



Small Business: Why Service Providers should partner with Cisco

A marketing guide for Cisco Service Provider partners, including telcos, cable, and Internet Service Providers



How to get the most out of this
Messaging Playbook

How to get the most out of this Messaging Playbook

Our aim is to clearly and simply define why Service Providers should be partnered with Cisco to support our joint customers.

In the small business market, Service Providers have a vital role to play. This playbook will help our Service Provider partners to understand the key benefits of working with Cisco to better meet the needs of our small business customers, and will show you exactly where to find the most relevant resources to support your own marketing materials.



'Small businesses face many of the same IT, Networking and Security management challenges as large enterprises, but have far fewer resources to address them. New research shows overwhelmingly that small business customers prefer to purchase managed Wi-Fi services from Service Providers vs other routes to market, and >80% of small businesses want to buy business Wi-Fi and security bundled with SP connectivity.*

Herein lies a great opportunity for Cisco and our Service Provider partners: we can work together to leverage our combined brand presence, resource and capability to service small business customers at scale. To achieve success together we need to build the services that meet small businesses' needs, and drive strategic marketing programs around the services that can scale to reach existing and potential small business customers. By using the content within this guide, you can leverage the tools, messages and resources to create customer-facing marketing materials which are consistent with Cisco's strategic story.'

Sarah Eccleston, Vice President, Small Business
Cisco



***source: ResearchNow SMB panel of ~1000 10-250 employee SMBs in U.S.A, UK and Australia. Study funded and designed by Cisco*



Partnering with Cisco

Why now for Service Providers?

The emerging Small Business opportunity

Small businesses face many of the same IT, Networking and Security management challenges as large enterprises but have far fewer resources to address them.

'New research shows overwhelmingly that small business customer prefer to purchase security, Wi-Fi and collaboration services from Managed Service Providers'*.

This trend presents a large new source of value-added services revenue for service providers to capture by tightly integrating a suite of networking, security and collaboration offers with your connectivity services to small business customers.

However, for SPs to capture their share of the cloud managed service opportunity, choosing the right partner makes all the difference. Cisco has solutions to make it easier and more profitable for SPs to deliver differentiated managed services to their customers. Cisco's simple, secure, and

scalable cloud-based offerings can help service providers to capture the small business market opportunity with managed services that can be sold with connectivity offers. Even complex, cross-architecture solutions can now meet small businesses' IT needs with simplicity, low upfront investments and modest recurring costs. These high velocity managed services offer a new way for providers to increase revenue with small businesses without incurring substantial cost and complexity, and with offers that are easily packaged and repeatable for rapid market share coverage.

How we partner for profitability and go-to-market together

At Cisco, we see our Service Provider partners as an extension of our business. We are committed to investing in your success and future growth because, by working together, we can scale to reach more customers, spanning multiple markets, regions and industries. We strive to engage with you, our Service Provider partners, in a way that is geared towards helping you achieve long-term, sustainable partner profitability and competitive differentiation.

That's where Cisco's Cloud and Managed Services program (CMSP) comes in. Our partner programs ensure credibility, with a consistent experience for customers, and sustained high quality of cloud and managed services.

Through our Cloud and Managed Services program, SP partners gain access to:

- Reliable, Cisco validated cloud and managed services
- Financial incentives and flexible buying models
- Go-to-market (GTM) support

To find out more about CMSP, including information and resources to help your managed services thrive, [click here](#)

**source: ResearchNow SMB panel of ~1000 10-250 employee SMBs in U.S.A, UK and Australia. Study funded and designed by Cisco*

GTM support

Cisco has developed a series of sales and marketing resources for our Service Provider partners to utilise when developing campaigns that target small business customers; our High Velocity for Managed Services launch kits. We have six kits available, based around Cisco offers, that our Service Provider partners can leverage:



Secure WiFi: Meraki MR + Umbrella



Secure Broadband: Umbrella EasyProtect



Calling on Meraki: ITaaS



Secure Networking: Meraki MX



Secure Remote Worker: Meraki MX + Z3



Network Refresh (SD-WAN): Meraki SD-WAN

For access to these launch kits, please email Rachel Smith (rachelsm@cisco.com).

Our Goal

Our goal is to enable you to quickly launch your own GTM campaigns for Cisco powered small business managed services and accelerate your time to revenue.

