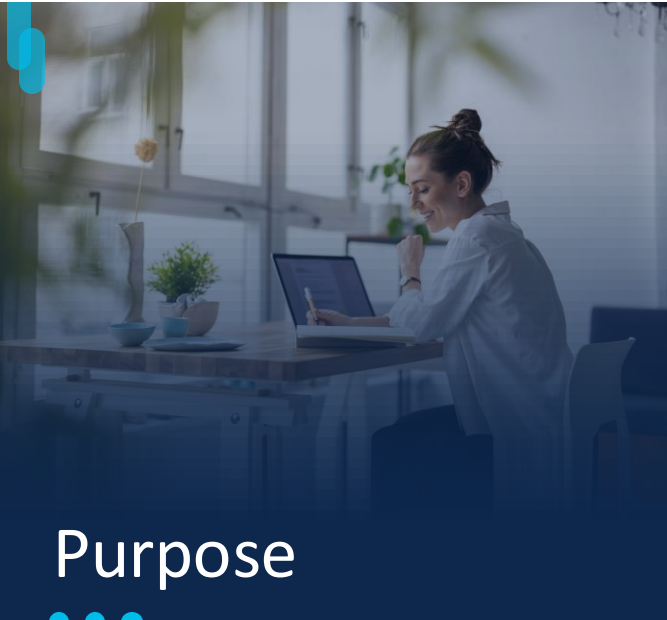# FY23 Global SMB Playbook for Partners

Purpose

This Playbook
is intended for
Cisco Partners Teams

- Partner Leadership
- SMB Sellers & BDMs
- Architecture Teams & Presales
- SMB Marketing

This **FY23 Global SMB Partner Playbook** provides information related to SMB market trends, Cisco's SMB strategy, as well as SMB portfolio, partner programs and marketing GTM to help Cisco Partners operate successfully and unlock growth opportunities together in FY23.

Welcome to FY23!

Dear Partners,

Thank you for your great partnership, loyalty and dedication in FY22! Together we made Small and Medium Business the fastest growing sales segment at Cisco!

We believe this marks only the beginning of our journey to democratize technologies for SMBs, which itself unlocks the great potential for profitable growth for you and for us. The industries shift to Cloud and SaaS has allowed SMBs to adopt technology faster and easier than ever before. With our focused SMB portfolio, we are perfectly positioned to create an exceptional user experience, improve manageability, provide rapid deployment and deliver the right business outcome for our customers. It equally opens a tremendous opportunity for you to compliment, with your wide range of managed service offerings and integration support services that SMBs have a growing need for and require as their preferred option in consuming IT.

We will continue our focus this year to enable, support and help unlock more business opportunity for you at a faster pace. Now that the Global SMB Sales Segment is an integral part of the Global Partners & RTM Sales organization, we have an explicit focus to simplification of the Partner experience and provide the optimal sales coverage and support.

This playbook guides you to key information that will enable you to be extraordinary and succeed. Our SMB and Channel sales teams are committed to support you to win and deliver another year of success together!

Happy reading & Happy selling!
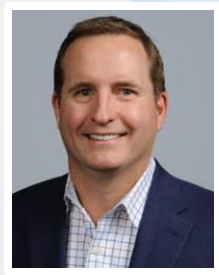
Craig Cieplinski
Senior Director, Global SMB Sales

Content

Small and Medium Business Market Trends

SMB Customer Types Demographics

Portfolio Customers

Single-Solution Buyers

Medium
100 − 499
employees

Larger Small
50 − 99
employees

Small
20 − 49
employees

Mini
1− 19
employees

Prosumer & Micro

- Org structure transforms from flat to hierarchical, bringing the "departmentalization" on
- Transitioning to a medium-sized business changes the way the company operates
- Technology purchased initially, is outdated or not suitable for the growing complexity
- Structure of IT dept with IT Manager, most purchase decisions made with LOB leaders
- Extended decision-making time, dependencies of existing technology
- Investments in tech are made with outlook to future developments

- Have more needs than the budget allows, therefore preference to aaS investments
- Flat organizational structure with decision made by owners, including tech purchase
- Technology choice is done primarily with free advice
- 35.2% of small businesses globally have one full-time person in IT, these are usually larger small companies with 50–99 employees or in digitally determined.

- Focus only on business-critical purchases
- Product choice and purchasing by themselves, with very little external support
- Behave consumer-like for research and purchasing
- Buy online, simplicity in technology offering is key
- PURCHASE technology when setting up the business or as response to a reactive need.

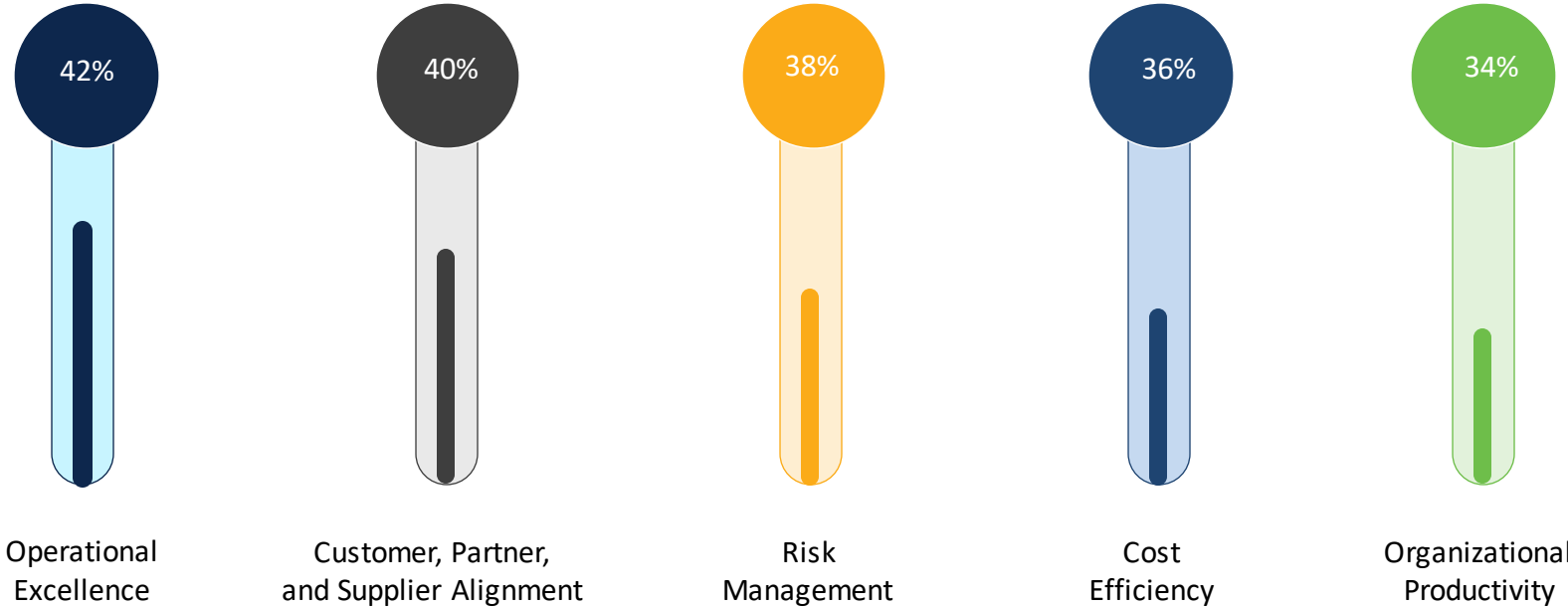Decision-making, technology choice and purchase behavior

Focusing in mid and high tier SMBs is going to drive our substantial growth in FY23,
while unlocking the potential of scalable RTMs to capture the low tier end of the SMB market

Source: IDC

SMB Market Environment and Investment Priorities

Digital transformation will be crucial to continuously improve organizational performance. SMB customers are aspired to enable a connected business to drive responsiveness and agility, opening new areas for IT spending.

The 2023 Global SMB Digital Transformation Drivers

42%	40%	38%	36%	34%
Operational Excellence	Customer, Partner, and Supplier Alignment	Risk Management	Cost Efficiency	Organizational Productivity

Source: IDC, TechAisle

" SMBs will continue to increase their investments in managed services to help them to manage their complex hybrid IT systems with remote workers, newly adopted cloud solutions."

Analysis / Mason – SMB Spending 2022, August 2022

SMB IT priorities play to Cisco's strengths in FY23, with 82% of surveyed companies increasing IT budgets. Top SMB priorities are security, remote work, and remote IT performance and management – with security projected to sustain the highest growth.

People

Enable them to better manage remote work and increase employee satisfaction

Performance

Achieve scale and efficiency through
cloud-based IT solutions and services adoption

Protection

Control business vulnerability to cyber attacks by extensive deployment of digital security solutions

68% of SMBs will actively invest in digital transformation in the next 12 months

SMBs Are Making Significant Investments in the Cloud

SMBs are increasing their spending on 'as-a-service' solutions, cloud managed services, collaboration solutions and cyber security, all of which can create opportunities for vendors.

