Play Brief
Cisco Collaborative Services

Cisco Collaborative Services

Play Objective

Service Trends

Collaborative Services

Customizing Campaign Assets

Positioning and Targeting

Trigger Questions
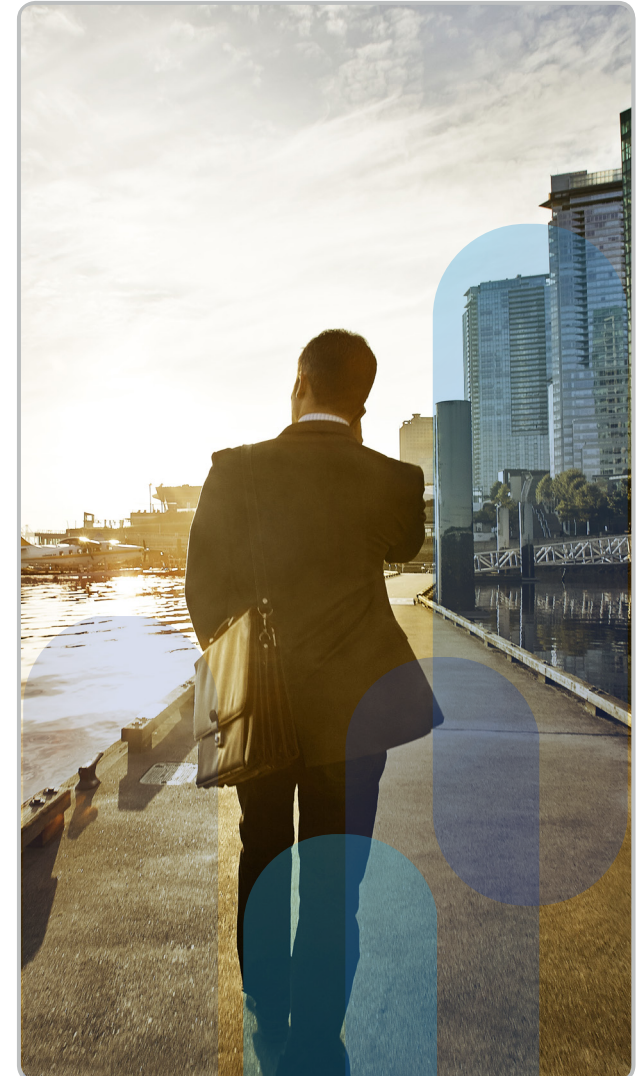
Objection Handling

Selling Resources

Play Objective

This play helps you generate leads for three of Cisco's Collaborative Services:

1. Smart Care
2. Partner Support Service
3. Partner Optimization Service

In this campaign you will find demand generation kits to help you easily and effectively communicate the value of each of these Collaborative Services to your customers. Each kit contains all of the marketing assets you need to initiate a sales conversation with your customers including:

· Customizable Email Templates

· Landing Page

· Copy Blocks

· Call Guides

· Video Overview

· Banner Ads

· Other Sales Collateral

Cisco Collaborative Services

Play Objective

Service Trends

Collaborative Services

Customizing Campaign Assets

Positioning and Targeting
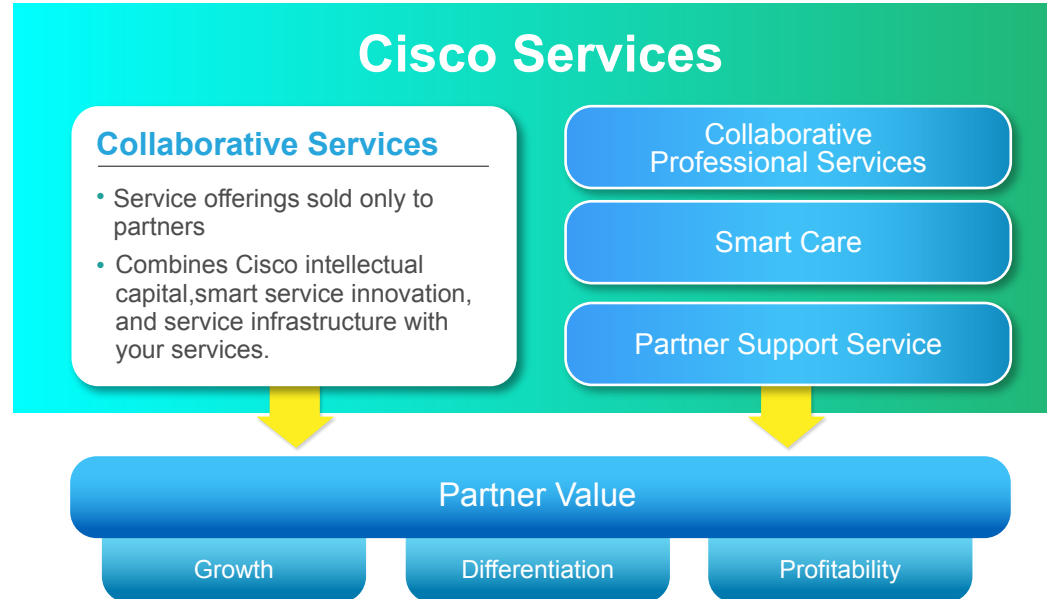
Trigger Questions

Objection Handling

Selling Resources

Play Objective

Why Sell Cisco Collaborative Services?

· Differentiate and grow your services business with a portfolio of proactive support services

· Increase profitability. Margins on services can be up to 3 to 5 times greater than hardware

· Strengthen customer loyalty

· Drive predictable, recurring revenue

· Accelerate hardware refresh cycles and contract renewals

· Align your offerings with customers' changing needs

· Make your sales conversations more consultative than transactional

10 RESASONS
To Attach Cisco Services

Cisco Services

Collaborative Services

• Service offerings sold only to partners

• Combines Cisco intellectual capital,smart service innovation, and service infrastructure with your services.

Collaborative Professional Services

Smart Care

Partner Support Service

Partner Value

| Growth | Differentiation | Profitability |

Cisco Collaborative Services

Service Trends

Growing Need fpr Service Create New Opportunities for You

The annual growth rate for services is showing no signs of decreasing. You have a major opportunity now to be more profitable and strengthen your position as a trusted advisor through your service offerings. This growing customer need will make services a key differentiator for your business and help boost your revenue stream.

Market Trends

- IDC predicts a 3.3 percent compound annual growth rate for support services through 2015.
- Compass Intelligence projects that managed services in the U.S. enterprise segment will be $77 billion per year in 2014 up from $44 billion in 2010. (Compass Intelligence, US Enterprise Business Managed Services Spending, 2009-2014)
- IDC reports the profitability of support and deployment services as 18 percent (Profitability in Worldwide Services, 2012).

Support Technology Trends

- Automated and smart technologies embedded in equipment help pinpoint and self-diagnose hardware issues.
- Software updates and alerts enable faster patching of equipment updates.
- Online tools provide quicker response to issues, and personalized portals help track incident status.

Total Addressable Market for Managed Services

2015
$12B

2011
$7B

Cisco Collaborative Services
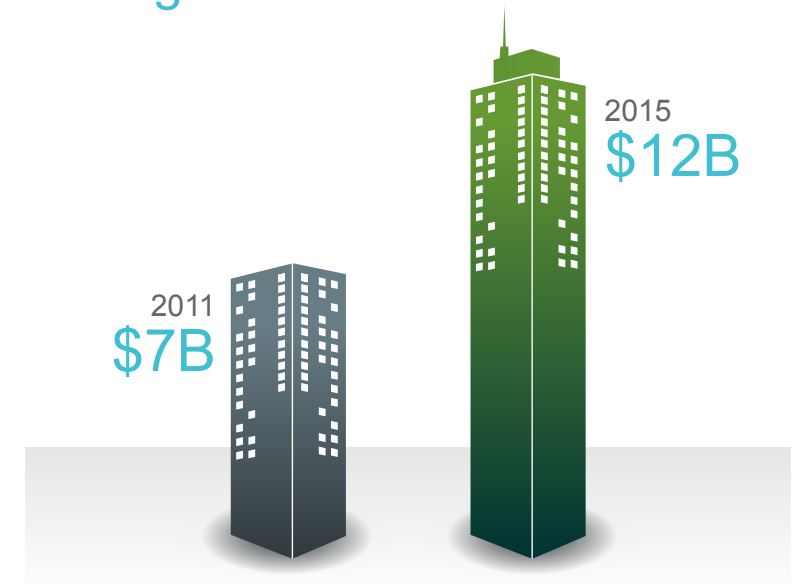
Collaborative Services | Cisco Smart Care Service

