



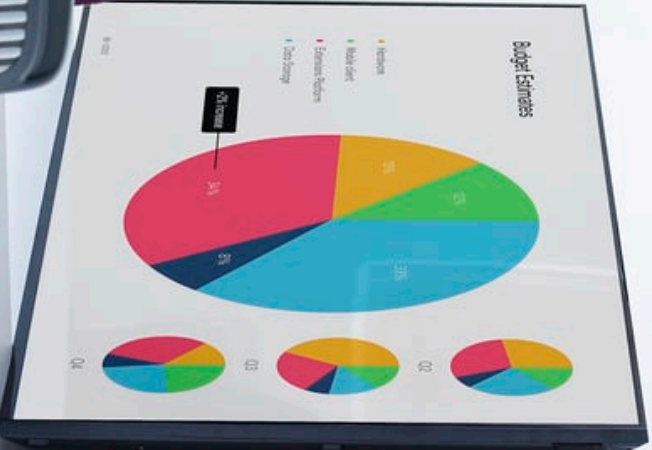
# Partner Marketing Playbook

Work Smarter with Webex Meetings & Teams (APJc)

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# What to Expect in This Playbook

# Welcome

## Get to know the Work Smarter with Webex Meetings and Teams Partner Marketing Playbook

1. Get familiar with campaign messaging, creative, target audiences, and customer journeys for each play.
2. Choose the plays you want to plan for and execute depending on your business objectives.
3. Follow the guided steps and best practices (for both sales and marketing) to successfully execute and measure the Work Smarter with Webex campaign with new and known (install base) contacts.
4. Align with your sales team and practice leads to provide them with the resources and insights they need to continue the customer conversation and leverage the most impactful incentives and programs.

[Get started >](#)





# Campaign Overview

# Why market and sell Webex Meetings & Teams?

**Help your customers work faster and smarter to reach digital transformation goals.**

*Digital transformation is projected to reach \$1.25 trillion in 2019<sup>1</sup> and yet, less than 16% of companies saw gains from digital transformation<sup>2</sup>.*

<sup>1</sup> KPMG 2019, <sup>2</sup> McKinsey 2019

The opportunities are immense but only for organizations that understand how far and fast they need to transform. Business-wide change is needed to modify an organization's structures and processes, as well as the way its people work – across the front, middle, and back offices.

The new era of cognitive collaboration leverages AI & ML to accelerate productivity by enabling workflows with greater context and information. This approach automates routine tasks, removing friction points and creating more effective team collaboration and meeting experiences.

Webex helps you transform your customer's work place by bringing together hardware, software, and network to deliver amazing integrated experiences, end-to-end. Be differentiated and capture this large, rapidly growing, and highly profitable revenue opportunity.



95%  
of workers believe  
artificial intelligence can  
improve work tasks.<sup>2</sup>

53%  
of organizations believe  
smart meeting rooms will  
improve business  
processes.<sup>2</sup>

\$7.1B  
Expected worth of  
meeting solution market  
By 2022<sup>3</sup>

\$20B+  
Expected worth of  
Collaboration market  
worldwide.

<sup>1</sup> Morar HPI Study, <sup>2</sup> Dimensional Research, <sup>3</sup> Gartner Market forecasts

# Why market and sell Webex Meetings & Teams?

## Marketing leading

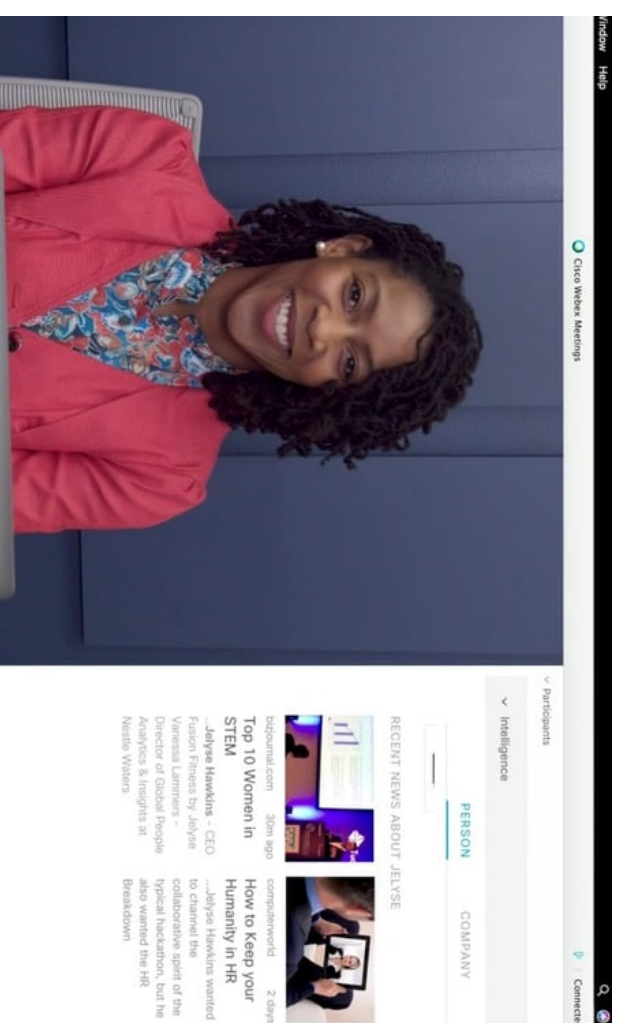
Cisco Webex Meetings hosts more than 70 billion meeting minutes every year for over 1.3 million people and a customer base that includes 95% of Fortune 500 companies<sup>1</sup>. Webex Meetings was recognized as a leader in the Gartner Magic Quadrant for Meeting Solutions 2018.