SMB IT spending growth will return to about 6% in 2022, which was the norm for the 10 years prior to the COVID-19 pandemic

6.6%
6.4%
7.8%
6.9%
2022
2023
2021
2024

SMB IT spending will surpass USD1.5 trillion by 2023

Spending (USD billion)

USD1238 bn — 2020
USD1335 bn — 2021
USD1423 bn — 2022
USD1513 bn — 2023
USD1618 bn — 2024

Source: Analysys Mason, 2021
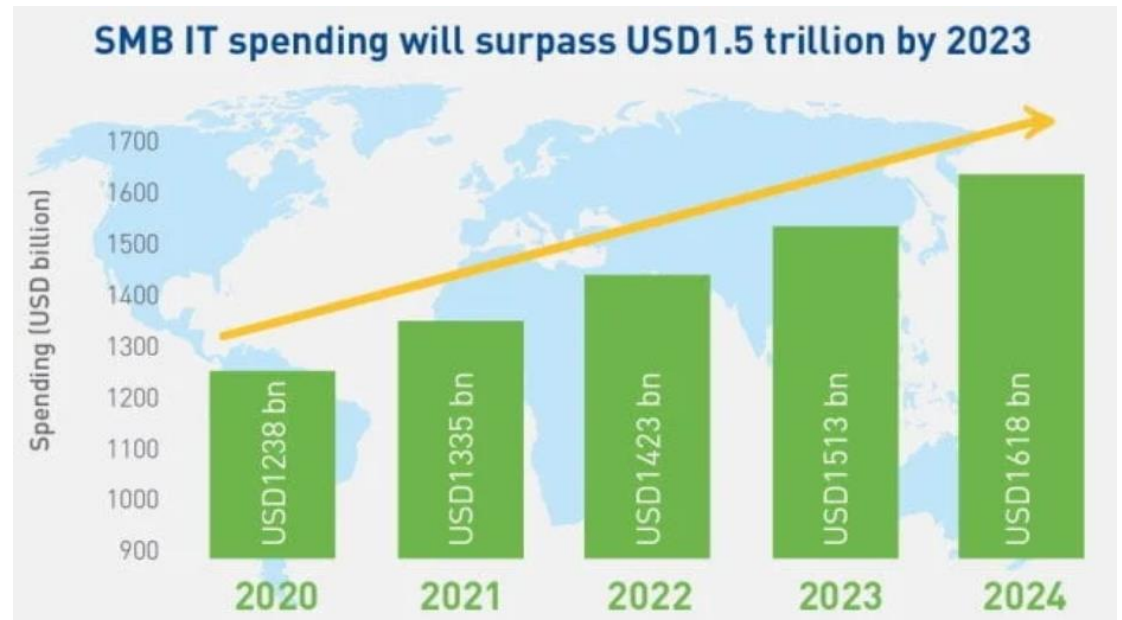
The SMB Stampede to the Cloud

Partner Choice is Key to Success for SMBs in their digitalization journey

As SMBs increase their investment in IT-specific initiatives to increase digital resilience, capitalize on advantageous market conditions, and prepare for the future, they are seeking out partners that understand their business, put their goals first, and deliver technology solutions that are highly:

Simple + **Flexible** + **Secure**

Cisco is strongly positioned in the SMB Market

This is a critical time and opportunity for both Cisco and our Partners to deepen our engagement and broaden our collective footprint in the fast-growing SMB space. Committed to delivering technology essential to SMB success, Cisco strives to stimulate partner success by aligning, enabling, and driving growth through intersects with how, where, why, and what IT products and services SMBs consume both now and in the future.

Brand Score	Profitability	Distribution	Focused Portfolio
History of instilled confidence/trust across our Partner ecosystem	Programs and offers designed to drive Partner profitability	Extensive disti network enabling Cisco to best serve Partner business	Specialized SMB-specific portfolio of products and services

Cisco's FY23
SMB Segment & Priorities

FY22 Cisco SMB Segment At-a-Glance

The Growth Engine for Cisco

$4B
+29% YoY

28,000+
Active Partners

All RTMs in Growth

Meraki, Security, and Collaboration are the key BE growth drivers

Prioritized FY23 Addressable Opportunity

27B

4B in Whitespace of ACTIVE Customers
23B in NEW Logos

10M+
focused addressable
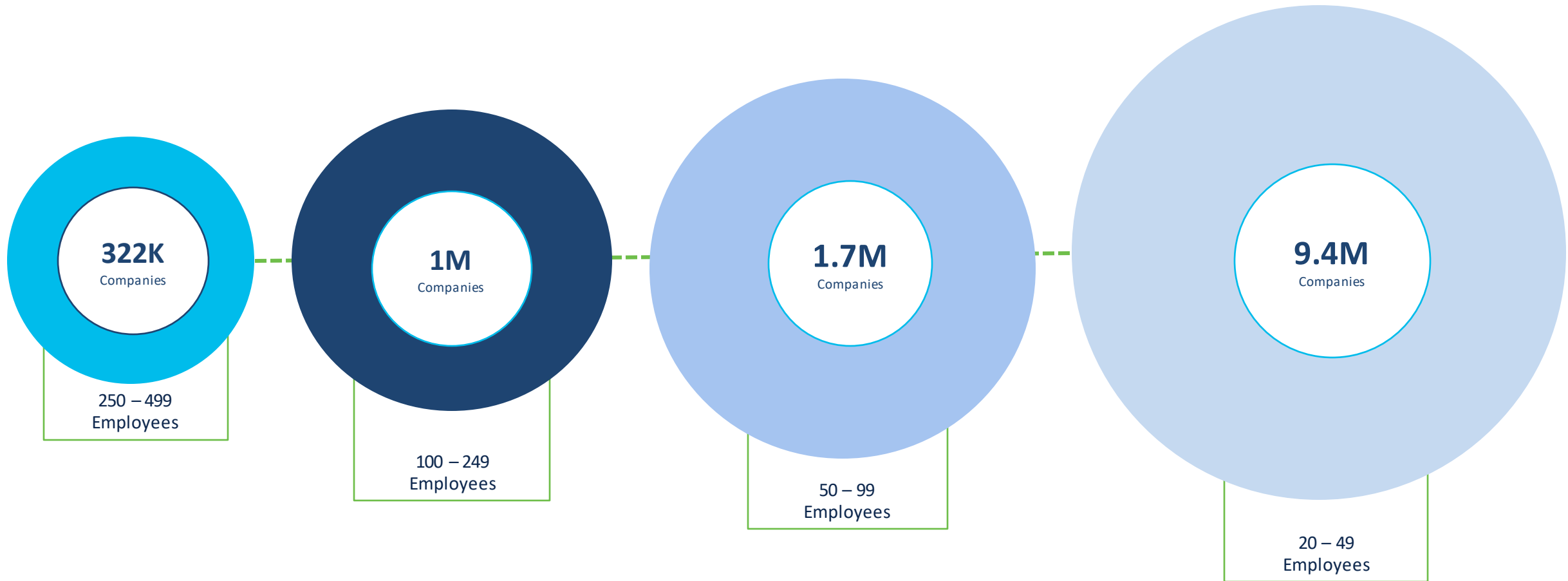SMB Prospects

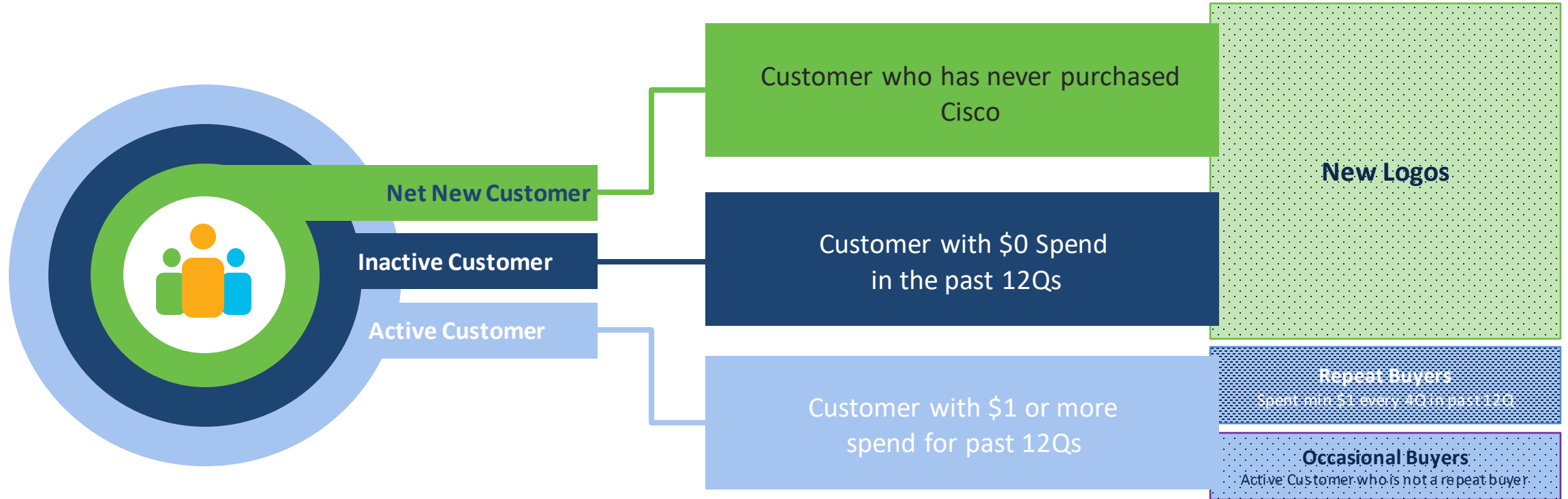## Focused SMB Portfolio
embracing

4

SMB experiences outcomes

The Hybrid SMB   The Smart SMB
The Secure SMB   The Remote SMB

expected FY22 exit

Cisco's Focused Addressable SMB Landscape
Customer Count by Demographic

322K
Companies

1M
Companies

1.7M
Companies

9.4M
Companies

$250 - 499$
Employees

$100 - 249$
Employees

$50 - 99$
Employees

$20 - 49$
Employees

Source: Duns and Bradsheet, July 2022

Cisco's SMB Customer Types

Net New Customer — Customer who has never purchased Cisco

Inactive Customer — Customer with $0 Spend in the past 12Qs

Active Customer — Customer with $1 or more spend for past 12Qs

New Logos

Repeat Buyers
Customer who buys 10 times+/12Q

Occasional Buyers
Active Customer who is not a repeat buyer

More than 60% of our SMB Active Customers have purchased only one BE
SMB Market trends make the Whitespace opportunity in these customers
a top opportunity to focus on in FY23

Our FY23 SMB Growth Opportunity

New Logos

Acquire New Customers through focused SMB portfolio
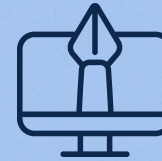
Whitespace

Expand Wallet with Active Customers

SMB Prioritized Opportunity Quantified

4B Whitespace

$23B New Logos

SMB Focused Architectures

Switching

Routing

Wireless

Security
User (DUO)
Network (Umbrella)
Device (AnyConnect)

Collaboration

250-499 Employees

100-249 Employees

50-99 Employees

20-49 Employees

Whitespace
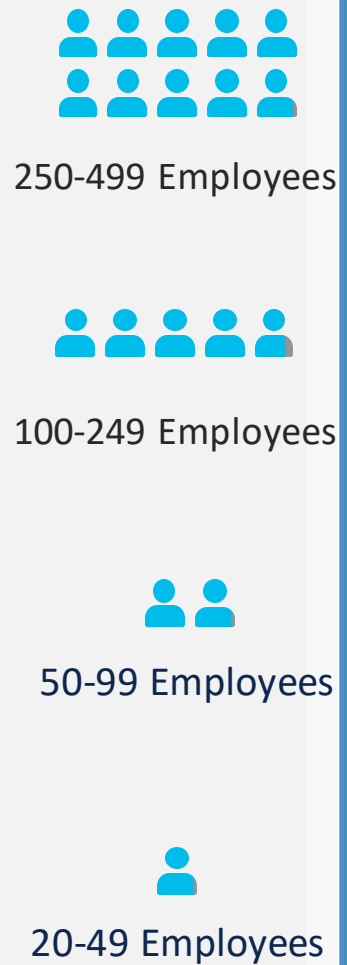
New Logos

Cisco's Prioritized Opportunity has been calculated with the above listed SMB Focused Architectures, based on known median value of best-in-class existing customer spends

