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| Canada Teaming Incentive Program (TIP)Joint Opportunity Template Partner Value Statement |

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Deal ID –

Partner Name –

Customer Name –

Opportunity Name –

Customer Decision Makers –

## Opportunity Deal Summary Estimate

|  |  |  |  |
| --- | --- | --- | --- |
|   | FY18 | FY19 | FY20 |
| Hardware  | $  | $  | $  |
| Services | $  | $  | $  |
| Other | $  | $  | $  |

## Opportunity

|  |  |
| --- | --- |
| High-level description |  |
| Situation |  |
| Business Justification/Compelling Event |  |
| Competitive Landscape |  |

## Proposed Actions and Plan Milestones

|  |  |
| --- | --- |
| Milestone (Ex: Pre-planning meeting with customer, C-Level Presentation etc.) | Completion Date |
|   |   |
|   |   |
|  |  |
|  |  |

## Target Architecture/Solution: (check all that apply)

|  |
| --- |
| [ ]  Enterprise Networks [ ]  Data Center [ ]  Collaboration [ ]  Virtualization [ ]  Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  |
| Target Services: (check all that apply) |
| **Support Services** | [ ]  Cisco Brand for Resale | [ ]  Collaborative Services | [ ]  Shared Support | [ ]  Cisco Brand in GET or SP |
| **Professional Services** | [ ]  Advisory | [ ]  Plan & Design | [ ]  Implement | [ ]  Optimization |

## Planned Pre-Sales Activities (*Partner must commit to at least 2, with dates*).

## Please enter the details under “Tangible Evidence” and input your planned completion date.

|  |  |  |
| --- | --- | --- |
| **Activity** | **Tangible Evidence – to be completed by Partner** | **Date**  |
| Technology DemonstrationPartner has facilitated a technology demonstration, testing, or proof of concept – managed and implemented by Partner engineers | * Testing plan
* Demo plan
* Proof of concept
* Contract between the partner and customer and Cisco Sales.
* Cisco Engineer’s validation of the pre-sales activity being completed
 |  |
| Pre-Sales EngineeringPartner has delivered Pre-Sales Engineering Support for architecture and design | Formal Design Document delivered on Partner letterhead to include items such as:* List of Stakeholders
* Project Name
* Network diagram
* Phasing
 |  |
| Network AssessmentPartner has completed a Network Assessment | Cover page from a relevant Network Assessment that has been completed within the last 6 months using an industry standard process. Output should include:* Name/logo of the Network Assessment tool that was used
* End User name and any further End User specifics
* Date of Network Assessment
 |  |
| Support PlanPartner has delivered **Pre-Sales Application Support Plan** | Valid Support Plan – a detailed plan on pre/post-sales support on how Partner plans on supporting the customer |  |
| Professional ServicesPartner has worked with Cisco Advanced Services or their own professional services where required and in any areas that partner may have gaps in capabilities | Statement of Work (SOW) for Cisco Advanced Services or partner professional services |  |
| EBC/CBCPartner has worked with Cisco to complete an Executive Briefing Center or Customer Briefing Center for the customer | EBC/CBC number from session or other proof that relevant meeting has occurred in the last 6 months. |  |
| Grant IdentificationThe partner has worked with the Cisco Sales team and public sector customer on grant identification development and submission for funding | Grant document (if applicable) |  |
| Lifecycle Management ProposalPartner has created and provided Cisco with a Lifecycle Management Proposal | Lifecycle Management Proposal to include the following:* What products were sold
* The customers desired business outcomes
* KPIs / Metrics used to measure business outcomes. Specific use of Cisco software must be included in KPIs and / or metrics along with documented evidence of use.
* Adoption Plan and strategy to accomplish the customer business objectives
* Customer Sign off (need once other items are complete)
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