We offer a variety of digital marketing resources and materials that are ready to customize with your own messaging and branding. We also have many

subject matter experts who can offer guidance and support to help you to leverage your own digital marketing engines; generating scale and raising awareness of our joint solutions to new prospects and existing customers.

Please out to your Cisco marketing manager to discuss speaking with one of our marketing subject matter experts.

Our GTM content creation approach is structured around three major categories:

Messaging for customer offers

including service descriptions, target customer profiles, value propositions, competitive differentiation, use cases

Digital customer marketing

including overview and demo videos, infographic, email, social media content, website content, solution demos

Sales enablement tools and trainings

including sales and systems engineer training, battle cards, and sales incentive programs



Seizing the small business opportunity

Why should we work together?



What's in it for you?

The Small Business market presents an opportunity for network, security, and collaboration providers, who can enable these Small Businesses to succeed by delivering core managed IT services that keep the business moving without the complexity that comes with it. In many cases, Service Providers are already selling the connectivity to Small Business customers, with low attach rates for other services. SPs can capture more total addressable market (TAM) by working with Cisco to incorporate high velocity managed services to small businesses, without requiring significant infrastructure build out. And where necessary, Cisco has the Independent Software Vendor (ISV) and go-to-market (GTM) expertise to

enhance a Service Provider's current offerings. Time to market can be swift, and this business can be won if we work quickly together.

Finally, Cisco has the industry-leading portfolio across networking, security, and collaboration. This enables a Service Provider to get started with proven offers quickly, from a single vendor. These technologies are also easier and more cost effective to package and sell as a managed service. The cloud enables simple remote management and troubleshooting; even deployments without requiring a truck roll. This helps improve selling velocity and streamlines SP operations.

What's in it for Cisco?

We know that Service Providers have the brand recognition and scale needed to reach small business customers. Cisco and our Service Provider partners can work together to deliver high velocity managed services to increase attach rates without significant infrastructure and build-out investment on either side. Risks are low and time to market is swift.

Finally, Service Providers are one of our longest and most-trusted partner sets; it is exciting and natural to be able to take this journey together. All with the brand and trust that Service Providers deliver in market, representing a foundational partner for the future.

Why now for Cisco, Service Providers, and our customers?

Hybrid IT is changing the landscape for vendors and partners. Managed services are the new norm to help customers with the transition to the cloud, enabling them to keep their focus on business priorities. In particular, network, security, and collaboration services must keep up with new business demands.

Service Providers are primed to lead this transition, as they have the selling and operational scale, technical expertise, and brand presence to assist customers of all sizes. In the Small Business segment, Service Providers have an opportunity to use these benefits to deliver new managed services to customers at scale. By purchasing Cisco solutions through a Service Provider partner, small business customers can focus on running their business, instead of managing their network and its complexities. Service Providers offer purchasing through a single, flexible model; ensuring small business owners have flexibility and visibility with their budgets.

Service Providers are primed to remotely and securely manage the small business' IT network from end to end with managed service offerings to fit customers' business needs.

They bring the best of Cisco's cloud-enabled networking, security, and collaboration products to market without lengthy infrastructure or systems build-out, along with the Cisco go-to-market expertise needed to help drive solution adoption.





Resources to support your GTM planning

What do Small Businesses want?



