



An overview of SMB Select program - Emerging Markets (EU Countries) FY07

Successful, Motivated, Business-Oriented Selected Partners

Cisco
SMB **Select**
Partner
Emerging Markets



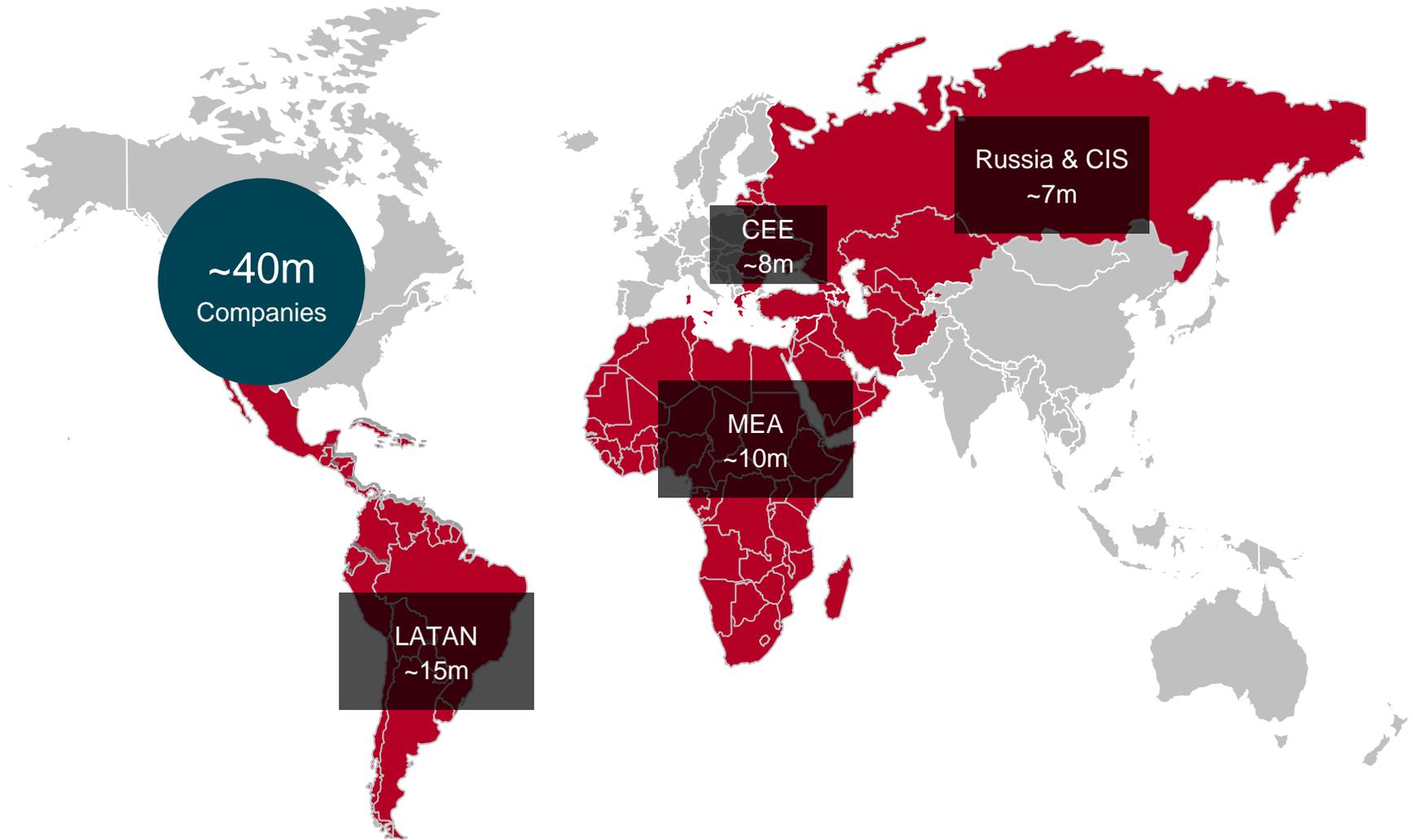
Overview

- There are significant growth opportunities for Cisco and our partners who focus on the **SMB space** (defined as companies with 250 or fewer employees).
- Cisco has specific solutions for resellers to sell to the **SMB market**.
- SMB Select partners offer Cisco the most effective route into the SMB market - the **channel** is key and critical to our success.



