



Cisco Sales Collaboration Platform

Helping Partners Take the Lead

At-A-Glance March 2013

Accelerating Opportunities Through Collaboration

“Collaboration is in our DNA at Cisco. With the Sales Collaboration Platform, we have a great way to collaborate with our partners to accelerate growth.”

Andrew Sage

Vice President, Worldwide Partner Led Sales

The Cisco Sales Collaboration Platform is a new way for Cisco to work closely with our partners to accelerate growth by sharing leads, prospects, and customer intelligence with partner sales teams.

Continuing its global roll-out during 2013, the Platform integrates with [Cisco Commerce Workspace \(CCW\)](#) and is designed to accelerate the focus on key sales opportunities through early account engagement with Cisco sales and use of customer intelligence.

A key enabler of our Partner Led go-to-market strategy, the platform will become foundational in support of our profitable partnership. Please use it to collaborate with us on sales opportunities.

And now the Platform has gone mobile. [SCP Mobile](#) is an extension of your desktop, enabling you to get closer to prospects and leads with powerful mobile features such as GPS maps, automatic updates, and favorites.

Benefitting Your Business

Collaborate with Cisco early in the sales process to drive incremental revenue through your pipeline.

A consolidated view of Cisco opportunities, with **Customer Intelligence (CI)**, where available, can enable more effective sales planning and execution, and may help reduce time-wasting channel conflicts on deals.

Target Prospect Engagement

- Focus on high-potential accounts

Early Visibility of Opportunities

- For early account engagement

Customer Intelligence (where available)

- Increase win rate, expand deal size, reduce cost of sale

Lead and Prospect Management

- Improved business visibility

Joint Progress Tracking

- For improved sales planning and resource management

Integration with Cisco Commerce Workspace (CCW)

- One click to CCW to more easily enter a deal and register for incentive programs.

Figure 1. Cisco and Partner Collaboration in the Sales Process



Using the Platform

Partners Have Two User Types

The **Sales Collaboration Partner Admin (PA)** is the person identified to enroll the partner company in the Sales Collaboration Platform and grants access to other employees/contacts. They could be a Sales Manager, Sales Rep, or Sales Administrator and are responsible for accepting/rejecting, and assigning leads and target prospects to Partner Sales Reps (PSRs). The Partner Admin can also perform the functions of the Partner Sales Rep. A partner can have several PAs.

The **Sales Collaboration Partner Sales Reps (PSRs)** are sales people at the partner company. They accept/reject, update, and convert leads and target prospects in the Sales Collaboration Platform, collaborate on opportunities with their Cisco Sales contact, and enter deals in CCW.

Target Prospects

A **Target Prospect** is a company/account that, based on intelligence and analytics, has a high potential to generate sales opportunities for one or more technologies or solutions.

Cisco will upload to the Platform details on high-potential accounts, with **Customer Intelligence (CI)** where available. Potential primary customer opportunities are identified based on an analysis of installed base data and intelligent predictive models.

After viewing the Target Prospect, your Sales Collaboration Partner Admin (PA) accepts and assigns the prospect to a Partner Sales Rep (PSR). The PSR engages with the customer, identifying potential sales opportunities, with the support of the Cisco sales team. By updating the Platform with information about the sales engagement, we have joint tracking and visibility during the sales cycle.

Leads

A **company/account** that has expressed an interest in a Cisco solution, and that is qualified by Cisco, a vendor, or a partner, to have budget, need, and timeline.

Where available in your Region, Cisco will upload Leads to the Platform for you to accept and assign to your Sales Reps (PSRs) in the same way as for Target Prospects.

The process for managing Leads on the Platform is the same as for Target Prospects.

You (or your vendor) can also upload leads to the Platform, to better collaborate with your Cisco sales contact. For co-marketing demand generation campaigns, this will facilitate reporting and tracking the ROI.

Customer Intelligence (where available)

Customer information based on an analysis of installed base data and intelligent predictive models. It includes for each Cisco technology, the company/account's: (1) estimated wallet size – potential technology spend, (2) the prospect's propensity to buy technologies or solutions, and (3) sales alerts with related marketing campaigns.

Where available, customer intelligence will be attached to Target Prospects, Uncovered Prospects, and Leads supplied to you through the Platform. Customer Intelligence availability varies by region. Please ask your Cisco sales contact for details.

Cisco Commerce Workspace (CCW)

Use one click to [CCW](#) to more easily enter a deal and register for [incentive programs](#) such as the Opportunity Incentive Program (OIP), Solution Incentive Program (SIP), and Teaming Incentive Program (TIP). Data already captured in the Sales Collaboration Platform is prepopulated in Cisco Commerce Workspace.

Cisco Sales Collaboration Mobile: SCP Mobile



Now, you can take this powerful tool with you wherever you go, using the innovative, new Cisco Sales Collaboration Mobile app for mobile devices.

SCP Mobile is an extension of your desktop, enabling you to get closer to prospects and leads with powerful mobile features like GPS maps, automatic updates, and favorites.

SCP Mobile will work on iPhones, iPads, Android smartphones, and Android tablets; first in English, with 16 other languages being added during 2013

Registered users of the Platform can go to the [Apple App Store](#) or [Google Play Store](#) and search for SCP Mobile. Install the app using your iTunes or Google Play credentials.

For your security, your Cisco.com authentication is required to log in. You'll find a familiar, easy-to-navigate experience.

Learn More and Access Training

See the [Partner User Guide](#) for instructions on how to use the Platform.

Contact your Cisco sales representative or visit [Cisco Sales Collaboration Platform](#).