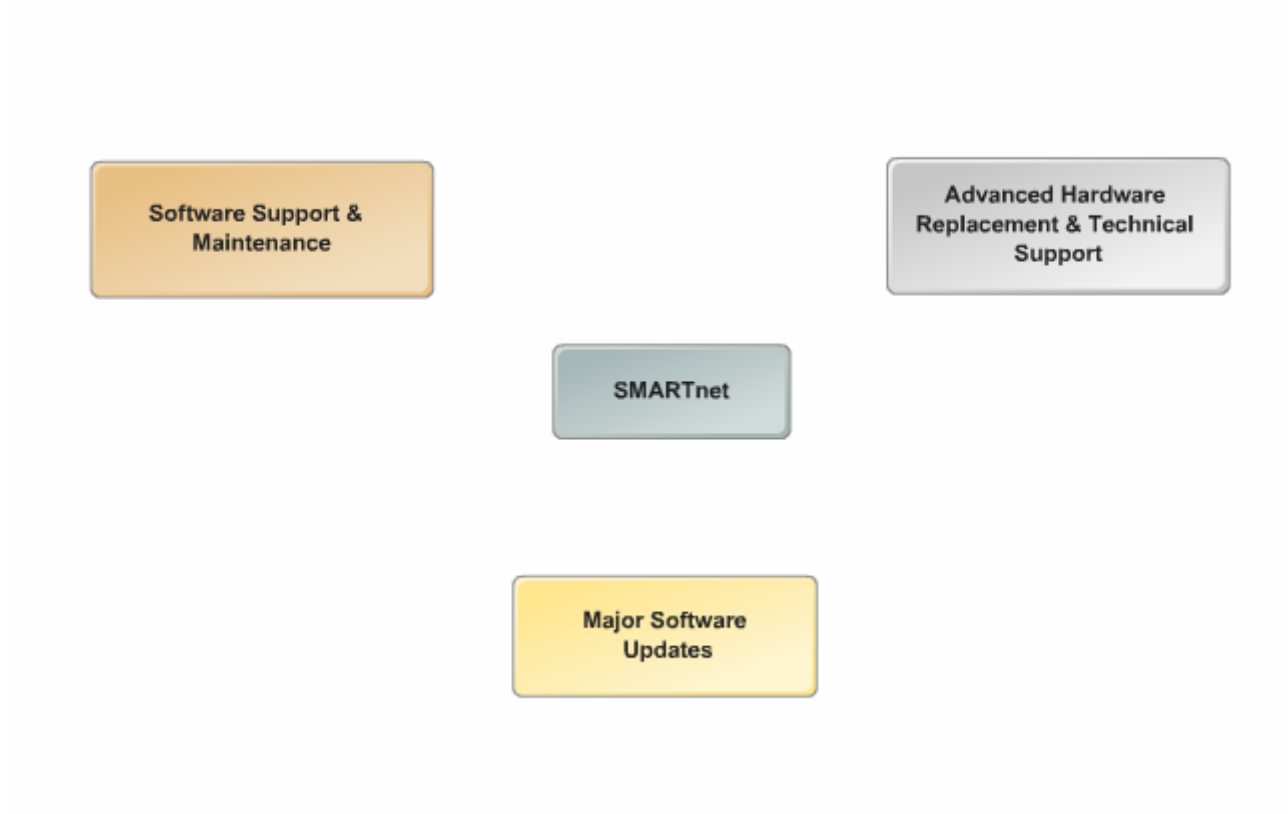


# Szolgáltatások és értékesítést támogató eszközök



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

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

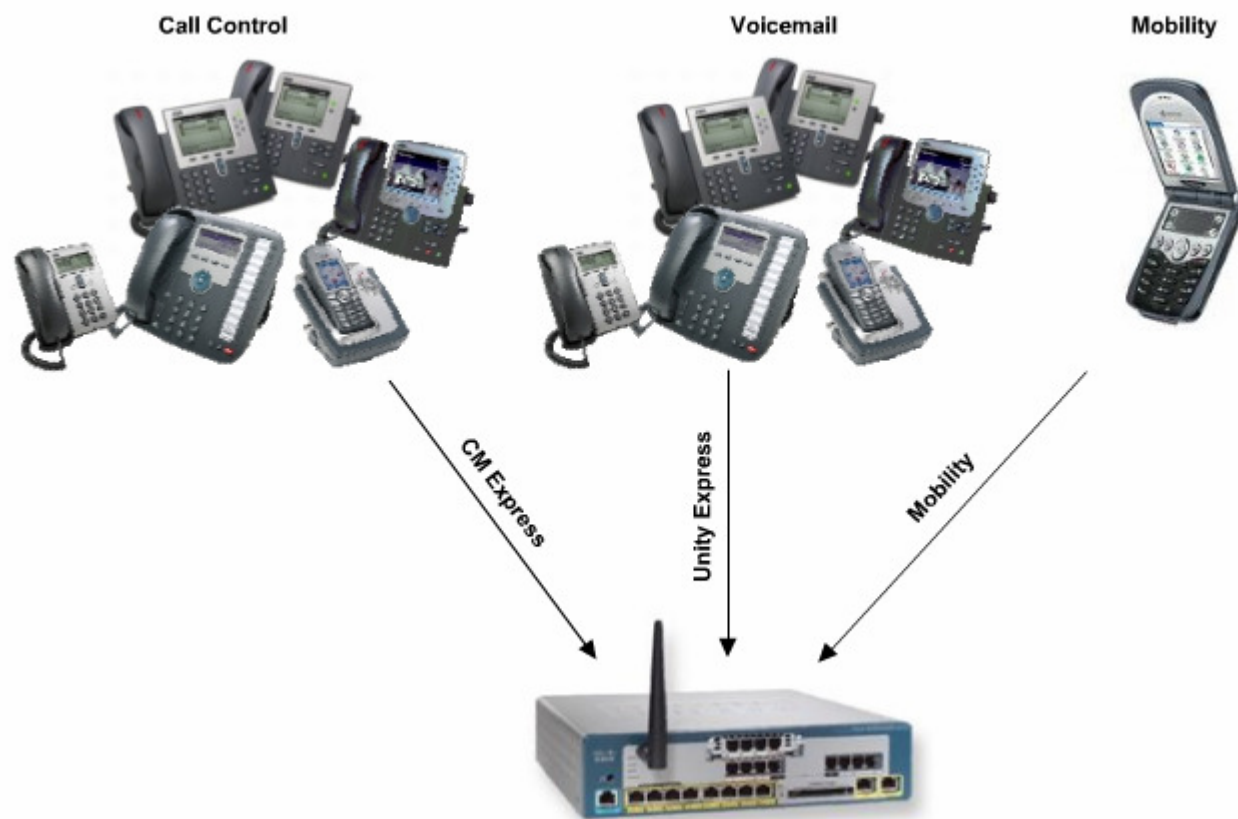
Feature	Description
Software support and maintenance	<p>The Cisco TAC resolves technical issues by:</p> <ul style="list-style-type: none"><li>• Answering 79 percent of issues online.</li><li>• Resolving 204,000 service requests daily.</li><li>• Having 6 million page views monthly.</li><li>• Having over 600,000 software downloads monthly.</li></ul>
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	<p>The Cisco advanced hardware replacement program:</p> <ul style="list-style-type: none"><li>• Maximizes operational reliability.</li><li>• Delivers remote and onsite support.</li><li>• Offers superior diagnostic and part-sparing programs.</li><li>• Expedites delivery.</li><li>• Helps maintain network operations.</li><li>• Supports risk mitigation plans.</li></ul>
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 találkozóig

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.



