Advanced Internet of Things (IoT) Specializations
Cisco Partner Overview

November 12, 2014
Today’s Speakers and Panelists

Speakers
- Julie Boegner – IoT Program Manager, WWPO Channel Partner Program
- Maria Fonferek – IoT GTM Lead, WWPO Channel Partner Program

Panelists

WWPO Leads
- Robb Berger – Director, WWPO
- Brian Overmyer - Manager, Channel Partner Program, WWPO
- Cynthia Freeman – Manager, Channel Partner Program, WWPO

Regional Specialization and Certification Leads
- Anne Friendly, John Dodson, Julie Thomas - Americas Partner Organization
- Renata Prochazkova - EMEAR Partner Organization
- Harumi Provan Abiko – APJ Partner Organization
- Wen Hui Mai – Greater China Partner Organization

Global Partner Marketing Leads
- Smita Dave, Channel Partner Program Sr. Manager
- Maggie Conroy, Channel Partner Program Manager
- Nadine Lucero, Channel Partner Program Manager
Agenda

Cisco Partner Ecosystem Update

IoE and IoT

Opportunity Example

Advanced IoT Specializations Suite

Next Steps
Cisco Partner Ecosystem Update

IoE and IoT

Opportunity Example

Advanced IoT Specializations Suite

Next Steps
Cisco Partner Ecosystem Framework
Cisco Advanced Internet of Things Specializations

Additional verticals planned starting in early 2015
Cisco Partner Ecosystem Update

IoE and IoT

Opportunity Example

Advanced IoT Specializations Suite

Next Steps
The internet of everything has the potential to grow global corporate profits by 21% in aggregate by 2022.
IoE Is the Networked Connection of:

- People
- Processes
- Data
- Things

Only Cisco is uniquely positioned to connect the unconnected with an open-standard, integrated architecture from the cloud to end devices.
IoT Covers the Networked Connection of Physical Objects Only – the “Things” Within IoE Such as Sensors, Devices, and Enterprise Assets:
IoT Opportunities are in New Places

Information Technology (IT)

Operations Technology (OT)

Data Center  Campus  Branch  Plant  Field
That Are Growing Faster than IT

<table>
<thead>
<tr>
<th>Information Technology (IT)</th>
<th>Operations Technology (OT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Center</td>
<td>Plant</td>
</tr>
<tr>
<td>Campus</td>
<td>Field</td>
</tr>
<tr>
<td>Branch</td>
<td>CY14 Technology Budget Growth</td>
</tr>
<tr>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>CY14 Technology Spend Influence</td>
<td>CY14 Technology Spend Influence</td>
</tr>
<tr>
<td></td>
<td>26%</td>
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<tr>
<td>CY14 Technology Budget Growth</td>
<td>9%</td>
</tr>
<tr>
<td>CY14 Technology Spend Influence</td>
<td>67%</td>
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<tr>
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<td>158%</td>
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</table>

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Bridging the IT / OT Skills Gap

Cisco Traditional Partners  Partnering  OT Industry Partners

IT Component

Technology Skills
Industry Knowledge
Experience

Skills Gap

OT Component

OT Component

OT Component

25%

75%
Cisco Partner Ecosystem Update

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Next Steps
Motorcycle Manufacturer Case Study

A leading motorcycle manufacturer

Overview

Business Challenge

Solutions

Benefits

6,000 employees

900+ dealers

120 different bike configurations

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Motorcycle Manufacturer Case Study

A leading motorcycle manufacturer

Overview

Business Challenge

Solutions

Benefits

→ Implement flexible manufacturing
→ Accelerate new product introduction
→ Deploy wireless for instant visibility
Motorcycle Manufacturer Case Study

A leading motorcycle manufacturer

Use Ethernet network to enable sharing of real-time production information across lines

Cisco Digital Media Solution

Wireless infrastructure

Overview

Business Challenge

Solutions

Benefits

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Motorcycle Manufacturer Case Study

