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Frequently Asked Questions: Cisco Scale Plays

Q **What is a scale play?**

A A **scale play** is a comprehensive, time-limited, partner-driven sales motion made up of repeatable offers focused on a single technology that solves a specific business problem or customer pain point for small business.

Q **How is a scale play different from a sales play?**

A A scale play targets a single technology to respond to a specific customer pain point, and sales plays are cross-architecture offerings focused on business outcomes. In addition, scale plays are designed to be partner driven, while sales plays are driven by internal Cisco sellers with partner support. However, both types of plays rely on data and leverage proven best practices—including tailored assets and tools—to offer solutions for customers.

Sales play	Scale play
Commercial market →	Small Business market
X-architecture solutions	Single technology offers
Business outcome →	Specific pain point
Cutomer orientated	Partner orientated
Long sales cycles →	Short sales cycle

Q **Who is the target audience for scale plays?**

A Scale plays are focused on Cisco partners who, in turn, will use the resources provided to target their own small business customers. Each scale play will include consistent messaging, customer offers, pricing, and marketing and demand generation support.

Q **Why should partners care?**

A The TAM in small business is a multi-billion dollar opportunity and growing. Cisco is incenting partners and supporting partner profitability with a mix of components, including a deal-registration discount differential, VIP rebates, Perform Plus, and recurring software revenues.

Small businesses are looking for partners who can lead them through the unique challenges they face and help them create business value from technology solutions.

Q **What resources are available to support sales efforts?**

A All partner efforts will be supported by always-on email and social media campaigns to build awareness and demand. Partners will also have access to a range of resources including support materials like tip sheets, playbooks, competitive battlecards, and ordering guides; messaging, such as copy blocks and content for emails, social media, and landing pages; and customer-facing assets like reports, videos, at-a-glances, and infographics.

Q **When will the first scale play be available?**

A The first scale play (focused on security) will launch on April 1, 2020, with execution through distribution from Q4FY20 to Q1FY21. Assets and resources that make up the scale play will remain available to partners even after the end of Q1FY21.

For more information visit http://cs.co/securityscaleplay-partner