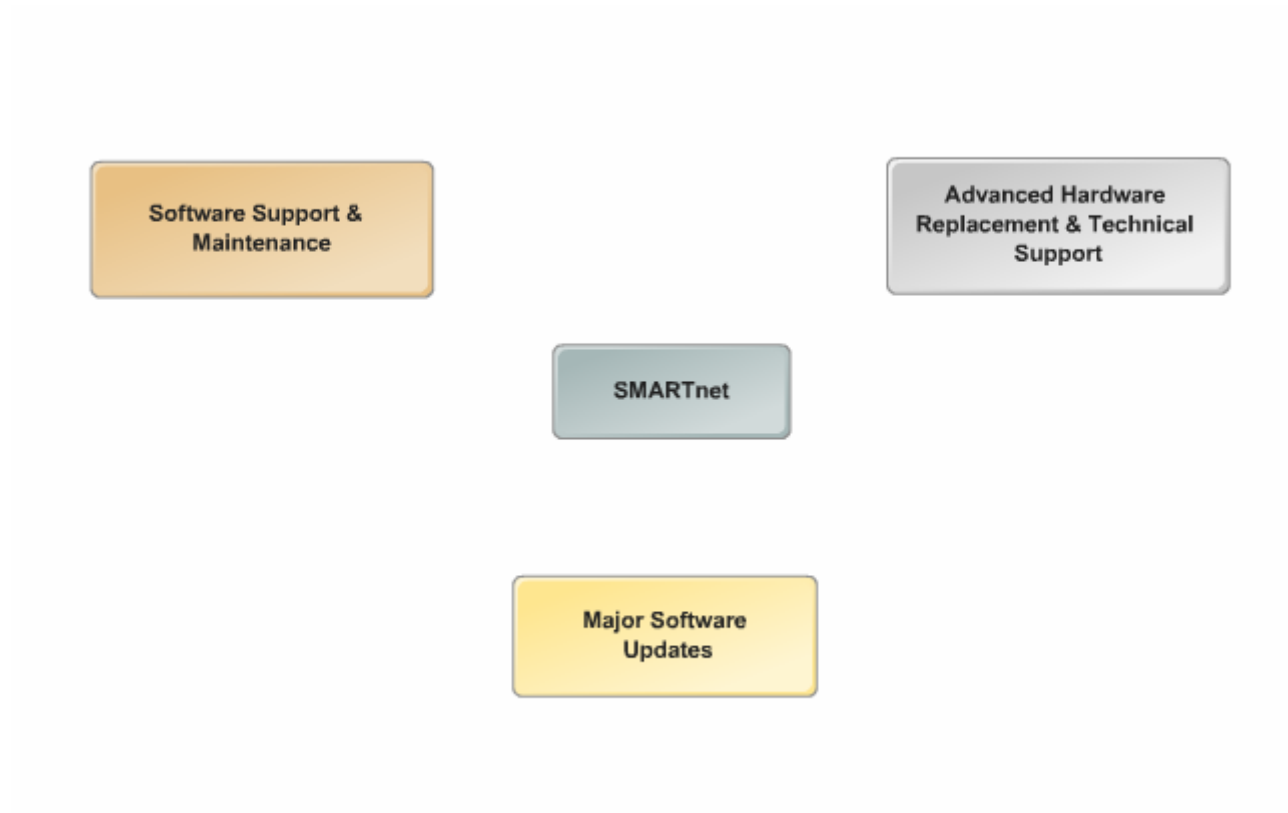


Szolgáltatások és értékesítést támogató eszközök



Cisco Smart Business Communications System szolgáltatás SMARTnet



Cisco Smart Business Communications System szolgáltatás SMARTnet jellemzői – szoftvertámogatás és karbantartás

Feature	Description
Software support and maintenance	<p>Cisco software support maximizes your technical value by:</p> <ul style="list-style-type: none">• Increasing performance of current features.• Adding new functionality. <p>Cisco software extends the life of Cisco devices through:</p> <ul style="list-style-type: none">• Improved security.• Increased bandwidth.• Bandwidth management.• Protocol support. Greater interoperability.
Major software updates	
Advanced hardware replacement and technical support	

Cisco Smart Business Communications System szolgáltatás SMARTnet jellemzői – főbb szoftver frissítések

Feature	Description
Software support and maintenance	The Cisco TAC resolves technical issues by: <ul style="list-style-type: none">• Answering 79 percent of issues online.• Resolving 204,000 service requests daily.• Having 6 million page views monthly.• Having over 600,000 software downloads monthly.
Major software updates	
Advanced hardware replacement and technical support	

