

Q4 Webex Sprint

Marketing guide for Cisco partners and distributors





Start here

What's the Sprint all about? The opportunity, the strategy

It's time to do the best by our customers

Your time to shine

We live and work in interesting times. The COVID-19 pandemic has prompted millions of organisations around the world to dive head-first into home and remote working. For the first time, collaboration technology is firmly at the top of the business priority list – and it's there to stay.

As a Cisco collaboration partner, you've been there to help customers make the daunting shift to **secure remote working** as painless as possible.

We know that in situations like this our responsibility is to help, not to sell, and time after time we have seen our partners stepping up to do what's right as global citizens.

Customers are flocking to Webex as the #1 collaboration solution in the market, taking advantage of all the special offers we've made available for them.

Partners like you have already started thousands of enterprise trials in our region alone. Thank you for your amazing work so far.

Time to look ahead

But what now?

The clock is ticking on those thousands of trials. The responsibility is on all of us to ensure that customers are set up with the best possible collaboration environment now and for the long haul, as workers return to the office and as they continue in many cases to work from home.

Now the focus has to be on converting those trials into full subscriptions. That's exactly what this Sprint is designed to help you do.

We know that in any Q4, and in this Q4 in particular, the last thing you need is a new campaign and a new priority to activate. Have no fear: this Sprint is laser-focused on supporting you with the important work you've already started.

A great way to engage your customers at every stage of the trial conversion process is via virtual events such as webinars. For help organising these, check out our virtual events campaign in [Marketing Velocity Central](#).

Compete, convert, grow

We've created and curated a core set of assets that help you accelerate and scale your conversions, tackling the three key challenges we know you face along the way:

- **Compete** against other collaboration providers that your customers are evaluating during their trials, including Zoom and Microsoft. We'll help you win, with Cisco's security and privacy, new intuitive interface, and 'more than meetings' story, as well as our competitive pricing.
- **Convert** free trials into paying customers who will drive recurring revenue for you. Don't waste all the investment you put in by letting trials expire.
- **Grow** your deals and deliver a superior experience for customers by attaching endpoints and headsets to Webex. They really are better together.

This guide walks you through the messages, resources and marketing assets available in each of these three areas. Use them effectively and you'll convert those trials and help your customers get ready for a secure and collaborative future.

Key resources

- **See the latest Partner Covid-19 offers** for up-to-the-minute news on promotions and incentives from collaboration and all Cisco architectures.
- **Visit the Sprint SalesConnect hub** for important details about this and other Sprints.
- **Watch the Sprint launch replay** to hear from Cisco leadership and collaboration partners about the opportunity and how to succeed.
- **Complete the Sprint Learning Map** (coming soon!)
- **Download the Sprint marketing assets on MVC** (coming soon!)



Compete

Prove to your customers that they're making the right choice

Compete

What's the situation?

Nearly every customer that has taken out an enterprise trial will be performing a competitive evaluation. If you want them to commit to Webex long term, your first task is to assure them that Cisco is better than the competition. In many cases, those competitors will be Microsoft and Zoom.

The reality is that only Cisco has a complete secure remote working story.

Where we do lag behind in some features – like background blurring or virtual backgrounds in meetings – those features are coming very soon.

Some of your customers will have an outdated view of what Webex can do. The best way to set them straight is with a demo of the amazing unified interface. [Check out dcloud to get started.](#)

What's available to help you?

As a Cisco partner you have available a wealth of resources to help you compete against other vendors, whether it's Microsoft, Zoom, or one of the many other players in the market.

Check out:

- [Competitive assets on SalesConnect](#), including regularly refreshed battle cards
- [The Cisco Competitive War Room](#), which offers you one-to-one deal support with lightning-fast response times
- [Cisco Collaboration case studies](#), to help you prove the value with real examples.

What's the story for customers?

Webex is the right choice for your business.

