# Table of Content

## Introduction
- Introducing Engage
- Cut Through the Noise with ENGAGE
- Why Work With Cisco On Marketing Campaigns?

## DG Marketing Services
- Co-marketing & Demand Generation Framework
- Execution Support Based On Your Choice
- Benefits Of Co-marketing With Cisco?
- Target Audience
- Partner Demand Gen Services*
- Cisco Demand Generation Tactics
- Funding
- Leads and Prospects System

## Campaign Overview & Roadmap
- Campaign Overview
- Enterprise Networks Campaign Details
- Security Campaign Details
- Collaboration Campaign Details
- Data Centre Virtualization Campaign Details

## Cisco Brand Campaign
- Brand Campaign Launch
- This campaign is ABOUT you
- This campaign is WITH you
- This campaign is FOR you
- Digital Banners
- Social Media Posts
- Get Started

## Partner Communications
- APJ Partner Communication Platforms
- How to Join the Conversations?

## Next Steps
- Next Steps
Introduction
Introducing Engage

It is time to shift how we market to customers. To cut through the noise, you must move beyond traditional telemarketing, events and hospitality marketing to new digital, social and data-driven marketing.

Together we must transform our marketing together and be successful for future growth and embrace digital transformation. We must learn what our customers preferences would be ahead of time, anticipate needs, create better experiences and increase sales. It all starts with ENGAGE.

The Opportunity

Digital transformation is a disruptive force, and it’s changing the way our mutual customers buy and consume IT:

- **60%**
  - Your Reputation Precedes You
  - 60% of purchases are based on reputation, not product

- **57%**
  - Customers Own Their Journey
  - 57% of decisions are complete before the customer calls

- **67%**
  - Digital Changes Everything
  - 67% of the customer journey is done digitally
Cut Through the Noise with ENGAGE

ENGAGE can help you spark meaningful conversations with your customers or prospects and more importantly, stand out. Now you can easily customize and execute marketing campaigns, access funds and new digital services to create demand with inbound, social and more. ENGAGE is made up of the following four key areas:

**Education**
The Marketing Velocity Hub provides access to ‘always on’ marketing best practices from industry experts, webinars and e-learning courses to help you learn new digital marketing techniques.

**Partner Marketing Central (PMC)**
The new Partner Marketing Central is a personalized digital marketing platform with a simplified funding view and customizable digital demand generation services to engage customers and drive revenue.

**New Digital Demand Gen Services**
There are new services focused on digital, inbound, social and data-driven demand generation which you can activate with the marketing campaigns in this guide. Free services include Cisco Web Content Syndication and Social Syndication, Email and Marketing Automation. There are also paid services like Paid Search, Email/Telemarketing and Events.

**Digital Marketing Experts**
You’ll have access to Partner Marketing Managers to build joint marketing plans and execute campaigns focused on digital tactics. Our team is continually trained and educated on the latest digital marketing techniques.

---

**Cisco is Committed**

ENGAGE demonstrates Cisco’s ongoing commitment to your growth and profitability through:

- **Simplicity:** The new PMC delivers a personalized experience with integrated funding
- **Alignment:** Digital marketing experts align Cisco and Partner business priorities
- **Value Exchange:** Marketing Velocity offers digital marketing skill enhancement, and our new demand generation services drive customer acquisition, engagement, and revenue

---

**Want to Learn More?**

With ENGAGE, we are re-imagining how to provide best-in-class marketing support to you. To see how ENGAGE can help you drive more engagement with your prospects and customers, reach out to your Partner Marketing Manager, or head to ciscopartnermarketing.com today.

Visit the ENGAGE Microsite >
Why Work With Cisco On Marketing Campaigns?

**Engage**

Use the new digital demand generation services within PMC to support your Marketing campaign planning.

**Cross-sell and up-sell to existing customers**
- Maximise the potential from existing customers
- Offer additional products/services/solutions

**Acquiring New Customers**
- Gain Share
- Target White Space Prospects

**Competitive Edge**
- Grow share of wallet
- Displace competitors

**Refreshing the Install Base**
- Upgrade the installed base
- Add services

Why Work With Cisco On Marketing Campaigns?

---

© 2013 Cisco and/or its affiliates. All rights reserved.
Get Cisco Co-marketing Support And Expertise Based On Your Choice
Co-marketing & Demand Generation Framework

1. Choose an architecture that suits your business objectives
   - Enterprise Networks
   - Security
   - Collaboration
   - Data Centre and Virtualization

2. Choose your preferred execution method
   - Do It Yourself
   - With your chosen agency
   - With Cisco

3. Track results and report your Return on Investment (ROI)
## Execution Support Based On Your Choice

<table>
<thead>
<tr>
<th>Planning and Execution Manager</th>
<th>When you do it yourself</th>
<th>When you use your marketing agency</th>
<th>When you co-market with Cisco</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Partner</td>
<td>Local/Partner marketing agency</td>
<td>Partner + Cisco Partner Marketing Manager/Cisco Virtual Partner Marketing Manager</td>
</tr>
<tr>
<td>Demand Generation Service/Tactic</td>
<td>Partner</td>
<td>Local/Partner marketing agency</td>
<td><em>(Agreed objectives and funding support)</em></td>
</tr>
<tr>
<td>Agency Training</td>
<td>Partner</td>
<td>Partner</td>
<td><em>(Cisco support is available if leverage Cisco nominated agency)</em></td>
</tr>
<tr>
<td>Content</td>
<td><em>(Partner Marketing Central)</em></td>
<td><em>(Partner Marketing Central)</em></td>
<td><em>(Partner Marketing Central)</em></td>
</tr>
<tr>
<td>Lead Management (Leads and Prospects System)</td>
<td>Partner</td>
<td>Partner</td>
<td>Partner</td>
</tr>
</tbody>
</table>

*For more information on Leads and Prospects System, please visit [here](#). Leads and Prospects System is currently available in ANZ and India for nominated partners. Check with your local Cisco Representative on Leads and Prospects System availability/roadmap in country.*
Benefits Of Co-marketing With Cisco?

Access to customizable solutions and services for the entire End-to-End marketing process across strategy, planning, execution, demand generation as well as for managing and nurturing profitable growth.

Marketing Campaign Support
Why start from scratch? Leverage from content, offers, messages, journeys - already built into services (eg. call scripts ready for telemarketing, emails and microsite with White Papers ready built for integrated campaigns, etc).