## The path forward

- **Simple, modern video meetings** for the global workforce through our innovation with Cisco Webex.
- **One cloud platform** that is open, secure, and interoperable across the enterprise and its ecosystem – integrated and optimized
- **One core user experience** across Cisco devices and software applications for any workstyle
- **One brand name** to convey the value buying and using one integrated solution for cloud collaboration services: Cisco Webex.

## The game changer

Cisco Cognitive Collaboration uses intelligence and context to make it easier to foster human relationships, enhance customer interactions, and build high-performance teams that can make smarter, faster decisions and better serve customers: [People Insights](#) | [Webex Assistant](#) | [Facial Recognition](#)



<sup>1</sup> As of October 2018

See it in action

# Campaign objectives

## Thought-leadership level

1. Define Cognitive Collaboration in the market
2. Establish Cisco as uniquely positioned to deliver next generation Cognitive Collaboration experiences

## Solutions level

1. Drive top-of-mind awareness for Cisco Webex
2. Reposition Cisco Webex as an integrated, cognitive collaboration platform

## Product level

1. Generate demand and sales leads
2. Drive device attach and cross-sell

## Drive cognitive collaboration experiences:

1. **Personalized engagement:** humanize how people and teams connect to maximize creativity and effectiveness.
2. **Contextual and intelligent:** use AI/ML to automate tasks, enable virtual assistants, adapting to your needs, keeping the focus on the work at hand while providing a 'canvas' for even bigger ideas.
3. **Connected and integrated workflows:** better connected workflows across distributed teams (application, geo, organization) to move work forward.



**The people focused, insight driven meeting solution. Work smarter with Webex Meetings.**

# Campaign platform and messaging themes

## Work Smarter with Webex Meetings & Teams.

Cisco Webex offers a complete collaboration suite that enables a new way of working. It connects teams and provides a continuous, connected, contextual workflow. Context and intelligence is woven throughout every interaction to help build high performance teams across boundaries to make smarter and faster decisions. Cognitive capabilities within the platform work with Webex hardware (devices) and software (apps and services) to create a true and connected cognitive collaboration experience. With cognitive collaboration, organizations and teams can become more productive by leveraging contextual intelligence through AI and ML to remove mundane tasks, increase meeting efficiency, and build more meaningful relationships.

### Conferencing themes:

#### For business leaders:

- Build high performance teams across boundaries
- Foster better employee engagement

#### For end users:

- Work smarter and more efficiently
- Build better relationships

#### For IT directors:

- Make data-driven decisions
- Simplify deployment and management



# Campaign buyer personas

Persona	Key Responsibilities	Goal
<b>CTO</b>	<ol style="list-style-type: none"><li>1. Maintain company security</li><li>2. Provide secure access to company systems and networks for all authorized parties from all locations</li><li>3. Adopt innovative ways to use tech to drive company productivity &amp; profitability</li></ol>	Avoid any serious data breaches while delivering tech solutions that deliver recognizable business performance breakthroughs.
<b>Director of IT</b>	<ol style="list-style-type: none"><li>1. Provide secure access to company systems and networks for all authorized parties from all locations</li><li>2. Ensure compatibility and interop of all systems and network resources</li><li>3. Maintain high availability of systems and adequate network bandwidth for smooth business performance</li></ol>	Find ways to simplify process of keeping all systems up and running.
<b>Director of Applications</b>	<ol style="list-style-type: none"><li>1. Select, deploy and maintain corporate business applications that best serve business needs</li><li>2. Ensure compatibility and interoperability of business application architecture</li><li>3. Promote continuous application security practices</li></ol>	Find ways to drive application performance improvements that lead to recognizable workforce performance gains.
<b>LOB (eCommerce)</b>	<ol style="list-style-type: none"><li>1. Remove barriers to innovation and increase team productivity</li><li>2. Ensure targets are being exceeded</li><li>3. Control costs while improving outcomes</li><li>4. Attract and retain top talent</li><li>5. Support a more diverse workforce</li></ol>	Demonstrate team performance, innovation and outpacing of the competition.
<b>Corporate Real Estate/ Facilities</b>	<ol style="list-style-type: none"><li>1. Meet the expectations of the next-generation workforce</li><li>2. Increase corporate asset flexibility and agility</li><li>3. Promote environmental sustainability</li></ol>	Optimize portfolio efficiency, space utilization, and technology adoption.

# Full marketing asset list

## Top-of-Funnel (TOFU)

- **\*\*** [Video] [Work Smarter with Webex Meetings](#)
- [Infographic] [Cognitive Collaboration: How to manage information overload](#)
- [Infographic] [6 Steps to smarter unified communications \(gated migration guide\)](#)
- [Infographic] [The People Have Spoken](#)
- [Infographic] [Three ways cognitive collaboration is changing the workplace](#)
- [Ebook] [Cognitive Collaboration](#)
- [Whitepaper] [Cognitive Collaboration Can Transform Business \(Talking Pointz\)](#)
- [Analyst Report] [The State of Virtual Meetings Report \(Dimensional Research\)](#) (gated)

## Middle-of-Funnel (MOFU)

- [Video] [Cognitive Collaboration: It's the X factor in the new Cisco Webex](#)
- **\*** [Video] [Cognitive Collaboration: Powering Better Meeting Experiences](#)
- [Infographic] [Cognitive Collaboration: The answer to better human experiences](#)
- EBC/BDM Presentations: [Webex Meetings](#) | [Webex Teams](#)
- [Solution Overview] [Continuous Teamwork Anytime, Anywhere \(Webex Teams\)](#)

## Bottom-of-Funnel (BOFU)

- [Whitepaper] [People Insights: Creating a Human Collaboration Experience](#)
- [Whitepaper] [The Future of Collaboration is Cognitive \(Nemetes\)](#) (gated)
- [Whitepaper] [Collaboration with the X factor: AI is transforming the way we work](#) (gated)
- Cisco Collaboration Flex Plan: [Presentation](#) | [Infographic](#)

## Co-brandable assets

Take advantage of these assets to promote your brand and calls to action. **This asset customization guide** shows how to co-brand the assets and use your partnership logo.