We understand you have plenty of choice of collaboration technology and you want to evaluate all your options. We want to help you make the most informed decision. Here's what sets Webex apart:

- **The trusted choice.** Webex has been trusted by enterprises and governments for many years. Today we have number one market share and half a billion users. In testing times, we are the safe choice.
- **Best quality, best experience.** In every category, year after year, analysts have rated us best in class. And we aren't resting on our laurels: check out our new intuitive user interface and unified experience, as well as our unique cognitive features like Webex Assistant for meeting translation and transcription, face recognition and more.
- **Secure and private by design.** Security matters. Webex is secure by design, and we take your privacy very seriously. What's more, it's wrapped by Cisco's unique security portfolio – we're the world's largest enterprise security company.
- **More than meetings.** Collaboration is about more than just meetings. It's about whiteboarding, chats, file sharing, calls – the whole work experience. The Webex portfolio covers Calling, Teams, Events, Training, and devices, for an end-to-end experience.



Marketing approach

In a competitive situation, always take the high ground. We do not trash-talk our competitors – we focus on helping our customers understand how we can help them best.

And we tackle competitive issues in private: we don't actively talk about Webex versus our competitors on social media, newsletters or blog posts except in very specific circumstances. Not only does it muddy the conversation we want to have with our customers, it could actively encourage some customers to consider other vendors!

To help you tell this story, we've made available assets including sample emails, copy blocks, case studies and competitive comparisons that you can share with your customers when you've identified them as being at-risk from a competitor.

Campaign links

- Sprint campaign: **coming soon!**
- [Work Smarter With Webex Meetings and Teams](#)
- [Work Smarter With Webex Calling](#)