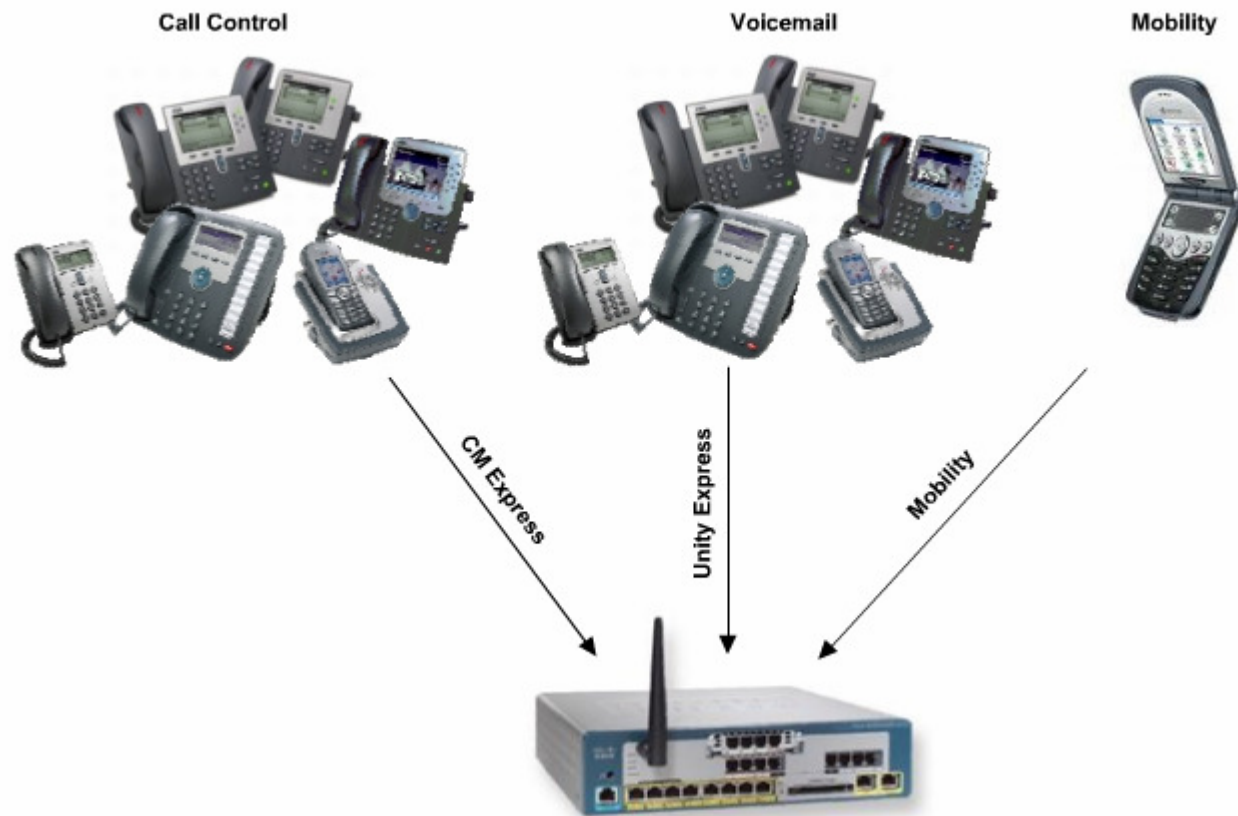
Cisco Smart Business Communications System szolgáltatás

SMARTnet jellemzői – csereeszköz és technikai támogatás

Feature	Description
Software support and maintenance	The Cisco advanced hardware replacement program: <ul style="list-style-type: none">• Maximizes operational reliability.• Delivers remote and onsite support.• Offers superior diagnostic and part-sparing programs.• Expedites delivery.• Helps maintain network operations.• Supports risk mitigation plans.
Major software updates	
Advanced hardware replacement and technical support	

Cisco Smart Business Communications System szolgáltatás

Cisco Smart Business Communications System kontra korábbi CUC



Értékesítési folyamat

Kritikus üzleti célok megértése az üzleti döntéshozóval történő találkozás előtt

Before you meet with a business decision maker:

- Understand the key organization.
 - Generate interest.
 - Uncover key business challenges.
 - Research and get to know your customer by:
 - Visiting their website and becoming more familiar with their business.
 - Utilizing web sites like Hoovers.com to become more familiar with your customer and their competitors.
 - Leverage this information to establish credibility quickly.
-



Értékesítési folyamat

Lépések a vállalkozás döntéshozójával történő találkozóiig

Step	Description
Step 1	Review and validate the agenda.
Step 2	Confirm business goals and objectives based on your research to build credibility and demonstrate that you have done your homework.
Step 3	Ask questions to understand the needs of the customer. You can only ask a few open ended questions with the executives, so make sure they are relevant to their business goals.
Step 4	Discuss some of your ideas for moving them closer to their goals. Paint a picture of what their business could do, without getting into a technology pitch. Here, it is helpful to have examples of how Cisco Smart Business Communications System applications were used in a similar company. When you paint the picture, you set the vision for the organization.

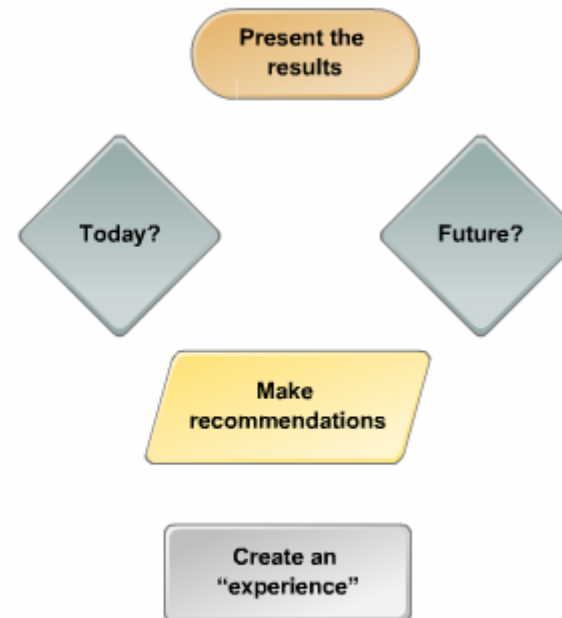


Értékesítési folyamat

Ténymegállapítás bemutatása

Emphasize:

- That SBCS will change the way they do business.
- The impact to the business of other customers.
- To have success, the customer should change processes while introducing new technology.



Értékesítési folyamat

Vásárlási döntés meghozatala, az alku lezárása

Once receiving commitment from the customer, you can complete the buying cycle and close the sale by:

- Delivering demos.
- ROI.
- Reviewing implementation plans.
- Creating a bill of materials.
- Executing contracts.



Értékesítési folyamat

Cisco Quote Builder (árajánlat készítő)