Play Objective

Service Trends

Collaborative Services

Smart Care

Partner Support Service

Partner Optimization Service

Customizing Campaign Assets
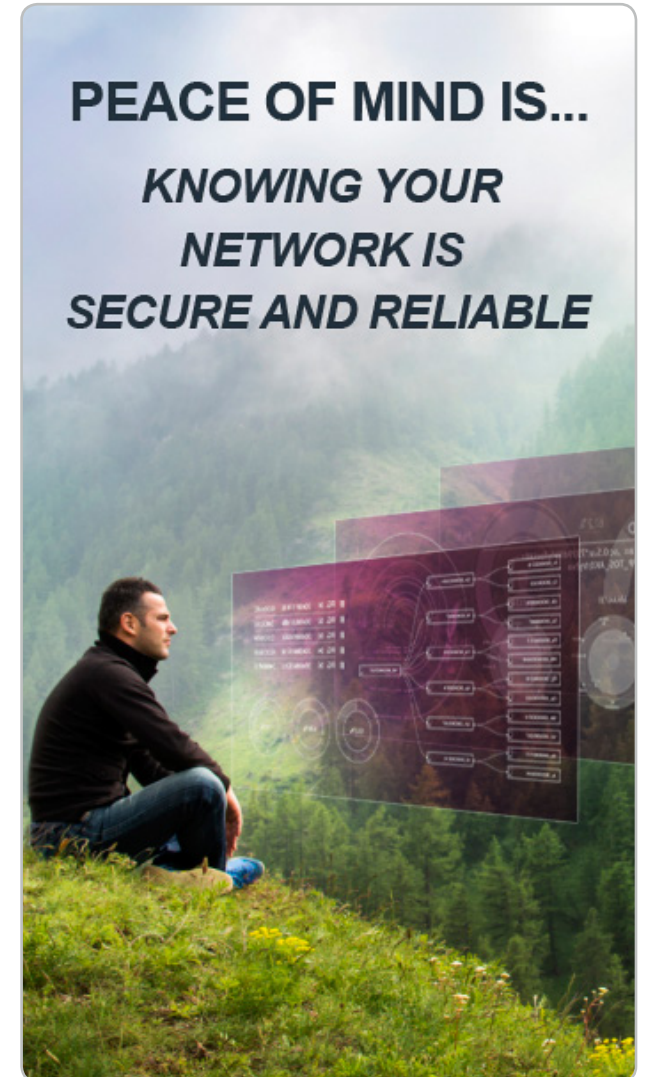
Positioning and Targeting

Trigger Questions

Objection Handling

Selling Resources

Build a feature-rich support solution quickly with Cisco Smart Care Service. Combine your own expertise with Cisco's knowledge base and smart capabilities to proactively support your customer's networks. You can offer a portfolio of differentiated services with Smart Care's "solution-in-a-box" You'll recognize significant revenue opportunities with your business positioned as the first touch point in your customer interactions. Smart Care capabilities and reports are delivered through a single, easy-to-use portal.