ROI Tracking
Track your effort and work closely with your Cisco Sales representative. Collection, formatting and processing - All leads delivered to you and visible to Cisco in Leads and Prospects System*.

Flexibility to choose work done by Partner or Cisco Approved Agency to advise you on the marketing plan which best meets your business needs.

Best Practice sharing from your own country, region and globally where appropriate for consistent, measurable and predictable results.

Customer Intelligence
Gain visibility into customer share of wallet and propensity to buy analytics available in Leads and Prospects System*.

*For more information on Leads and Prospects System, please visit here.

Leads and Prospects System is currently available in ANZ and India for nominated partners. Check with your local Cisco Representative on Leads and Prospects System availability/roadmap in country.
### Target Audience

<table>
<thead>
<tr>
<th>Reactivation</th>
<th>Acquisition</th>
<th>Retention</th>
<th>Nurture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address lapsed customers who haven’t bought Cisco in a number of years. (requires customer data from Partner or Cisco)</td>
<td>Go after net new customers for Cisco using cast the net wide innovation in digital and other programs.</td>
<td>Fulfill the needs of your install base - includes Migration, cross-sell and new buying centre (requires customer data from Partner or Cisco)</td>
<td>Keep the prospects who are at the beginning of their buying cycle engaged with your messages (requires customer or prospect data from Partner or Cisco)</td>
</tr>
</tbody>
</table>

*depends on appropriate content*
### Partner Demand Gen Services*

**Phase 1 – Available Now**
- January: Multi-Touch Email Blasts
- February: Lead Scoring

**Phase 2 – In development**
- May: Content Landing Page
- June: Web Content Syndication
- July: Social Syndication & Activation
- August: Webinars

**FY17 – Additional Tactics**
- September: Workflows / Self Service are available on PMC and no investment is required

**Platform services**
- Workflows / Self Service
  - Multi-Touch Email Blasts
  - Lead Scoring

**Vendor services**
- Other Activities / Full Service
  - Integrated Email & Telemarketing
  - Event in a Box Services

**Other Activities / Full service** is an End-to-End marketing DG with multiple tactics that is executed by a different vendors

*May vary by countries*
## Cisco Demand Generation Tactics

<table>
<thead>
<tr>
<th>Free of Charge</th>
<th>Packages starting from $0 - $6,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reactivation</td>
<td>Acquisition</td>
</tr>
<tr>
<td>Multi-touch Email Blasts</td>
<td>Multi-touch Email Blasts</td>
</tr>
<tr>
<td>Lead Scoring</td>
<td>Lead Scoring</td>
</tr>
<tr>
<td>Cisco Content Landing page Syndication</td>
<td>Cisco Content Landing page Syndication</td>
</tr>
<tr>
<td>Web Content Syndication</td>
<td>Web Content Syndication</td>
</tr>
<tr>
<td>Social Syndication</td>
<td>Social Syndication</td>
</tr>
<tr>
<td>Event in a Box Services</td>
<td>Event in a Box Services</td>
</tr>
<tr>
<td>Search Engine Marketing</td>
<td>Search Engine Marketing</td>
</tr>
</tbody>
</table>
Funding

There are two main sources of funding available to help you drive demand and meet your business objectives. We recommend that you use these funds for the campaigns and marketing services described in this guide, which are available to browse and order through Partner Marketing Central (PMC). For further clarifications, email us at apj-pmc@cisco.com.

Overview of available marketing funds:

**Joint Marketing Funds (JMF)**
(For Gold, Silver, Premier Partners)

JMF is a Partner co-marketing fund dedicated mainly for driving demand generation activities to build pipeline opportunities. You can get up to 50% of your marketing activities paid from this fund.

For more information on JMF, please contact your Cisco Partner Marketing Manager or Cisco Partner Account Manager.

**Partner Plus Virtual Wallet**
(For Partner Plus Partners only)

In return for achieving your Commercial quarterly business growth targets, your company will gain a rebate based on product and services revenues. This rebate will be placed into a ‘Virtual Wallet’. You can reinvest these funds into activities such as Events, Telemarketing, Paid Search, email campaigns, marketing consultants, learning credits to further drive your business growth.

For full overview, click here.
Leads and Prospects System

What’s truly vital to your business growth? Leads. It’s as simple as that. We’ve just made our leads management system smarter—to help you win business faster and gain big results.

When you save time, you can be more productive. That’s why we want to share the new changes we’ve made to our Leads and Prospects system (formerly known as Sales Collaboration Platform). New smart filters, customizable views and easy routing options help you access the leads you need—fast. Customer intelligence gives you even more insight so you’re better prepared.

The interface makes it easy to customize what you need. And routing leads and prospects to your business is quicker, so you can be super-efficient. Capturing Cisco-generated leads and prospects is a benefit that helps accelerate your success.

How can Leads and Prospects help you?

Expand your pipeline
• We send you leads and prospects

Get in before your competitors
• We find the opportunities for you

Increase win rate, expand deal size, reduce the cost of sale
• We give you customer intelligence

Improve funnel visibility
• Track leads and prospects through to deal and close

Improve sales and resource planning
• Focus your teams on high-potential accounts

Reduce data entry for deals
• Lead and prospect data is loaded to Cisco Commerce

For more information on Leads and Prospects System:
Please visit here.

Leads and Prospects System is currently available in ANZ and India. Check with your local Cisco Representative on the availability/roadmap in each country.
Campaign Overview And Roadmap
### Campaign Overview