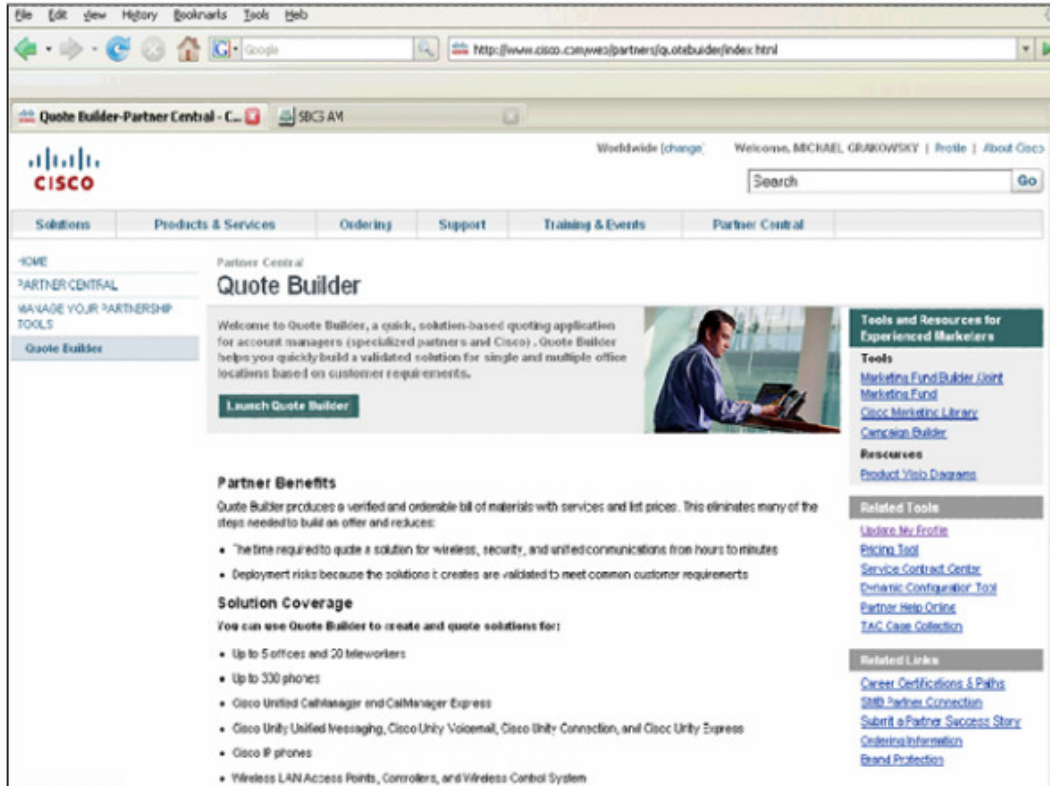
Once receiving commitment from the customer, you can complete the buying cycle and close the sale by:

- Delivering demos.
- ROI.
- Reviewing implementation plans.
- Creating a bill of materials.
- Executing contracts.



Értékesítési folyamat

Quote Builder kezdő oldala



The screenshot shows the Cisco Quote Builder website interface. The browser address bar displays the URL: <http://www.cisco.com/web/partners/qotebuilder/index.html>. The page features the Cisco logo and a navigation menu with categories: Solutions, Products & Services, Ordering, Support, Training & Events, and Partner Central. A search bar is located in the top right. The main content area is titled "Quote Builder" and includes a welcome message, a "Launch Quote Builder" button, and a list of "Partner Benefits". The benefits include: "Quote Builder produces a verified and orderable bill of materials with services and list prices. This eliminates many of the steps needed to build an offer and reduces:" followed by two bullet points: "The time required to quote a solution for wireless, security, and unified communications from hours to minutes" and "Deployment risks because the solutions it creates are validated to meet common customer requirements". Below this, the "Solution Coverage" section states: "You can use Quote Builder to create and quote solutions for:" followed by a list of capabilities: "Up to 5 offices and 20 teleworkers", "Up to 330 phones", "Cisco Unified CallManager and CallManager Express", "Cisco Unity Unified Messaging, Cisco Unity VoiceMail, Cisco Unity Connection, and Cisco Unity Express", "Cisco IP phones", and "Wireless LAN Access Points, Controllers, and Wireless Control System". On the right side, there are sections for "Tools and Resources for Experienced Marketers" (including links for Marketing Fund Builder, Campaign Builder, and Product Info Diagrams), "Related Tools" (including Update My Profile, Pricing Tool, Service Contract Center, Dynamic Configuration Tool, Partner Help Online, and TAC Case Collection), and "Related Links" (including Career Certifications & Paths, SMB Partner Connection, Submit a Partner Success Story, Customer Information, and Brand Protection).

Your CCO login information is used to:

- Determine your access level.
- Provide the technologies for which you have acquired specialization.
- Direct you to the appropriate services.

Értékesítési folyamat

Quote Builder „My Solutions” oldal

Item	Description
Searching for a solution	
Customer questionnaire	
Navigating the page	
Additional questions to meet customer needs	
Site management page	
Details	

At the top of the "My Solutions" page, there is a searchable area where you can search for available quotes by name, solution technologies, status, and by date created or date modified. Solutions matching your search criteria are displayed in table format. Click on the name of the solution you want to edit. Place a check mark in front of the solutions you want to delete, and click the delete button.

At the far right of the table is a pull down menu that allows you to copy a quote or change permissions. Selecting Change Permissions allows you to grant or revoke access to a quote in your library. You can assign read only or read write permission to any quote for which you are the owner.

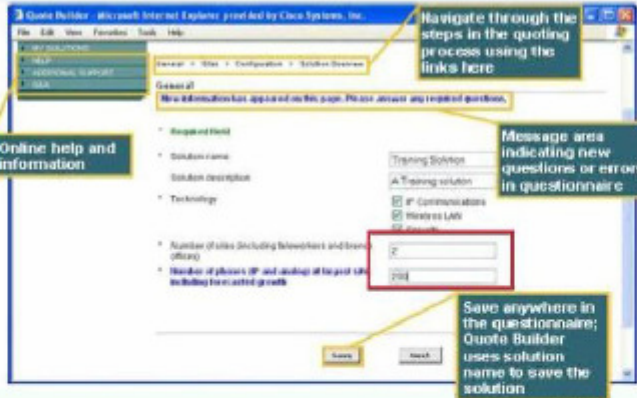
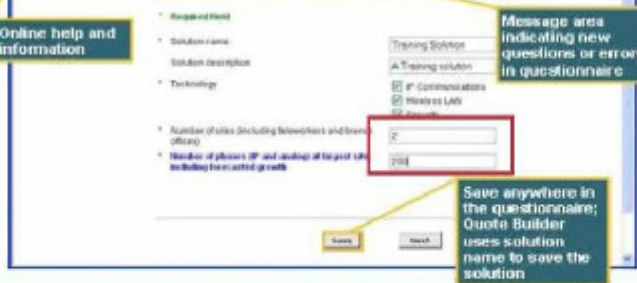

You can also assign another user as the quote owner, but doing so adds the quote to that user's library, and removes it from yours. Additionally, this also removes your access to the quote until you are assigned access by the new owner.