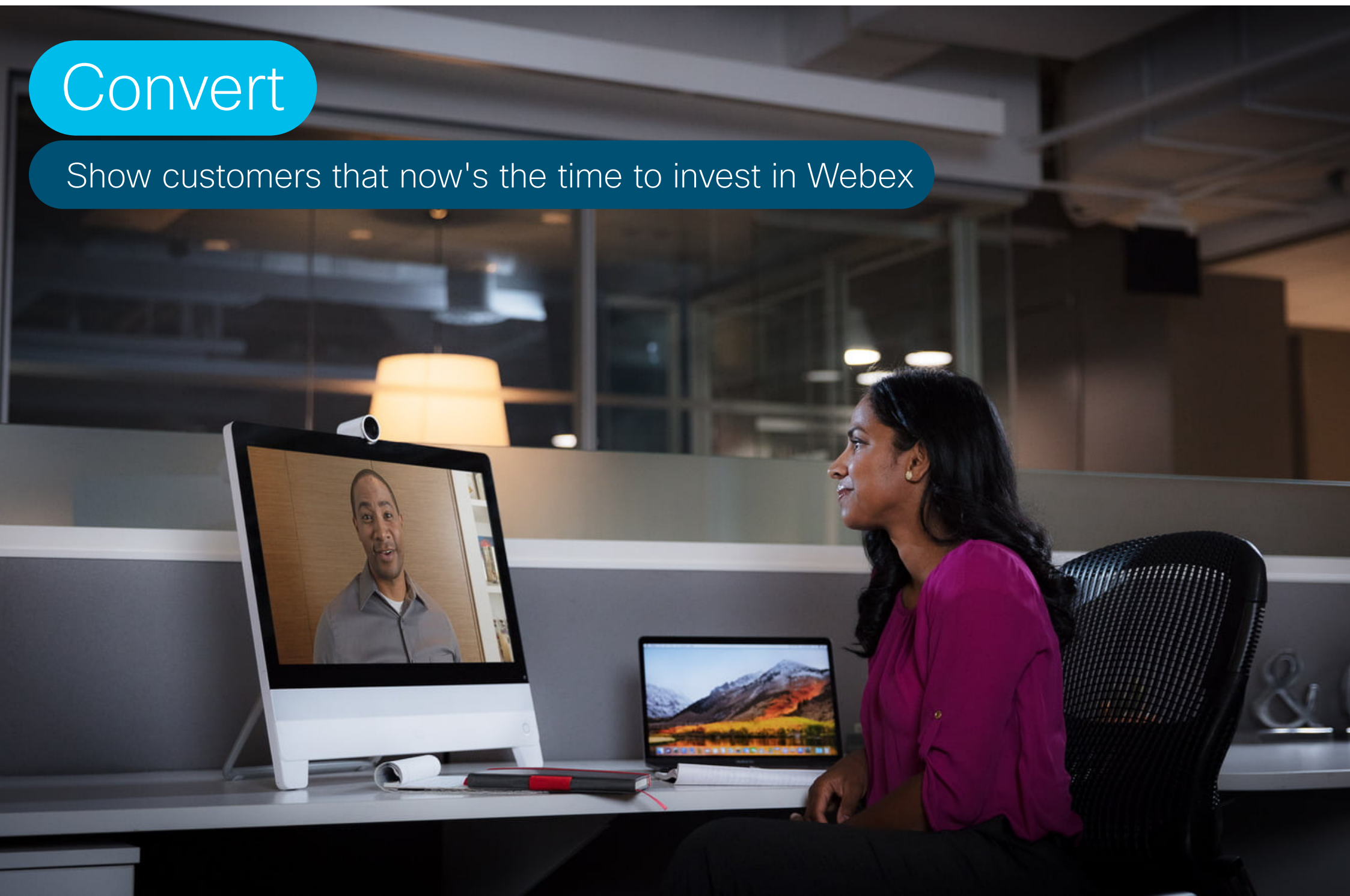
The industry view

This quarter we have a particularly urgent opportunity to compete on a security message to regulated or security- and privacy-conscious industries, including healthcare, government, finance and education. Continue to lean on Cisco's security strengths.

For education specifically, check out a special marketing campaign on Marketing Velocity Central called [Secure Distance Learning Powered by Webex for Education](#).

Convert

Show customers that now's the time to invest in Webex



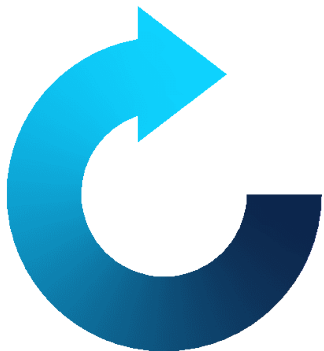
Convert

What's the situation?

Aside from evaluating other vendors, customers that are in the middle of an enterprise trial may be taking a breather to focus on other priorities, now that the immediate crisis of getting tools into their users' hands has been dealt with.

Even though there's little chance of workplaces going back to the way they were, your decision-makers may be reluctant to think about what happens at the end of their trial, and they are likely to have a host of worries and objections in their heads that you need to tackle before they'll commit to a contract.

All of this means you need to be proactive about getting your customers to think about the end of their trial as it approaches, and reassure them about all the ways you and Cisco can help them make it a painless process to convert.



What's available to help you?

We have resources and programmes to help you overcome the concerns that your customers might raise when you discuss next steps after their trial.

- [Cisco Capital](#) is a key tool to help you reduce budget-related concerns. Customers can take advantage of 0% finance, and defer payments with our [Business Resiliency](#) offer.
- [Collaboration Flex Plan](#) gives customers a single subscription covering all Webex licenses on a per-user opex basis, including support, with flexibility to grow as they need. Make it the **default** way for your customers to buy Webex.
- [Webex Adoption Toolkits](#) make it easy for IT leaders to communicate about new collaboration tools to different teams in the organisation, and get them up and running with Webex.
- [Cisco CX](#) offers a full lifecycle of services from consulting through to support, to supplement your own services practices and the customer's own internal IT, and help them get to value faster.
- [Ordering guides](#) help you and your customers move through the process of getting on board with Webex.
- [Integrations](#) and [alliances](#) ensure that Webex integrates with business workflows easily, minimising adoption headaches for IT teams.