FY23 SMB Segment Priorities

Win New Logos and Activate Whitespace in Existing Customer Base

Establish SMB Brand and Scale Digital Demand

Accelerate Sales through all RTMs

Simplified Focused SMB Portfolio
with clear value-add to partners and customers

SMB Sales Go-to-market in FY23
Focused Portfolio

The Cisco SMB Portfolio Building Blocks

Enable People

- Secure Access
- Seamless Collaboration

Enhance Workspaces
(Home office, individual work areas, meeting rooms, common spaces)

- Secure powerful networks
- Collaboration endpoints
- Video Surveillance Cameras and Sensors

Empower IT

- Visibility, Management and Control

Every full-scale SMB deployment will consist of all three blocks. It is the combination and the amount of these three building blocks that enables us to deliver every desired outcome

The Cisco
SMB Portfolio:
Enabling People

Secured Access

Duo, Umbrella, Any connect whether people are working in person, remotely or a combination of the two, you need the products to protect your business

Seamless Collaboration

Webex App
All-in-one app to call, meet, message, and get work done
- Calling cloud calling that's all business
- Meetings simply the best video conferencing system in the market today
- Messaging to keep work flowing between the meetings

Webex Suite - the best-of-breed suite for hybrid work
- Calling, Meetings, Messaging
- Slido energise your audience to join the conversation
- Events hosting engaging virtual, in person and hybrid events
- Webinars a scalable webinar platform for interactive experiences

The SMB Portfolio: Enhancing the workplace

● ● ●

Powerful secure network

📄 **Meraki Go** for the home office or the **start-up**
- Price conscious, basic IT infrastructure, no complication and easy installation

🏢 Cisco Business for the **expanding** office
- Value for money, scalable, proven technology

📍 **Meraki enterprise** / **Catalyst** / **Cisco ISR** for headquarters and multiple locations
- Quality over price with a need for operation efficiency and cost optimization

Meraki SD-WAN
- The world's most trusted SD-WAN fabric

Collaboration End Points and Smart Devices

💻 Collaboration devices delivering seamless experiences in every space
- **Webex Desk Mini** – all in one collaboration device designed for exceptional meetings in every space
- **Webex Room Bar** – bringing big ideas to small spaces with a device that is designed for small and medium sized rooms.
- **Cisco Desk Camera** – converting any working station to an exceptional collaboration device

The SMB Portfolio: Empowering IT

Visibility and Control

Meraki Dashboard – managing the entire distributed network infrastructure in a single interface

Secure X platform – integrating the cisco secure portfolio with the whole security infrastructure.

Webex Control Hub – one dashboard to manage every collaboration service and endpoint

Cisco Business Dashboard – automation of the deployment and lifecycle management, while integrating with most common service management tools.

Meraki Go App - setup and get started in less than 10 minutes

Through the power of our portfolio, we can deliver four exceptional SMB experience outcomes

Enabling everyone to have the same experience working from anywhere, at any time on any device

93%

In 2022 93% of SMBs ranked hybrid workplace
as a top 3 priority

The **Hybrid** SMB

75%

By 2024, 75% of startups will have a digital first strategy, either adopting next generation technologies, placing high emphasis on innovation, or focus on digital disruption.
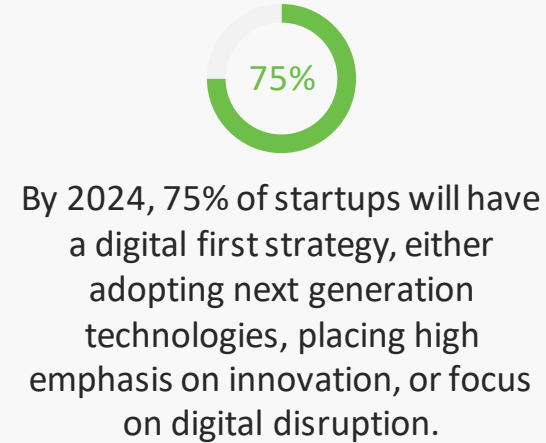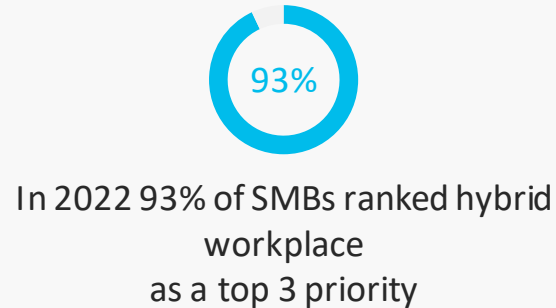
Digitizing processes and spaces to grow using technology

The **Smart** SMB

Enable mobile workers to access and collaborate efficiently in a secured way

50%

By 2023, 50% of SMBs will re-organize their company structure, deploying remote and virtual distributed structures through technology

The **Remote** SMB

33%

By 2024 33% of SMBs will experience security breaches every 3 months resulting to 1 week of disruption
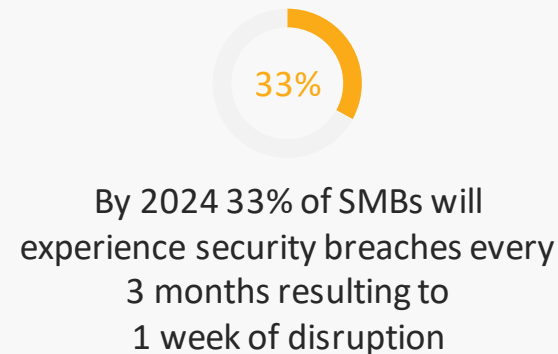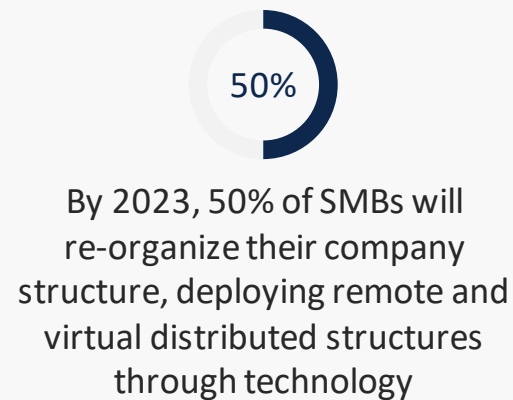
Experience the benefits of the technology, eliminating the risk for physical and cyber crime
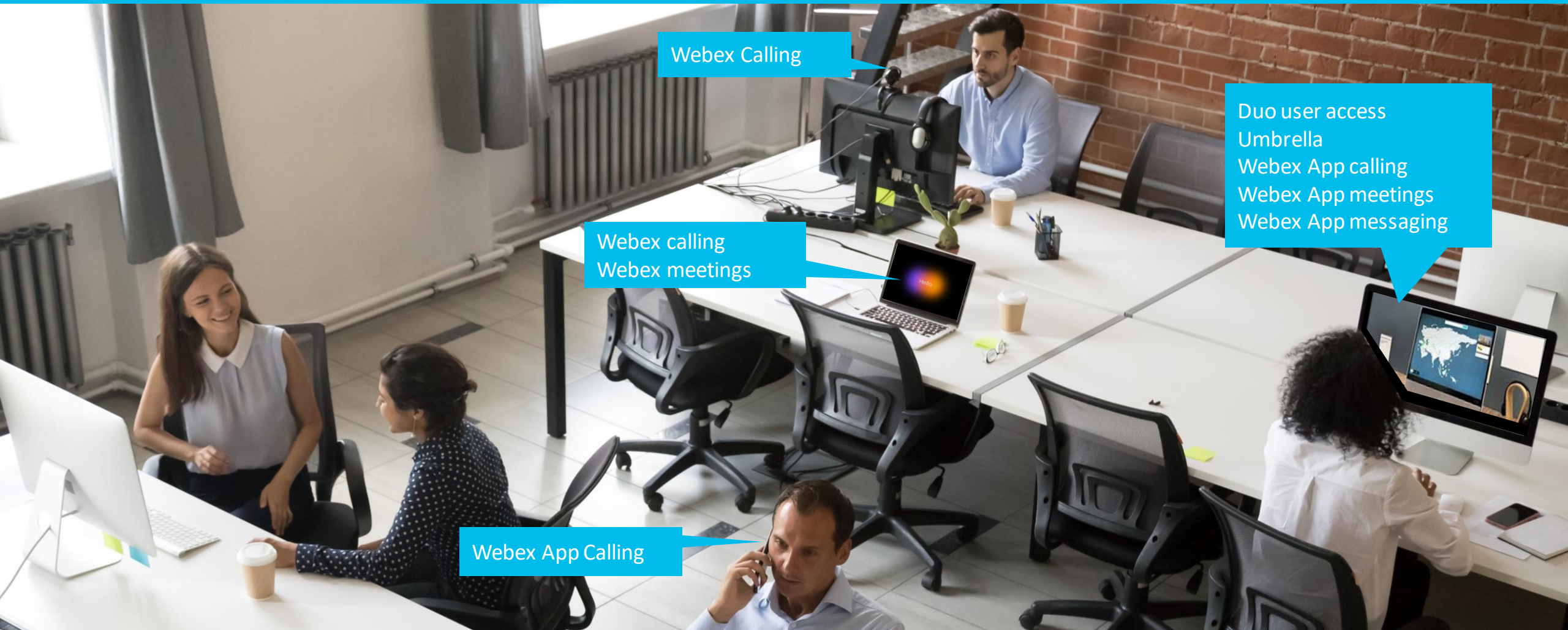
The **Safe** SMB

Empowered through combination of products from the SMB Portfolio, as product choices vary by size and capability desired by the SMBs

The Remote SMB

Duo user access
Any Connect
Umbrella

Business Calling
Meeting
Messaging

Eliminating any difference between being remote or in the office. Giving employees a reliable, secure, optimized connection to your entire network from anywhere

The Smart SMB

Meraki Smart Cameras
Recording Video
Counting people
Counting objects

Meraki Temperature sensors

Meraki Humidity sensors

Transform rooms, buildings, and spaces into assets that inform new insights, inspire collaboration, and drive efficiencies through automation and analytics.