· Discovery and Inventory processes that enable live network inventory and contract visibility
· Proactive notifications that alert you to relevant security issues and end-of-life devices

· Disaster recovery tools to ensure network configuration is easily recovered if a major outage occurs

· Device diagnostics to proactively alert you to device-level problems

· Assessment services that periodically assess your customer's networks and remotely repair issues, as well as test the network's readiness for new technologies such as Medianet

· 24X7 Access to Cisco TAC, next-business-day or onsite hardware replacement, and software updates

Key Benefits for You

· Gain a strategic advantage as your customer's trusted network advisor

· Provide comprehensive network care with increased visibility into the network and new revenue opportunities

· Decrease time to market with a proven, market-ready services solution fully backed by Cisco

· Improve long-term profitability with a services-led model that helps achieve recurring revenues

· Competitive differentiation with a full-featured support services offering that combines traditional network support with proactive monitoring and remediation delivered collaboratively with Cisco

· Enhanced business growth with a proactive platform on which you can add customized services

· Operational efficiencies through better staff utilization and lowered costs

See the Smart Care Features and Benefits Reference Guide for a complete list of the benefits

Cisco Collaborative Services

Play Objective	
Service Trends	
Collaborative Services	
Smart Care	
Partner Support Service	
Partner Optimization Service	
Customizing Campaign Assets	
Positioning and Targeting	
Trigger Questions	
Objection Handling	
Selling Resources	

Collaborative Services | Cisco Smart Care Service

We are providing all of the assets you need to market Smart Care and initiate a sales conversation with your customers. This play includes the following resources:

- Customizable Email Templates (3)
- Customizable Landing Page
- Customer Facing Copy Blocks
- Lead Generation Call Guide
- Video Overview
- Banner Ads
- Sales Resources

View Campaign Assets

PEACE OF MIND IS...

KNOWING YOUR NETWORK IS SECURE AND RELIABLE

Cisco Collaborative Services

Collaborative Services | Cisco Partner Support Service based Campaign

Differentiate and grow your business. Partner Support Service gives you visibility into your customer's network devices and contracts so you can create services tailored to their unique needs. Combine your own expertise with Cisco's deep knowledge base and smart capabilities to help lower delivery costs, enhance services revenue and increase customer loyalty.

Cisco's Partner Support Service provides qualified Cisco channel partners the tools and assets to build a range of new services to help profitably expand your business.

Key Benefits for You

The advanced software automation in Partner Support Service gives you visibility into customer inventories and contract status. With this intelligence you can:

- Boost incremental hardware and services revenue by providing support coverage for customers' critical device
- Improve operational margins by simplifying contract management and automating your workflows
- Increase customer loyalty by delivering planning, advisory, and other advanced services

Partner Support Service Capabilities

See the Cisco Parnter Support Service Data Sheet for a complete list of the benefits

Smart Capabilities

Foundational Capabilities

IB Management | Alert Reporting | Device Diagnostics | Smart Interactions
- Smart Bonding
- APIs
- Smart Portal
- PSS Support Community

Software Updates | Advance Hardware Replacement

Online Technical Resources | Partner Access to Cisco TAC

Cisco Collaborative Services

Play Objective

Service Trends

Collaborative Services

Smart Care

Partner Support Service

Partner Optimization Service

Customizing Campaign Assets

Positioning and Targeting

Trigger Questions

Objection Handling

Selling Resources

Collaborative Services | Cisco Partner Support Service based Campaign

We are providing all of the assets you need to market your Partner Support Service -based service offer and initiate a sales conversation with your customers. This play includes the following resources:

· Customizable Email Templates (3)

· Customizable Landing Page

· Customer Facing Copy Blocks

· Lead Generation Call Guide

· Video Overview

· Banner Ads

· Sales Resources

View Campaign Assets

When Your Network is Mission-Critical

Cisco Collaborative Services

Play Objective

Service Trends

Collaborative Services

Smart Care

Partner Support Service

Partner Optimization Service

Customizing Campaign Assets

Positioning and Targeting

Trigger Questions

Objection Handling

Selling Resources

Collaborative Services | Cisco Partner Optimization Service

Become a trusted advisor. Grow your business with an annuity revenue stream—and lock out the competition. Make it possible with our Partner Optimization Service. We provide the intellectual capital, tools, and best practices you need to assess IT infrastructure and make recommendations to improve capacity, availability, and performance. We also provide marketing assets you can use to generate awareness, preference, and demand for your services. You'll gain the trust of your customer, grow your business, and capture market share from your competitors.