Grow their Business

Emphasize growth and resiliency

Manage their business, not their network



Do More With Less

Maximize the life of their investment

Allocate resources intelligently while minimizing complexity

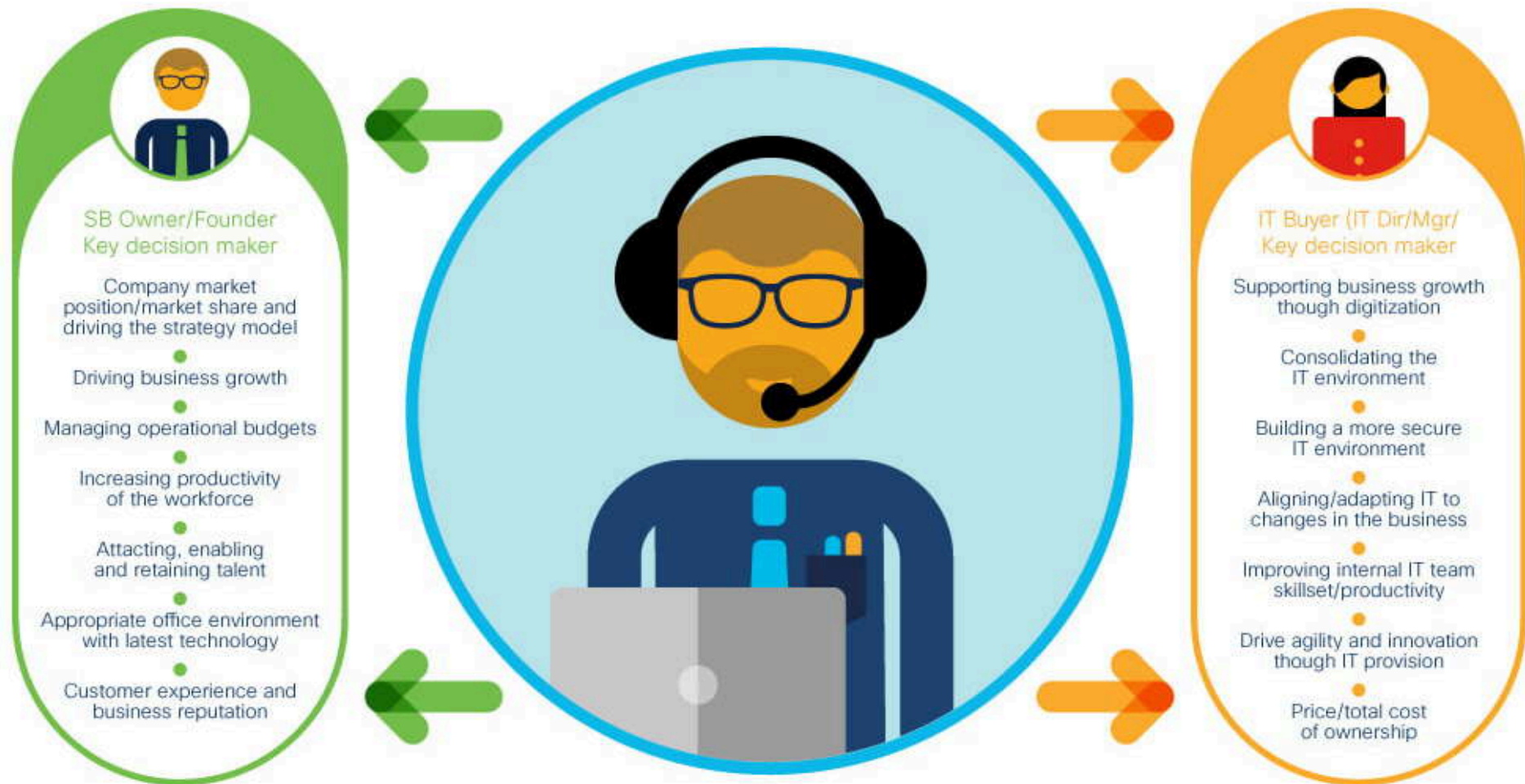


Accelerate Digitilization

Support surge in online transactions at scale

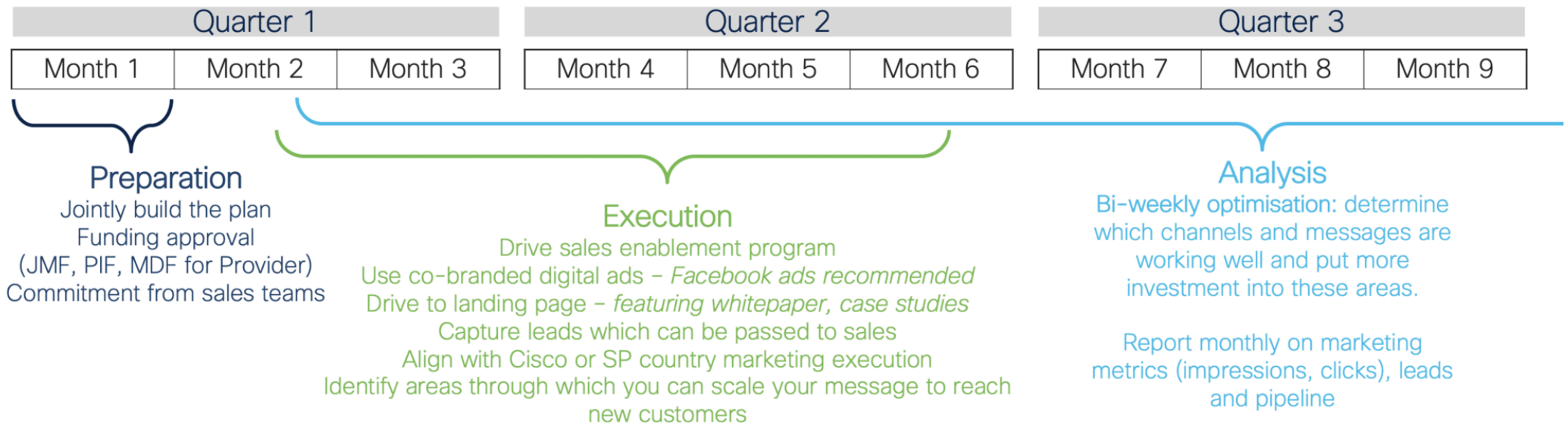
Remote user access and collaboration

Which small business personas are we aiming to reach?



Best practice campaign example

Objective: 3-month demand generation campaign to small business prospects, driving incremental sales of the SP small business service with a 1:10 target return on investment (closed deals) over a 12-month period.



Target customer: small business with 1-250 employees
Roles: business owners and IT managers



JMF / PIF / MDF for Provider
50% - 100% Cisco funding



For more information, contact
Rachel Smith: rachelsm@cisco.com

Best practice campaign example | Execution detail

Objective: 3-month demand generation campaign to small business prospects, driving incremental sales of the SP small business service with a 1:10 target return on investment (closed deals) over a 12-month period.



Execution

Learnings and improvements

- Use analytics tools to understand how well your campaign is performing
- Optimize media spend or prioritize channels/messages used to maximize performance of campaign

Sales enablement program

- Identify target sales teams
- Define gaps in knowledge
- Build enablement program around these gaps
- You could consider webinars/training calls, drop-in clinics and email communications

Launch digital marketing

- Identify your target audience and which channels you will use to reach them
- Facebook channel works well to reach small business audience
- Use co-branded ads (Cisco partner or Cisco powered logo)
- Drive traffic to landing page on SP website, hosting content on thought leadership topics, and to help customer learn more about solution to solve their pain points
- Capture leads through contact forms/click to chat
- Automate lead nurture journey to keep contacts 'warm' while they are qualified by sales