What's the story for customers?

Now is the time to invest in Webex.

We understand that nobody wants to be spending on IT now, but let's face it: collaboration technology is now at the top of your list for good. Don't be left exposed when your trial ends. What's your plan?

- **Worried about the cost?** Investing is affordable with Cisco Capital, including Business Resiliency offers available if you buy before July 25. We're also bringing out a special [Webex Work Bundle](#) that brings in Calling with Meetings for an exceptionally low price. And don't just think about the technology costs in isolation: you may be able to significantly reduce facilities costs if you get your collaboration environment right.
- **Worried about scaling and management?** You're in full control with [Flex Plan](#).
- **Worried about embedding Webex into BAU?** Webex integrates with the other elements of your infrastructure, including Google Apps, Microsoft 365, Salesforce and much more.
- **Not seeing the right usage yet?** Adoption is critical if you're to turn investment into user productivity and value. Use Cisco's [Webex Adoption toolkits](#) to get to productivity as quickly as possible
- And don't forget, we have a fantastic roadmap of features to ensure your experience gets better and better. See what's [coming soon](#).

Marketing approach

You know which trials you have underway and when they expire. You may also have a good sense based on your data and account interactions about which customers have budget issues, which simply haven't used the trial they signed up for, and which may have more technical considerations holding them back, for instance around integration.

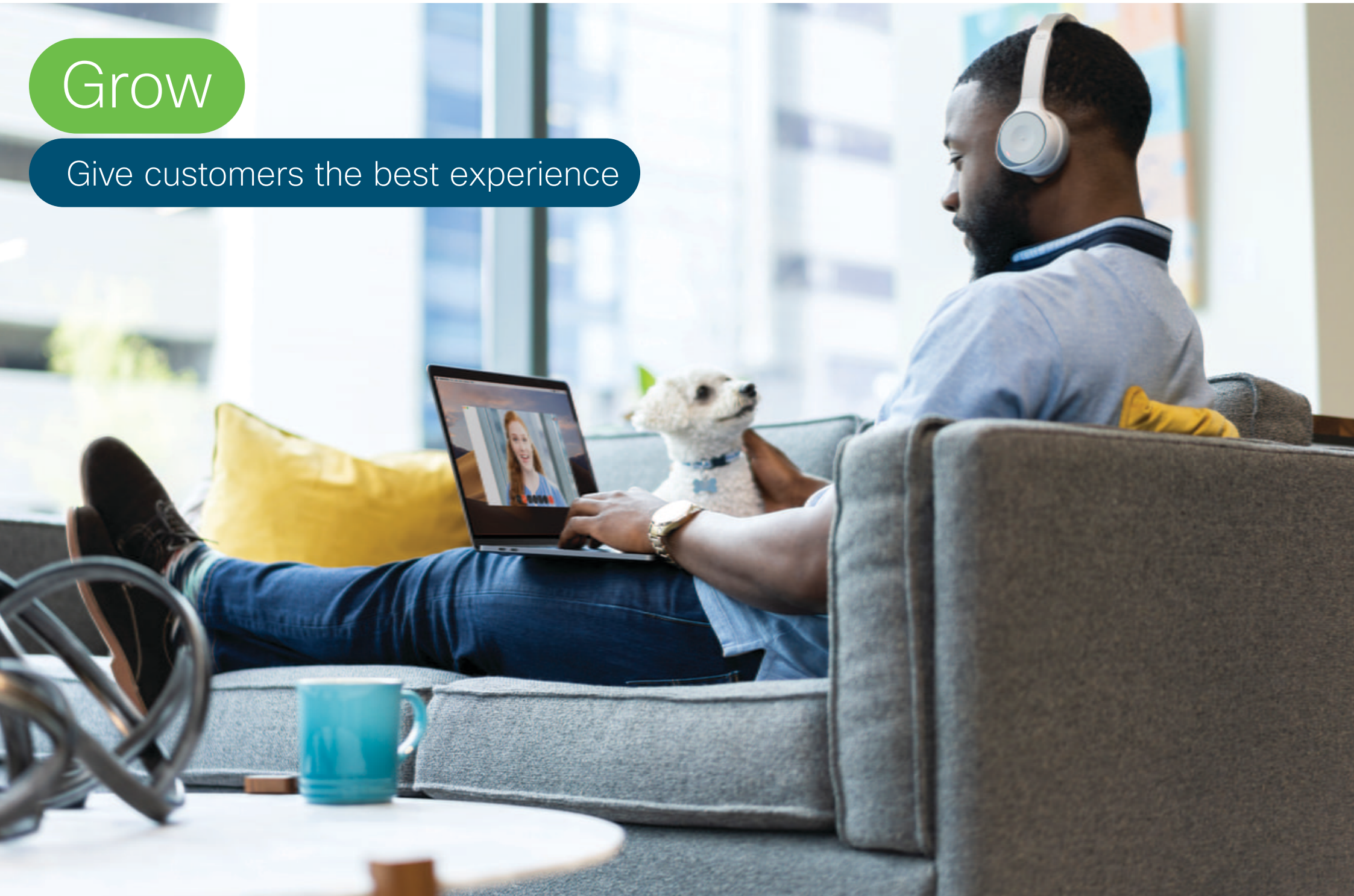
You must be proactive about contacting your customers with weeks still to go on their trials and asking them to act. Use the assets we have made available to show them how the process works and what Cisco can do to tackle important concerns like financing, adoption and integration. Of course, this is where your own services, financing and support can make a big difference.