Overcome Challenges

While network optimization improves your prospects for the future, it also helps your customers today. For example, optimization quickly moves your customers beyond these common network concerns:

· Network failures and business disruptions

· Performance that doesn't justify the money invested

· Unanticipated network costs

· Inability to adapt to changing market trends and conditions

· Lack of readiness for new technologies and services

Streamline Your Network

Partner Optimization Service helps your customers in numerous ways. Put it to work, and in no time you will help them:

· Improve network reliability and availability

· Increase network performance and agility

· Reduce risk through proactive planning

· Accelerate delivery of new products and services

· Easily adopt new technologies and applications

Cisco Collaborative Services

Play Objective

Service Trends

Collaborative Services

Smart Care

Partner Support Service

Partner Optimization Service

Customizing Campaign Assets

Positioning and Targeting

Trigger Questions

Objection Handling

Selling Resources

Collaborative Services | Cisco Partner Optimization Service

We are providing all of the assets you need to market Cisco Partner Optimization Service and initiate a sales conversation with your customers. This play includes the following resources:

- Customizable Email Templates (4)
- Customizable Landing Page
- Customer Facing Copy Blocks
- Lead Generation Call Guide
- Banner Ads
- Customizable At-A-Glance
- Customizable to Customer Presentation
- Customizable Executive Summary Report
- Sales Resources

View Campaign Assets

Network Performance
Your Business
Can Rely On

Cisco Collaborative Services

Customizing Campaign Assets | Cisco Smart Care Service

Each of the following Smart Care service campaign assets can be customized. We encourage Partners to take advantage of this customization to include their own value-add messaging.

Email Templates

1. Add your logo and Cisco Partner Logo

2. Insert your company name in the body of the email

3. Add a value statement about your expertise or additional services you deliver

4. Add a specific call to action. Examples include:
   · Scheduling an Appointment to learn more
   · Downloading one of your assets
   · Attend an upcoming event
   · Register for a webinar
   · Offers specific to your service

5. The color of surrounding the hero image can be customized to fit your branding needs. Simply open the HTML file in an HTML editor and change the background color for table cells from "#38505a" to your preferred color

Cisco Collaborative Services

Customizing Campaign Assets | Cisco Smart Care Service

Landing Page

1. Add your logo and Cisco Partner Logo

2. Insert you the name of your service (4 spots)

3. Insert your contact information (2 spots)

4. Include a link a description to your marketing asset(s)

5. Insert your name in the copyright section

6. Add a value statement about your expertise or additional services you deliver

7. The background color on the landing page can be customized to match your corporate branding. To change the color, simply open the HTML file in an HTML editor and change the background color for the div (#videoWrap) to your preferred color

Cisco Collaborative Services

Customizing Campaign Assets | Cisco Partner Support Service

Each of the following Partner Support Service campaign assets can be customized. We encourage Partners to take advantage of this customization to include their own value-add messaging.

Email Templates

1. Add your logo and Cisco Partner Logo

2. Insert your service name in the body of the email (3 instances)

3. Select the benefits you would like to include and add in benefit statements for your services.

4. Add a specific call to action. Examples include:

   · Scheduling an Appointment to learn more

   · Downloading one of your assets

   · Attend an upcoming event

   · Register for a webinar

   · Offers specific to your service

5. Add rep contact information

6. Add a value statement about your expertise or additional services you deliver

Cisco Collaborative Services

Customizing Campaign Assets | Cisco Partner Support Service

Landing Page

1. Add your logo and Cisco Partner Logo
2. Insert your contact information
3. Select the benefits you would like to include and add in benefit statements for your services
4. Insert your custom form
5. Add a value statement about your expertise or additional services you deliver

Cisco Collaborative Services

Play Objective

Service Trends

Collaborative Services

**Customizing
Campaign Assets**

Smart Care

Partner Support Service

Partner Optimization
Service

Positioning and Targeting

Trigger Questions

Objection Handling

Selling Resources

Customizing Campaign Assets | Cisco Partner Optimization Service

Each of the following Partner Optimization Service campaign assets can be customized. We encourage Partners to take advantage of this customization to include their own value-add messaging.