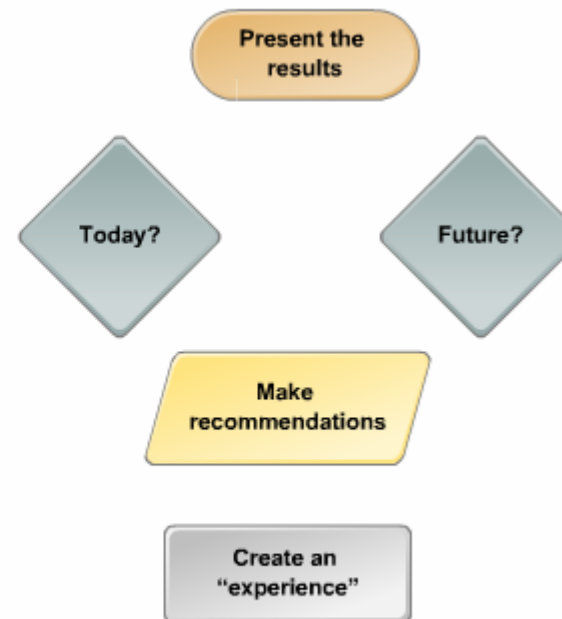


# Értékesítési folyamat

## 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)

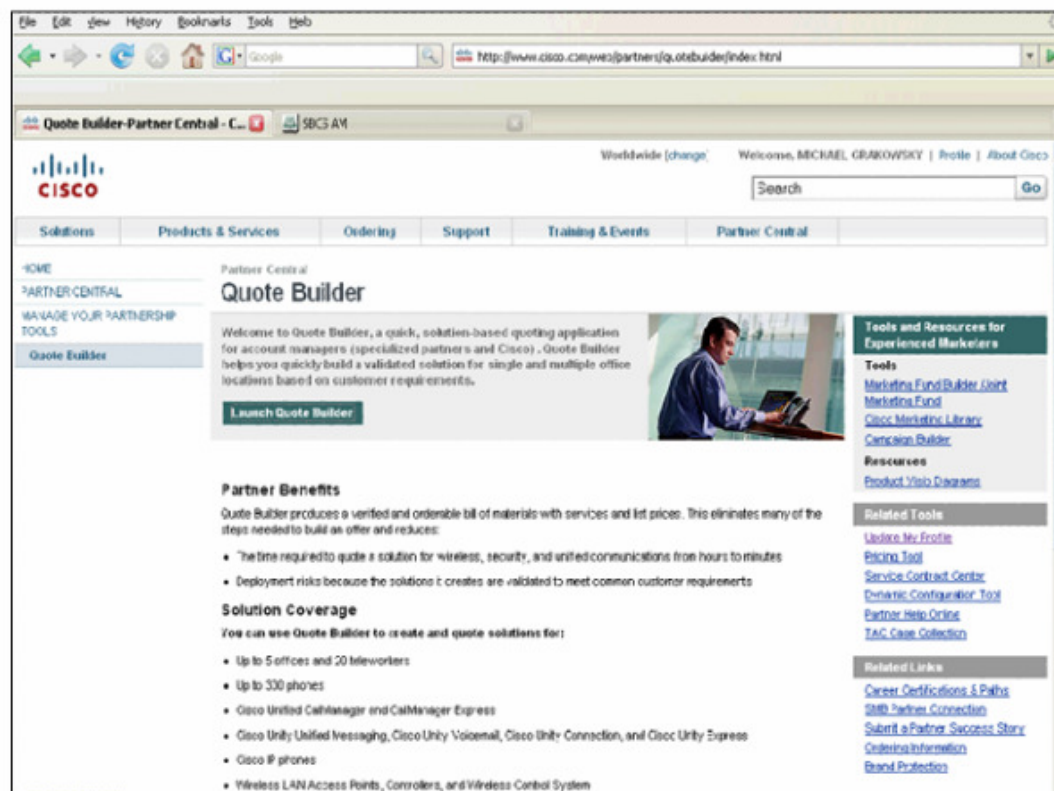
Once receiving commitment from the customer, you can complete the buying cycle and close the sale by:

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



# Értékesítési folyamat

## Quote Builder kezdő oldala

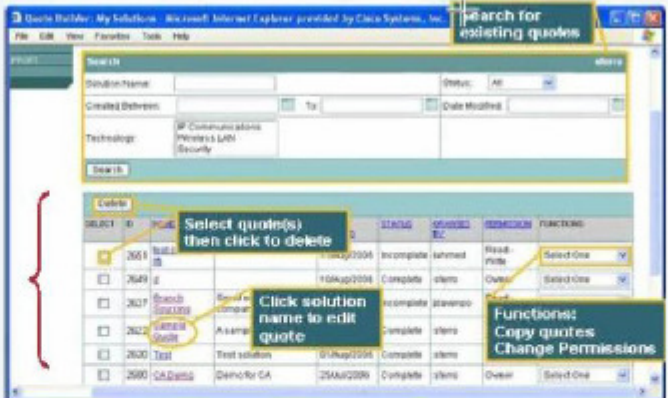


Your CCO login information is used to:

- 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

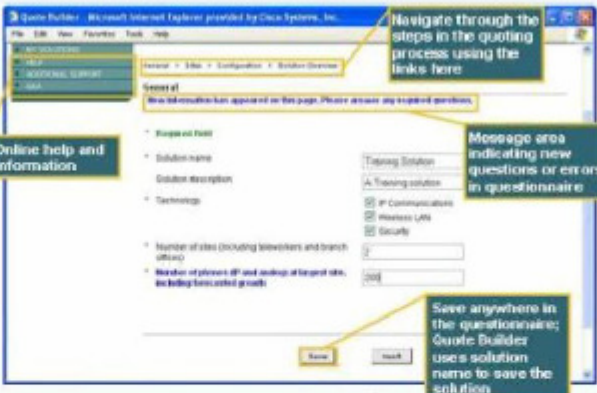
## Quote Builder „My Solutions” oldal

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



# Értékesítési folyamat

## Quote Builder „My Solutions” oldal

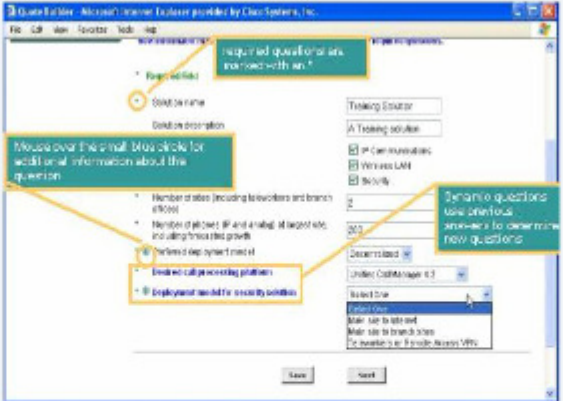
Item	Description
Searching for a solution	 <p>The screenshot shows the Quote Builder application in a Microsoft Internet Explorer browser window. The interface includes a left-hand navigation menu with links for 'My Solutions', 'Customer Questionnaire', 'Site Management', and 'Details'. The main content area displays a 'Create a Solution' form with fields for 'Solution name', 'Solution description', 'Technology', and 'Number of sites'. A 'Save' button is visible at the bottom. Callouts highlight the following features:</p> <ul style="list-style-type: none"> <li><b>Online help and information:</b> A link in the left navigation menu.</li> <li><b>Navigate through the steps in the quoting process using the links here:</b> A link in the top navigation bar.</li> <li><b>Message area indicating new questions or errors in questionnaire:</b> A message box at the top of the main content area.</li> <li><b>Save anywhere in the questionnaire; Quote Builder uses solution name to save the solution:</b> A callout pointing to the 'Save' button.</li> </ul>
Customer questionnaire	
Navigating the page	
Additional questions to meet customer needs	
Site management page	
Details	

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.

