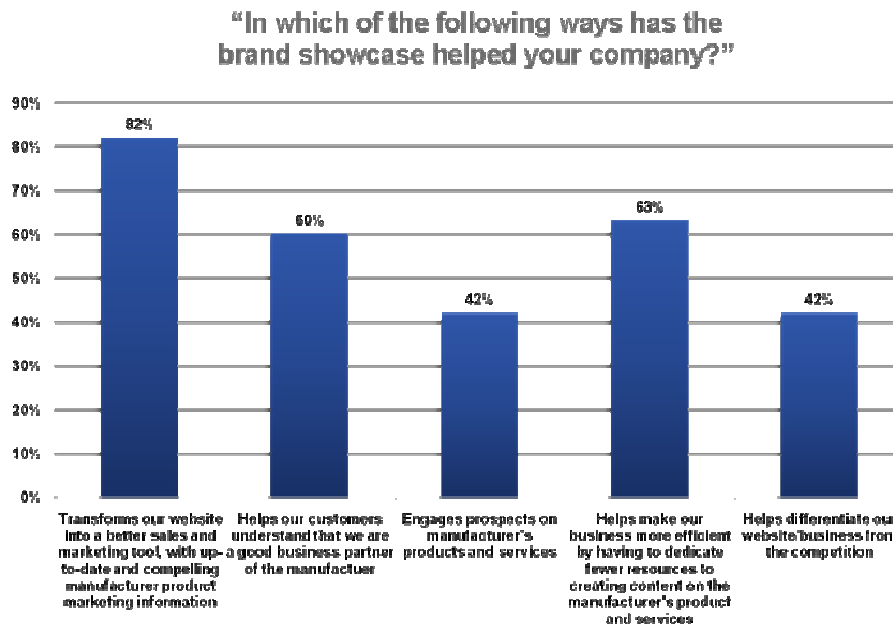


Partner Home Page

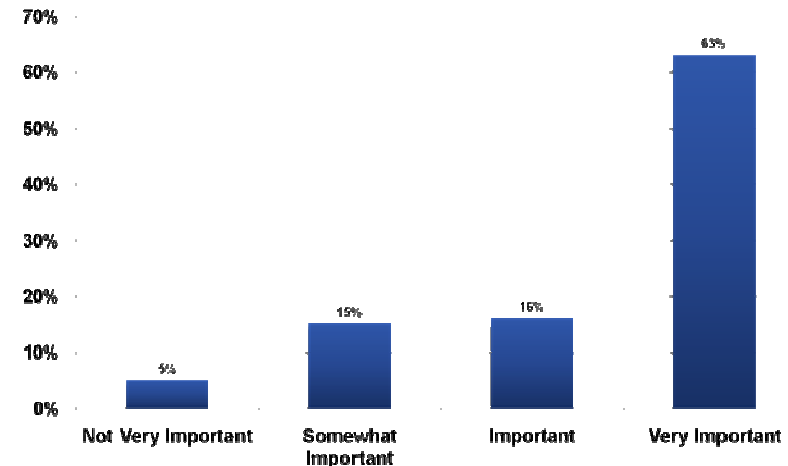


Feedback von Partnern, die bereits Showcases benutzen ...

- 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 links like 'Home', 'View Cart', 'Order Status', 'My Account', and 'Login'. Below that is a search bar and a 'Find' button. The main content area features a 'Welcome to PC Mall' message and several promotional banners for different customer segments: 'Small Office', 'Medium Business', 'Consumer Home & Home Office', 'Small Business', and 'Large Businesses & Corporations'. The central product listing is for a 'Cisco 1841 Security bundle w/ADM-VPN, Adv. IP Svcs, 64FL/256R CISC01841-HSEC/K9'. It includes a product image, a price of \$1,797.00, and a 'Buy' button. A red box highlights the 'Product info from Cisco' link located below the product description. At the bottom of the page, there are tabs for 'Product Detail', 'Accessories', 'Similar Items', 'Enhanced Products', and 'Most Recent Reviews'.

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 consists of five overlapping screenshots from the Cisco PC Mall website:

- Top Left:** A screenshot of the Cisco 1841 Integrated Services Router product page. It features the PC Mall logo, the product name, and an "Enlarged Product View" button. A red arrow points from this button to the data sheet screenshot.
- Top Right:** A screenshot of the Cisco 1841 Integrated Services Router product page, showing a large image of the router.
- Middle Left:** A screenshot of the "INFO CENTER: 1800 Series Integrated Services Routers" page. It includes a navigation menu with "Features", "Brochures", "Case Studies", "Data Sheets", "White Papers", and "Services". The "Brochures" tab is selected. A list of features and benefits is displayed, including:
 - Wire-speed performance for concurrent services
 - Enhanced investment protection through increased density
 - Enhanced investment protection through increased density through High-Speed WAN Interface Cards
 - Support for over 90 existing and new modules
 - Support for majority of existing WICs, VWICs, and VMEs
 - Two integrated 10/100 Fast Ethernet ports
 - Security
 - On-board encryption
 - Support of up to 800 VPN tunnels with the Cisco IOS VPN
 - Antivirus defense support through Network Intrusion Prevention
 - Intrusion Prevention as well as stateful Cisco security features
- Middle Right:** A screenshot of the "INFO CENTER: 1800 Series Integrated Services Routers" page, showing a list of product bundles and options. A red arrow points from the "Enlarged Product View" button in the top left screenshot to this list.
- Bottom Right:** A screenshot of the "INFO CENTER: 1800 Series Integrated Services Routers" page, showing a list of product bundles and options. A red arrow points from the "Brochures" tab in the middle left screenshot to this list.

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
Electronica 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 from \$406.44 buy.com ship

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

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

The screenshot shows the Office Depot website for a Linksys® EtherFast® EZXS55W 10/100 5-Port Auto-Sensing Switch. The page features a search bar at the top, a navigation menu, and a product image. A red box highlights two links: 'Take a Product Tour' and 'Visit the Linksys Showcase'. The product price is \$24.99, and there is an 'ADD TO CART' button. Below the product image, there is a section for customer reviews, showing a 5 out of 5 rating. The footer contains a grid of links for various site sections like Site Info, Customer Service, Company Info, Specials, and Products.

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/par 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

© 2006

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

PC Connection
1.888.800.0323

we have your brand™

Register or Log In | Cart (0) | Checkout

Search
Item#, MFG# or Keyword GO

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

Print page | E-mail page | Share Page

FREE SHIPPING ON WEB ORDERS OVER \$45! READ FULL DETAILS >>>

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

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

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\$151.90
More Info Add to Cart
View All Ext. Warranties (3)

Overview | Specs | Warranty | Reviews

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

Spam and Virus Blocker - 50 User - 1 year (BLKR-SVB-50U-1Y) Mozilla Firefox

http://www.test.ciscodnr.webcollage.net/server/assortment/ciscodnr-product-content/httpb... Close window

Provided by: Cisco

Cisco Spam and Virus Blocker - 50 User - 1 year (BLKR-SVB-50U-1Y) Add To Cart

Flash Overview | Video Data Sheet | Overview | Features | Resources

Carl West
Director of IT
LeapFrog Interactive

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Original Page(s) Transformed(s) Standalone(s) Debug(s)
Transferring data from media.test.ciscodnr.webcollage.net...

Cisco ASA 5505 Adaptive Security Appliance (ASA5505-BUN-K9) Mozilla Firefox

http://www.live.ciscodnr.webcollage.net/server/newegg/ciscodnr-product-content/httpwv... Close window

Provided by: Cisco

Cisco ASA 5505 Adaptive Security Appliance (ASA5505-BUN-K9) \$354.99 Add To Cart

Features | Video Data Sheet | Library

Network Protection Tailored to Your Business

Cisco ASA 5500 Series Adaptive Security Appliances are easy-to-deploy solutions that integrate world-class firewall, Unified Communications (voice/video) security, SSL and IPsec VPN, intrusion prevention (IPS), and content security services in a flexible, modular product family. Designed as a key component of the Cisco Self-Defending Network, the Cisco ASA 5500 Series provides intelligent threat defense and secure communications services that stop attacks before they impact business continuity. Designed to protect networks of all sizes, the Cisco ASA 5500 series enables organizations to lower their overall deployment and operations costs while delivering comprehensive multilayer security.

Protect Your Network With Market-Leading Security Services

Firewall

Secure your network and information from unauthorized access, while maximizing network resiliency and maintaining business continuity. Cisco ASA 5500 provides advanced application-aware firewall services with identity-based access control, denial of service (DoS) attack protection, and much more - all built upon market-proven Cisco PIX Security Application Technology.

SSL/IPsec VPN

Extend your network with secure, flexible, seamless remote access. Cisco ASA 5500 series, Cisco's premier VPN solution, offers unmatched clientless portal capability and cross-platform full-tunnel client for up to 5,000 simultaneous SSL or true IPsec connections in one device - all protected by world-class firewall services and much more.

Intrusion Prevention

Defend your critical network assets from attack with advanced, full-featured intrusion prevention (IPS) services. Cisco ASA 5500 series incorporates powerful, high-performance zero-day protection against threats including application and operating system vulnerabilities, directed attacks, worms, and other forms of malware.