- Align with Cisco and SP's country marketing execution



Target customer: small business with 1-250 employees
Roles: business owners and IT managers



JMF / PIF / MDF for Provider
50% - 100% Cisco funding



For more information, contact
Rachel Smith: rachelsm@cisco.com



Key Takeaways

Key takeaways

Leverage our campaign examples to support your digital marketing execution



Available in Chapter 5 of this eBook

Take advantage of our High Velocity for Managed Service launch kits:

- Secure WiFi: Meraki MR + Umbrella
- Secure Broadband: Umbrella EasyProtect
- Calling on Meraki: ITaaS
- Secure Networking: Meraki MX
- Secure Remote Worker: Meraki MX + Z3
- Network Refresh (SD-WAN): Meraki SD-WAN

Contact rachelsm@cisco.com for access

Check out all of the latest campaign content on Marketing Velocity Central

Engage customers. Drive demand. Increase revenue. Marketing Velocity Central gives you access to customizable campaigns, demand generation services, and more.



Visit marketingvelocitycentral.cisco.com



Want to find out more?

Resources

Resource	Used For	Link
Blog : Accelerate Your Small Business Opportunity with High Velocity Managed Services	Blog targeting Service Providers who are looking to capture the small business market	Access Here
Blog : How to buy Cisco products and services for small businesses	Customer-facing campaigns, sharing details on Cisco's multiple routes to market	Access Here
Webinars : Expand Your Managed Services and Revenue with Cisco Offerings for Small Businesses	Webinars targeting Service Providers who are looking to capture the small business market (1 webinar for Collaboration and Meraki, and 1 for Security)	Security: Access Here Collaboration and Meraki: Access Here
Partner campaign : Marketing Velocity Central (Browse Campaigns -> search Small Business)	Partner campaigns, marketing-to customers	Access Here

Questions?

Please contact:



[Rachel Smith](#)

Service Provider Strategic
Marketing Lead

*Alternatively, please contact your local Partner
Account Manager or Marketing Lead to discuss
your small business services and marketing plans.*



Thank you for reading

Small Business: Why Service Providers should partner with Cisco