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.

# Értékesítési folyamat


## Quote Builder „My Solutions” oldal

Item	Description
Searching for a solution	
Customer questionnaire	
Navigating the page	
Additional questions to meet customer needs	 <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 with a blue circle around it. Point your cursor on the circle to see the help text.</p>
Site management page	
Details	



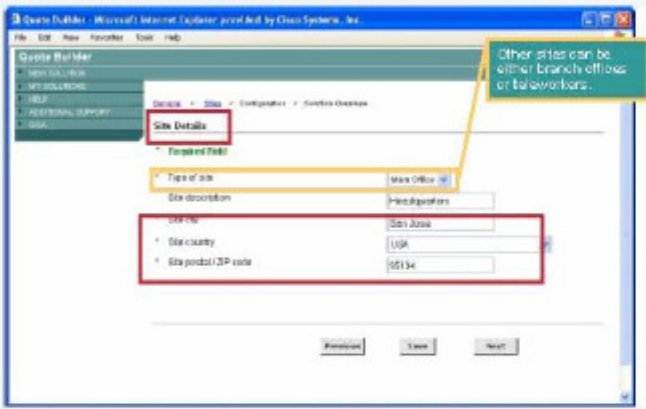
# Értékesítési folyamat

## 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	 <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>
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>The screenshot shows the 'Quote Builder' application window. The 'My Solutions' tab is active, displaying a 'Site Details' form. The form includes fields for 'Type of site' (with a dropdown menu), 'Site description', 'Site name', 'Site country', and 'Site postal / ZIP code'. A red box highlights the 'Site name', 'Site country', and 'Site postal / ZIP code' fields. A yellow box highlights the 'Type of site' dropdown menu. A green box highlights the 'Main Office' button. A text box on the right states: 'Other sites can be either branch offices or teleworkers.' The form also has 'Previous', 'Save', and 'Next' buttons at the bottom.</p> <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

The screenshot shows a web browser window with the URL `http://tools.cisco.com/se/introduction.sx?actionParam=mysolution&lang=en`. The browser has tabs for "Quote Builder: Partner Central" and "Quote Builder: My Solutions". The main content area is titled "Quote Builder" and includes a sidebar with navigation links: "NEW SOLUTION", "MY SOLUTIONS", "HELP", "ADDITIONAL SUPPORT", "USA", "CHANGE PREFERENCES", and "LOGOUT". The "MY SOLUTIONS" section is active, displaying a search form with fields for "Solution Name", "Status" (set to "All"), "Created Between" (with "To" and "From" date pickers), "Date Modified" (with a date picker), and "Technology" (a dropdown menu showing "Unified Communications", "Wireless Networking", and "Network Security"). A "Search" button is located below the search fields. The footer contains the text "©1992-2006 Cisco Systems, Inc. All rights reserved. Important Notices, Privacy Statement, and Trademarks of Cisco Systems, Inc."

Partner Central

Create a solution

# Értékesítési folyamat

## Quote Builder általános információk

The screenshot displays the Quote Builder web application in a browser window. The browser's address bar shows the URL: <http://tools.cisco.com/qa/modeling/quote-builder/parametric/question>. The application has a sidebar menu on the left with options: NEW SOLUTION, MY SOLUTIONS, HELP, ADDITIONAL SUPPORT, OSA, CHANGE PREFERENCES, and LOGOUT. The main content area is titled "Quote Builder" and shows a breadcrumb trail: General > Step > Configuration > Solution Overview. The "General" tab is active, displaying a form with the following fields:

- Language:** English (dropdown menu)
- General**
  - \* 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 are two buttons: "Save" and "Next".