<table>
<thead>
<tr>
<th>May</th>
<th>June</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Buyer Campaign</td>
<td>Fast Innovations with Cisco 802.11ac Wave 2 Solutions</td>
<td>Transform Your Business with Networking Reimagined (Focus on Commercial Segment)</td>
</tr>
<tr>
<td>Transform Your Business with Networking Reimagined (Focus on Commercial Segment)</td>
<td>Cisco Digital Ready Network (Focus on Enterprise Segment)</td>
<td></td>
</tr>
<tr>
<td>Cisco Digital Ready Network (Focus on Enterprise Segment)</td>
<td>Cisco All-In-One Branch</td>
<td>Just Switch It</td>
</tr>
<tr>
<td>Cisco All-In-One Branch</td>
<td>Just Switch It</td>
<td>What a Next-Generation Firewall Should Be</td>
</tr>
<tr>
<td>Just Switch It</td>
<td>What a Next-Generation Firewall Should Be</td>
<td>Secure Data Center</td>
</tr>
<tr>
<td>What a Next-Generation Firewall Should Be</td>
<td>Secure Data Center</td>
<td>Protect Your Organization: Cisco Email, Web and Cloud Web Security</td>
</tr>
<tr>
<td>Secure Data Center</td>
<td>Protect Your Organization: Cisco Email, Web and Cloud Web Security</td>
<td>AMP Everywhere</td>
</tr>
<tr>
<td>Protect Your Organization: Cisco Email, Web and Cloud Web Security</td>
<td>AMP Everywhere</td>
<td>Get Back to Exceptional Video</td>
</tr>
<tr>
<td>AMP Everywhere</td>
<td>Get Back to Exceptional Video</td>
<td>Get Back to Workplace Transformation</td>
</tr>
<tr>
<td>Get Back to Exceptional Video</td>
<td>Get Back to Workplace Transformation</td>
<td>Get Back to Customer Collaboration</td>
</tr>
<tr>
<td>Get Back to Workplace Transformation</td>
<td>Get Back to Customer Collaboration</td>
<td>Modernize the Data Centre Network</td>
</tr>
<tr>
<td>Get Back to Customer Collaboration</td>
<td>Modernize the Data Centre Network</td>
<td>Data Centre is Everywhere (3 Themes - 1. Center of Everything 2. Center of Tomorrow 3. Center of Performance)</td>
</tr>
<tr>
<td>Modernize the Data Centre Network</td>
<td>Data Centre is Everywhere (3 Themes - 1. Center of Everything 2. Center of Tomorrow 3. Center of Performance)</td>
<td></td>
</tr>
</tbody>
</table>

**Legends:**
- Enterprise Networks
- Security
- Collaboration
- Data Centre

© 2013 Cisco and/or its affiliates. All rights reserved.
Enterprise Networks Campaign Details
## Enterprise Networks Campaign Timeline

<table>
<thead>
<tr>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Buyer Campaign</td>
<td>Fast Innovations with Cisco 802.11ac Wave 2 Solutions</td>
<td></td>
</tr>
<tr>
<td>Transform your Business with Networking Reimagined (Commercial Refresh)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cisco Digital Ready Network (Enterprise Refresh)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cisco All-In-One Branch</td>
<td>Just Switch It</td>
<td></td>
</tr>
</tbody>
</table>

**Legends:**
- Enterprise Networks
- Security
- Collaboration
- Data Centre
Introduction

DG Marketing Services

Campaign Roadmap

Cisco Brand Campaign

Partner Communications

Next Steps

Enterprise Networks Campaign

Network Buyer Campaign

Description

Lead your customers into the next generation of innovation with a modern network designed to meet the needs of mobile workers, campus, branch, or data centre. This marketing campaign is designed to help you communicate this opportunity to customers so they understand the transformations available through Cisco Enterprise Networking solutions. This campaign breaks into 3 topic conversations:

1. Deliver innovative experiences
2. Disrupt with speed and agility
3. Activate security everywhere

Objectives of the Campaign

This campaign focuses on how you and Cisco can help deliver business outcomes for your customers, and how the network can be the driving force behind those business outcomes. The messaging is designed to be flexible enough so you can choose the areas of focus, depending on your capabilities, offerings, and customer needs.

Products and Solutions

1. Deliver Innovation Experiences:
   - Cisco CMX, Cisco Mobility Experience Services, Cisco Catalyst mGig switching, Cisco 802.11ac solution, Cisco IWAN, Cisco ONE Software, Cisco Connected Analytics software, Cisco Services for data and analytics, Cisco Meraki wireless, Cisco Meraki Switching, Cisco Mobile Workspace Solution, Cisco UA, Cisco ISE, Cisco AnyConnect Secure Mobility Solution, Cisco Data Centre Switches, Workplace transformation, Smart Net Total Care Service, Cisco Meraki branch networking

2. Disrupt with Speed and Agility:
   - Cisco APIC EM, SDN, Cisco ACl, Cisco DC switches, Cisco IWAN (and IWAN App for APIC EM) Cisco One Software, Cisco UA, Cisco Prime Infrastructure, Cisco Energy management suite, Cisco Catalyst SmartOperations toolkit, Smart Net Total Care, Cisco Network Optimization Service, Cisco Meraki cloud-managed networking, Cisco CMX, Cisco Connected Analytics, Cisco Services for data and analytics, Cisco Meraki Wireless with free built-in CMX

3. Activate Security Everywhere:
   - NaaS including Cisco IOS Flexible Netflow and Lancope StealthWatch: Cisco Security Advisory Services for network design and assessment, Cisco Security Advisory Services
   - NaaS including Cisco Trustsec technology and Cisco ISE: Cisco Security Integration Services, Cisco Managed Security Services

Target Audience

Network Buyer (Network Manager or Director, IT manager or Director, IT operations manager), LOB decision Makers (such as Marketing, HR and operations)

Timeframe

Available now

Key Competitors

WLAN: Aruba, Ruckus, Buffalo, Samsung
Routing: Juniper, HP, Yamaha, Brocade, Zyxel, NEC, Huawei, Dax network, ONE Access
Switching: HP, Allied Telesis, Fujitsu, Juniper, Dell, Alcatel-Lucent

Languages

Access the campaign assets on Partner Marketing Central

ANZ, ASEAN, India, Korean, Japanese

Assets

AAG, Playbook, Call Guide, Battlecards, Partner/Customer Training Presentation, DG Emails, Web Banners, Whitepapers, Product Images
Enterprise Networks Campaign

Fast Innovations with Cisco 802.11ac Wave 2 Solutions

**Description**
Wi-Fi technology keeps advancing. Mobile usage keeps rising, and customers need to rely on Wi-Fi for some of their most critical applications. How do your customers keep pace with all of these changes—often with little or no IT staff? Cisco has solutions to help your customers meet these growing mobility demands. These solutions are for organizations of all sizes, can be managed on-premises and from the cloud, and support the new wireless 802.11ac Wave 2 standard.