- [Infographic] [Cognitive Collaboration: The answer to better human experiences](#)
- [Infographic] [3 Ways Cognitive Collaboration is Changing the Workplace](#)
- [Infographic] [How to manage information overload](#)
- [Infographic] [6 Ways to Unified Communications Migration Guide](#)
- [Whitepaper] [How AI is transforming the way we work](#)

**Cognitive Collaboration Can Transform Business**

**Work smarter with Webex Meetings.**

**Cognitive Collaboration: The answer to better human experiences**

**3 Ways Cognitive Collaboration is Changing the Workplace**

**How AI is transforming the way we work**

**Cognitive Collaboration: It's the X factor in the new Cisco Webex**

**How AI is transforming the way we work**

**Let's face it: virtual meetings can be challenging**

**The People Have Spoken**  
Humans and AI are joining forces for the ultimate team collaboration experience

**85%** Productivity increase  
Working with online meetings

**42%** Well rewarded because  
They get 100% per hr

**72%** The meeting manager  
is still the most valued role

**+80%** Success with  
resolving questions and delays  
and the customer may never see

**62%** 62% of users are more  
productive about the  
people they meet with

**57%** Productivity  
improvement

**43%** Customer  
satisfaction

**41%** Meeting  
effectiveness

**And preparing for your meetings can be time-consuming and inefficient**



# Play 1

Cross-Sell Webex Meetings + Devices

# Play overview

## Scenario 1:

I am strong at selling Webex Meetings & Teams and would like to sell more Webex devices.

### Your opportunity

- Increase margin on your software deals and receive extra Cisco Value Incentive Program (VIP) rebates
- Gain competitive advantage against Zoom and entryways into MSFT deals
- Win the workplace transformation market opportunity

### Customer benefits

- Interoperability enhances team performance across boundaries
- Cognitive features built into Webex devices (ex/ people count, facial recognition, and Webex Assistant, device analytics) will enhance their Webex Meetings & Teams experience

## Scenario 2:

I am strong at selling Webex devices and would like to sell more Webex Meetings & Teams.

### Your opportunity

- Grow your organization's lifecycle and recurring revenue practice
- Increase customer retention
- Win the workplace transformation market opportunity

### Customer benefits

- Get access to cognitive features built into Webex Meetings & Teams: People Insights, Webex Teams Bots
- Seamless collaboration experiences from pocket to the board room
- More comprehensive management of users and devices with Webex Control Hub



**Play 1:** Cross-sell Webex devices with Webex Meetings & Teams

## Recommended marketing guidance

# 1. Launch PMC

Launch the [WorkSmarter with Webex Meetings & Teams](#) campaign on Partner Marketing Central (PMC).

## Launch PMC Campaign

**(First time users:** accept the terms to create your account. **Cisco employees:** first log into the [Americas Partner Experience in PMC](#) before viewing this [Cisco Employee Only Link](#))

**TIP: Leverage Full-Service Activities (FSAs)**  
Discuss the FSAs with your Cisco Partner Marketing Manager to maximize your marketing impact based on your campaign objectives. [View more information](#)

My Campaigns | Campaigns | Web Plugins | Social Media | Collateral | Analysis | Contacts | 81 | Admin

Browse Campaigns | Work Smarter with Webex Meetings and Teams

## Work Smarter with Webex Meetings and Teams

Continue (1 selected)

**Effective Dates**  
Jun 8, 2019 - Jun 10, 2020

Cognitive Collaboration is the only integrated collaboration platform that connects people across devices, apps, and workflows for a smarter, AI-driven experience.

As it relates to Webex Meetings and Webex Teams, we're talking about AI and smarter UX features added to those solutions – specifically People Insights, Webex Assistant, transcription services, and facial detection/recognition.

The objectives for this campaign is to define Cognitive Collaboration in the market and establish Cisco as uniquely positioned to deliver next gen Cognitive Collaboration experiences through our Webex platform of products. We want to drive top-of-mind awareness for Cisco Webex as well as reposition Cisco Webex as one integrated, cognitive collaboration platform.

Cisco's cognitive collaboration represents a smarter, more human way to work – enabling even greater efficiency. Cisco's solutions support a bridge to the possible using technology to connect distributed teams, foster deeper more



### SalesConnect

For more sales tools and materials, visit the

[Collaboration Launch and Events Hub on SalesConnect](#) and the [Sales Asset Briefcase](#)

Partners use the [Project Lightspeed Portal for Zoom and MSFT Compele](#)

Click here for [All Webex Adoption Toolkits/Meetings/Teams/Video](#)

### Web Plugins

All tactics are selected by default. Select or deselect to customize your campaign then click Continue. [Select all](#) | [Select none](#)

Work Smarter with Webex Meetings and Teams  
[Preview](#) | [More Details](#)

## Play 1 : Cross-sell Webex devices with Webex Meetings & Teams



## 3. Build an outbound marketing strategy

Target known customers to drive conversations around cross-selling Webex Meetings & Teams and Webex Devices.

### Leverage the 4-point email journey

Take advantage of the 4-point email journey to nurture new leads and send to existing contacts. Depending on the business outcome your organization is looking to achieve, select the assets from the suggested asset list.