To create a new solution, and initiate the questionnaire, click the New Solution link in the top left corner.



Értékesítési folyamat

Quote Builder „My Solutions” oldal

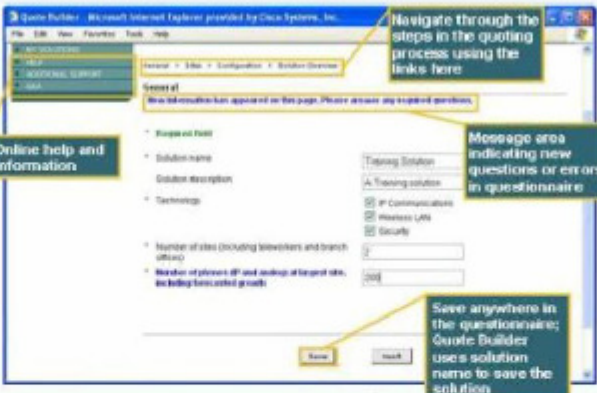
Item	Description
Searching for a solution	 <p>Navigate through the steps in the quoting process using the links here</p>
Customer questionnaire	 <p>Message area indicating new questions or errors in questionnaire</p>
Navigating the page	
Additional questions to meet customer needs	 <p>Save anywhere in the questionnaire; Quote Builder uses solution name to save the solution</p>
Site management page	
Details	

Quote Builder uses a dynamic questionnaire to gather customer requirements, thus preventing unnecessary questions, and helps speed up the process of building a solution. New questions appear in bold blue text, and a message prompt appears at top of the page, indicating that there are new questions. Questions are written in a similar style to those you would use in gathering requirements, and are broken down into sections so that questions about each solution component appear together on the same page.

The first section contains questions about the solution as a whole. These include the solution name, which technologies are included in the solution, and the number of sites in the solution. In this example, there are two sites and 200 phones at the largest site. Although the voice services for your customer solution will come later,

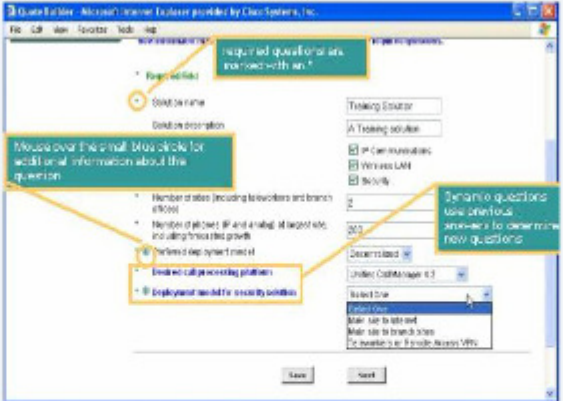
Értékesítési folyamat

Quote Builder „My Solutions” oldal

Item	Description
Searching for a solution	
Customer questionnaire	
Navigating the page	
Additional questions to meet customer needs	
Site management page	<p>Available throughout the application is the left hand navigation menu, where you can access the My Solutions page, get online help, read frequently asked questions, and contact support to resolve issues.</p>
Details	<p>At the top of each page is the questionnaire navigation that shows you where you are in the solution creation process. Upon completion of each section, the text becomes a navigational link to enable you to go back and change answers, modify the configuration, or view the final solution. Throughout the questionnaire, you can save the solution and return to complete the questionnaire at a later time.</p>

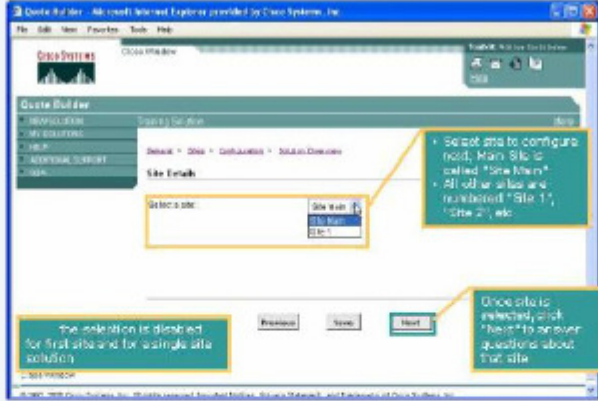
Értékesítési folyamat

Quote Builder „My Solutions” oldal

Item	Description
Searching for a solution	 <p>Since Quote Builder uses a dynamic question flow, if more information about a particular part of a solution is needed, additional questions will appear. Required questions are marked with asterisks. If a required question is not answered, the page will reload with the unanswered question appearing in red.</p> <p>A message will show at the top of the page indicating that you missed a question. Some questions have mouse over help. These questions are indicated by the small <i>i</i> with a blue circle around it. Point your cursor on the circle to see the help text.</p>
Customer questionnaire	
Navigating the page	
Additional questions to meet customer needs	
Site management page	
Details	

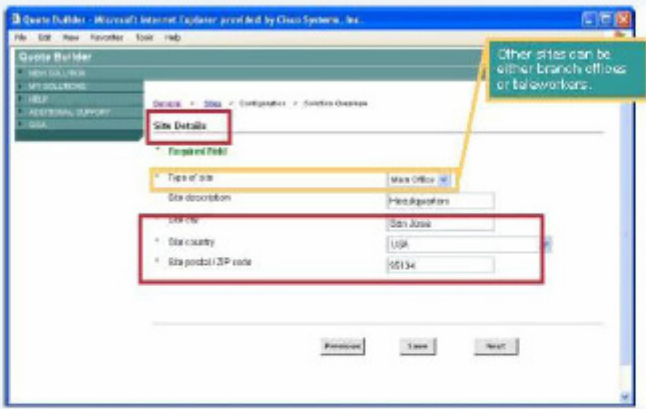
Értékesítési folyamat

Quote Builder „My Solutions” oldal

Item	Description
Searching for a solution	
Customer questionnaire	
Navigating the page	
Additional questions to meet customer needs	
Site management page	
Details	<p>Once the general questions about the solution have been answered, the Site Management page is displayed, where you select the site you want to answer questions about. To start the questionnaire for a particular site, select the site from the pull down menu and click next. If the solution has only one site, this menu is disabled. Simply click next to configure the site.</p> <p>For multiple site quotes, this menu is also disabled the first time you see it. This is because the main site must be configured before any other sites.</p>