**Objectives of the Campaign**
- **Migrate** installed base customers from existing 802.11a/b/g wireless AP to 802.11ac
- **Convert competitive accounts into Cisco's** by positioning our new, competitively priced and easy to use mobility express solution or cloud–managed Meraki solution for commercial customers; Cisco is also shipping the industry’s first mGig enabled AP to simplify cabling and 802.11ac deployment
- **Address whitespace and technology whitespace accounts** and cross-sell from wired to wireless

**Target Audience**
*Network Buyer* (Network Manager or Director, IT manager or Director, IT operations manager)

**Key Competitors**
HP/Aruba, Ruckus

**Timeframe**
Available now

**Languages**
Access the campaign assets on Partner Marketing Central
- AP (English, Thai, Vietnamese), Korean, Japanese (coming soon)

**Assets**
AAG, 802.11ac Competitive Battlecard, Call Guide, Customer/training Presentation, Product/solution Flyer for Customer, Case Studies, Pre/post Emails, mGig video and Mobility Express Video

**Products and Solutions**

**Access points:**
- Cloud–managed: Meraki MR 32, Meraki MR42, Meraki MR72

**Wireless Controller:**
- On-premises–managed: Cisco 2500 Series

**Switches:**
- Cloud–managed: Meraki MS Switches
# Enterprise Networks Campaign

## Transform your Business with Networking Reimagined (Focus on Commercial Segment)

### Description

Across every industry, innovators have something in common: a next-generation network. Agile, secure networks simplify IT and support innovation. Without the network as part of your customer’s business strategy, the applications, cloud services, and devices your customers deploy cannot live up to their potential. This campaign helps you drive customers’ digital business transformation, and opens up exciting new opportunities.

### Objectives of the Campaign

This campaign focuses on how you and Cisco can help drive customers’ digital business transformation and how the network can be the driving force behind those business outcomes. The messaging is designed to be flexible enough so you can choose the areas of focus, depending on customer needs:
- Customer Experience
- Workforce Experience
- Branch Agility
- Security

### Key Competitors

- Wireless: HP/Aruba, Brocade/Ruckus
- Routing: HP, Juniper, Huawei, Viptela
- Switching: HP, Arista

### Timeframe

Available now

### Languages

Access the campaign assets on Partner Marketing Central AP (English, Thai, Vietnamese), Korean, Japanese (coming soon)

### Assets

- Call guide
- Customer Presentation
- Promotion Flyer for Customer
- Pre-call and Post-call Emails
- Training Videos
- Migration Guide
- Solution Videos

### Products and Solutions

#### Wireless:
- 802.11ac WAVE 2 Cisco Aironet APs (1830, 1850, 2800, 3800 Series APs), Meraki MR, CMX

#### Switches:
- Meraki MS Switches, Cisco Catalyst Switches

#### Routers:
- Cisco Intelligent WAN, ISR4000 series, Meraki MX with IWAN

#### Security:
- Cisco ASA with FirePOWER Services, NaaS, NaaE

### Target Audience

**Network Buyer – Commercial EN and Security Refresh** (Network Manager or Director, IT manager or Director, IT operations manager)
# Enterprise Networks Campaign

## Cisco Digital Ready Network (Focus on Enterprise Segment)

### Description
Capture your share of a $40 billion market. Cisco DRN is a sales campaign that accelerates the customer journey to digitization, building on the Cisco Digital network Architecture.

### Objectives of the Campaign
The Cisco DRN campaign helps you drive customers’ digital business transformation, and opens up exciting new opportunities for you. It enables you to speed install-base refresh and get your customers’ network infrastructure ready for the future, achieve recurring revenue streams through software license renewals, and take advantage of new incentives.

### Target Audience
**Network Buyer - Enterprise customers** (Network Manager or Director, IT manager or Director, IT operations manager), **LOB decision Makers** (such as Marketing, HR and operations)

### Timeframe
Available now

### Key Competitors
- **Wireless**: HP/Aruba, Brocade/Ruckus
- **Routing**: HP, Juniper, Huawei, Viptela
- **Switching**: HP, Arista

### Languages
Access the campaign assets on Partner Marketing Central English

### Assets
- Playbook, Call Guide, Partner/Customer Training Presentation, DG Emails, Customer Flyer, Copy Blocks

### Products and Solutions

<table>
<thead>
<tr>
<th>1. Workforce Experience: On-Premises</th>
<th>802.11ac Aironet APs, ISE, Prime Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud-Managed:</td>
<td>Meraki MR 802.11ac APs, Meraki MS Switches, Meraki Systems Manager, Meraki Dashboard</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Customer Experience: On-Premises</th>
<th>Connected Mobile Experiences, U.A. Solutions, 802.11ac Aironet APs, mGig and Converged Access Catalyst Switches and TrustSec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud-Managed:</td>
<td>Meraki MR 802.11ac APs, Meraki Systems Manager, Meraki Dashboard</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. Branch Agility: On-Premises</th>
<th>ISR4K with APIC-EM IWAN App, Cisco ASR 1000, Cisco WAN Collaboration Offering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud-Managed:</td>
<td>Intelligent WAN with Meraki MX Security Appliance, Meraki Systems Manager, Meraki Dashboard</td>
</tr>
</tbody>
</table>

|-------------------------------------|----------------------------------------------------------------------------------|

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud-Managed:</td>
<td>Meraki MX Security Appliance (UTM), Meraki Systems Manager, Meraki Dashboard</td>
</tr>
</tbody>
</table>
Enterprise Networks Campaign

Cisco All-In-One Branch

**Description**
Digital demands are overwhelming businesses. Customers need a branch network that is comprehensive and adaptable. With Cisco Branch360, secure connectivity is delivered in one order from one company. Enable customers to benefit immediately from an industry leading solution sized and priced for commercial. Wireless, switching, routing and security, along with one stop TAC support – from the market share leader.