# Értékesítési folyamat

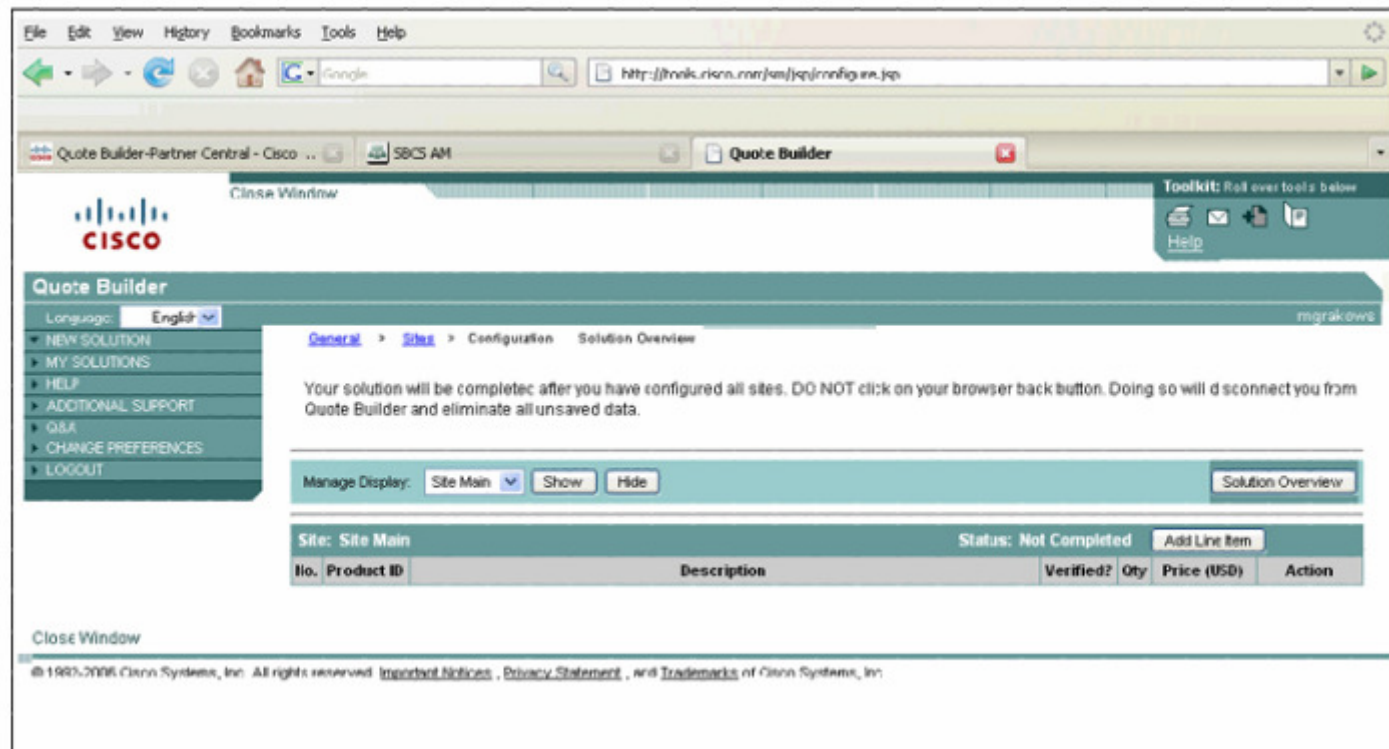
## Telephelyek konfigurálása

The screenshot shows a web browser window with the URL `http://tools.cisco.com/seq/modelDisplay.se?actionParam=nextQuestion`. The page title is "Quote Builder" and it features the Cisco logo. A left sidebar contains navigation links: "NEW SOLUTION", "MY SOLUTIONS", "HELP", "ADDITIONAL SUPPORT", "GSA", "CHANGE PREFERENCES", and "LOGOUT". The main content area is titled "Quote Builder" and includes a language dropdown set to "English" and a user name "mgrakows". Below this is a breadcrumb trail: "General > Sites > Configuration > Solution Overview". The "Site Management" section has a "Select a Site" link. A message 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." Below this is a table with two columns: "Site Name" and "Details".