Email Templates

1. Add your logo and Cisco Partner Logo

2. Insert your company name in the body of the email

3. Insert your contact information.

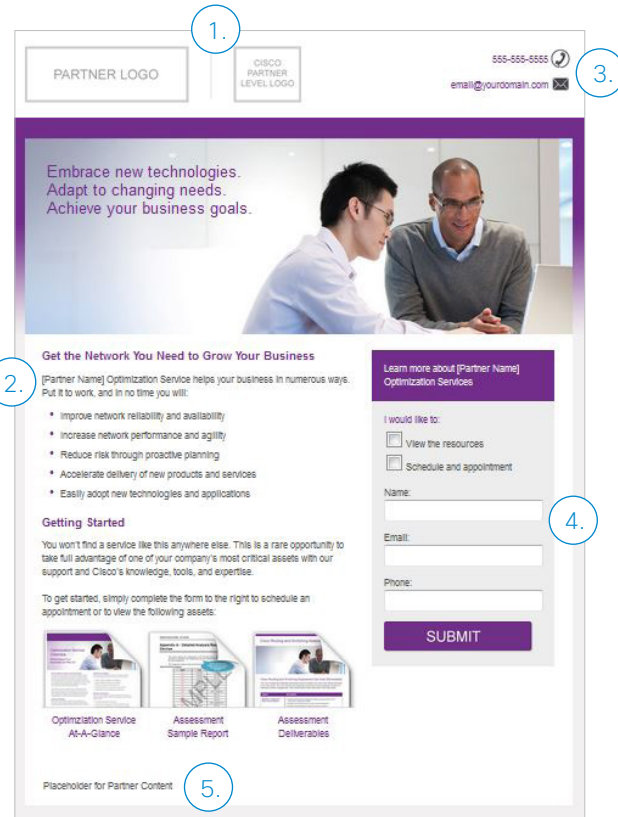4. Add a value statement about your expertise or additional services you deliver.

Cisco Collaborative Services

Customizing Campaign Assets | Cisco Partner Optimization Service

Landing Page

1. Add your logo and Cisco Partner Logo
2. Insert your company name
3. Insert your contact information
4. Insert your custom form
5. Insert a value statement about your expertise or additional services you deliver.

Play Brief

Cisco Collaborative Services

Customizing Campaign Assets | Cisco Partner Optimization Service

At A Glance

1. Add your logo and Cisco Partner Logo

2. Insert your company name (5 instances)

3. Insert your contact information

4. Insert your name in the copyright section.

Cisco Collaborative Services

Positioning and Targeting

	Smart Care	Partner Support Service	Partner Optimization Service
Target Partner	Actively building a support services practice Help desk expertise to be the first touch-point for their customer Has a service practice, and is open to collaborative offers	Support services are well established and a leading aspect of business Likely to have full managed service and network operations center (NOC) Collaborative offers preferred	Services commercial partner with a total yearly revenue of $25 million to $50 million or more Interested in improving practice efficiencies Offers a practice-led model for services delivery
Positioning	Support or managed service Foundational and smart support capabilities that partners can combine with their own business expertise to quickly create and deploy a co-branded managed services solution.	Support or managed service Foundational and smart support capabilities that partners embed into their service offers, combining visibility to end customer devices and networks with Cisco's deep knowledge base.	Professional Services Portfolio of services that packages Cisco's expertise and helps partners quickly and profitably build and improve a professional services practice for end customers with complex networks.
Description	Cisco provides partner access to smart capabilities, including: · Installed base and contract management · Hardware and software EoX, field, and security alert reports · Device diagnostics (Smart Call Home) · One stop, easy-to-use portal · Monitoring, proactive security · Readiness assessments · Configuration management and backup	· Cisco provides partner access to foundational support capabilities and smart capabilities, including: · Installed base and contract Management · Hardware and software EoX, field, and security alert reports · Device diagnostics (Smart Call Home) · Smart bonding ticketing system · Access through APIs	Partners combine their assets and resources with Cisco's intellectual assets: · Engineering expertise and knowledge on specific plans, designs, and implementation · Smart services innovation · Best practices · Proprietary methodologies and templates