**Objectives of the Campaign**
- Simplify your customers’ networks by integrating wireless, switching, routing and security solution – lesser time in configuring and troubleshooting customers’ networks, consolidating branch IT with fewer devices to manage
- Securing your customers’ networks by integrating Cisco security solution built for SMB and branch offices with integrated threat protection, low TCO and simplified security management

**Products and Solutions**
- **Base:** AP1830 + Cisco 891-24X hybrid branch router + ASA 5506-X
- **Advanced:** AP 1850 + ISR4321 + C2960-X + ASA 5508-X
- **Premium:** AP2700 + ISR 4331 (Optional upgrade to -AX license) + C3650 (Optional upgrade to Lancope Stealthwatch bundle) + ASA 5516-X

**Target Audience**
Network Buyer (Network Manager or Director, IT manager or Director, IT operations manager)

**Key Competitors**
- Single vendor: HP/Aruba
- Multi-vendor: WLAN: Ruckus; Routing: Juniper; Switching: HP
- Network Security: Check Point, Fortinet, Palo Alto Networks

**Timeframe**
Available now

**Languages**
Access the campaign assets on Partner Marketing Central
English, Korean, Japanese

**Assets**
Enterprise Networks Campaign

Just Switch It

In the face of increasing disruption, innovation must be accelerated for organizations to remain competitive. Cisco has a number of new innovations to increase IT agility, support new demands, and increase business impact. But many of the switches and access points that are currently deployed were not designed for capabilities like the bring-your-own-device (BYOD) trend, mobility, advanced security, software-defined networking (SDN), or cloud management. The network has to evolve to better navigate these major technology transitions.

This campaign contains resources for two types of Cisco campus network solutions that help solve these customer challenges: on-premise and cloud managed. Review both to help customers determine the solution that best meets their needs.

### Description

In the face of increasing disruption, innovation must be accelerated for organizations to remain competitive. Cisco has a number of new innovations to increase IT agility, support new demands, and increase business impact. But many of the switches and access points that are currently deployed were not designed for capabilities like the bring-your-own-device (BYOD) trend, mobility, advanced security, software-defined networking (SDN), or cloud management. The network has to evolve to better navigate these major technology transitions.

This campaign contains resources for two types of Cisco campus network solutions that help solve these customer challenges: on-premise and cloud managed. Review both to help customers determine the solution that best meets their needs.

### Objectives of the Campaign

- Promote migration and upsell to the newest Cisco switches and wireless solutions.
- Address competitive threats with solutions, services, and financing to help customers successfully move to the next generation of technologies.
- Increase deal size and margins by turning a switching migration opportunity into a solution discussion that focuses on business outcomes like productivity, customer satisfaction, and security.

### Timeframe

Available Now

### Languages

Access the campaign assets on Partner Marketing Central

- English
- Korean
- Japanese

### Products and Solutions

**On-premise:** Catalyst 3850, 3650, 2960-X switches, Catalyst 4500E switches with supervisor engine 8E or 7LE, Catalyst 6800 series switches, 802.11ac/n AP, WiSM2, 5760, 5506 and 3850 wireless LAN controllers, Flex 7500 series wireless controllers, 3355 MSE

**Cloud-managed:** Meraki cloud managed switches

### Target Audience

Networking Managers, CxO

### Key Competitors

HP, Juniper

### Assets

- AAG, Playbook, Customer Presentation, Partner Training Presentation, DG Emails, Web Banners, Product Images, Whitepapers, Battlecard, Call guide
Security Campaign Details
## Security Campaign Timeline

<table>
<thead>
<tr>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
</tr>
</thead>
<tbody>
<tr>
<td>What a Next-Generation Firewall Should Be</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secure Data Centre</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Protect Your Organization: Cisco Email, Web and Cloud Web Security</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMP Everywhere - Cisco Advanced Malware Protection</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Legends:**
- Enterprise Networks
- Security
- Collaboration
- Data Centre
Security Campaign

What a Next-Generation Firewall Should Be

Description
This is a migration/upsell campaign that focuses on migrating the industry’s largest midrange firewall installed base (ASA 5500 & legacy PIX) to the Cisco ASA 5500-X Next-Generation Firewall with Next-Generation Firewall Services. It is designed to help the partner or generalist account manager position Cisco ASA 5500-X Next-Generation Firewall against competitive encroachment and within the context of Cisco’s Threat Intelligence and Defense portfolio, including the new Managed Threat Defense Service for Enterprise accounts.

Objectives of the Campaign
Cisco ASA with FirePOWER Services combines the proven security benefits of the ASA 5500-X firewall with the industry-leading FirePOWER next-generation intrusion prevention system (NGIPS) and Advanced Malware Protection (AMP) in a single device. It is the industry’s first adaptive, threat-focused next-generation firewall (NGFW), designed for a new era of threat and advanced malware protection.

Target Audience
CSO, IT Managers, Security Managers

Products and Solutions
Migrate: ASA 5500 and old PIX to ASA 5500-X
ASA 5580 to ASA 5585-X at the edge with NGFW services

Upsell: FirePOWER subscription licenses, AnyConnect, Cisco Cloud Web Security, Identity Services Engine (ISE), and ASA Migration Services, upsell Cisco Threat Intelligence and Defense solution, Managed Threat Defense Service

Key Competitors
Check Point, Juniper, Palo Alto Networks

Assets

Languages
Access the campaign assets on Partner Marketing Central
English, Japanese, Korean
# Security Campaign

## Secure Data Centre

### Description
Establish Cisco’s strength as a premier provider of Secure DC solutions, and address competitive positioning by differentiating our solutions from theirs in ways that are meaningful to DC buying centres.

### Objectives of the Campaign
Targeted at the audiences who make specific security product, solutions and services recommendations for Data Centre and Cloud deployments, including Service Providers. Supports goals to **defend and expand our base**, Targets growing customer demand for security professional services (10% CAGR between 2015 – 2017). Target revenue opportunity: +$350M (overall market opportunity)

### Target Audience
- CISO/CSO
- Security Architect / Engineer
- Security Operations / Analyst
- CIO
- VP, PM MSSP (Services)
- IT Director, Data Centre Manager

### Products and Solutions
- ASA 5585-X
- ASA w/FirePOWER Services
- ASAv
- ACI
- FirePOWER 83XX
- 1000v

### Key Competitors
Juniper, Check Point, Palo Alto Networks, Fortinet, FireEye

### Assets

### Languages
Access the campaign assets on Partner Marketing Central
- English
- Japanese
- Korean
Security Campaign

Protect Your Organization: Cisco Email, Web and Cloud Web Security

Description
Positions the industry-leading Cisco Web Security (WSA) & Cisco Email Security (ESA) and promote flexible options for customers: physical and virtual appliances, and/or Cisco Cloud Web Security & Cisco Cloud Email Security products and professional and technical services.

