



The Cisco Partner Story

Partner Return on Cisco

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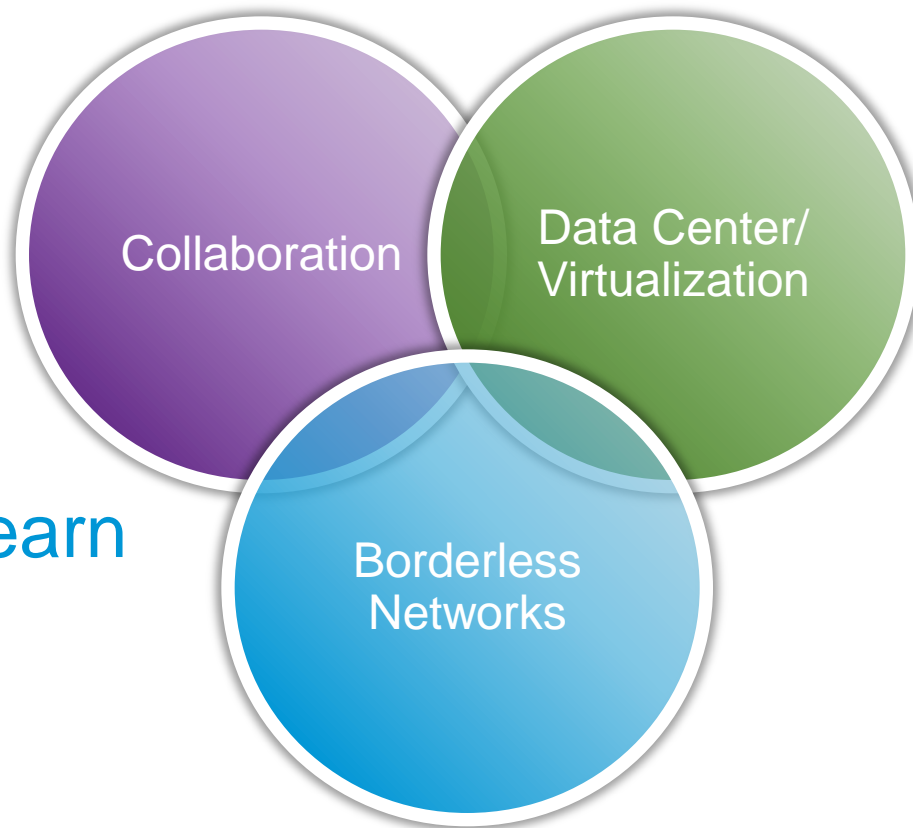
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Cisco Systems Austria

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Cisco's Vision & Architectures

The Internet
changes the way
we work, live play and learn



Trends Impacting Our Partners

Mobility

Cloud

Social Media

Video

Resulting Business Challenges

Changing Customer Business Needs

New Business Models

Relationships and Ecosystems

Solutions and Service Sales

Partners Face Rising Challenges

Global Economic Climate

Sustainable growth in a
competitive environment

Increased need for
advanced skills

Anticipating and avoiding risk

Competitive differentiation

Financial strength

Partners Look to IT Vendors for...