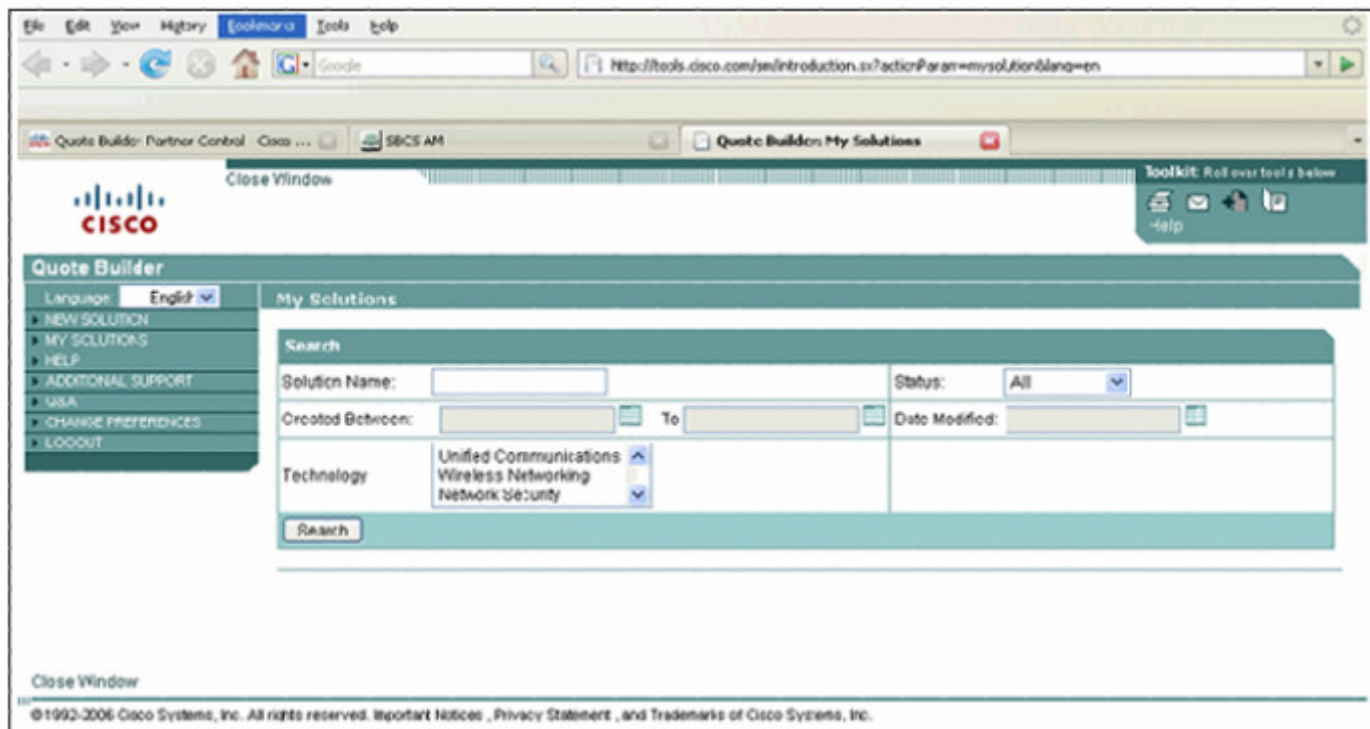
Értékesítési folyamat

Quote Builder „My Solutions” oldal

Item	Description
Searching for a solution	
Customer questionnaire	
Navigating the page	
Additional questions to meet customer needs	
Site management page	
Details	 <p>The first section of questions for each site is site details, where the type of site is entered. The first site is always the Main Office. Additional sites can be for teleworkers or branch offices, where a site description, to distinguish between teleworkers or branch offices, is entered.</p> <p>This is also where the location of the site will be entered. The site's location determines which services are displayed, which wireless technologies to offer, and which power cables are needed.</p>