Objectives of the Campaign
Cisco email and web security solutions offer industry-leading threat defense against dynamic threats and malware with a choice of deployment options. Email/Web security is essential to all business and everyone has some type of solution.

Target Audience
Security Architect, SecOps, Security Analyst, VP/PM Managed Security Service Provider (MSSP), Data Centre Buyer

Products and Solutions

Web Security:
Cisco WSA
Cisco WSAV

Email Security:
Cisco Email Security Appliance (ESA)
Email Security Virtual Appliance (ESAV)
Cisco Services for Email and Web Security
Cloud Web Security

Key Competitors
Blue Coat, Zscaler, Websense, Symantec, McAfee, Microsoft, Proofpoint

Assets

Languages
Access the campaign assets on Partner Marketing Central
English, Japanese, Korean
Security Campaign

AMP Everywhere – Cisco Advanced Malware Protection

Description
Breaches happen every day, and IT security is top of mind. Don’t miss the opportunity to help your customers protect themselves from advanced threats and breaches, while also capitalizing on this revenue opportunity.

Objectives of the Campaign
Cisco Advanced Malware Protection is the leading security technology that protects organizations before and during an attack, and provides continuous analysis of files even after an attack to quickly detect stealthy malware, scope the compromise, and eliminate it. The Cisco AMP technology is deployable and consumed in a few different ways. Every organization has different security needs, and malware can infiltrate organizations through multiple attack vectors, including the cloud, data centre, endpoint, mobile devices, web, email, and the network. You can deploy Cisco AMP in one or all of these areas. When deployed together, the different AMP tools share information, communicate, and work together to detect, analyze, and remediate threats faster.

Target Audience
Security Architect, SecOps, Security Analyst, VP/PM Managed Security Service Provider (MSSP), Data Centre Buyer

Products and Solutions
Advanced Malware Protection
AMP for Endpoints
AMP for network
Cisco AMP Threat Grid – Appliances & Cloud
AMP Private Cloud Virtual Appliance
AMP for Cisco Email Security

Key Competitors
Blue Coat, Zscaler, Websense, Symantec, McAfee, Microsoft, Proofpoint

Assets

Languages
Access the campaign assets on Partner Marketing Central
English, Korean, Japanese (coming soon)
Collaboration Campaign Details
Collaboration Campaign Timeline

<table>
<thead>
<tr>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get Back to Collaboration - Get Back to Exceptional Video</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Get Back to Collaboration - Get Back to Workplace Transformation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Get Back to Collaboration - Get Back to Customer Collaboration</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Collaboration Campaign

Get Back to Collaboration - Overview

Description
Single integrated campaign to drive awareness and demand for Cisco’s refreshed Collaboration portfolio in line with Collaboration marketing goals for Q1FY16. Provide compelling content to support three key topics (midsize, workplace transformation & customer collaboration) all with video as the core / hero solution set but pulling through full portfolio.

Objectives of the Campaign
- Increase Collaboration penetration in the mid-market (<1,000 users)
- Drive awareness with new line of business decision makers (HR & Facilities initially)
- Inspire existing customers to upgrade / expand Collaboration footprint

Target Audience
- Mid-Market [Extending To Enterprise]
- Core Buyers: CIO, VP/Director of IT, and Comms. Buyer
- LOB Influencers: LOBs with high collaboration propensity

Products and Solutions

Key Competitors
Skype, Avaya, Radvision, Huawei, LifeSize, Polycom, Vidyo, Microsoft

Timeframe
Available now

Languages
Access the campaign assets on Partner Marketing Central
ASEAN, ANZ, India, Korean, Japanese

Assets
Video, Banners, Call Guides, How-to Guides, Top 5 Guides, Infographics, Customer Presentations, Whitepapers

Partner Specializations
ATP, Collaboration architecture specializations, ICS
Collaboration Campaign

Get back to Collaboration - Theme 1: Exceptional Video

Description
When you use Cisco’s market-leading video solutions to solve customer business challenges, you can also upsell and cross-sell. Start with Cisco’s easy-to-deploy packaged collaboration solutions: Business Edition 6000, 6000S, and 7000, and be sure to attach applications like Cisco WebEx and Collaboration Meeting Rooms (CMR).

Objectives of the Campaign
- Increase Collaboration penetration in the mid-market (<1,000 users)
- Drive awareness with new line of business decision makers (HR & Facilities initially)
- Inspire existing customers to upgrade / expand Collaboration footprint
- Accelerate DX/SX/MX video attach [new & install]

Target Audience
- Mid-Market [Extending To Enterprise]
- Core Buyers: CIO, VP/Director of IT, and Comms. Buyer
- LOB Influencers: LOBs with high collaboration propensity

Products and Solutions
Exceptional Endpoints – DX, SX & MX Series

Key Competitors
Shoretel, Mitel, Avaya, HP, Aruba

Timeframe
Available now

Languages
Access the campaign assets on Partner Marketing Central
ASEAN, ANZ, India, Korean, Japanese
Collaboration Campaign

Get back to Collaboration - Theme 2: Workplace Transformation

Description
When you use Cisco’s market-leading IP communications, collaboration endpoints and applications, you can:
- Acquire new customers and re-engage inactive customers
- Show customers how they can increase employee productivity and innovation
- Cross-sell by positioning the Cisco Collaboration portfolio to new buyers and buying centres (for example, HR or workplace resources)

Objectives of the Campaign
- Increase Collaboration penetration in the mid-market (<1,000 users)
- Drive awareness with new line of business decision makers (HR & Facilities initially)
- Inspire existing customers to upgrade / expand Collaboration footprint

Target Audience
- Mid-Market [Extending To Enterprise]
- Core Buyers: CIO, VP/Director of IT, and Comms. Buyer
- LOB Influencers: LOBs with high collaboration propensity

Products and Solutions
- Exceptional Endpoints - DX, SX & MX Series
- Effortless Software/Apps - Jabber / WebEx / Collaboration Meeting Rooms

Key Competitors
Avaya, Microsoft, Polycom, Huawei

Timeframe
Available now

Languages
Access the campaign assets on Partner Marketing Central
ASEAN, ANZ, India, Korean, Japanese