### Link your social media

Linking PMC to your organization's social media accounts allows you to easily post from your connected accounts and saves you valuable time. Use our [Activate Social Media Syndication in PMC Infographic](#) or follow this [helpdesk article](#) to link your social media accounts.

### Other outbound marketing tactics

Offer a webinar (or series of webinars) and events (breakfast briefings, happy hours, on-site demos, lunch and learns) to showcase and demonstrate the Cognitive Collaboration in Cisco Webex Meetings & Teams and Webex Devices.

Encourage your sales teams to use [proposal generators](#) for their high-touch customer engagements. These are highly valuable co-brandable leave-behind documents that include value prop statements, business outcomes, and more. There is no cost to leverage.

### Suggested assets

For cross-selling Webex Meetings & Teams and Webex Devices

- [\[Infographic\] The People Have Spoken](#)
- [\[Ebook\] Cognitive Collaboration](#)
- [\[Whitepaper\] Cognitive Collaboration Can Transform Business. \(Talking Pointz\)](#)
- [\[Video\] Cognitive Collaboration: Powering Better Meeting Experiences](#)
- [\[Infographic\] Cognitive Collaboration: The answer to better human experiences](#)
- [\[Whitepaper\] Collaboration with the X factor: How AI is transforming the way we work \(gated\)](#)
- [\[Whitepaper\] People Insights: Creating a Human Collaboration Experience. white paper](#)

**Play 1 :** Cross-sell Webex devices with Webex Meetings & Teams

## Recommended sales guidance

### Incentives, Promotions, and Programs

To increase margins and accelerate pipeline:

- **Refuse to Lose:** Easily request for credits when you are in a competitive situation with Zoom (or other competitors) for a Webex customer. Steps to win:
  1. Ask your PAM or Collab PSS to leverage the Lightspeed Credits
  2. Get pricing approval from your Cisco representative, confirm the pricing with your customer, and place the order.
- **Value Incentive Program (VIP):** partner rebates delivered quarterly

#### Extra helpful for attaching Webex Devices:

- **Flex Plan Value Transfer:** transfer existing licenses towards a Flex Plan subscription with compelling monthly value that continues at renewal
- **Fast Track for Devices:** take advantage of increased discounts on eligible hardware, which can be combined with Hunting (OIP) / Teaming (TIP) without needing approvals or deal IDs

#### Extra helpful for attaching Webex Meetings

##### licenses:

- **MIP Video Device + Meetings Accelerator:** 3% accelerator when you add 5 users Flex Meetings + Video Endpoints on the same deal
- **Flex Plan Named User:** enable customers to add cloud-based services to existing on-prem deployments and net new named user meetings cloud subscriptions.

### Sales and demo resources

To help you engage with customers and best showcase collaboration experiences:

- **Webex Trials Program:** enrich the customer experience by directly trialing Cisco Webex services and optional Cisco-provided endpoints.
- **Partner CCEP Toolbox:** demonstrate Webex Control Hub Analytics, Webex Teams DLP Compliance and more. Sign-up for a Webex Sandbox and get access to Cisco Webex Meetings, Webex Teams, and Webex Calling in a sandbox environment.
- **CUWP:** gives you the opportunity to use Cisco solutions in your own business.

## Play 1 : Cross-sell Webex devices with Webex Meetings & Teams



# Play 2

Complete

# Play overview

## Your opportunity

Gain competitive advantage against Zoom and entryways into MSFT deals to retain and acquire customers

## Customer messaging

- **Complete portfolio:** Only Cisco provides seamless, consistent, full-stack portfolio
- **Flexible cloud migration:** Cisco Collaboration Flex Plan, advanced (hybrid) Cloud Services for on-premises deployments; on-premises, cloud & hybrid options with common UX and provisioning
- **Global ecosystem:** 1500+ Ecosystem Partners, open APIs, social, and infrastructure integrations
- **Intelligent meetings:** AI-enhanced, cognitive experiences
- **MSFT compatibility:** Webex integrations enhances MSFT workflow
- **Trusted brand:** Market Share Leader, Global Availability and Cloud Footprint

## Target customer audience

- Large enterprise + mid-market
- Customer that have deployed Zoom (leverage [Boolt](#) [Zoom.Bot](#) to check your customers domain name and check if they have a Zoom account)
- Customers on versions of Webex older than T33
- Customers on TSP Audio
- Office 365 E3 customers

## Recommended priority tactics

- Account-Based Marketing (ABM)
- Paid media and social
- Key work optimization
- Webinars

## Recommended primary offers

- Webex Meetings
- Collaboration Flex Plan: Webex Meetings + Devices
- Office 365 E3 + Collaboration Flex Plan

## Play 2: Compete



## Recommended marketing guidance

# 1. Launch PMC

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## Launch PMC Campaign

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[Partner Experience in PMC](#) before viewing this [Cisco](#)

[Employee Only Link](#))

### TIP: Leverage Full-Service Activities (FSAs)

Discuss the FSAs with your Cisco Partner Marketing Manager to maximize your marketing impact based on your campaign objectives. [View more information](#)

The screenshot shows the top navigation bar of the Cisco Partner Marketing Central interface. It includes the Cisco logo, a search bar, and several menu items: Campaigns, Web Plugins, Social Media, Collateral, Analysis, and Contacts. Below this, there are sub-menus for 'My Campaigns' and 'Browse Campaigns', with 'Work Smarter with Webex Meetings and Teams' selected under 'Browse Campaigns'. Other sub-menus include 'Browse Emails', 'Browse Promoted Activities', and 'My Orders'. The user's name 'Admin' and a notification icon with '81' are visible in the top right corner.