Technology Innovation

Ability to Drive Demand and
Create New Markets

Economic Value

Partnership Commitment

Ease and Speed of Doing Business

Cisco Core Values for Partnering

Technology/Architecture
Leadership and Innovation

Partner-Centric Sales Model

Collaborative Services
Go-to-Market Model

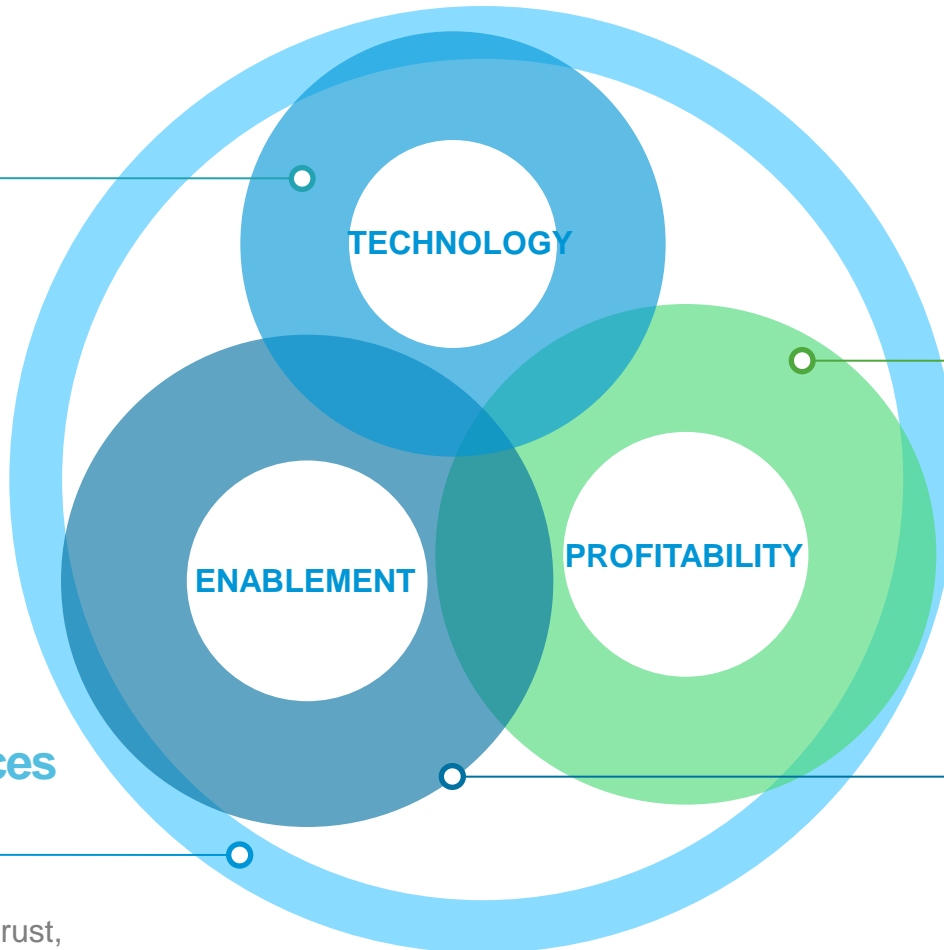
Global & Consistent Value-
Based Channel Program

Commitment to Partner
Enablement and Profitability

Cisco Partner Value Proposition

Technology Innovation

A strong brand, broad portfolio and commitment to innovation provide partner growth opportunity and investment protection



Partner-Centric Sales and Services Model

Partner-Centric sales & services model built on trust, minimizes conflict, generates demand and provides opportunity for differentiation

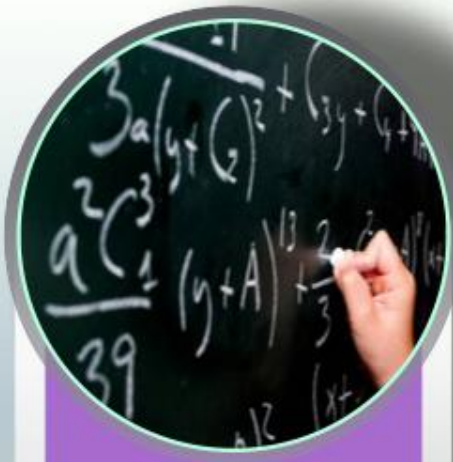
Partner Profitability

Globally consistent programs, incentives, rewards, and tools enhance profitability and protect partner value (OIP,SIP,TIP, AIP/TMP - VIP)

Practice Enablement

Practice enablement for sales, marketing and services help partners enter new markets more quickly and develop more value-add (PEC, SmartDesigns, PH, NFR)