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

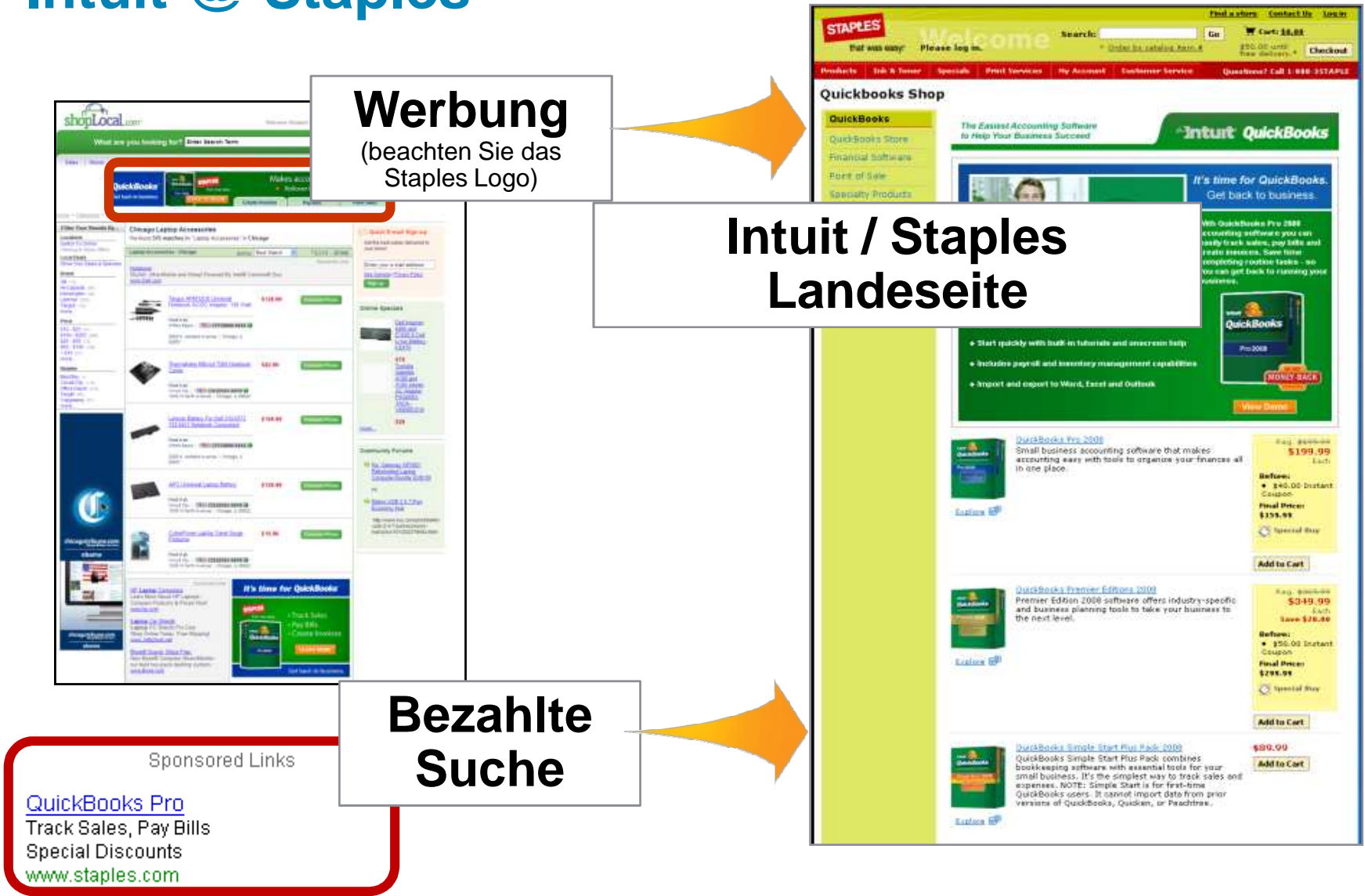
Banner-Werbung auf Showcase

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 this is 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 with the text 'IT'S YOUR TIME FOR SUCCESS! Save Time • Save Money • Make Money' and a 'SHOP NOW' button.



This is an expanded view of the banner shown in the previous screenshot. It features a large 'FREE TRIAL' text in green, with 'Intuit® Credit Card Processing' in black. Below this, 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 reads '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 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 on the left, and 'powered by WebCollage' is on the 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](#)

DELL™ Close

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

Microsoft Hardware
Discover the Difference

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

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

Windows Vista

DELL™ Close

Provided by **Microsoft**

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

The Microsoft Hardware Holiday Gift Guide

Something for everyone

You'll find something here for every friend or family member on your list.

- For gamers**
SideWinder™ X5 Mouse
A mouse that's built for fast action.
[Buy Now](#)
- For techies**
Explorer Mouse
Revolutionary tracking technology.
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- For the especially social**
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Ultra thin, ultra sleek.
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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, the text "Talk to [Partner Name], your Cisco Certified Partner", and the phone number "Call 877-634-1494". 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 the 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 of the form, 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>