## Work Smarter with Webex Meetings and Teams

Continue (1 selected)

### Effective Dates

Jun 8, 2019 - Jun 10, 2020

Cognitive Collaboration is the only integrated collaboration platform that connects people across devices, apps, and workflows for a smarter, AI-driven experience.

As it relates to Webex Meetings and Webex Teams, we're talking about AI and smarter UX features added to those solutions – specifically People Insights, Webex Assistant, transcription services, and facial detection/recognition.

The objectives for this campaign is to define Cognitive Collaboration in the market and establish Cisco as uniquely positioned to deliver next gen Cognitive Collaboration experiences through our Webex platform of products. We want to drive top-of-mind awareness for Cisco Webex as well as reposition Cisco Webex as one integrated, cognitive collaboration platform.

Cisco's cognitive collaboration represents a smarter, more human way to work – enabling even greater efficiency. Cisco's solutions support a bridge to the possible using technology to connect distributed teams, foster deeper more



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Partners use the [Project Lightspeed Portal for Zoom and MSFT Compele](#)

Click here for [All Webex Adoption Toolkits/Meetings/Teams/Video](#)

### Web Plugins

All tactics are selected by default. Select or deselect to customize your campaign then click Continue. [Select all](#) | [Select none](#)

The screenshot shows a selection interface for 'Web Plugins'. It features a grid of icons representing different marketing assets. A box highlights the 'Work Smarter with Webex Meetings and Teams' plugin, with a 'Preview | More Details' link below it.

## Play 2: Compete

## 2. Build an inbound marketing strategy

### Create awareness and generate new leads

Use inbound digital web tactics like the campaign sharable content and social syndication to drive traffic to the microsite web plug-in. Use [Search Engine Optimization \(SEO\)](#) and display ads to drive traffic to your pre-built microsite.

### Set up your microsite (web plug-in)

Set up your free campaign microsite with [syndicated content](#) and customize the site with your company's contact information and logo. Use it to drive traffic from social media, and other digital tactics to generate more leads.

**TIP:** Use this [inbound marketing quick-start guide](#) to maximize PMC's digital capabilities

### Generate and respond to leads

Inbound leads may reveal themselves by providing their email address to access gated offers on your microsite. Align with your sales team to ensure qualified leads are contacted in a timely manner. Leverage the "Background and Enablement" section of the PMC campaign.

### Suggested Keywords

zoom, zoom us, zoom meeting, zoom conference, what is zoom, zoom video communications, zoom video, zoom download, zoom video conferencing, zoom call, zoom cloud meetings

Microsoft Skype, Skype For Business Office 365, Skype For Business Download, Microsoft Skype, Skype For Business Online, Microsoft Skype For Business

## Play 2: Compete



\*Do not include the Cisco or Webex brand in your keywords

## 3. Build an outbound marketing strategy

Target known customers to drive conversations around the power of the Webex platform.

### Leverage the 4-point email journey

Take advantage of the 4-point email journey to nurture new leads and send to existing contacts. Depending on the business outcome your organization is looking to achieve, select the assets from the suggested asset list.

### Link your social media

Linking PMC to your organization's social media accounts allows you to easily post from your connected accounts and saves you valuable time. Use our [Activate Social Media](#)

[Syndication in PMC Infographic](#) or follow this [helpdesk article](#) to link your social media accounts.

### Other outbound marketing tactics

Offer a webinar (or series of webinars) and events (breakfast briefings, happy hours, on-site demos, lunch and learns) to showcase and demonstrate the Cognitive Collaboration in Cisco Webex Meetings & Teams and Webex Devices.

### Suggested assets

For competing against Zoom and Microsoft

- [\[Video\] Cognitive Collaboration: Powering Better Meeting Experiences](#)
- [\[Infographic\] Cognitive Collaboration: The answer to better human experiences](#)
- [\[Presentation\] Cisco Webex Meetings BDM Deck](#)
- [\[Presentation\] EBC Deck: Cisco Webex Teams](#)
- [\[Whitepaper\] People Insights: Creating a Human Collaboration Experience](#)

## Recommended sales guidance

### Incentives, Promotions, and Programs

To increase margins and accelerate pipeline:

- **Refuse to Lose:** Easily request for credits when you are in a competitive situation with Zoom (or other competitors) for a Webex customer
- **Flex Partner Pricing Program:** programmatic pricing and discounts on Cisco Flex, including:
  - Flex Named User Meetings promotions and Small Deal Accelerator - Never lose an SMB deal!
  - Leverage Named User Meetings and SMB Deal Accelerator (up to 53%) to keep costs low by purchasing services only for those who need them.
  - Flex Plan for Education "Learn Without Limits"
- **Collaboration Migration Incentive Program:** up to 65% discount for competitive hardware (Voice/Video Endpoints, BE6K, BE7K), incent customers to replace competitive endpoints or refresh Cisco endpoints, open to all Cisco registered Partners enrolled in PPE

- **Flex Plan Value Transfer:** transfer existing licenses towards a Flex Plan subscription with compelling monthly value that continues at renewal
- **Fast Track for Devices:** increased discounts on eligible hardware, which can be combined with Hunting (OIP) / Teaming (TIP) without needing approvals or deal IDs. Check with your local distributor to learn more.