Campaign links

- [Sprint campaign: coming soon!](#)
- [Cisco Capital](#)

Grow

Give customers the best experience



Grow

What's the situation?

So your customers are convinced that Webex is the right choice and you think they're on track to signing a contract. But have they thought about the bigger picture of their users' collaboration experience?

Equipping knowledge workers, executives and customer service staff with quality headsets and desktop video endpoints (and even desk phones) can make all the difference to how they feel about the Webex service. And as teams head back to the office meeting room or huddle space, the boardroom, the classroom or the stage, the right devices matter.

Of course, for you, attaching devices to a collaboration quote drives up deal size and can help reduce customer churn.

What's available to help you?

We have devices to suit every need. Check out the [Product Matrix](#) and [Project Workplace](#) to understand what's available. Use Webex Control Hub for detailed analytics that enable you to profile usage and recommend the right devices.

Don't forget that devices can be covered by a Cisco Capital agreement to help customers spread the cost, and endpoints are covered under the Fast Track for Devices discounts to improve your profitability.



What's the story for customers?

Get the best possible experience from Webex

We understand that your budgets may be constrained right now, but the emergency rush to working from home is done, and now your employee productivity and customer experience every day depends on the quality of the voice and video interactions you have. Invest in the right experiences for the long term.

- **Choice:** Cisco offers devices to suit all your users, whether it's headsets for light users or video endpoints for heavy users and executives. And in the office, there are endpoints for every space, from huddle room to auditorium.
- **Experience:** Our devices are tightly integrated with Webex for seamless meeting and calling experience, with a consistent unified interface across all devices.
- **Quality:** Every Cisco device has [award-winning industrial design](#) and outstanding audio and video quality, so nothing gets in the way of productivity.

Marketing approach

When many customers are facing huge financial pressures, it may seem overambitious or in poor taste to suggest that they also fund headsets and endpoints for their employees on top of the Webex software licenses.

However, many users will have felt the pain of poor audio and video quality using cheap headsets and laptop webcams, and many IT buyers and business owners will appreciate the improvement in productivity that good quality devices can make.