What does the opportunity look like?

Capacity
for Growth



SMB Select: Background

SMB select was created to address a need in the channel community. The goal was to have an entry level program in the Channel Partner Program which offered a way of educating and rewarding SMB* focused resellers.

*SMB (definition)

1. Small Medium Business
2. Successful, Motivated, Business-Oriented



SMB Select version 1: Feedback from you!

What did we hear?

- Registration process is complex
- Requirements did not make sense
- Need more tangible benefits
- Does the program truly add value to the reseller's business?

Some suggestions

- Simplify the registration process
- Improve the response time
- Add some long term benefits so resellers want to stay part of the program



SMB Select: The new program for EM

Capacity
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We have listened to your feedback!

The key points of the new program:

- Clear and simple overview of the requirements and benefits of the program
- Registration Process simplified
- Focus on profitability and education where it is needed in the partner community



SMB Select: Mission statement

To establish the SMB Select program as the primary global, two-tier channel program for providing partner members with the sales, marketing, and technical support resources necessary to successfully serve and profit from the small-to-medium business market



SMB Select Program: Who should join?

- This is a program for Successful, Motivated, Business-Oriented Selected Partners. If you resellers fits into this category, talk to them about joining.
- SMB select is about recruiting, developing and partnering with resellers who are successful in their focus area and want to grow their business with Cisco.
- Resellers who join the program must derive most of their revenue from low end products and focus on selling solutions to the SMB market.



Why should a partner join the program?

- **The program supports profitability and education in the partner** - key factors for long term growth
- **First step** on the ladder of the award winning Channel partner program from Cisco
- **Offers resources and coaching** to the partner if they want to focus on Cisco through technical, sales and marketing support
- **Your reseller will have access** to an exclusive program which is **not** open to all resellers and will give them a competitive advantage in their market space



SMB Select Matrix - Requirements

SMB Select Matrix

Requirements

Requirements – if you are new to Cisco

Be a registered partner, sign the Indirect Channel Purchase Agreement (IPCA)



Cisco Sales Associate – 1 sales person must take either CSA foundation pass exam (or higher i.e. CSE)



Commit to provide End User name and post code information in POS to Distribution Partner



Give Cisco permission to send marketing information: Permission granted upon accepting SMB select invitation



Revenue requirements – if you are already working with Cisco

Have had a min. revenue of \$10,000 annual revenue over the next consecutive fiscal quarters. 70% of this must have been derived from entry level products (a list of these is available).



Examples of Benefits

- **SMB University** training at no charge
- **Additional support** and funding available for marketing activities - 2% incentive fund*
- Access to **OIP** program
- Access to **Cisco online tools**
- Access to **Cisco Capital Benefits**

*This is handled through Maritz and resellers must have an account with Maritz to claim funds.



Training and Education for SMB Select partners Capacity for Growth

- **SMB University** will provide a framework on which to build and deliver training specifically addressing the needs of SMB partners
- Designed specifically for **your sales team**
- Current courses address Foundation (Routing, Switching and Wireless), Security, and Unified Communications solutions
- Curriculum to include new courses on Services and best practices, marketing tools and **Smart Business Roadmap** in the coming year



Next Steps – How to join the program

Where to register?

- If the reseller is NEW to Cisco - Indirect Channel Purchase Agreement (ICPA)

<http://www.cisco.com/web/partners/pr11/pr193/requirement.html>

- To register for SMB Select

http://www.cisco.com/offer/9269/1/140716_1



More information

For more information - tools, product information and SMB resources

- Opportunity Incentive Program
<http://www.cisco.com/go/oip>
- Cisco SMB Support Assistant Portal
<http://tools.cisco.com/Support/SMBSA/Login.do>
- SMB University
<http://www.cisco.com/global/LA/microsites/smb/index.shtml>



More information

For more information about SMB Select in your region,
contact your TMM or ICAM

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