### Compete enablement resources

#### Zoom

- Competitive Blueprint: [Infographic](#) | [Presentation](#)
- [Zoom Battlecard - Competing on Data](#)

#### Microsoft

- Competitive Blueprint: [Infographic](#) | [Presentation](#)
- [Competitive Blueprint: Webex Teams Security & Compliance v. Microsoft & Slack](#)

### Collaboration War Room

Your best resource for arming yourself to win deals against known competitors. [Learn more](#)

### Sales and demo resources

To help you engage with customers and best showcase collaboration experiences:

- **Boot Zoom Bot:** leverage customer domain name to find out if they have a zoom account.
- **Webex Trials Program:** enrich the customer experience by directly trialing Cisco Webex services and optional Cisco-provided endpoints.
- **Partner CCEP Toolbox:** demo Webex Control Hub, Webex Teams DLP Compliance, and more. Access to Cisco Webex Meetings, Webex Teams, and Webex Calling in a sandbox environment.
- **CUWP:** use Cisco in your own business.

## Play 2: Compete



# Play 3

Modernize the Base

# Play overview

Over the next 3-5 years, the 20B square feet of today's

corporate real estate space will consolidate by a third, with the remaining space being transformed by activity-based working. As this space transforms, the percentage of collaborative space versus individual space will double.

Organizations will spend approximately \$10-20 per square foot on collaboration solutions in this new environment with video a big part of the solution.

## Your opportunity

- Great opportunity to re-engage with customers and identify opportunities to upgrade both hardware and software
- Move customers to the Collaboration Flex Plan
- Gain competitive advantage against Zoom and entryways into MSFT deals to retain customers
- Offer the cognitive collaboration value proposition that is possible when customers are on the latest and greatest versions of software and hardware

## Why customers should modernize

### Next generation of employee engagement:

Millennials will comprise 75% of the workforce by 2025 and this next generation of employees expect flexibility in all aspects of their professional life

### The rise of agile teams:

The importance of business agility and creating a culture of innovation is driving a massive shift in the way companies are organized. Critical decisions are increasingly made in smaller groups by dynamic teams.

### The explosion of shared workspaces:

Contingent workforces allow for more flexible, agile, and cost-effective staffing models. Consequently, co-working spaces have grown at a rapid rate.

## Target customer audience

- Customers on older versions of Webex Meetings
- Customers with old conferencing hardware
- Personas: HR, Corporate Real Estate/Facilities, IT Buyer, End-User



## Play 3: Modernize the Base

## Recommended marketing guidance

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Browse Campaigns | Work Smarter with Webex Meetings and Teams

## Work Smarter with Webex Meetings and Teams

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Work Smarter with Webex Meetings and Teams  
Preview | More Details

## Play 3: Modernize the Base



## 3. Build an outbound marketing strategy

Target known customers to drive conversations around why customers should get on the latest versions of Webex Meetings and Teams and Webex devices.

### Leverage the 4-point email journey

Take advantage of the 4-point email journey to nurture new leads and send to existing contacts. Depending on the business outcome your organization is looking to achieve, select the assets from the suggested asset list.

### Link your social media

Linking PMC to your organization's social media accounts allows you to easily post from your connected accounts and saves you valuable time. Use our [Activate Social Media Syndication in PMC Infographic](#) or follow this [helpdesk article](#) to link your social media accounts.

### Other outbound marketing tactics

Offer a webinar (or series of webinars) and events (breakfast briefings, happy hours, on-site demos, lunch and learns) to showcase and demonstrate the Cognitive Collaboration in Cisco Webex Meetings & Teams and Webex Devices.

Encourage your sales teams to use [proposal generators](#) for their high-touch customer engagements. These are highly valuable co-brandable leave-behind documents that include value prop statements, business outcomes, and more. There is no cost to leverage.

### Suggested assets

For modernizing the base

- [\[Video\] Cognitive Collaboration: Powering Better Meeting Experiences](#)
- [\[Infographic\] Cognitive Collaboration: The answer to better human experiences](#)
- [\[Presentation\] Cisco Webex Meetings BDM Deck](#)
- [\[Presentation\] EBC Deck: Cisco Webex Teams](#)
- [\[Whitepaper\] People Insights: Creating a Human Collaboration Experience](#)

### Play 3: Modernize the Base

## Recommended sales guidance

### Incentives, Promotions, and Programs

To increase margins and accelerate pipeline:

- **Flex Partner Pricing Program:** programmatic pricing and discounts on Cisco Flex, including:
  - Flex Named User Meetings promotions and Small Deal Accelerator: up to 53% to keep costs low by purchasing services for those who need them.
  - Flex Plan for Education "Learn Without Limits"
- **MIP Video Device + Meetings Accelerator:** get up to 68% discount on video hardware when you combine at least 5 FLEX users meetings in your deal
- **Flex Plan Value Transfer:** transfer existing licenses towards a Flex Plan subscription with compelling monthly value that continues at renewal
- **Fast Track for Devices:** increased discounts on eligible hardware, which can be combined with Hunting (OIP) / Teaming (TIP) without needing approvals or deal IDs. Check with your local distributor to know more.

#### Steps to win

1. **Register your deal in Cisco Commerce Workspace (CCW)**
  - Under "Migration," select if you are migrating Cisco products or competitive products, click save and continue
2. **Answer the questionnaire**
3. **Tell us what products you are migrating from**
  1. Click the Quote tab within the deal
  2. Click the Trade In Items tab
  3. Click the applicable option:
    - If you are adding Cisco® products, click Add Cisco Products
    - If you are adding competitor products, click Add Competitor Products
  4. Click Save and Continue

**NOTE:** [view list](#) of competitive Product Identifiers (PIDs)

#### Refresh enablement resources

- [Flex Your Refresh - Playbook](#)
- [Flex your Refresh - Playbook Summary](#)

#### Sales and demo resources

Engage with customers and best showcase collaboration experiences:

- **Webex Trials Program:** enrich the customer experience by directly trialing Cisco Webex services and optional Cisco-provided endpoints.
- **Partner CGEP Toolbox:** Sign-up and get access to Cisco Webex Meetings, Webex Teams, and Webex Calling sandboxes and demos.
- **CUWP:** gives you the opportunity to use Cisco solutions in your own business.