SMB Sales Go-to-market in FY23
Customer Sales Motions

Cisco SMB Customer Sales Motions

Essentials of Customer Success

| 1 | 2 | 3 | 4 |

Land — Owns the Account
Adopt — Maximizes Utilization
Expand — Optimizes Opportunity
Renew — Simplifies Contract

Land
1 Acquire a new Customer to the business. Land Strategy is key for capturing Market share and is successful when concentrated to few offers, supported by programmatic focus and boosted through marketing demand.

Adopt
2 Realize customer benefit of buying certain solution, being it product or service. Having the focused enablement play with customers has a key role of success in this motion in SMB.

Expand
3 Unlock full potential of wallet capture by introducing further, new architectures to existing customers – empowered by data insights, demand generation through partners and sales campaigns.

Renew
4 Customer confirm they see future benefits from the owned solution and value to stay with the technology choice. Renewal windows are often seen as upsell opportunity as well – data insights and digital renew motions.

Meraki as Top Landing Product
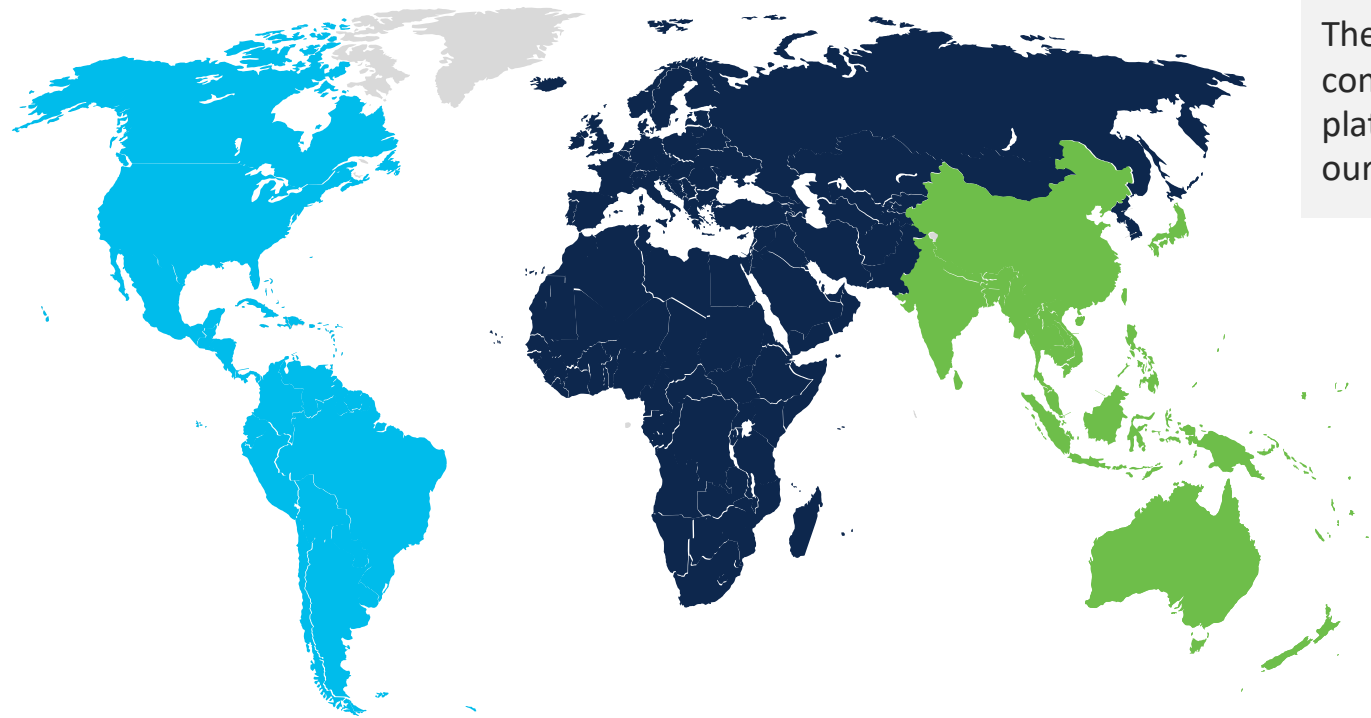
Why Meraki?
The investment in the network infrastructure, as the first step, combined with the simplicity and the scalability of the Meraki platform are making our Meraki product range the best option for our new customers.

AMER Top Landing Product family is the **Meraki Security range** with **MX67** as the lead product

EMEA Top Landing Product family is the Meraki Wireless range with **MR36** as the lead product

APJC Top Landing Product family is the Meraki Security range with **MX68** as the lead product

Drive demand by bringing potential Customers and Partners to our digital incubation pages

Meraki Demo site   Signup: Meraki Networking Trials   Meraki Promotions

Landing SaaS through See, Try, Buy resources

	Security		Collaboration
1 See (Demo)	Duo Demo	Instant Umbrella Demo	Webex Demo
2 Try (Trial)	Sign up for Duo Trial Duo 30-day Free Trial	Sign up for Umbrella Trial 14 Day Free Trial of Cisco Umbrella	Webex customer free trial
3 Buy (Promo)	Security Promotions		Collaboration Promotions

Expand with Programmatic Sales Motion

Analyze and Plan

Understanding your territory opportunity is key. **Whitespace Opportunity** can be classified and compared by Architecture, RTM or Territory Incumbent Partners. Understanding your Best-in-Class Wallet Capture is important to size and evaluate effort & investments.

Build Customer Awareness through Marketing

Customer awareness across our portfolio and SMB experiences outcomes, is the keyway to bring our customers to a journey to adopt a maximum range of our portfolio and scale brand popularity, customer loyalty and intimacy.

1.7B
FY23 Largest Whitespace Opportunity is with **Security**

Active Customers are
50%
more likely to buy again compared to New Logos
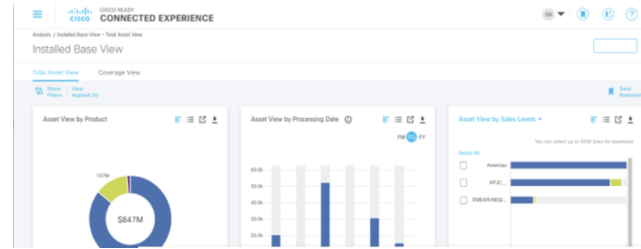
SMB Software and Services Renewals Strategy

Cisco Ready Connected Experience

All Cisco Partners have access to Cisco Ready tool to review their Installed Base and evaluate upcoming renewal opportunities

Opportunities View
Explore single opportunity detail

Analyze Upcoming Opportunities

- Subscription SW Renewals
- Service Renewals
- Second Chance Attach

Cisco Ready enablement materials are available at Sales Connect page

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Driving small value, high volume renewals requires a digital driven approach. Cisco has created Lifecycle Advantage Renewals Track and AutoQuote giving Partners the ability to leverage insights and automation to drive retention and growth.

*Secure coverage on **top opportunities** and agree on execution strategy with Cisco Resources*

***Register** for Cisco Lifecycle Advantage and AutoQuote and set business parameters*

*Utilize Cisco tools and programs to **execute** closing existing high **volume renewal opportunities***

* 2T Partners have access to AutoQuote through their Distributor

SMB Sales Go-to-market in FY23
Partner Acceleration

Cisco SMB Partnership Levels

Cisco Registered Partners

- Steps to Become a Cisco Registered Partner
- For product specific onboarding experience, visit the Meraki Partner Portal; Duo Partner portal; Umbrella Partner portal
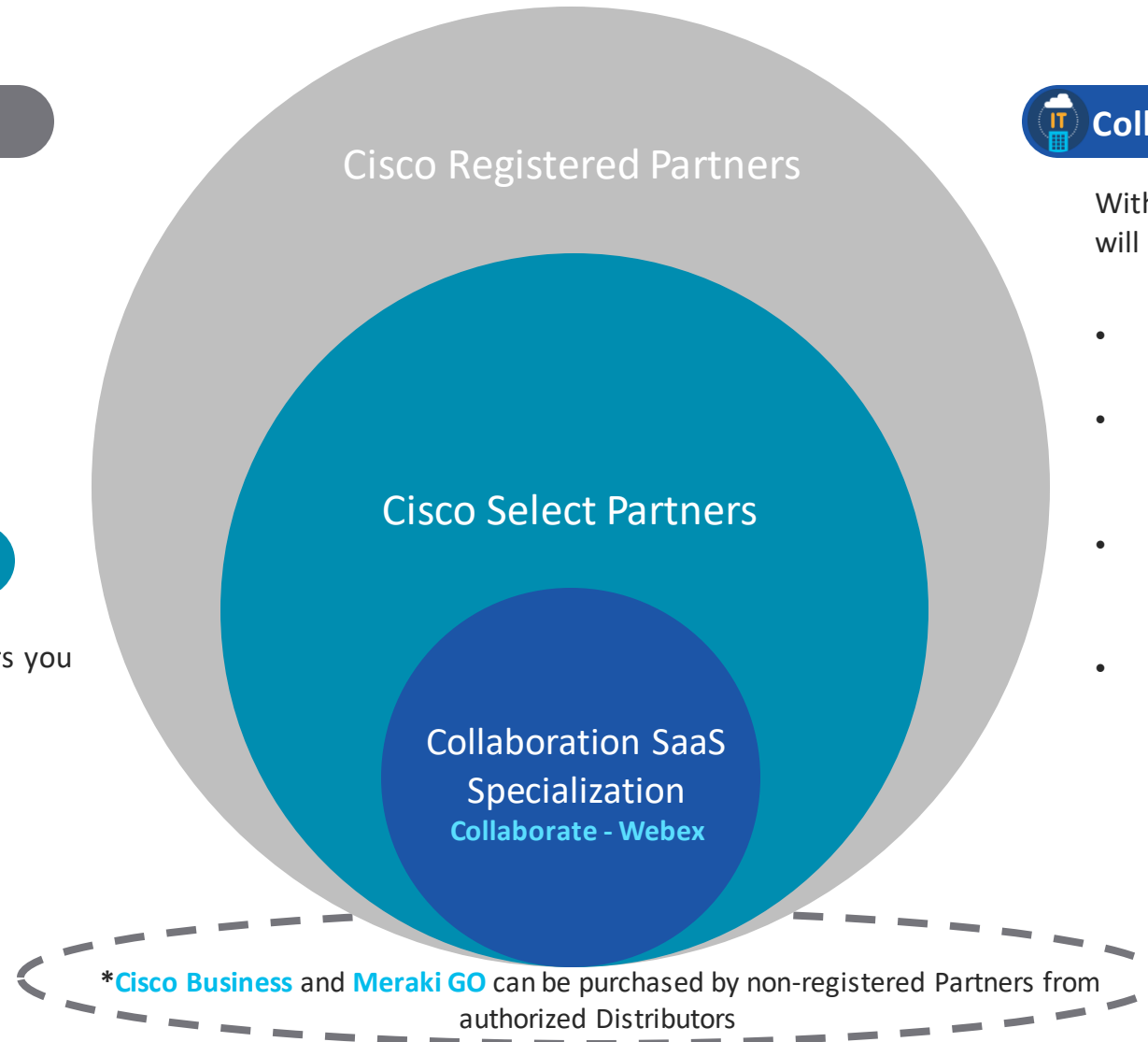
Cisco Select Partners

- The Cisco Select certification empowers you with:
  - Partner Select logo
  - Access to marketing tools
  - Unlock Channel Incentives
- Learn more how to apply here

Cisco Registered Partners

Cisco Select Partners

Collaboration SaaS Specialization
Collaborate - Webex

Collaboration SaaS Specialization

With Collaboration SaaS Specialization you will unlock your Webex sales and:

- Increase recurring revenue streams and increase lifetime value of customer
- Find new revenue opportunity via adoption services to new/existing customers
- Have access to the Cisco collaboration pricing program and eligibility for rebate programs and the NFR Collaboration SaaS.
- Take advantage of Value Incentive Program rebates as part of the Collaboration Annuity track.