Értékesítési folyamat

Quote Builder

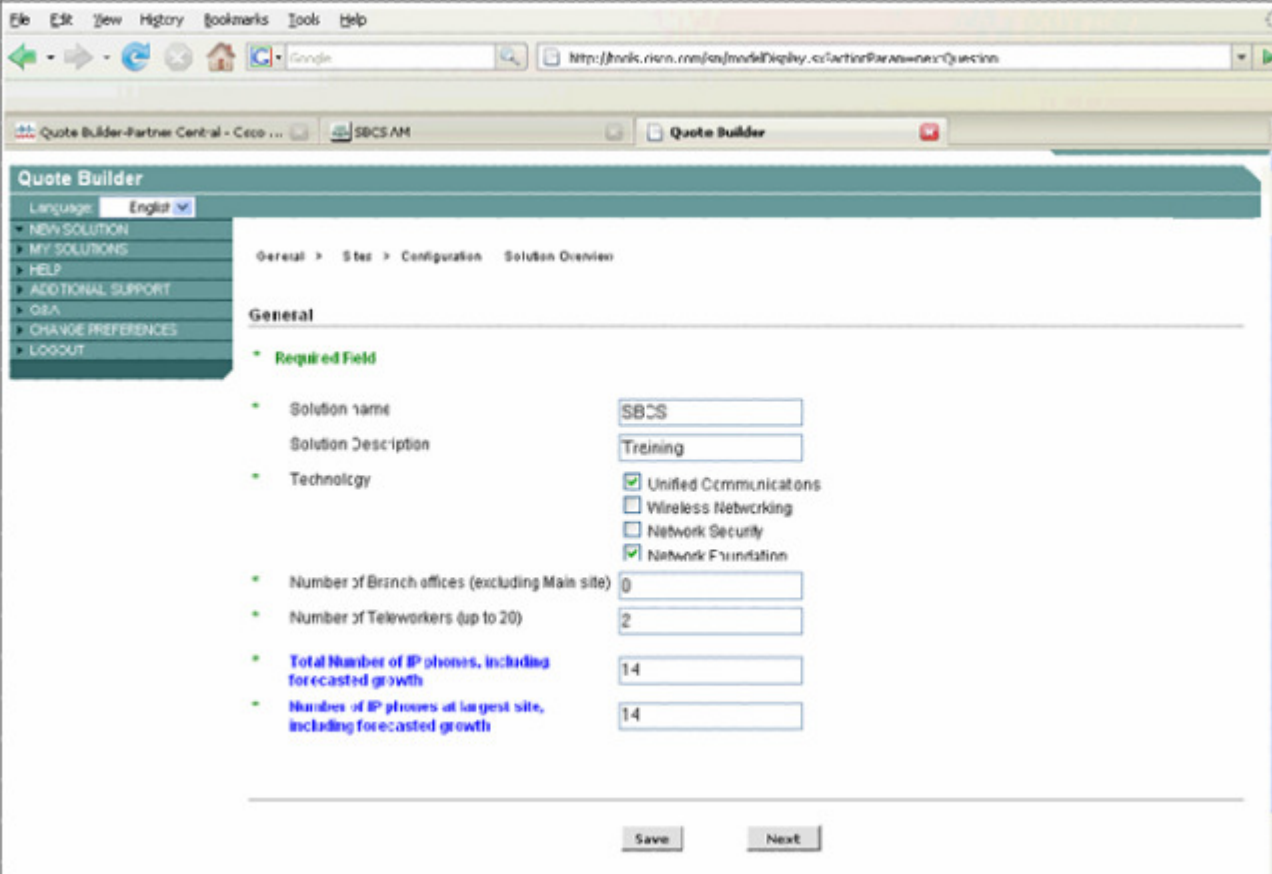


Partner Central

Create a solution

Értékesítési folyamat

Quote Builder általános információk



The screenshot displays the Quote Builder web application interface. The browser address bar shows the URL: <http://tools.risen.com/en/model/display.ccfactor?param=mc:Question>. The application title is "Quote Builder - Partner Central - Cisco...". The main navigation menu includes: NEW SOLUTION, MY SOLUTIONS, HELP, ADDITIONAL SUPPORT, OSA, CHANGE PREFERENCES, and LOGOUT. The current page is titled "Quote Builder" and shows a breadcrumb trail: General > Site > Configuration > Solution Overview. The "General" section contains the following fields:

- Required Field**
- Solution name:** SBOS
- Solution Description:** Training
- Technology:**
 - Unified Communications
 - Wireless Networking
 - Network Security
 - Network Foundation
- Number of Branch offices (excluding Main site):** 0
- Number of Teleworkers (up to 20):** 2
- Total Number of IP phones, including forecasted growth:** 14
- Number of IP phones at largest site, including forecasted growth:** 14

At the bottom of the form, there are "Save" and "Next" buttons.

Értékesítési folyamat Telephelyek konfigurálása

The screenshot shows the Cisco Quote Builder web application. The browser address bar displays the URL: <http://tools.cisco.com/seq/modelDisplay.js?actionParam=nextQuestion>. The application header includes the Cisco logo, a 'Close Window' button, and a 'Toolkit: Roll over tools below' menu with icons for Home, Mail, Print, and Help. Below the header, there is a 'Quote Builder' section with a language dropdown set to 'English' and a user name 'mgrakows'. A navigation menu on the left lists: NEW SOLUTION, MY SOLUTIONS, HELP, ADDITIONAL SUPPORT, GSA, CHANGE PREFERENCES, and LOGOUT. The main content area shows a breadcrumb trail: [General](#) > [Sites](#) > [Configuration](#) > [Solution Overview](#). The section is titled 'Site Management' and contains the heading 'Select a Site'. Below this, a text block states: 'The Main Office must be configured first. Once the Main Office is configured, other sites can be selected and configured. Click "Next" to configure Main Office.' A table titled 'Sites' follows, with columns for 'Site Name' and 'Details'. The table contains three rows: 'Main Site' with a 'Configure' link, 'Site 1' with the message 'Please configure main site first.', and 'Site 2' with the message 'Please configure main site first.'

Site Name	Details
Main Site	Configure
Site 1	Please configure main site first.
Site 2	Please configure main site first.

Értékesítési folyamat

Add Line Item

The screenshot shows a web browser window displaying the Cisco Quote Builder interface. The browser's address bar shows the URL `http://[link.cisco.com]/cp/cnfig/en.jsp`. The page title is "Quote Builder-Partner Central - Cisco ...". The interface includes a Cisco logo, a language dropdown set to "English", and a navigation menu with options like "NEW SOLUTION", "MY SOLUTIONS", "HELP", "ADDITIONAL SUPPORT", "Q&A", "CHANGE PREFERENCES", and "LOGOUT". The main content area shows a breadcrumb trail: "General > Sites > Configuration > Solution Overview". A warning message states: "Your solution will be complete after you have configured all sites. DO NOT click on your browser back button. Doing so will disconnect you from Quote Builder and eliminate all unsaved data." Below this, there are "Manage Display" controls for "Site Main" with "Show" and "Hide" buttons, and a "Solution Overview" button. A table header is visible with columns: "No.", "Product ID", "Description", "Verified?", "Qty", "Price (USD)", and "Action". The status "Site: Site Main" and "Status: Not Completed" are also shown, along with an "Add Line Item" button. The footer contains copyright information: "© 1997-2006 Cisco Systems, Inc. All rights reserved. [Product Notices](#), [Privacy Statement](#), and [Trademarks](#) of Cisco Systems, Inc."

Értékesítési folyamat

Add Line Item

The screenshot shows the Cisco Quote Builder interface. The browser address bar displays the URL: <http://tools.cisco.com/em/productSearch.do?searchType=lstPdttoCiscoProduct=C&productFamilyIdentifier=>. The page title is "Quote Builder: Search Page".

The interface includes a navigation menu on the left with options: Language (English), NEW SOLUTION, MY SOLUTIONS, HELP, ADDITIONAL SUPPORT, Q&A, CHANGE PREFERENCES, and LOGOUT. The main content area is titled "Quote Builder" and has tabs for "General", "Sites", "Configuration", and "Solution Overview".

