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

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 Demonstration  Partner 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 Engineering  Partner 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 Assessment  Partner 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 Plan  Partner 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 Services  Partner 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/CBC  Partner 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 Identification  The 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 Proposal  Partner 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) |  |