*Cisco Business and *Meraki GO* can be purchased by non-registered Partners from authorized Distributors

Specialization paths to Select Integrator or Provider

Specialization	Qualify for Incentives	Why	What You Get	AM Training (1 person)	SE Training (1 person)
Collaboration SaaS	Perform Plus Activate or Perform Plus, VIP or VIP Annuity tracks, and Seller Rewards	Understand Webex solutions and cloud-based SaaS services; Build recurring revenue streams	Deal Registration (extra discounts and protection), Not for Resale, access to Sales Connect and Marketing Velocity Central	E-Learning ($0, 3.5 hr) Exam ($80, .5 hr)	E-Learning ($0, 3.5hrs) Exam ($80, .5hrs)
Environmental Sustainability	Perform Plus Activate or Perform Plus, VIP or VIP Annuity tracks, and Seller Rewards and exclusive access to Take Back incentive	Gain recognition, knowledge, and value of circular economy and sustainability	Deal Registration (extra discounts and protection), Not for Resale, access to Sales Connect and Marketing Velocity Central	E-Learning ($0, 4 hr) Exam ($80, 1 hr)	E-Learning ($0, 5hrs) Exam ($80, 1hr)
Small Business	Perform Plus Activate or Perform Plus, VIP or VIP Annuity tracks, and Seller Rewards	Knowledge of Cisco Designed for SMB sales and solutions	Deal Registration (extra discounts and protection), Not for Resale, access to Sales Connect and Marketing Velocity Central	E-Learning ($120, 6 hr) Exam ($80, 1 hr)	E-Learning ($0, 7hrs) Exam ($80, 1.5hrs)
Hybrid Work from Office	Perform Plus Activate or Perform Plus, VIP or VIP Annuity tracks, and Seller Rewards	Help IT leaders empower a distributed workforce while connecting anybody, anywhere from any device	Deal Registration (extra discounts and protection), Not for Resale, access to Sales Connect and Marketing Velocity Central	E-Learning & Assessment ($0, 4 hr)	E-Learning & Assessment ($0, 15 hrs)
Select Provider (MSP)	Perform Plus Activate or Perform Plus, VIP or VIP Annuity tracks, and Seller Rewards and Provider MDF	Create recurring revenue based managed services solutions	Deal Registration (extra discounts and protection), Not for Resale, access to Sales Connect and Marketing Velocity Central, and Provider pricing	Minimum of 1 Cisco technology-based managed service (Meraki, Security, Collaboration or EN); with SLA & Remote Monitoring & Management (No E-Learning & Assessment) (No Cost)	

Learn more about: Select Integrator   Select Provider   Specializations

SMB Relevant Partner Programs

Perform Plus & Perform Plus Activate

Perform Plus is a global incentive program that rewards partners with a cash rebate for growing their overall business with Cisco. Partners can expand their earning potential with additional bonuses when selling across-Architectures and/or focusing on SMB Customers. Once you've met the overall growth incentive, you are automatically eligible for bonus rebates!

Perform Plus Activate is a global incentive that rewards partners with a cash rebate for consistently booking with Cisco. Earning with Perform Plus Activate is simple, the more consistently you book, the more you can earn!

Learn more about Perform Plus and Perform Plus Activate

Provider Program

Provider Program empowers and rewards Cisco partners over 4 roles and 3 levels, enabling pursuit of growth, differentiation, and service creation in the managed service market.

Learn more about Provider Program

eCommerce Volume Accelerator

The **eCommerce Volume Accelerator** incentive is built with scale through driving no touch sales. Enabling partners with customer facing online marketplaces to accelerate Cisco sales through marketing, operational efficiencies, rich growth rebates and unique end customer incentives.

Learn more about eVA

Seller Rewards

Seller Rewards is a rewards program for partner sellers and leaders. Offering a variety of industry leading innovative features that include; Partner Leader Visibility, Partner Peer Leaderboards, Partner Challenge Generator, Fully Automated Challenges.

Learn more about Seller Rewards

* Available in Americas & APJC regions only

Managed Services for SMBs

Cisco is committed to elevating our small and medium sized providers throughout the managed services lifecycle.

How You Benefit

A simplified relationship

We've made it easy for partners to work with us. Experience a simple relationship with clear lines of communication and support.

Service creation

Industry-leading, cloud-managed networking and security solutions are ready to deploy, scale, and capture value.

Partner rewards

The new Provider role is specifically designed to benefit partners building managed services practices.

Partner profitability

Networking and security solutions from Cisco lower the costs of deployment, training, management, and maintenance.

Sales acceleration

Get to market faster and increase deal velocity with Market Development Funds, Provider Incentive Funds and other go to market support programs.

Simplified solutions

Our Open APIs ensure you can easily integrate Cisco solutions into your customer's infrastructure.

Explore the Cisco Partner Provider Role

eCommerce Volume Accelerator (eVA) Partner Incentive

Partner Criteria

- Website Domain Ranking >40
- Certified Integrator and/or Provider
- Ungated, Zero touch sales capability with a transacting Ecommerce marketplace
- Partner Bookings Requirement:
    Minimum Total Cisco Business / SBTG Bookings $200k

Portfolio

Curated zero-touch capable portfolio for volume selling motion.

- Cisco Business (& SBTG)
- Meraki Go – *Where available*

Stocking allowed for Meraki Go and Cisco Business only*

(* Partner optional, not a prerequisite)

Partner Rebate

Growth Rebate Incentive

- 2% Rebate on Baseline (all bookings after growth target achieved)
- 10% Rebate on all incremental growth dollars

Content

Consistent and clear product descriptions backed up by targeted marketing activity campaigns and funding through available Cisco Programs

- Available for all partners through Cisco's Marketing Velocity Centre (MVC)

Meet Our Customers Where they shop

Download **eCommerce Volume Acceleration Guide**

Key Marketing Partner Programs and Incentives

Cisco Radius

Partner Demand Generation and Marketing Enablement program supporting Cisco 2T Partner Community

Cisco Marketing Velocity

Marketing Velocity helps partners take their marketing to the next level. It gives them an end-to-end solution that helps them attract more customers, deliver more sales, and drive profits

Partner Demand Generation and Marketing Enablement program supporting Cisco 2T Partner community.

Led by Distribution Partners, providing Partners the opportunity to elevate their marketing practice and drive their digital brand through cobranded marketing campaigns targeting Small and Medium Businesses.

Cisco
Cisco provides advanced **data and intelligence** to identify partner opportunities as well as **co-branded assets and content** to help plan, build, and drive demand.

Distribution Partners
Distribution Partners c**reate their unique Radius program. Selecting Radius vendor offers** that best aligns to their, strategy, business goals and budget. Nominating, selecting their 2T DAP Partners for participation.

Radius Agencies
Radius-approved agencies, along with the Distribution Partners complete the onboarding process, establishing relationship with the 2T DAP partners, then helps **manage, execute, or oversee the campaigns** to ensure program integrity is maintained.
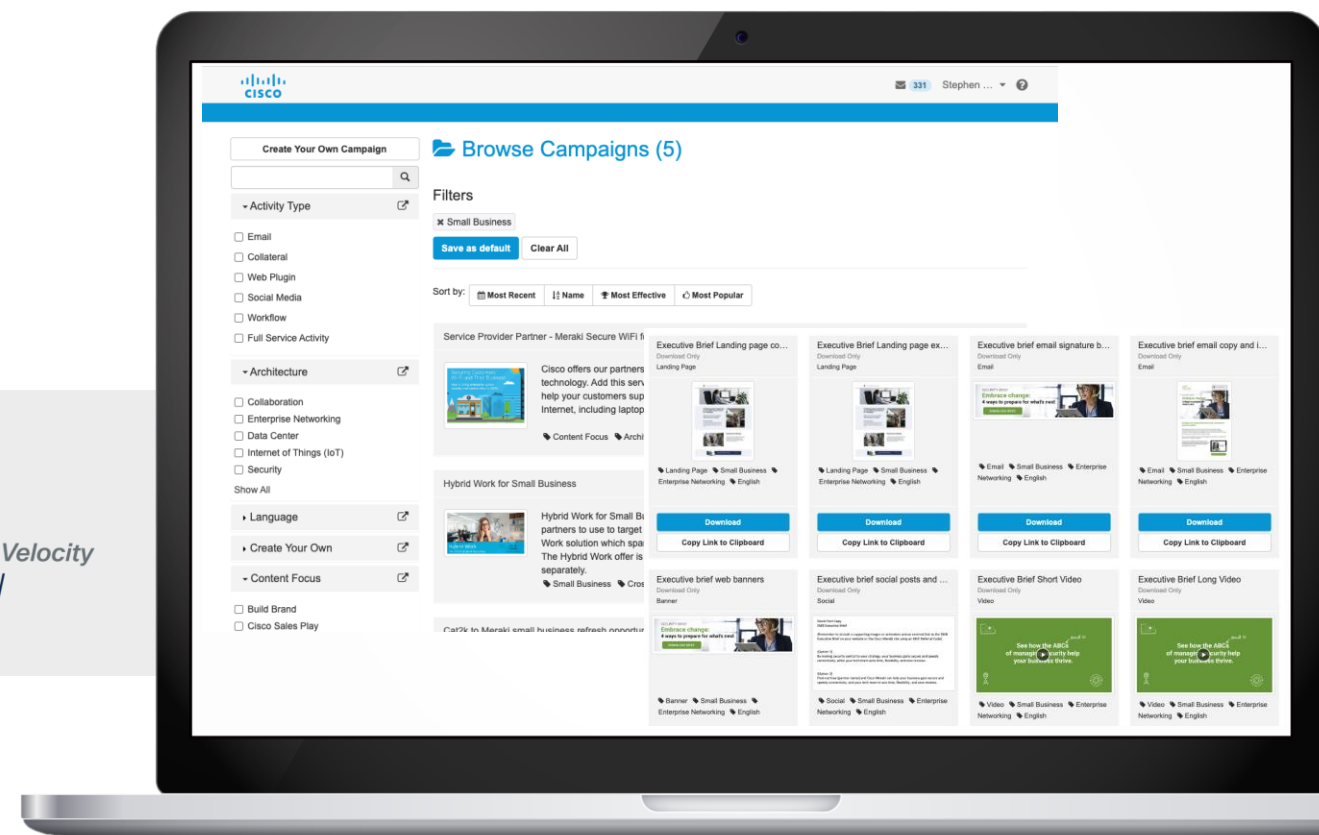
2T DAP Partners
With support from the Distributors and Radius Agencies, the 2T DAP Partners **execute campaigns, accept and close leads.**

