Cisco Industry Solutions Partner Network

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Cisco Industry Solutions Partner Network (ISPN) Roadshow in Espoo, Finland

9:00 Introduction to the ISPN program, ISPN Portal, ISPN Partner Space (web2.0 marketplace)
10:00 Vertical Solution Updates on Healthcare, Manufacturing, Real Estate
11:45 Lunch Break

12:30 Aeroscout - Location Based Services in Manufacturing and Healthcare
13:00 Intermec - IP enabled handheld tools for manufacturing and retail
13:30 Cardiac-IP enabled Bed-side terminals
14:00 CDC-Connected Real Estate how IP can change the way buildings are operated

14:30 Q&A
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Industry Solutions that Empower Your Business

We are more powerful together than we ever could be apart…
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Industry Solutions that Empower Your Partners’ Business

Agenda

- Business Strategy
- Industry Solutions Partner Network
  - How partners can join ISPN
- Enhanced Solution Incentive Program
  - How partners can leverage SIP
- Pre-qualified Applications
- Europe’s Healthcare ISPN Example
- Next Steps
- Q & A
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Customer Expectations are Changing

Level of Importance

- Technical Expertise
- Vertical Industry Expertise
- Business Process Expertise
- Reputation in the Industry
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Evolution of Cisco Channel Strategy

Partner Profitability

Partner Value-Add

Business Solutions
Integrated Technologies
Technology Specialized
Individual Products
Increase Relevance on the CxO level

Criticality
CxO’s Radar Screen

Challenges here is:
• Up-skilling sales teams for vertical sales
• Risks taking eye off the ball (core revenue)

Alternative approach with advantage:
• AT Sales teams deliver differentiated message
• Teams become more vertically skilled (however, is not durable long term so must move up complexity axis)

Business Relevance
CxO (CEO/CIO/CFO …)

3. Selected Solutions

Transformational Process

2. Vertical Wrap on technology

Complexity / Sophistication (harder to replace)

1. Core growth through products and services

Sell Products & Services

Sell Horizontal Business Relevant Solutions

Sell Vertical Business Relevant Solutions
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Partner Benefits of a Solutions Focused Practice

- **Strategic-level** customer relationships.
- Larger and **more profitable** transactions.
- Higher customer retention rate.
- Sell to **executive decision makers**.
- Experience growth in the lifetime value of a customer.

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Cascade Business Group 2007
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**ISPN Partner Benefits**

- **Recognition** by field & customers as Industry Solutions Partner
- Industry **training & joint business planning**
- Proposal-based **Joint Marketing Funds (JMF)**
- Turn-key **demand generation programs**
- Focused communications and **best practice sharing**
- Access to **industry expertise**
- Access to **pre-qualified business applications**
- Access to the **ISPN Collaboration Environment**
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Industry Solutions that Empower Your Business

The **Cisco Industry Solutions Partner Network** will engage, enable and reward a global community of:
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Industry Solutions that Empower Your Business

The Cisco Industry Solutions Partner Network will engage, enable and reward a global community of:

Channel Partners
Cisco Industry Solutions Partner Network

Industry Solutions that Empower Your Business

The **Cisco Industry Solutions Partner Network** will engage, enable and reward a global community of:

- Channel Partners
- Application Providers
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The Cisco Industry Solutions Partner Network will engage, enable and reward a global community of:

- Channel Partners
- Application Providers
- Industry Experts
Cisco Industry Solutions Partner Network
Industry Solutions that Empower Businesses

The Cisco Industry Solutions Partner Network will engage, enable and reward a global community of:

- Channel Partners
- Application Providers
- Industry Experts

to collaboratively deliver network-centric business solutions to the marketplace.
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Four Key Elements

1 2 3 4

Four Key Elements
Cisco Industry Solutions Partner Network

Four Key Elements

SOLUTIONS

- Industry relevant
- Repeatable
- Validated
- Technical guidance

Four Key Elements
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Four Key Elements

**SOLUTIONS**
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- Technical guidance

**ENABLEMENT**
- Training
- Sales tools
- Marketing tools
- Industry expertise
- Best practices
- Success stories

Four Key Elements
Cisco Industry Solutions Partner Network
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- Industry relevant
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**ENABLEMENT**
- Training
- Sales tools
- Marketing tools
- Industry expertise
- Best practices
- Success stories

**ENGAGEMENT**
- Business planning
- Field engagement
- Marketing funds
- Demand generation

Four Key Elements
Cisco Industry Solutions Partner Network

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SOLUTIONS
- Industry relevant
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ENABLEMENT
- Training
- Sales tools
- Marketing tools
- Industry expertise
- Best practices
- Success stories