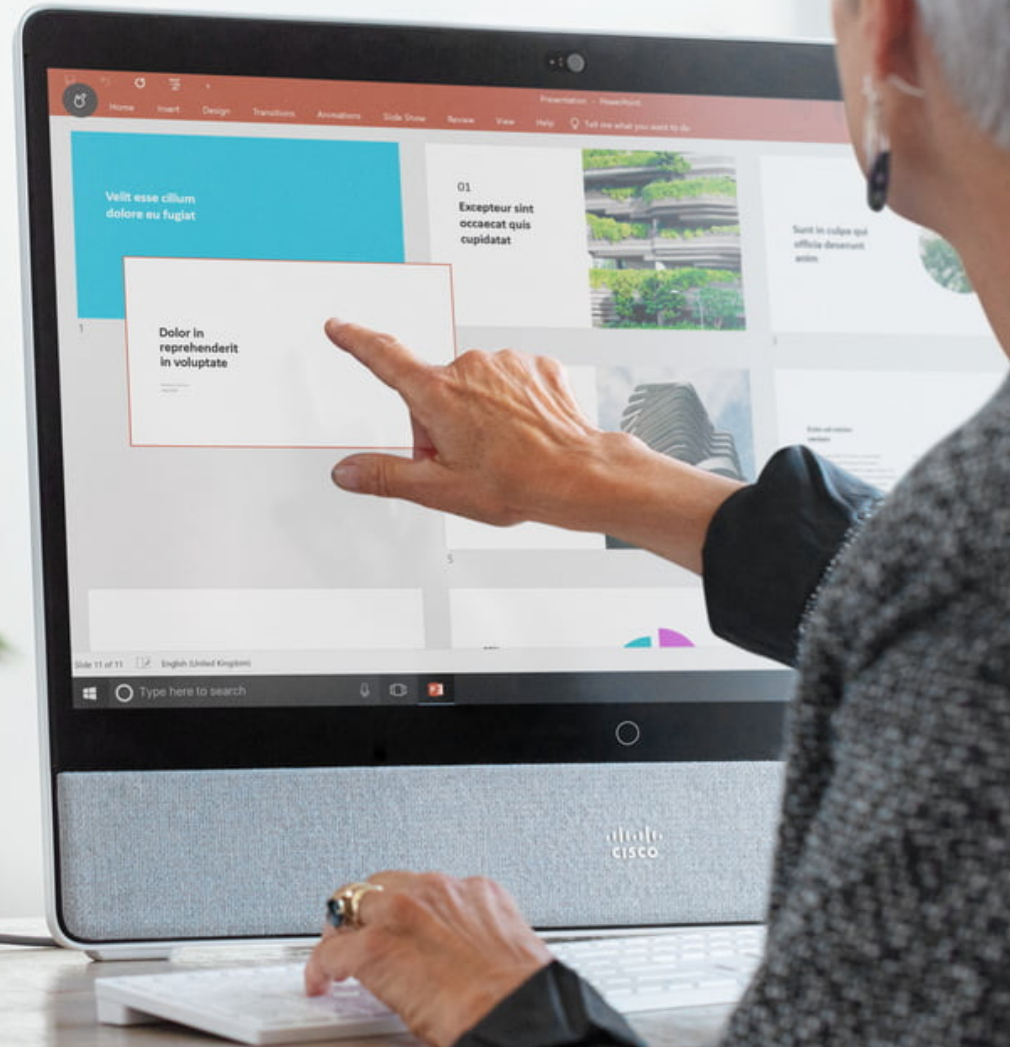
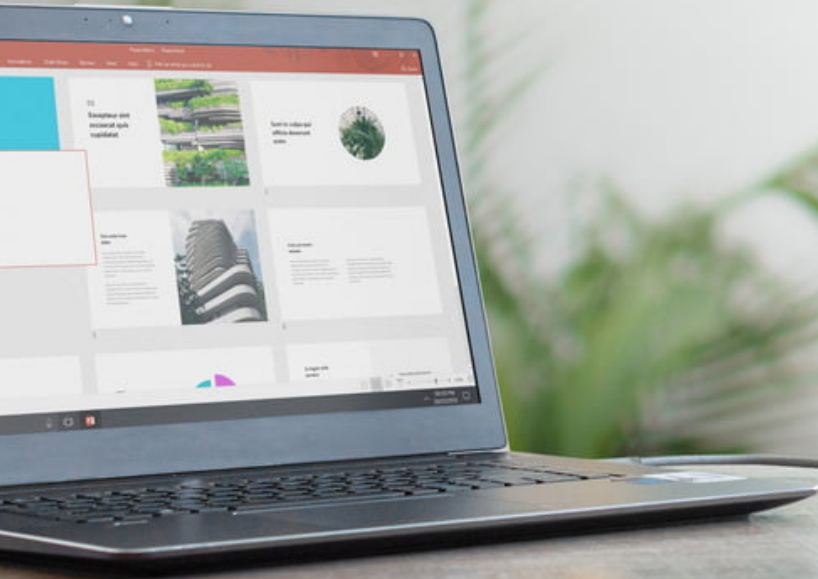
Certainly, Cisco's collaboration hardware is a huge differentiator against other software vendors, and we recommend you use this 'better together' story widely, whenever you're marketing to a trial customer.