Marketing Velocity

● ● ●

Central

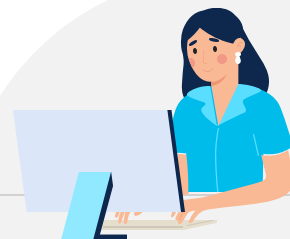

Cisco
Marketing Velocity
Central

Cisco's Marketing Velocity Central is a full-service marketing portal and a Cisco partner's go-to place for free-to-use customizable campaigns and assets.
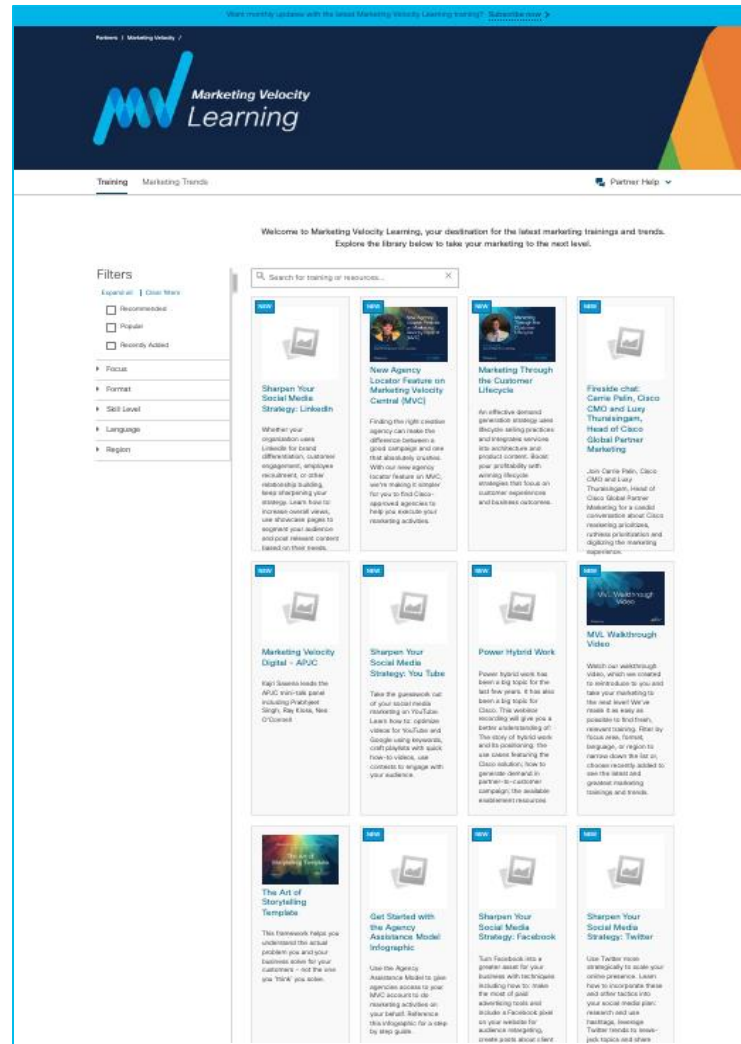
These campaigns feature valuable tools such as automated email journeys, social media and website syndication, and an enhanced marketing content library.

Visit page to see all campaigns in MVC:
https://www.marketingvelocitycentral.cisco.com/#/campaigns/browse?tag=Small%20Business

Marketing Velocity

Learning

Cisco *Marketing Velocity Learning*

The MVL Platform is your destination for the latest marketing training and trends.

It offers a library of curated content geared towards thought leadership, marketing with Cisco and marketing skills, to help sellers and partners take their marketing to the next level.

Visit the MVL page:
https://www.cisco.com/c/en/us/partners/market/marketing-velocity-best-practices.html

Watch the MVL Walkthrough Video:
https://transform.cisco.com/marketingvelocitylearning/MVLWalkthroughVideo?lb-mode=overlay

Value Proposition of Cisco Distributors

Extending Cisco's support to enable and grow Partners' business

CISCO Distributor

Inventory

Training

Technical Support

Sales Support

Marketing Support

Marketplaces

Financing

Distributor

Cisco

Partner

Contact them via **Distributor Locator** to learn more

Speed up Your SMB Sales with Fast Track Promotions

Limited time increased discounts on select switching, routing, wireless, security, and small business products with the Cisco Fast Track promotion. Deliver the performance and reliability customers expect while you gain business profitability.

Promotional Pricing via Fast Track

- Everyday Right Price for volume products
  - Discounts on specific products over the standard discount
  - Quarterly review/ adjustments to SKUs & discounts

- Ease of Doing Business for Partners
  - Reduce need for Deal Registration
  - Reduce partner speedbumps
  - Time-to-market Efficiency in Customer Pricing Offers

- SMB Targeted Focus on Volume Products
  - Run-rate velocity products

Accelerate your SaaS business via Distributor Marketplaces

New, simpler and faster way for you to quote, transact and provision Cisco SaaS products for your customers

- **Get quotes faster:** Competitive, pre-negotiated on-screen pricing means no waiting days for a quote.

- **Turn a quote into an order in just one click:** Processing orders is quicker and easier allowing greater deal volume.

- **Grow recurring revenue:** Automated alerts and campaign services ensure on-time renewals.

- **Improve efficiency with a single view:** Customer subscriptions of multi-vendor SaaS purchases managed in one place.

- **Enable easy subscription management:** Integration with many CRM/PSA platforms allows easier subscription management.
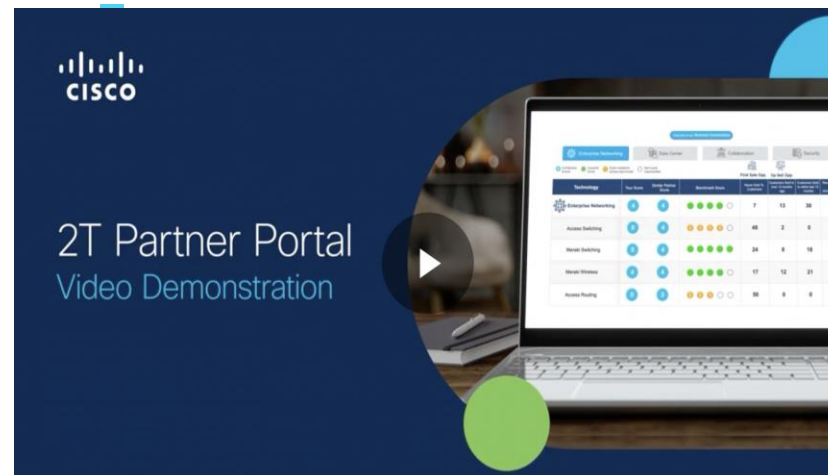
Visit Cisco **Distributor Marketplaces** to learn more
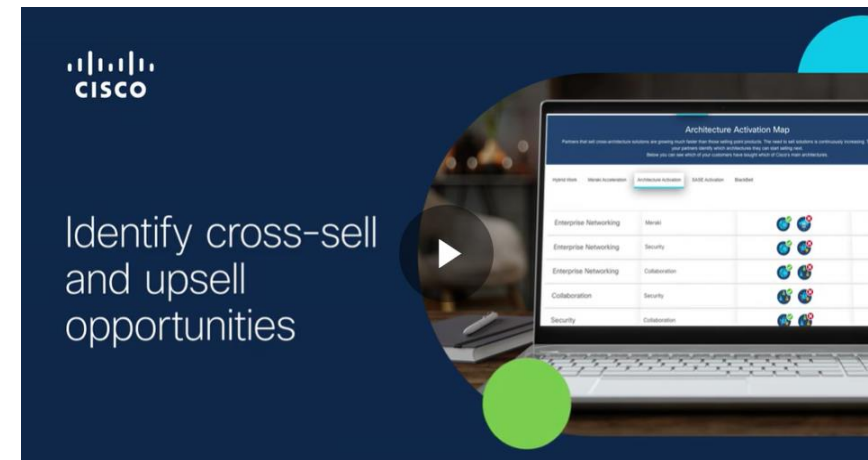
Partner Journey Dashboard

BI through Partner Journey Dashboard & Journey Maps

Partner coverage, Partner benchmark, Portfolio expansion opportunities

cisco.com/go/dmp

CISCO
2T Partner Portal
Video Demonstration

CISCO
Identify cross-sell and upsell opportunities

Partner Journey Training

Partner Journey Use Case – X sell and upsell

Cisco Partner Journey Dashboard Journey Maps
User Guide   Hybrid Work   Meraki Full Stack