### Play 3: Modernize the Base



# Play 3

Capture Greenfield Opportunities

# Play overview

## The way people work together is changing.

This change is driven by two trends:

1. Competitive environment – businesses have to react and respond faster to their markets, find new markets, and protect their positions from new entrants.
2. New technology – competitive advantages are being realized thanks to the affordability and availability of new technology, applications, and services.

For these reasons, and others, businesses are forming more agile teams that can move quickly due to more effective collaboration, regardless of physical locations.

## Your opportunity

- Expand your market reach and recruit new customers leveraging the cognitive collaboration value proposition
- Win the workplace transformation market opportunity
- Expand customer relationships beyond sell and support to a lifecycle opportunity: Purchase/Land, Adopt, Expand, Renew—a cycle that continues indefinitely.
- Sell into vertical markets. Cisco Collaboration is a proven winner in education, healthcare, and retail in particular.
- Go beyond transacting hardware Capex deals to ongoing relationships where you help customers transform the way they call, meet, message, and interact.

## Target customer audience

Leverage the customer personas outlined in the [Campaign Overview section](#)



## Play 4: Capture Greenfield Opportunities

## Recommended marketing guidance

# 1. Launch PMC

Launch the [WorkSmarter with Webex Meetings & Teams Campaign](#) on Partner Marketing Central (PMC).

## Launch PMC Campaign

**(First time users:** accept the terms to create your account. **Cisco employees:** first log into the [Americas Partner Experience in PMC](#) before viewing this [Cisco Employee Only Link](#))

**TIP: Leverage Full-Service Activities (FSAs)**  
Discuss the FSAs with your Cisco Partner Marketing Manager to maximize your marketing impact based on your campaign objectives. [View more information](#)

My Campaigns | Campaigns | Web Plugins | Social Media | Collateral | Analysis | Contacts | 81 | Admin

Browse Campaigns | Work Smarter with Webex Meetings and Teams

## Work Smarter with Webex Meetings and Teams

Continue (1 selected)

**Effective Dates**  
Jun 8, 2019 - Jun 10, 2020

Cognitive Collaboration is the only integrated collaboration platform that connects people across devices, apps, and workflows for a smarter, AI-driven experience.

As it relates to Webex Meetings and Webex Teams, we're talking about AI and smarter UX features added to those solutions – specifically People Insights, Webex Assistant, transcription services, and facial detection/recognition.

The objectives for this campaign is to define Cognitive Collaboration in the market and establish Cisco as uniquely positioned to deliver next gen Cognitive Collaboration experiences through our Webex platform of products. We want to drive top-of-mind awareness for Cisco Webex as well as reposition Cisco Webex as one integrated, cognitive collaboration platform.

Cisco's cognitive collaboration represents a smarter, more human way to work – enabling even greater efficiency. Cisco's solutions support a bridge to the possible using technology to connect distributed teams, foster deeper more



### SalesConnect

For more sales tools and materials, visit the

**Collaboration Launch and Events Hub on SalesConnect and the Sales Asset Briefcase**

**Partners use the Project Lightspeed Portal for Zoom and MSFT Compele**

Click here for **All Webex Adoption Toolkits/Meetings/Teams/Video**

### Web Plugins

All tactics are selected by default. Select or deselect to customize your campaign then click Continue. **Select all | Select none**

Work Smarter with Webex Meetings and Teams  
Preview | More Details

## Play 4: Capture Greenfield Opportunities

## Recommended marketing guidance

# 2. Build an inbound marketing strategy

### Create awareness and generate new leads

Use inbound digital web tactics like the campaign sharable content and social syndication to drive traffic to the microsite web plug-in. Use [Search Engine Optimization \(SEO\)](#) and display ads to drive traffic to your pre-built microsite.

### Set up your microsite (web plug-in)

Set up your free campaign microsite with [syndicated content](#) and customize the site with your company's contact information and logo. Use it to drive traffic from social media, email, and other digital tactics and generate more leads.

**TIP:** Use this [inbound marketing quick-start guide](#) to maximize PMC's digital capabilities

### Generate and respond to leads

Inbound leads (new and existing contacts) may reveal themselves by providing their email address to access gated offers on your website or microsite. Align with your sales team to make sure qualified leads are contacted in a timely manner. Leverage resources in the "Background and Enablement" section of the PMC campaign.

### Suggested Keywords

Conferencing, Meetings, Teleconferencing, Web Meetings, Video Conferencing, Conferencing Webinar, Online Conferencing, Virtual Meetings, Mobile Meetings, Online Meetings, Business Online Meetings, Business Video Meeting Software, Innovative Video Meetings, Video Meetings, Cognitive Collaboration

## Play 4: Capture Greenfield Opportunities

**Partner logo** **Multi-Partner**

Work smarter with **Webex Meetings and Teams**  
Content and meetings, woven throughout in collaboration everywhere

**Key aspects of Cognitive Collaboration**

- 1 People context**
  - Enable context-aware content
  - Personalize content and actions
  - Personalize user experience
  - Personalize user engagement
  - Personalize user experience
  - Context manager optimization
- 2 Business workflows**
  - Personalize content and actions
  - Personalize user experience
  - Personalize user engagement
  - Personalize user experience
  - Personalize user experience
  - Personalize user experience
- 3 Data insights**
  - Personalize content and actions
  - Personalize user experience
  - Personalize user engagement
  - Personalize user experience
  - Personalize user experience
  - Personalize user experience
- 4 Work space intelligence**
  - Personalize content and actions
  - Personalize user experience
  - Personalize user engagement
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  - Personalize user experience

Let's take a virtual meeting to the next level. And meeting for your meeting on the ultimate team collaboration experience.