Under the "Products" section, there are two options: "Add Cisco Item" (selected) and "Add Non Cisco Item".

For "Add Cisco Item", the "Product Family" is set to "Cisco IP Telephony Solutions" and the "Product Number" is "UC520W-BU-4FX0-K9". There are "Search" buttons for both fields.

For "Add Non Cisco Item", there are input fields for "Product Description", "Product Quantity" (set to 1), and "Product Price", along with a "Submit" button.

At the bottom, a table displays the added item:

Product Number	Product Description	Price	Add
UC520W-BU-4FX0-K9	BU CPE blade, CUC and Phone PL w/4FX0, 1 VIC VM1	4495 U - USD	Add

At the bottom of the page, there is a copyright notice: © 1992-2006 Cisco Systems, Inc. All rights reserved. [Important Notices](#), [Privacy Statement](#), and [Trademarks](#) of Cisco Systems, Inc.

Értékesítési folyamat

Anyagjegyzék

The screenshot shows the Cisco Quote Builder interface. The browser address bar displays the URL: http://tools.cisco.com/sm/mocelDisplay.sx?actionParam=addToConfig&product=C6nonC_scoProductQt. The page title is "Quote Builder - Partner Central - Cisco...". The navigation menu includes "NEW SOLUTION", "MY SOLUTIONS", "HELP", "ADDITIONAL SUPPORT", "OEA", "CHANGE PREFERENCES", and "LOG OUT". The main content area shows a configuration summary for a product with the following details:

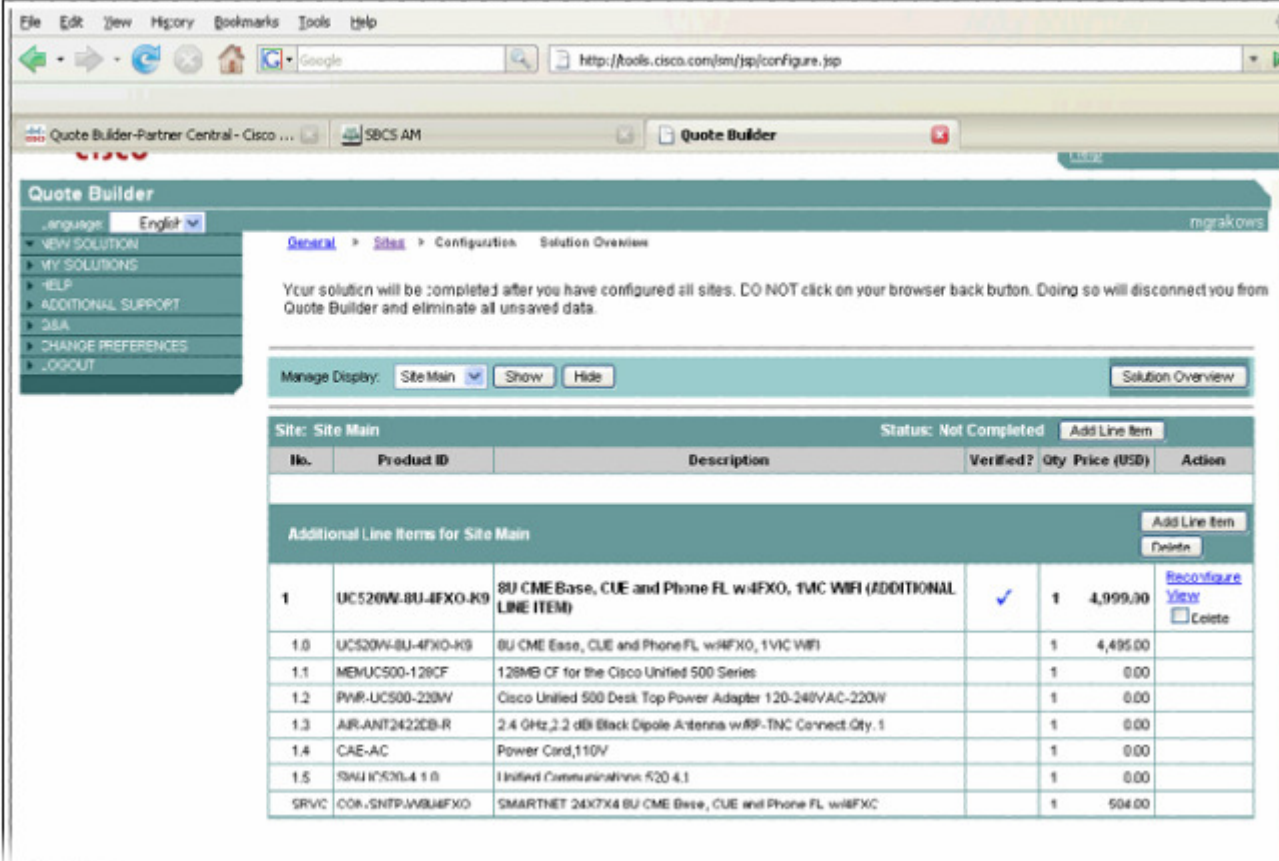
Product	Product ID	Select	Unit Price(USD)	Qty*
EU CME Base, CUE and Phone FL w/4FXO, 1VIC WIFI UC520W-BU-4FXO-E9		Selected	4,495.00	1
Power Cables	UC500 POWER CABLE	<input type="checkbox"/> Select this for sub-items selection(s) to be effective		
Power Cord, 110V	CAB-AC	<input checked="" type="radio"/>	0.00	1
Plug, Power Cord, Australian, 10A	CAB-ACA	<input type="radio"/>	0.00	1
Power Cord Europe	CAB-ACE	<input type="radio"/>	0.00	1
Power Cord Italian	CAB-ACI	<input type="radio"/>	0.00	1
Power Cord Argentina	CAB-ACR	<input type="radio"/>	0.00	1
Power Cord for Switzerland	CAB-ACS	<input type="radio"/>	0.00	1
Power Cord UK	CAB-ACU	<input type="radio"/>	0.00	1
Power Cord Japan	CAB-ACP	<input type="radio"/>	0.00	1
VIC Options	UC500 VIC OPT	<input type="checkbox"/> Select this for sub-items selection(s) to be effective		
Two-port Voice Interface Card - FXO (Universal)	VEC2-2FXO	<input checked="" type="radio"/>	400.00	1
Four-port Voice Interface Card - FXO (Universal)	VEC2-4FXO	<input type="radio"/>	800.00	1
4 port FXS or DID VIC	VEC-4FXS/DID	<input type="radio"/>	800.00	1

Additional information: "Recommended parts, if any, are highlighted. Click [here](#) to view the list of recommended parts." and "*Quantities of user selectable items will be adjusted to suit the quantities of the enclosing items during verification".