Assets

Specializations/Accreditations
Advanced UC
# Collaboration Campaign

**Get back to Collaboration - Theme 3: Customer Collaboration**

| **Description** | Use Cisco’s market-leading Customer Collaboration solutions to solve customer business challenges. Pursue competitively held accounts, as well as traditional voice, IT, and contact center buyers. These solutions offer you additional, proven methods to generate new revenue streams in targeting buyers outside IT. |
| **Objectives of the Campaign** | The play enables partners to engage with important influencers and decision makers concerning their return-on-investment strategy, challenges, and strategies with their contact centre, customer care and customer support goals. |
| **Target Audience** | • Mid-Market [Extending To Enterprise]  
• Core Buyers: CIO, VP/Director of IT, and Comms. Buyer  
• LOB Influencers: LOBs with high collaboration propensity |
| **Key Competitors** | Avaya |
| **Timeframe** | Available now |

**Assets**
- Video, Banners, Call Guides, How-to Guides, Top 5 Guides, Infographics, Customer Presentations, Whitepapers

**Partner Specializations**
- UC Specialized or Contact Centre Advanced Technology Providers, depending on the Cisco products they sell

**Languages**
- Access the campaign assets on Partner Marketing Central
  - ASEAN, ANZ, India, Korean, Japanese
Data Centre Virtualization Campaign Details
Data Centre Virtualization Campaign Timeline

Modernize the Data Centre Network

Data Centre is Everywhere (3 Themes)
Data Centre Virtualization Campaign

Modernize the Data Centre Network

**Description**
Strong competitive advantages in fabric architecture and application integration allow Cisco to provide value-added networking performance, distinguishing Cisco solutions from commodity networking. Other key market trends include the emergence of open network standards accommodating multi-vendor solutions, software-based programmable network control, and the ability of the network to interface directly with applications to improve performance, increase responsiveness, and streamline network management.

**Objectives of the Campaign**
This campaign is designed to help you sell Cisco Nexus Series and MDS SAN switches by describing how these products address the challenges of next-generation data centres. Target customers with migration and up-sell opportunities and help them reduce costs and improve network efficiency with next-generation switching solutions.

**Target Audience**
BDM: CIO, VP IT  
TDM: Director of IT, Data Centre Manager, IT Architect, Network Admin

**Products and Solutions**
Products: Nexus 2K–9K, MDS, 1Kv, VSG, and VASA  
Solutions: Open Network Environment (ONE)

**Key Competitors**
IBM, HP, Juniper, Brocade, Arista, Huawei

**Timeframe**
Available Now

**Assets**
Call Guides, Campaign Implementation Guide, Playbook, Reference case, Whitepapers, Emails

**Languages**
Access the campaign assets on Partner Marketing Central  
English, Korean, Japanese
Data Centre Virtualization Campaign

Data Centre is Everywhere - Overview

**Description**
Your customer’s Data Centre is everywhere, the Center of:
(VP IT) **Everything:** Connecting the promise of the Internet of Everything to data centre innovations, Cisco delivers – from UCS to ACI to Intercloud to strategic partners
(DC Manager) **Tomorrow:** Position Cisco UCS Integrated Infrastructures as the foundation for future-proof Data Centres that drive business impact at every scale
(Apps and Servers) **Performance:** Position server refresh cycles as the chance to redefine expectation and application performance with Cisco UCS, ACI and Application Partnerships

**Objectives of the Campaign**
This campaign is designed to help you sell the Cisco Data Centre portfolio and help you to target key data centre decision makers in enterprise, commercial & PS segment, who influence business applications, data centre infrastructure, hybrid-ready private and public clouds, and edge computing. This campaign offers opportunities to not only upgrade your install base, but to cross-sell and sell into different markets as well

**Target Audience**
VP of IT, Data Centre Manager, Application and Server Buyers

**Products and Solutions**
UCS, Mini, M-Series, Invicta, Integrated Infrastructure Applications - SAP, MSFT, Oracle
Big Data Analytics, and Data Management

**Key Competitors**
Dell, HP, IBM

**Assets**
AAG, Video, Banners, Call Guides, How-to Guides, Top 5 Guides, Infographics, Customer Presentations, Whitepapers

**Timeframe**
Available Now

**Languages**
Access the campaign assets on Partner Marketing Central ANZ, ASEAN, India, Korean, Japanese (coming soon)
## Data Centre Virtualization Campaign
### Data Centre is Everywhere - Theme 1: Center of Everything

<table>
<thead>
<tr>
<th>Description</th>
<th>Connecting the promise of the Internet of Everything to data centre innovations, Cisco delivers – from UCS to ACI to Intercloud to strategic partners.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objectives of the Campaign</td>
<td>Demonstrate Cisco Unified Computing (UCS), Intercloud and Cisco Data Centre Services on how Cisco offer flexible consumption models with real-time analytics whilst delivering a scalable platform so that customers can invest in new initiatives while driving efficiency and performance in existing operations</td>
</tr>
<tr>
<td>Target Audience</td>
<td>VP of IT, Data Centre Manager, Application and Server Buyers</td>
</tr>
<tr>
<td>Products and Solutions</td>
<td>Overall Story, Domain Ten, Big Data: Analytics</td>
</tr>
<tr>
<td>Key Competitors</td>
<td>Dell, HP, IBM</td>
</tr>
<tr>
<td>Timeframe</td>
<td>Available Now</td>
</tr>
</tbody>
</table>

### Assets
- AAG, Video, Banners, Call Guides, How-to Guides, Top 5 Guides, Infographics, Customer Presentations, Whitepapers

### Languages
- Access the campaign assets on Partner Marketing Central ANZ, ASEAN, India, Korean, Japanese (coming soon)
# Data Centre Virtualization Campaign

## Data Centre is Everywhere - Theme 2: Center of Tomorrow

<table>
<thead>
<tr>
<th>Description</th>
<th>Position Cisco UCS Integrated Infrastructures as the foundation for future-proof Data Centres that drive business impact at every scale.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objectives of the Campaign</strong></td>
<td>Help you demonstrate Cisco’s Unified Computing System (UCS) makes IT run much better with integrated &amp; automated infrastructure so that your customers can dramatically simplify the management of existing operations (e.g. – mission-critical applications, databases, web servers) so they can invest in new initiatives (e.g. – cloud, big data, real-time analytics)</td>
</tr>
<tr>
<td><strong>Target Audience</strong></td>
<td>VP of IT, Data Centre Manager, Application and Server Buyers</td>
</tr>
<tr>
<td><strong>Products and Solutions</strong></td>
<td>Cisco ONE, Integrated Infrastructure, UCS Mini, M-Series</td>
</tr>
<tr>
<td><strong>Key Competitors</strong></td>
<td>Dell, HP, IBM</td>
</tr>
<tr>
<td><strong>Timeframe</strong></td>
<td>Available Now</td>
</tr>
</tbody>
</table>