Specialization Structure



Master

Based on Cisco Architecture and Technologies

Validation of Partner Capabilities via Onsite Audit & Demonstration



Advanced

Based on Cisco Architectures and Technologies

Consists of required courses/exams for AMs, SEs, and FEs



Express

Based on Cisco Mid-Market Solutions

Consists of required courses/exams for AMs, SEs, and FEs



Entry

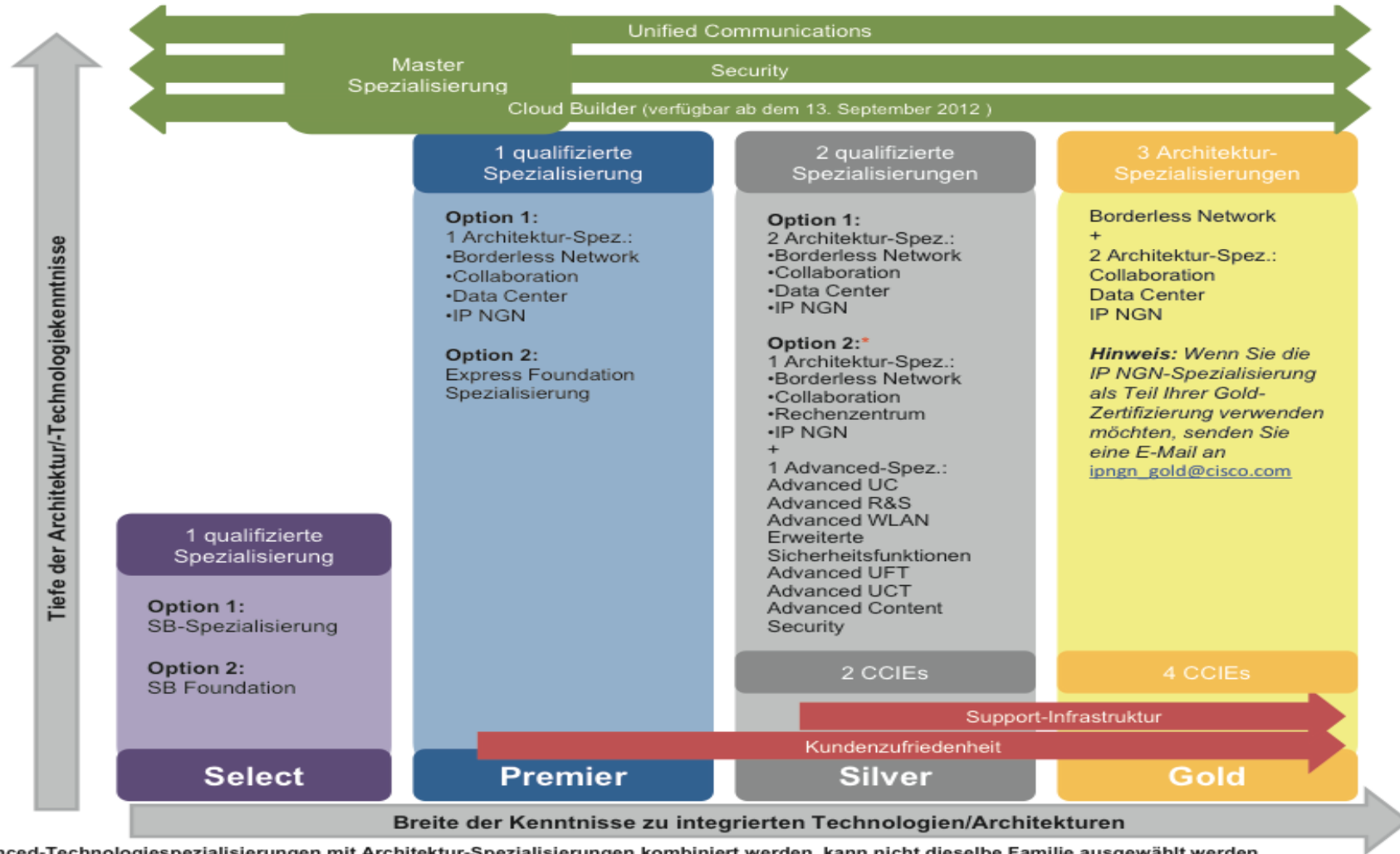
Focused on Small Business Solutions

Consists of required courses/exams for AM and Engineer

Cisco's Channel Program

NEUE ZERTIFIZIERUNGSANFORDERUNGEN

Ab dem 1. Aug. 2012 obligatorisch.



* Wenn Advanced-Technologiespezialisierungen mit Architektur-Spezialisierungen kombiniert werden, kann nicht dieselbe Familie ausgewählt werden (So kann z. B. die Advanced UC-Spezialisierung nicht mit der Architektur-Spezialisierung für Collaboration kombiniert werden.)

Cisco's Cloud Partner Program

Cloud Builder

Build and Sell
Cisco-Centric
Cloud Solutions to
End-Customers and
Cloud Providers



Cloud Provider

Manage and Sell
Cisco-Powered
Cloud Services to
Customers



Cloud Services Reseller

Resell Approved
Cloud Providers'
Cisco-Powered
Cloud Services to
Customers



Together, We
Deliver Maximum
Value and Trust
to the Customer