Cisco Capital Payment Solutions

Getting the Cisco technology your customers need has never been easier.
Whether they have more traditional needs or want to transform their business, Cisco Capital's
flexible payment solutions help them stay focused on what's important – their business.
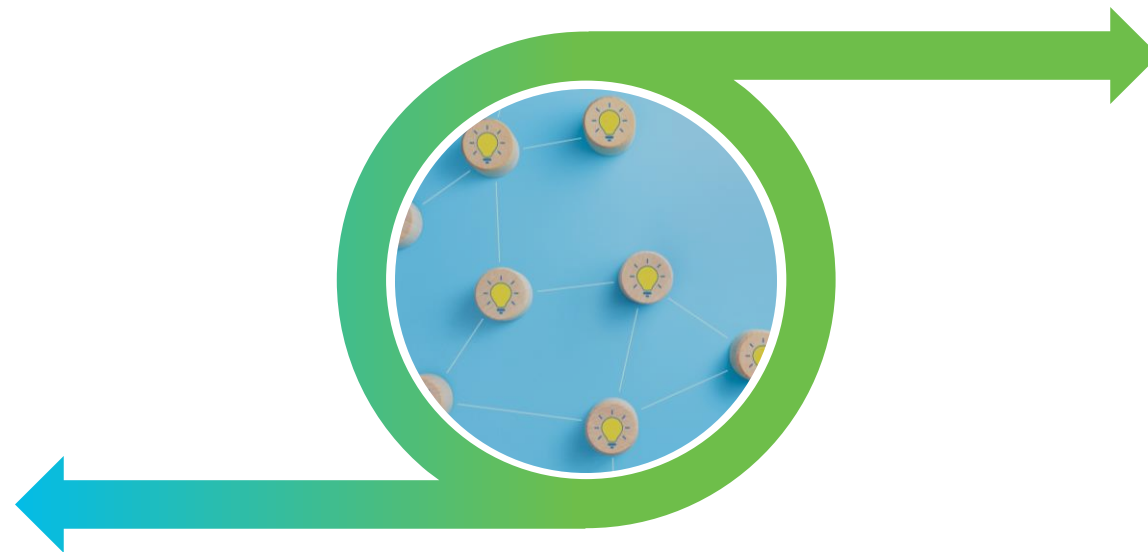
Foundational

Transformational

Product financing

Usage solutions

Services financing

Multi-vendor and partner bundled solutions

Cisco only bundled financing

Integrated payment solutions

Advantages of payment solutions

Cross-architecture flexible payment solutions with competitive low rates

Customers	Partners	Cisco
Spread total costs of the project over 3-5 years at competitive low rates	Enable more options with periodic payments and get paid upfront	Offer complete Cisco solution: hardware, software and services
Pay for total solution with a fixed periodic payment	Payment, credit and FX risk transferred to Cisco Capital	Sell and renew easier with a periodic payment. Grow your deals
Easier access to the latest technology	Bundle more profitable partner services	Shorten refresh cycles and encourage adoption of latest Cisco solutions

**Reach out to your Cisco Distributor or Cisco SMB Sales teams
to review available Cisco Capital solutions for your business or your customers needs**

Cisco Brand Protection for Partners

We work closely with Cisco partners to ensure our customers receive genuine and authorized Cisco products and services.

Product Protection
We protect partners through activities including better labelling and anti-counterfeiting defences.

Channel Governance
We govern the channel to ensure our partners are compliant with our agreements.

Education and Awareness
We help partners protect themselves through initiatives like the Buy Right campaign.

Intelligence and Analysis
We develop analytic tools and collect actionable intelligence on illegal activities worldwide.

Detection and Prevention
We proactively detect and prevent illegal activities, using anti-counterfeit technologies.

Investigation and Enforcement
We pursue global investigations to catch and stop offenders, partnering with law enforcement.

When you purchase Cisco Products – follow the rules to help us to protect you and your customers from bad actors in the marketplace

Visit Brand Protection on SalesConnect
Pre-owned equipment is an alternative to unauthorized and counterfeit Cisco products – learn more about Cisco Refresh here

Cisco SMB Marketing
Manifesto, Content & Assets

Our Manifesto

Cisco

Small and Medium Business

"As a small and medium-sized business, we know your work is never over. Increasing operational efficiency, planning and hiring for your next stage of growth, or providing exceptional customer service– wherever you're taking your business, Cisco's cloud-managed solutions for SMBs save you time and simplify your security so that you can focus on what matters the most.

We help you **create the workspace of the future** by bringing together best-in-class networks with collaboration endpoints and smart devices.

We enable your teams to **succeed in a hybrid world** by providing secure connections and seamless collaboration, no matter where you are.

And we **empower you to maximize your technology** by providing simplified visibility, management, and control.

Whether you're just starting your journey to the cloud, or your business is reaching new heights, we invite you to join the millions of small and medium business customers who trust Cisco with their business, now and into the future.
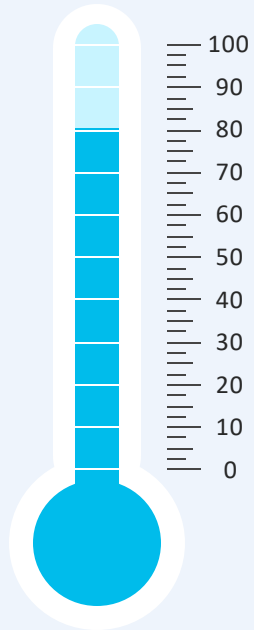
Cisco Small and Medium Business: Today's solutions for tomorrow's growth."
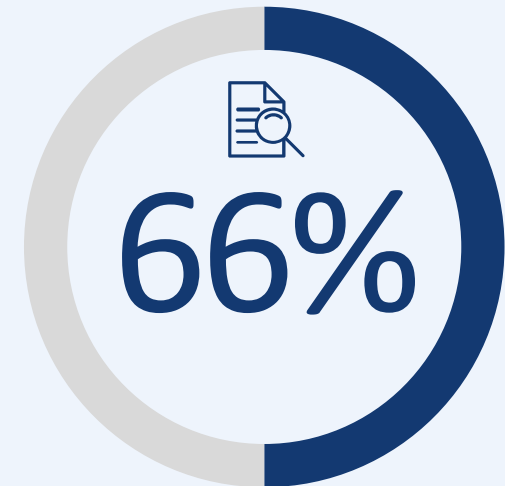
Importance Cisco SMB Brand & Perception

Brand Score

80.9

Cisco's core brand and reputation are stable QoQ. Reputation is tied with Microsoft in 1st
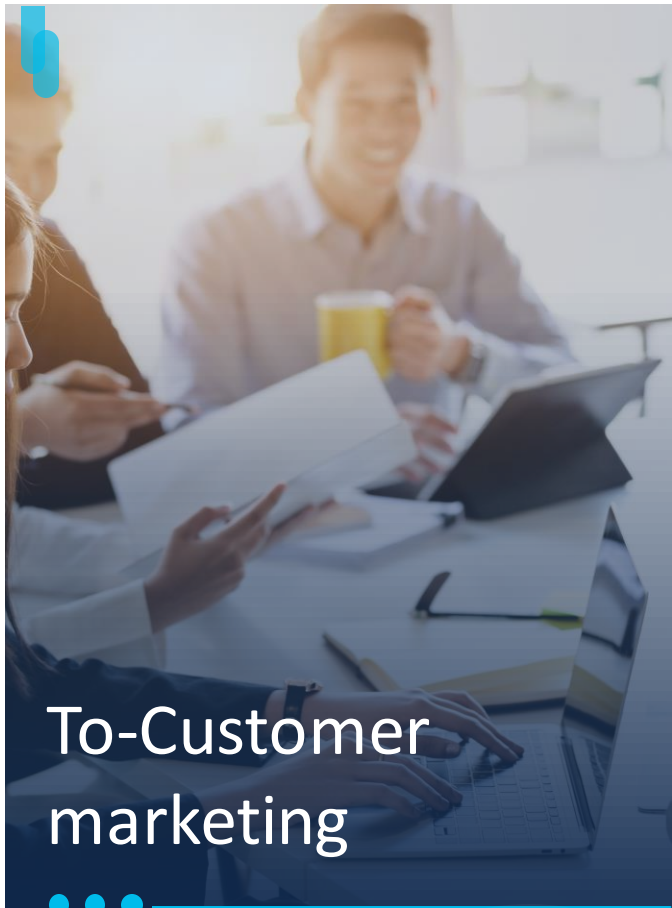
Familiarity Score

66%

Familiarity across SMBs remains stable but remains behind peers

FY23 Marketing Priority

A key FY23 focus is to evolve the Cisco SMB brand and shift customer perception. We will do so by leveraging established product brands PLUS use the power of Cisco. We will position Cisco as "future-ready", supporting the entire customer continuandum.
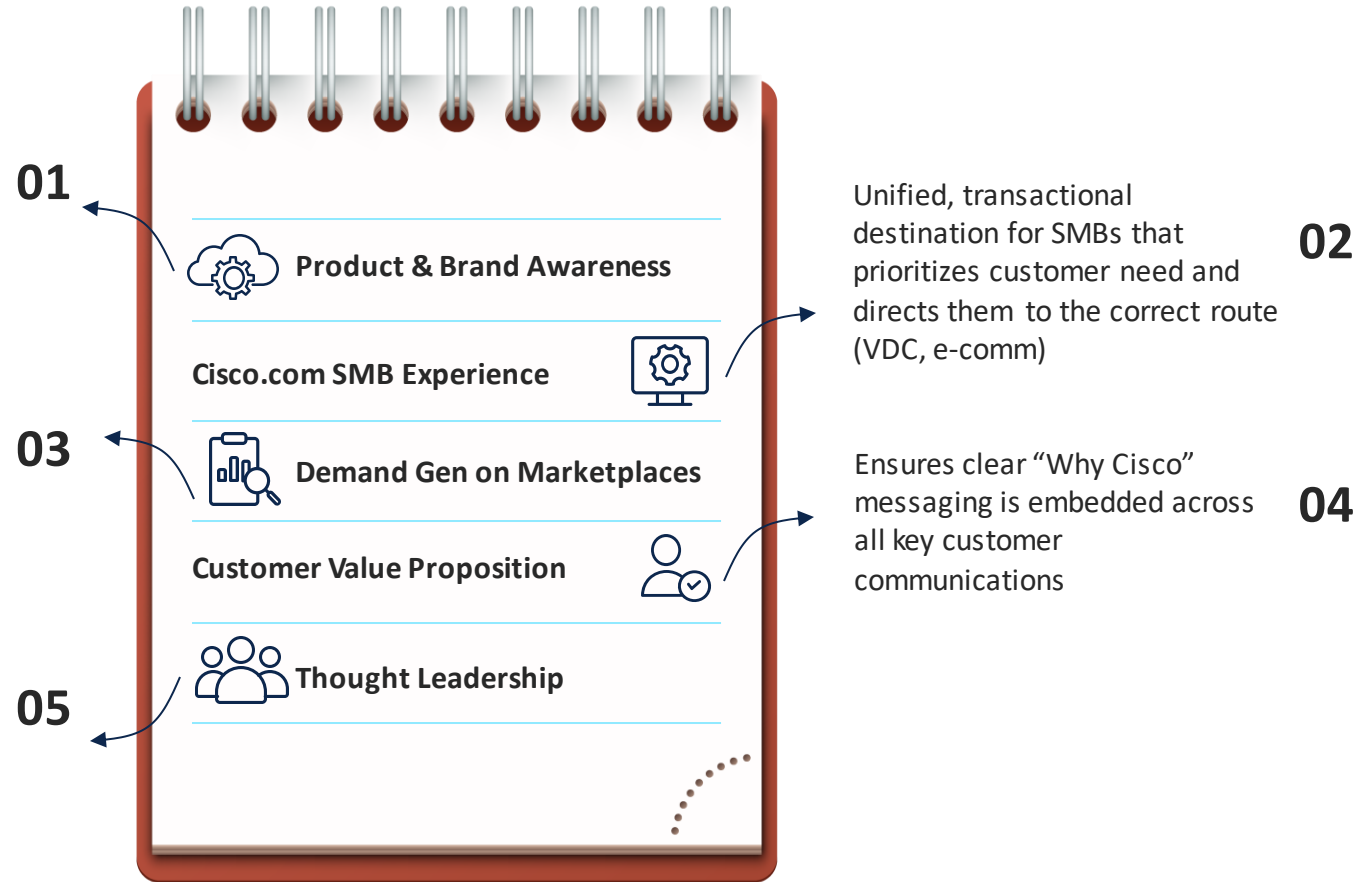
To-Customer marketing