Cisco Collaborative Services

Positioning and Targeting

Play Objective
Service Trends
Collaborative Services
Customizing Campaign Assets
Positioning and Targeting
Trigger Questions
Objection Handling
Selling Resources

	Smart Care	Partner Support Service	Partner Optimization Service
Partner Benefits	· Differentiate support services practice with a managed services offering – gain competitive advantage · Promote services business growth · Increase profitability with a recurring revenue model · Increase customer loyalty · Reduce time to market with a ready-to-go services solution · Achieve operational efficiency though better staff utilization and lower costs	· Differentiate support services practice, gain competitive advantage · Promote services business growth · Increase profitability · Increase customer loyalty	· Differentiate support services practice – gain competitive advantage · Promote services business growth · Increase profitability · Increase customer loyalty · Promote product acceleration · Expand architectural selling
Target Market	Primary: · Commercial Secondary: · Commercial select · Enterprise	Primary: · Enterprise Secondary: · Public sector · Commercial select · Service provider	Primary: · Commercial

Cisco Collaborative Services

Positioning and Targeting

Targeting Resources

Use Cisco Performance Metrics Central or Cisco E-Consulting to prospect opportunities. Focus your prospecting on the following segments:

· Enterprise

· Commercial select

· Service provider

· Public sector

Performance Metrics Central provides up-to-date performance metrics to help you achieve and monitor your services performance. Use your sales metrics for attach rate, limited lifetime warranty (LLW) attach rate, conversion rate, and renewal rate to identify your sales opportunities. Detail reports contain all your transactional, contract, service, and product information. Use these reports to create your customer list for your marketing campaign.

Identify Your Uncovered Equipment Opportunities

· Within PMC, on your Scorecard view, click "Request Report" to view the detail of the products you have sold in a 15-month measurement period. You see the customers you sold product to and each product's service coverage status.

· Look for the product sales that are uncovered.

· Coverage on these products could be used to start a conversation around your service.

Identify Your Renewal Opportunities

· Within PMC, on your Scorecard view, click "Request Report" for the Renewal Rate metric.

· Look to see your services renewal opportunities.

· The renewal status on these support contracts could be used to start a conversation around Smart Net Total Care.

Cisco E-Consulting for Partners is a business intelligence platform that combines services, sales, delivery, and product sales metrics with Cisco experience to help you manage, grow, and optimize your services and technology business. If you need help with E-Consulting, contact econsultingreadiness@cisco.com.

Cisco Collaborative Services

Trigger Questions

Look for these customer characteristics:

- Customer IT staff want to focus on more strategic and business solutions
- Customers who are planning to introduce new technologies
- Customer who do not have an accurate view of their current infrastructure
- Rapid network growth, such as a recent acquisition
- Network redesign and consolidation as a result of a corporate merger
- Large, complex, or dynamically changing base of Cisco products
- Customer IT staff want to outsource some day-to-day management

Cisco Collaborative Services

Play Objective

Service Trends

Collaborative Services

Customizing
Campaign Assets

Positioning and Targeting

Trigger Questions

Objection Handling

Selling Resources

Trigger Questions

Probing question examples:
(see the campaign call guides for additional questions)

- How critical is your network to your business operations?

- What would it mean to you if you could receive proactive verification that your network is highly secure, reliable, and operating at peak performance?

- Have you experienced any business disruptions due to a network failure?

- Are you planning to introduce new technologies such as unified communications or video into the network? If so, wouldn't you like to know how those changes might affect the performance and configuration of your network?

- Would you describe your visibility into the health and performance of your network?

- When was the last time you assessed the health of your routing and switching devices?

- How are you managing your network inventory and service contacts today? Is that a manual process?