At the bottom, there is a checkbox for "Add applicable zero-priced components for North America while validating the configuration" and "Back" and "Continue" buttons.

Értékesítési folyamat

Anyagjegyzék



The screenshot displays the Cisco Quote Builder web interface. The browser address bar shows the URL <http://tools.cisco.com/sm/jsp/configure.jsp>. The page title is "Quote Builder-Partner Central - Cisco ...". The interface includes a navigation menu on the left with options like "NEW SOLUTION", "MY SOLUTIONS", "HELP", "ADDITIONAL SUPPORT", "S&A", "CHANGE PREFERENCES", and "LOGOUT". The main content area shows the "Quote Builder" header with a language dropdown set to "English" and a user name "mgrakows". Below this, there are navigation tabs for "General", "Sites", "Configuration", and "Solution Overview". A warning message states: "Your solution will be completed after you have configured all sites. DO NOT click on your browser back button. Doing so will disconnect you from Quote Builder and eliminate all unsaved data." There are "Manage Display" buttons for "Site Main" (dropdown), "Show", and "Hide", along with a "Solution Overview" button. The "Site: Site Main" section shows a status of "Not Completed" and an "Add Line Item" button. A table lists line items for "Site Main".

No.	Product ID	Description	Verified?	Qty	Price (USD)	Action
Additional Line Items for Site Main						
1	UC520W-BU-4FXO-K9	8U CME Base, CUE and Phone FL w/4FXO, 1VC WIFI (ADDITIONAL LINE ITEM)	✓	1	4,999.00	Reconfigure View <input type="checkbox"/> Delete
1.0	UC520W-BU-4FXO-K9	8U CME Base, CUE and Phone FL w/4FXO, 1VC WIFI		1	4,495.00	
1.1	MEMUC500-128CF	128MB CF for the Cisco Unified 500 Series		1	0.00	
1.2	PWR-UC500-220W	Cisco Unified 500 Desk Top Power Adapter 120-240VAC-220W		1	0.00	
1.3	AIR-ANT2422CB-R	2.4 GHz, 2.2 dB Black Dipole Antenna w/RP-TNC Connect Qty. 1		1	0.00	
1.4	CAE-AC	Power Card, 110V		1	0.00	
1.5	SAU-IC520L4 1.0	Unified Communications f20 4.1		1	0.00	
SRVC	COB-SNTP-WB4FXO	SMARTNET 24X7x4 BU CME Base, CUE and Phone FL w/4FXO		1	504.00	



Partner erőforrások

Cisco Partner erőforrások

Cisco's many resources include:

- Partner Central.
- Steps to Success.
- The Channel Incentive Program.
- Smart Business Road Map.
- Unified Communications Applications.
- Unified Communications – SMB Resources.

Partner erőforrások

Cisco Partner Central

Partner Resource	Description
Partner Central	The Cisco portal for channel partners. Go here if you are looking for partner information or tools. This site contains materials to help make your engagement a success.
Steps to Success	
Channel Incentive Program	
Smart Business Roadmap	
Unified Communications Applications	
Unified Communications - SMB Resources	

Partner erőforrások

A sikerhez vezető lépések

Partner Resource	Description
Partner Central	Based on proven Cisco research and development, as well as on knowledge gathered from successful Cisco solution engagements, Steps to Success provides Cisco partners with a step-by-step resource for selling and delivering service and support. Steps to Success is organized by technology area. Visit Steps to Success in your resources and select Unified Communications as your technology.
Steps to Success	
Channel Incentive Program	
Smart Business Roadmap	
Unified Communications Applications	
Unified Communications - SMB Resources	

Partner erőforrások

Viszonteladói Incentívák

Partner Resource	Description
Partner Central	<p>The Cisco Channel Incentive Programs reward channel partners who successfully align their business strategies in Unified Communications, new business, or solution sales opportunities. Qualifying channel partners can participate in these programs and receive additional discounts or rebates, depending on the specific program. Check out details for the Opportunity Incentive Program (OIP), Solutions Incentive Program (SIP), or Value Incentive Program (VIP) for Unified Communications at this site in your resources.</p>
Steps to Success	
Channel Incentive Program	
Smart Business Roadmap	
Unified Communications Applications	
Unified Communications - SMB Resources	

Partner erőforrások

Útmutató a kis-és középvállalatok igényeinek felméréséhez

Partner Resource	Description
Partner Central	The Smart Business Roadmap describes the consultative sales process for small and medium sized businesses for Unified Communications. Remember that the largest market for Unified Communications is with customers who are not "looking". Use this process to generate demand.
Steps to Success	
Channel Incentive Program	
Smart Business Roadmap	
Unified Communications Applications	
Unified Communications - SMB Resources	

Partner erőforrások

Egységes kommunikációs megoldások

Partner Resource	Description
Partner Central	This Partner Central site contains information and resources for all Cisco Unified Communications applications. Use this site to learn more about the applications and how they apply to commercial and enterprise markets, as well as to find customer presentations, demos, and other resources for Cisco Unified Communications.
Steps to Success	
Channel Incentive Program	
Smart Business Roadmap	
Unified Communications Applications	
Unified Communications - SMB Resources	

Partner erőforrások

Kommunikációs megoldások értékesítése KKV számára

Partner Resource	Description
Partner Central	This site contains the latest sales and marketing resources to help you sell Unified Communications to small- and medium-sized businesses. This site has resources such as the Unified Communications solutions blueprint, Campaign Builder for marketing materials, and sample presentations for different decision makers.
Steps to Success	
Channel Incentive Program	
Smart Business Roadmap	
Unified Communications Applications	
Unified Communications - SMB Resources	