Site Name	Details
Main Site	<a href="#">Configure</a>
Site 1	Please configure main site first.
Site 2	Please configure main site first.

# Értékesítési folyamat

## Add Line Item



# Értékesítési folyamat

## Add Line Item

File Edit View History Bookmarks Tools Help

http://tools.cisco.com/em/productSearch.do?searchType=lstPdt&ciscoProduct=C&productFamilyIdentifier=

Quote Builder - Partner Central - Cisco ... SBCS AM Quote Builder: Search Page

**CISCO**

Close Window

Language: **English**

**Quote Builder**

NEW SOLUTION  
MY SOLUTIONS  
HELP  
ADDITIONAL SUPPORT  
Q&A  
CHANGE PREFERENCES  
LOGOUT

**Products**

☒ Add Cisco Item

Product Family: Cisco IP Telephony Solutions

OR

Product Number: UC520W-BU-4FX0-K9

☐ Add Non Cisco Item

Product Description:

Product Quantity:

Product Price:

Product Number	Product Description	Price	Add
UC520W-BU-4FX0-K9	BU CME blade, CUC and Phone FL with XO, 1 VIC VM-F	4495.0 - USD	<a href="#">Add</a>

Close Window

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# Értékesítési folyamat

## Anyagjegyzék

The screenshot shows the Cisco Quote Builder interface. The main configuration area displays a table of components with columns for Product, Product ID, Select, Unit Price (USD), and Qty. The components are organized into sections: Power Cables and VIC Options. The Power Cables section includes various power cord options, and the VIC Options section includes voice interface card options. The interface also features a sidebar with navigation links and a bottom section for adding zero-priced components.

Product	Product ID	Select	Unit Price(USD)	Qty*
EU CME Base, CUE and Phone FL w/ 4FXO, 1VIC WIFI UC520W-8U-4FXO-E9		Selected	4,495.00	1
<b>Power Cables</b>				
UE500 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-JPR	<input type="radio"/>	0.00	1
<b>VIC Options</b>				
UE500 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

☐ Add applicable zero-priced components for North America while validating the configuration

Recommended parts, if any, are **highlighted**. Click [here](#) to view the list of recommended parts.

\*Quantities of user selectable items will be adjusted to suit the quantities of the enclosing items during verification

Back Continue



# Értékesítési folyamat

## Anyagjegyzék

The screenshot displays the Cisco Quote Builder web application. 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 left sidebar contains navigation links: "NEW SOLUTION", "MY SOLUTIONS", "HELP", "ADDITIONAL SUPPORT", "S&A", "CHANGE PREFERENCES", and "LOGOUT". The main content area has 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." Below this, there is a "Manage Display" section with a dropdown set to "Site Main" and buttons for "Show", "Hide", and "Solution Overview". The "Site: Site Main" section shows a status of "Not Completed" and an "Add Line Item" button. A table lists the components for the site:

No.	Product ID	Description	Verified?	Qty	Price (USD)	Action
1	UC520W-8U-4FXO-K9	8U CME Base, CUE and Phone FL w/4FXO, 1VC WIFI (ADDITIONAL LINE ITEM)	✓	1	4,999.00	<a href="#">Reconfigure</a> <a href="#">View</a> <input type="checkbox"/> Delete
1.0	UC520W-8U-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/RF-TNC Connect Qty. 1		1	0.00	
1.4	CAE-AC	Power Cord, 110V		1	0.00	
1.5	SAU-K750L4 1.0	Unified Communications 520 4.1		1	0.00	
SRVC	CON-SNTP-WB4FXO	SMARTNET 24x7x4 8U 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	