- Would you like to free up IT staff to focus on projects core to your business?

- Are you looking for a more streamlined way to manage and plan your network needs?

- Are you able to identify potential issues before they impact your business?

- How do you identify devices that have security alerts and/or notifications?

- Does your support team ever have issues getting the information they need to resolve network issues?

- Do you encounter situations where you have limited visibility as to whether critical Cisco products are covered by the right service contract?

Cisco Collaborative Services

Objection Handling

Objection	Response
Challenges about the value of services	Your customer might challenge you about the value of the services you are proposing and ask you to justify the additional expense. In many cases, when a customer has these kinds of objections, either the customer has a fundamental misunderstanding about the value of the service and the benefits to their business, or it is simply a stalling tactic. Useful strategies for countering these kinds of objections include: · Conveying the full range of benefits the services offer. · Promoting the value of software updates. · Justifying the initial services investment. · Tying networking services to the success of the business. · Highlighting how service coverage mitigates business risks. · Providing case examples and scenarios to compare the business impact with and without service contracts.
In-house technicians who can handle issues	Objection: I have in-house technicians who can handle all of my network issues. There are few companies that are equipped with in-house experts that compare to your expertise combined with Cisco's award-winning TAC engineers. If your customers' in-house experts require support without a service agreement, they may experience delays and costly time and materials charges. · Ask your customer if engaging in networking support is really the best use of their in-house team. · Ask your customer if their in-house technicians have the time and resources to keep current with the latest networking technologies and developments and quickly resolve issues. · Emphasize that the best solution is to have coverage to help them when they need it in order to free-up their team to focus on work related to their core business. · Emphasize that they will have the support and knowledge of Cisco experts to help identify and resolve problems quickly. This makes all the difference when dealing with issues that might be outside the scope of their experience. .
Objections Related to Smart Services	Some customers may not be aware of the benefits of smart services to their organization. Useful strategies for countering these kinds of objections include: · Explain that smart services provide actionable information to enhance their network health, increase uptime, reduce costs and improve network security. · Point out that smart services help them to proactively prevent problems and extract greater value from their existing infrastructure, enabling them to meet business pressures to increase operational efficiency and enhance their customers' satisfaction.

Cisco Collaborative Services

Selling Resources

Smart Care Selling Resources

See the Smart Care Support Community page for technical training, marketing, service price list/product availability, quoting and rebates, sales tools & training, proposal templates for customer presentation and other selling assets.

- Smart Care Partner Page
- Smart Care At-A-Glance
- Smart Care Data Sheet
- Smart Care Benefits for Customers
- Smart Care Success Stories (Case Studies)
- Upcoming Smart Care Events and Webinars
- Smart Care Training Library
- Rebate information, Pricing Resources, and Quoting & Ordering Resources

Partner Support Service Resources

- Cisco.com Partner Support Service Page for Partners: http://www.cisco.com/go/collaborativepss
- Partner Support Service At-A-Glance
- Partner Overview Presentation
- Partner Support Service FAQ
- Partner Support Service Case Studies
  a. Data#3 Grows Managed Services Business
  b. FlexITy Sustains High Growth Rate
  c. Touchbase Drives Customer Efficiency
  d. IBM Makes IT Maintenance a Growth Area

Join the PSS Community

To register for the PSS Support Community you first must be a member of the public Cisco Support Community:

1. Please register with your CCO ID and password on the Cisco Support Community website
2. Then send your full name, company, and CCO ID to the PSS Support Community

Cisco Collaborative Services

Play Objective

Service Trends

Collaborative Services

Customizing Campaign Assets

Positioning and Targeting

Trigger Questions

Objection Handling

Selling Resources

Selling Resources

Partner Optimization Service

- Cisco.com Collaborative Professional Services Page for Partners: www.cisco.com/go/cps

- Cisco Collaborative Professional Services Overview

- Assessment Services
    a. Services for Enterprise Networks
    b. Services for Collaboration
    c. Services for Data Center

Have a Question? Get answers from the CPS team:
psscommunity@external.cisco.com