ENGAGEMENT
- Business planning
- Field engagement
- Marketing funds
- Demand generation

INCENTIVES
- Pre-qualified industry applications
- Collaborative delivery
- Highest discount

Four Key Elements
Cisco Industry Solutions Partner Network
4 Key Elements - Collaboration

**SOLUTIONS**
- Industry relevant
- Repeatable
- Validated
- Technical guidance

**ENABLEMENT**
- Training
- Sales tools
- Marketing
- Industry
- Best practices
- Success

**ENGAGEMENT**
- Business planning
- Field engagement
- Funding
- Lead generation

**INCENTIVES**
- Pre-qualified industry applications
- Collaborative delivery
- Highest discount
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Collaborative Environment

- Available 24 x 7
- Global Community
- Chats, Blogs, Best Practices

- Identify Applications
- Collaborate with Cisco
- Access Industry Expertise
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Collaborative Environment

Main Hall
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Collaborative Environment

Exhibition Hall
Cisco Industry Solutions Partner Network
Collaborative Environment

Partner Space
Cisco Industry Solutions Partner Network
Collaborative Environment

Access:
• Industry Launches
• CIO Testimonials
• Customer Successes
• Partner Testimonials
• Industry Expertise

Conference Hall
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Have a Qualified Partner for ISPN?

- Is the Cisco reseller Premier, Silver, or Gold Certified Partner?
- Established industry practice?
- Allocates vertical-focused sales and marketing resources?
- Creates and maintains industry-focused business plan?
- Has one customer reference for chosen vertical market?
- Maintains industry-focused pipeline?

OR if a reseller already has a business solution that is prequalified under the Solution Incentive Program (SIP)
How to Become an ISPN Partner

European Cisco ISPN Portal:

Go to http://www.ciscoispn.com/

- After pre-approval channel partners get access (username and password) to the ISPN Portal to educate themselves on their selected vertical

- Partners that an approved vertical-focused Joint Business Plan will receive full access to all program benefits including Joint Marketing Funds

In case of questions please email: Europe-ispn@cisco.com
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What is an Industry Solution?
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What is an Industry Solution?

- Industry Applications
- Cisco Technology
- Lifecycle Services

Partner Integration

Differentiated and Repeatable Industry Solutions
Enhanced SIP
Pre-qualified business applications
Partner Space
Enhanced Cisco Solution Incentive Program

Program Objectives for SIP

- Grow **incremental revenue**
- Boost partner profitability
- Increase **business relevance**
- Expand need for networking technology
- Support channel partner value model
How ISPN Works with the Solution Incentive Program (SIP)

- Resellers in ISPN can submit industry solutions that include prequalified applications for SIP
- SIP will now recognize the collaborative delivery of a solution by channel partners and independent software vendors (ISVs).
- For details, please visit http://www.cisco.com/go/sip
Enhanced Cisco Solution Incentive Program

Enhancements to the SIP

- Quick and easy process
- Pre-qualified business applications
- Enables a ‘Collaborative’ model of solution delivery
- All Certified resellers are eligible
- Only one reference solution deployment required
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How to develop a solution practice and leverage SIP?

- Partners contact their Channel Account Manager (CAM)
- Partners identify pre-qualified apps and collaborate
- Partners create a go-to-market plan
- Take advantage of the industry focused ISPN resources
- Partners develop one reference account
- Qualify for Solution Incentive Program
- Go to www.cisco.com/go/ispn for more info

Partners can capitalize on new market opportunities to grow their business
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Collaborative Environment – ISPN Portal Europe

Welcome to the Industry Solutions Partner Network Portal

www.ciscoispn.com
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Collaborative Environment – ISPN Portal Europe

Dedicated Portal for each Vertical
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Collaborative Environment – ISPN Portal Europe

Learning Curve
Building Industry Solutions

What applications are pre-qualified for SIP?

Healthcare
Manufacturing
Real Estate
Retail
Building Industry Solutions

What applications are pre-qualified for SIP?

- Healthcare
  - AeroScout
  - Cardiac / Imatis
  - Xevit
  - Lincor

- Manufacturing
  - AeroScout
  - Intermec

- Real Estate
  - CDC
  - Percipia
  - Nevotek
  - Nomadix
  - Vizelia

- Retail
  - LiteScape
  - IPcelerate
  - AeroScout
  - Calabrio
  - Berbee
Nevotek: fully IP Converged Hotels

**Guest services include:**
- Hotel Voice-mail
- E-mail
- IP-TV
- IP Phones
- Personalized Guest Interface, HSIA

**Back office services include:**
- Hotel Directory Services
- PMS Integration
- Accounting

**Front Office Services:**
- IP Switchboard
- Check-in
- Check-out
- Room Moves
- Portfolio Billing
Nevotek: Comfort of Convergence