● ● ●

Aims to educate and drive awareness of key SMB products and portfolio solutions to customers, through targeted direct-to-customer motions

Simplified messaging, leading with cloud and prioritize product portfolio, building a story around core capabilities where Cisco is a leader

Drive awareness, demand and conversion on key public marketplaces

Influencing our influencers and position Cisco as a leader in the SMB space

01

03

05

Unified, transactional destination for SMBs that prioritizes customer need and directs them to the correct route (VDC, e-comm)

02

Ensures clear "Why Cisco" messaging is embedded across all key customer communications

04

Product & Brand Awareness

Cisco.com SMB Experience

Demand Gen on Marketplaces

Customer Value Proposition

Thought Leadership

FY23 SMB Marketing Priority:

Be present to capture demand and mindshare through targeted digital experiences and customer watering holes while directing leads to the correct sales channel. Build a unified, transactional SMB experience on Cisco.com that prioritizes customer need.

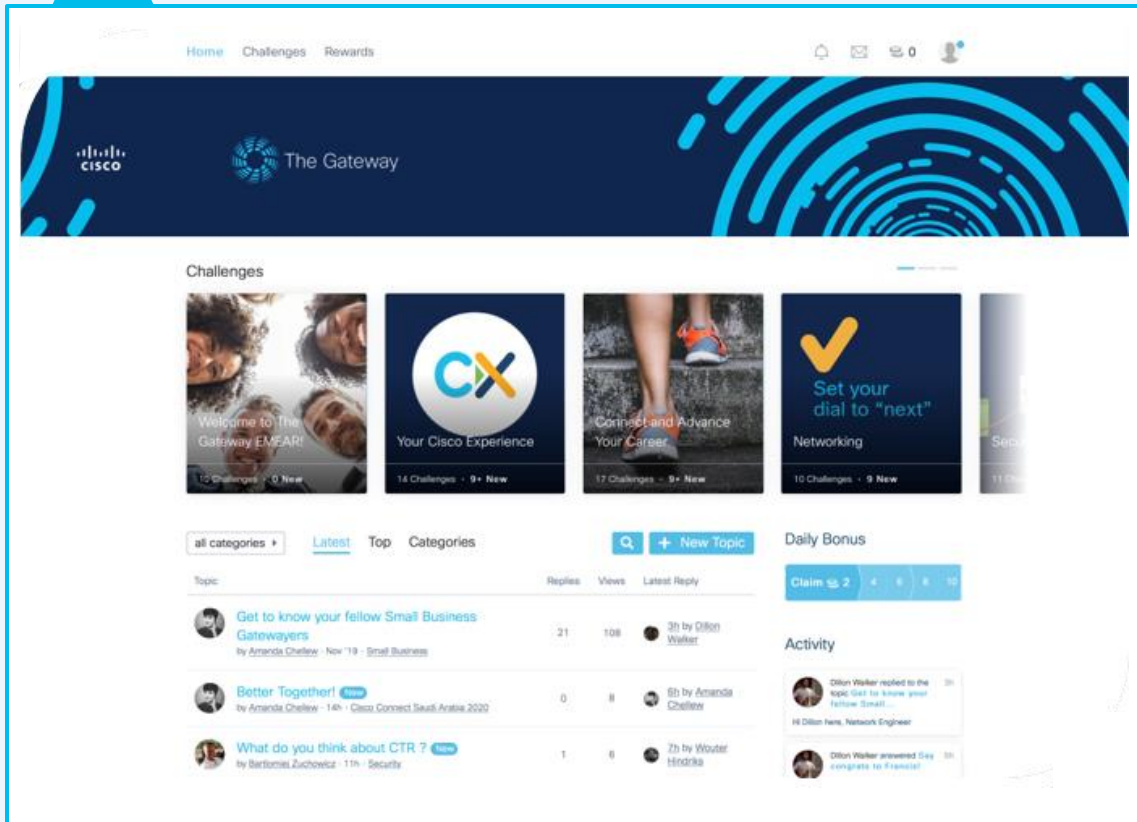# Cisco.com SMB Experience
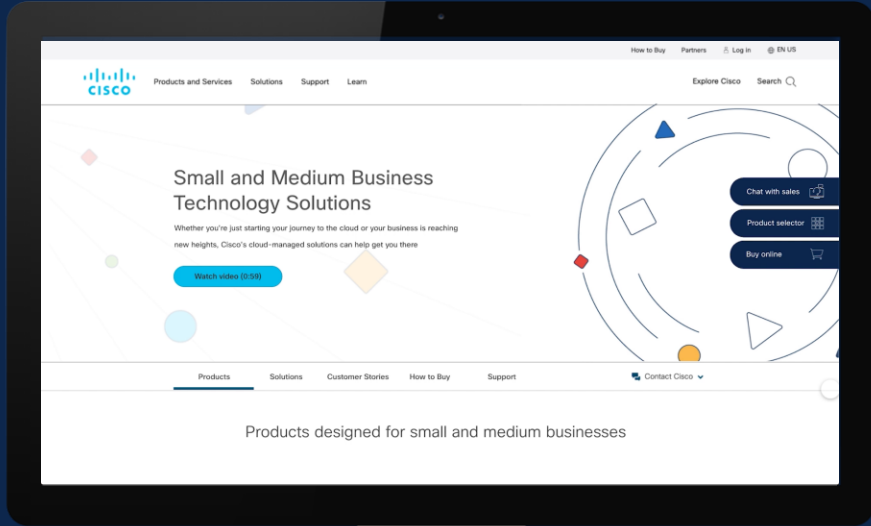
Simple. Relevant. Transactional.

The Global Gateway

[The Global Gateway](#) is Cisco's award-winning global advocacy community for customers that enables them to build powerful connections, expand their professional networks, and learn from top experts in their field.

The Gateway community enables customers to:

- Connect with peers in a gamified, online community
- Have an opportunity to meet with Cisco's executives
- Share feedback, questions, and best practices
- Get access to "insider" content and resources
- And so much more.

How does this benefit you?

Using a peer reference with prospects can help you close deals faster, while building stronger customer loyalty and engagement.

Appendix

Global SMB Leadership Team

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Useful Partner Resources

Partner Experience

Partner Experience Platform (PXP) Training

Partner Enablement

Black Belt Partner Academy

Cisco Partner Journey

Small Business Specialization

Partner Support

Presales Technical Support

Distributor Locator & Marketplaces

Partner Marketing

Marketing Velocity
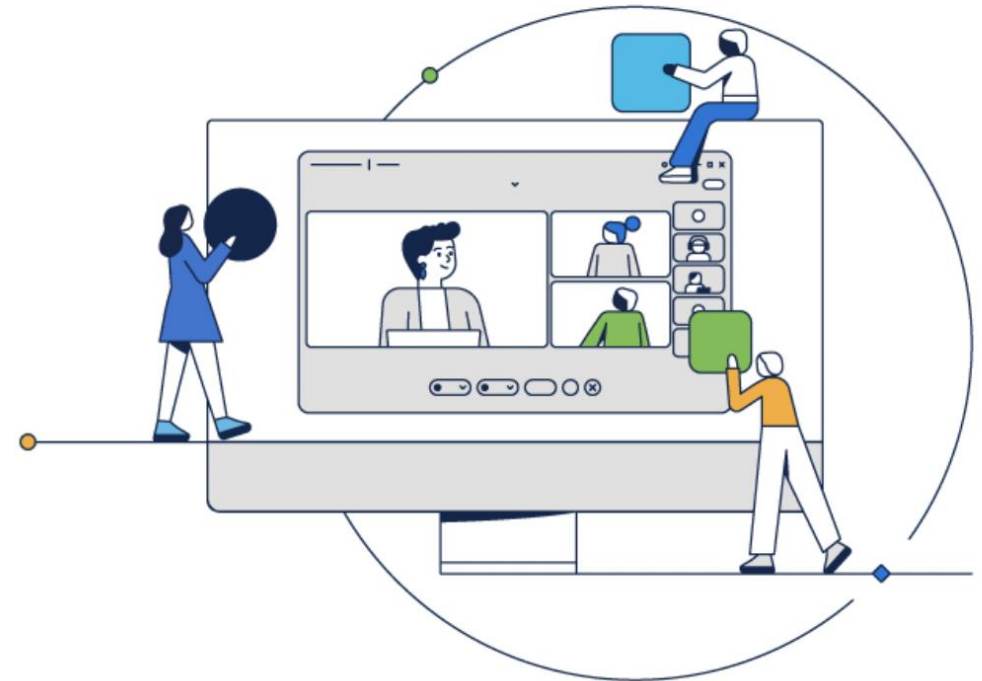
Partner Rewards

Pricing Incentives via Deal Registration

Partner Seller Rewards (Americas & APJC regions only)

Partner Financing

Financing with Cisco Capital

Partner Events

Training, Certifications, Events, and Webinars

NOTE: A Cisco account ID is required to access SalesConnect content

CISCO

The bridge to possible