Campaign links

- Sprint campaign: **coming soon!**
- [Work Smarter With Webex Meetings and Teams](#)
- [Work Smarter With Webex Calling](#)

Looking ahead

Converting trials is just the start



Your opportunity is only just beginning

Looking beyond the conversion

This Sprint is all about helping you succeed with the trials you already have in your pipeline, by helping you compete, convert and grow those deals.

But remember, this is just part of a much bigger picture – one that can be tremendously valuable for you as a Cisco partner. Here are just three opportunities you can work towards.

1. Help customers switch

Collaboration has never been higher on the IT buyer's list of priorities, and recent events have highlighted that many organisations have underinvested historically in their collaboration technologies.

Many of those organisations have made a snap decision to go with a vendor to get through the Covid-19 crisis, and you have an opportunity to help them trial and ultimately migrate to a truly enterprise-grade collaboration solution – Webex. So don't stop prospecting for new trial customers to convert.

Even customers that have previously tried Webex can be won back by showing them the amazing new unified experience.

2. Help customers grow

Other customers of yours who already take Cisco collaboration technologies will have seen a massive spike in usage and new kinds of usage. You have opportunity here to:

- Sell in new Webex products, new professional, managed and support services, and new devices.
- Wrap the collaboration technologies in the secure remote work story with Duo, AnyConnect, AMP and Umbrella.
- Help organisations get on top of their software license management, license costs, and future growth, by positioning Enterprise Agreements.

Check out our [Enterprise Agreement Sprint ebook](#) for insights and assets to help you position EAs to your customers.

3. Help customers to renewal and beyond

Lastly, don't assume that a signed contract is the end of a customer's journey with you, either. Webex is a recurring subscription offer, which means you should be applying lifecycle principles to how you manage that customer: ensure you're helping them adopt and succeed with their investment, and set yourself up for an easy renewal and expansion opportunities at the end of term.

Learn more about lifecycle approaches on the [Cisco CX SuccessHub](#).



Thank you, and good luck!

This quarter is your chance to help your customers embrace truly productive, secure remote working, now and for the future.

Converting enterprise Webex trials is an unprecedented opportunity for you to close out the year strong, and this Sprint will give you the resources to compete, convert and grow your collaboration deals.

As always, reach out to your Cisco colleagues for support every step of the way.



Thank you for reading

Q4 Webex Sprint Partner Marketing Guide