**Assets**
- AAG, Video, Banners, Call Guides, How-to Guides, Top 5 Guides, Infographics, Customer Presentations, Whitepapers

**Languages**
- Access the campaign assets on Partner Marketing Central
  - ANZ, ASEAN, India, Korean, Japanese (coming soon)
Data Centre Virtualization Campaign

Data Centre is Everywhere - Theme 3: Center of Performance

Description: Position server refresh cycles as the chance to redefine expectation and application performance with Cisco UCS, ACI and Application Partnerships.

Objectives of the Campaign: Helps you tackle the issue of customer application performance issues. Let Cisco’s Unified Computing System (UCS) and Partner’s pre-validated solutions set new records for the next wave of application performance.

Target Audience: VP of IT, Data Centre Manager, Application and Server Buyers

Products and Solutions: Invicta, Microsoft, SAP, Oracle, Big Data: Data Management

Key Competitors: Dell, HP, IBM

Timeframe: Available Now

Languages: Access the campaign assets on Partner Marketing Central ANZ, ASEAN, India, Korean, Japanese (coming soon)

Assets: Video, Banners, Call Guides, How-to Guides, Top 5 Guides, Infographics, Customer Presentations, Whitepapers

Introduction

Cisco is committed to making data centres everywhere a reality. We believe in the power of virtualisation and are dedicated to helping our partners and customers leverage this technology to improve business outcomes.

Products and Solutions:

- Invicta
- Microsoft
- SAP
- Oracle
- Big Data: Data Management

Key Competitors:

- Dell
- HP
- IBM

Timeframe:

Available Now

Languages:

Access the campaign assets on Partner Marketing Central ANZ, ASEAN, India, Korean, Japanese (coming soon)
Cisco Brand Campaign
On May 3 we launched a new brand campaign to show the world how Cisco is making anything, anywhere possible.
We believe that technology can solve our greatest challenges—from maintaining clean water for the planet to helping everyone access good education.

Through bold and real stories we’ll show our technologies are delivering real change in the world—today.
And these stories will culminate in our brand promise:

“We securely connect everything to make anything possible.”

Because we are at the heart of all technology—without us, the technologies impacting on the world simply aren’t possible.
You are fundamental to the delivery of this promise and should realize the full value of this campaign.

In a first for Cisco, we want to extend our campaign to you, with you, and for you.
This campaign is **ABOUT** you

- Meet our Partners blade in digital storytelling pages
- Meet our Partners landing page developed and localized for global launch
This campaign is **WITH** you

“By highlighting partners, Cisco shows it can deliver an ecosystem of partners to help its customers complete the digital journey.”

*Network World*

---

#NeverBetter

#ConnectedConservation
This campaign is **FOR** you

- Brand campaign assets on [PMC](#) to use with your customers
- Brand training on [Marketing Velocity](#)
Together we’ll reach the people who understand that technology and business are one strategy—a force that drives positive and sustainable change in the world.
Get Started.

Brand Training on Marketing Velocity
• Co-Branding With Cisco
• Building Value Proposition
• Writing More Effectively

Marketing Resources and Assets on Partner Marketing Central
• Partner Playbook
• Digital/Banner ads
• Social Media posts and syndication

More assets and new content offers available May 3 and beyond.
Partner Communications
APJ Partner Communication Platforms

We communicate with our partners using the following platforms:

**Marketing Velocity Hub**
Sharing latest marketing trends and best practices with new syndicated content every month.

**Cisco Partner Newsletter**
Keeping you up to date on the latest programs, products, services and events. CPN goes out monthly across APJ.

**Cisco APJ Twitter**
Insight, news, promotions and latest product information, thought leadership and updates for Cisco Partners in the Asia-Pacific region.

**Partner Central**
A dedicated website for partners accessible with a CCOID featuring updates, tools and resources required to drive business with Cisco.

**Partner Marketing Central**
A personalized digital marketing platform with a simplified funding view and customizable digital demand generation services to engage customers and drive revenue.
How to Join the Conversations?
Keep up to date with technology updates, program information, partner incentives, training, events and much more:

**Cisco Partner Newsletter (CPN)**
Every month, each partner receives a version, based on your profile in Partner Self-Service, to ensure that the information you receive from Cisco is relevant and aligned to your role type, country and partner specialisation. Visit Partner Self Service to update your profile or to sign up for Cisco Partner Newsletter.

**Partner Central**
Partner Central is a secure portal to the latest architectural product information, product resources such as whitepapers, online videos, Channel Partner Program information, incentives, and much more. To get access Partner Central, you will require a CCO ID. Visit Partner Central here.

**Partner Marketing Central**
The new PMC offers a smarter way to engage with customers and drive demand generation. Access co-marketing campaigns and assets, including customisable emails, telemarketing scripts, presentations, partner logo assets and much more. Visit Partner Marketing Central.

**Cisco APJ Twitter**
Follow us @https://twitter.com/CiscoPartnersAP to get real-time pulse on product info promotions, events, insights, thought leadership and a lot more. Join the conversation now.

**Marketing Velocity Hub**
Visit our Marketing Velocity Hub and explore the best advice pulled from the web. Read, learn, and use your new skills to develop campaigns to reach your customers. Apply actionable resources to create an integrated marketing plan.
Next Steps
Next Steps

We hope you found this guide useful and that it is clear what services we offer and which campaigns are available to you.

Now we suggest you:
• Work with your Cisco Partner Marketing Manager or Cisco Partner Account Manager for input into your marketing plan and guidance on our co-marketing services
• Access Marketing Velocity Hub and take advantage of industry best practices and online marketing eLearning courses
• Visit Partner Marketing Central to find campaign materials and understand the digital services that are available to you
• Make use of the next generation Digital Agency Services
• Check-out what funding option is available for you and start leveraging it now

We wish you all the best with your plans for the next three months. We are looking forward to working with you!
Thank you.