Webex Meetings and Teams. The only Greenfield user experience that provides a new way to work. [Learn more](#)

**View the Playbook**

\*Do not include the Cisco or Webex brand in your keywords

# 3. Build an outbound marketing strategy

Target known customers to drive conversations around why customers should get on the latest versions of Webex Meetings and Teams and Webex devices.

## Leverage the 4-point email journey

Take advantage of the 4-point email journey to nurture new leads and send to existing contacts. Depending on the business outcome your organization is looking to achieve, select the assets from the suggested asset list.

## Link your social media

Linking PMC to your organization's social media accounts allows you to easily post from your connected accounts and saves you valuable time. Use our [Activate Social Media](#) [Syndication in PMC Infographic](#) or follow this [helpdesk article](#) to link your social media accounts.

## Other outbound marketing tactics

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Encourage your sales teams to use [proposal generators](#) for their high-touch customer engagements. These are highly valuable co-brandable leave-behind documents that include value prop statements, business outcomes, and more. There is no cost to leverage.

**Suggested assets**  
For capturing greenfield opportunities, leverage the full breadth of the marketing asset offering ([view here](#))



## Play 4: Capture Greenfield Opportunities

## Recommended sales guidance

### Incentives, Promotions, and Programs

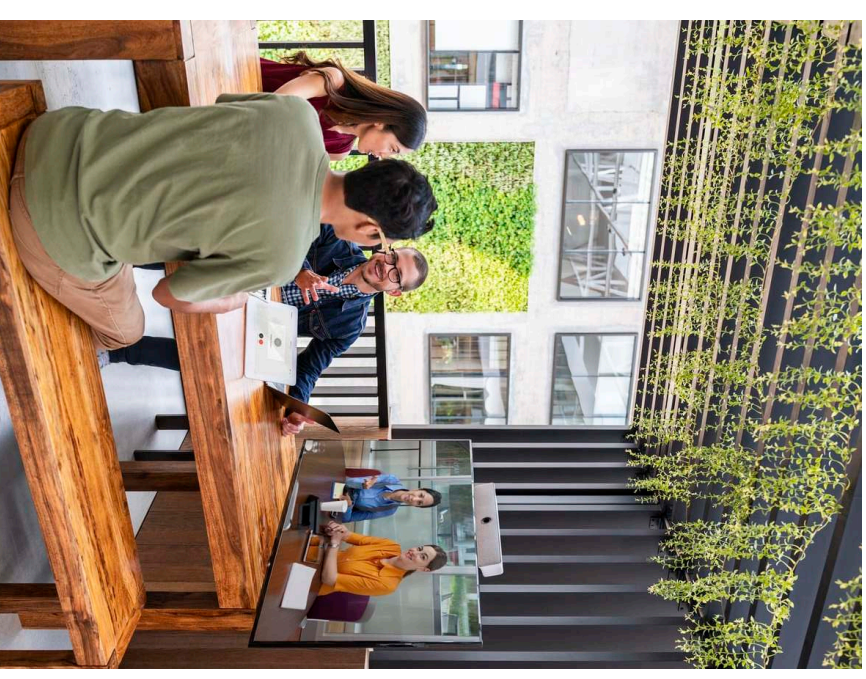
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### Sales and demo resources

Engage with customers and best showcase collaboration experiences:

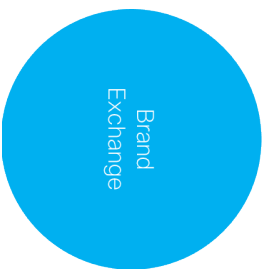
- **Webex Trials Program:** enrich the customer experience by directly trialing Cisco Webex services and optional Cisco-provided endpoints.
- **Partner CCEP Toolbox:** Sign-up and get access to Cisco Webex Meetings, Webex Teams, and Webex Calling sandboxes and demos.
- **CUWP:** gives you the opportunity to use Cisco solutions in your own business.



### Play 4: Capture Greenfield Opportunities



# Resources for Your Success



Get access to logos, photography, templates, and other brand resources



These portals will arm you with all the resources you need to accelerate your sales and meet your business objectives



Fuel your marketing efforts with best practices and training resources, designed exclusively to help evolve your marketing expertise



Use this hub to quickly and easily find sales collateral, launch information, proposals, latest training materials, and roadmap information



Stay in the know of the latest collaboration topics and join the conversation with Cisco subject matter experts and your peers

**TIP:** Check out our [Partner Plus Spend Guide](#) - it's a quick and easy-to-use way to help you navigate the best way to allocate unused funds.

## Take advantage of Full Service Activities (FSAs)

Discuss these FSAs with your Cisco Partner Marketing Manager to maximize your impact and drive even more demand using these suggested activities: building a custom FSA approach, or combining these with your own marketing vendor relationships.



**Content Creation:** quickly create videos, scripts, web pages, documents, and upload images to share with your audience.



**Digital Presence:** enhance your digital footprint with engaging buyer content.



**IP Listening:** purchase intent sight (IP listening), as well as Account Based Marketing based on the 150+ targeted websites monitored by TechTarget.



**Digital Demand Generation:** build a multi-touch digital campaign aligned to your selling motion.



**Animated Videos:** market your company with videos that bring your achievements to life.



Thank you for reading the

**Partner Marketing Playbook:**

# Work Smarter with Webex Meetings & Teams

Please share your feedback about this guide by sending an email to:

[worksmarterwithwebex@cisco.com](mailto:worksmarterwithwebex@cisco.com)

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