Nevotek CCRE Applications

Comfort of Triplet Quadruple Play
Vizelia: IP Facility Management

FACILITY-ONLINE
Manage your real estate
Vizelia: IP (Phone) Facility Management
CDC: Central Building Automation

5 Operators
Phase 1

2 Supervisors
Phase 1

Provision for
Future Phase 2
Intermec – Cisco IP based solutions for manufacturing and retail

Intermec provides expertise, products and services that provide customers the ability to identify, track and manage critical company resources, making business transformation a reality.
Delivering Entertainment, Information and Clinical Applications to the Point of Care
ISPN Healthcare European Pilot

Jean Noel Enckle
Public Sector Channel Development
Why ISPN pilot in Healthcare

- Healthcare Market requires very specialized solutions
- Many healthcare vendors in a distributed specialized market
- Many channel partners interested to sell in healthcare
- Highest growth expectations
An effective Eco-system development

RTM partner engagement Framework

RTR Vertical Channel development

Healthcare Eco-System
Vertical partner engagement, case study

Thomas Schmidt RSM Healthcare Germany:

- Overall Y/Y Healthcare Revenue grew 61% ;
- Industry Solution partners contribute now with 42% of overall funnel that is a total volume of 14 Mio.
- the next 10 local focus partners have a funnel growth of about 30% after the ISPN workshop (20 sales reps trained)
- we see a large increase for "ecopartner" projects with Ascom, Aeroscout, xevIT, Cardiac etc.
- the numbers of PSPP's request from the ISPN partners increase be almost 40%

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Joint Business Planning Roadmap

Engagement and Preparation-CAM

- CAM engages Partner/Cisco
- Complete and submit ‘Readiness Check’
- Preparation call with Facilitator

Plan Execution

- Monthly Call
- Joint Business Plan - Microsoft Excel Worksheet 424 KB
- Engage Partner and complete ‘Joint Business Plan’

Executive approval

Execution and measurement

Success!!
JBP Examples

March 07
Realized projects $500k

March 07

April 07
Joint Account Engagement $6 Mio Pipeline closed $2,2 Mio

June 07
Pipeline under review

June 07
Joint Account Engagement $20Mio Pipeline FY08/09
Field Quotes on Joint Business Planning (VCI)

„JBP gave me access to IBM´s System-Architects which are trusted advisors at CxO level of my customer. They saw immediate value in Cisco´s architecture approach. The joint account strategy can double the Cisco revenue from 2 to 4 Mio$ in FY07. The relationship between both account teams is much better now“

Ralph Uwe Johann
Ops. Director FSI Germany

„JBP is an excellent methodology for additional growth in concrete customer situations. It increases the customer knowledge of both account teams. It creates an immediate benefit for both sides, builds trust and confidence. I will use JBP also in my other FSI accounts“

Astrid Gollwitzer
AM for GAVI

„ISP, the JBP approach is a perfect way to engage „selected“ partner sales individuals for better coverage & growth in my accounts. With Didata we could close a significant 1.8 Mio$ optical deal. The CH-Dev. team & CAM helped to make my Partner more proactive & strategic“

Thomas Schmidt
Healthcare RSM Germany
Field Quotes on Joint Business Planning (VCI)

**Key outcome of the SAP JBP:**
- $2.5m DataCenter deal - $2.2m booked in May
- Proposing a Next Generation Business Architecture
- Joint Cisco/CC DataCenter proposal
- Simplification and Standardization through vendor consolidation
- Managed services for cost reduction through standardized tasks
- **Joint plan on how to approach the IT and business executives**
- Joint CC/Cisco coverage model for the buying center
- Focus on SAP Business Aspect to address new Customers in Midmarket

"JBP helped a lot to get both teams to one table. What was good: That we started to plan jointly and Cisco pushed to do so. Mr. Plack we would like to invite you to our next management meeting to present the vision of JBP to a broader audience in ComputaCenter.

" Albrecht Kerz - Sales Manager ComputaCenter
- Mid and South - Germany

"The session was very good to understand how CC is position themselves at SAP and where we can identify new joint business. We focused very much on the business aspect from SAP, e.g. how to help them to adress the Midmarket with their project A1S. This touches expecially the SAP Hosting Business. A1S is the biggest IT initiative not only in SAP, it is the biggest Initiative in the IT-Market to win 60.000 new Midmarket customers. This opens a potential Mulitmillion Dollar business opertunity for Cisco and ComputaCenter."

" Edgar Dobler - CAM ComputaCenter - Germany

"Monika Schaufler - Sales Manager Large Enterprise * Cisco Germany"
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Questions & Answers

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