A leading motorcycle manufacturer

Overview

Business Challenge

Solutions

Benefits

Saved more than $200 million from a single plant

Reduced cycle time from one year to just one week

Boosted quality and output
Solutions Span Across Verticals

Manufacturing

PaaS, JouleX, Connected Operations

<table>
<thead>
<tr>
<th>Plant Switching</th>
<th>Plant Routing</th>
<th>Field Network</th>
<th>Embedded Networks</th>
<th>Connected Safety and Security</th>
</tr>
</thead>
<tbody>
<tr>
<td>• IE 2000</td>
<td>• CGR 2000</td>
<td>• CGR 1000</td>
<td>• 5915 Embedded Services Router</td>
<td>• Video Surveillance Manager and IP Cameras</td>
</tr>
<tr>
<td>• IE 2000/IP 67</td>
<td></td>
<td>• 819H M2M ISR Gateway Router</td>
<td>• 3200 ESS 2000</td>
<td>• IPICS</td>
</tr>
<tr>
<td>• IE 3000</td>
<td></td>
<td>• 1552 Rugged Wireless</td>
<td></td>
<td>• Physical Access Manager</td>
</tr>
<tr>
<td>• CGS 1000</td>
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<tr>
<td>• CGS 2500</td>
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</tbody>
</table>

Network Management (SDN) and IoT Security

Fog Computing (IOx)
Cisco Partner Ecosystem Update

IoE and IoT

Opportunity Example

Advanced IoT Specializations Suite

Next Steps
Advanced IoT Specializations

The Advanced IoT Specializations provide the training you need to bridge a skills gap between IT and OT partners for a piece of multi-million dollar deals.

- Build new capabilities and business value expertise
- Opportunities for improved profitability
- Respond to evolving customer needs
- Evolve from Physical Security ATP to IoT Specialization—Connected Safety and Security
Benefits to Partners

- Bridge skills gap between IT and OT partners
- Increase your recognition in the IoT marketplace
- Gain expertise in core routing and switching technologies and Cisco IoT solutions and concepts
- Opportunity to increase profitability offering Cisco Professional Services and participating in the Value Incentive Program (VIP)
- Get recognized as an Advanced IoT Specialized Partner in the Cisco Partner Locator
Incentive Programs

- VIP
- SIP, TIP, OIP as allowable per Premier/Select participation
IoT VIP– FY15 (VIP 24/25)

- Reward Physical Security ATP partners for CSS sales as they transition to the IoT Specialization (CSS Track) (launch Q1FY15)
- Reward new OT partners who complete the IoT Specialization (launch Q1FY15)
- Continue to incent and reward our existing Cisco partners
- Show Partners that Cisco is investing in IoT by giving substantial rebates
- Message that Cisco is supporting our partners investment in IoT Practices thru VIP

Enterprise Networks Subtracks

Enterprise Networks Track

Core and WAN Services Subtrack
- Branch Routing
- Edge Routing
- Cloud Services
- Industrial Ethernet
- Connected Grid

Unified Access Subtrack
- Backbone Switching
- Access Switching
- Wireless Products
- Industrial Ethernet
- Connected Grid

Internet of Things Subtrack
- Industrial Ethernet
- Connected Grid
- Connected Safety and Security
- Access Control

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### Job Role Requirements

#### IT Partners

<table>
<thead>
<tr>
<th>Manufacturing</th>
<th>Connected Safety and Security</th>
<th>Industry Expert</th>
</tr>
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<tbody>
<tr>
<td>AM</td>
<td></td>
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<tr>
<td>SE</td>
<td></td>
<td></td>
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<tr>
<td>FE</td>
<td></td>
<td></td>
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<tr>
<td>Other</td>
<td></td>
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</tbody>
</table>

- **AM**
  - IoT Manufacturing Account Manager Representative
- **SE**
  - IoT Manufacturing Systems Engineer Representative
- **FE**
  - IoT Manufacturing Field Engineer Representative
- **Other**
  - None

#### Operations Technology Partners

- **Connected Safety and Security**
  - IoT CS&S Account Manager Representative
  - IoT CS&S Systems Engineer Representative
  - IoT CS&S Field Engineer Representative
- **Industry Expert**
  - IoT IE Account Manager Representative
  - IoT IE Systems Engineer Representative
  - IoT IE Field Engineer Representative

#### No Role Sharing Within

- Manufacturing
- Connected Safety and Security
- Industry Expert

#### Tech Role Sharing Across, 3-2-2

- Go to [www.cisco.com/go/iotpartner](http://www.cisco.com/go/iotpartner)
# Training and Exam Requirements

<table>
<thead>
<tr>
<th>AM</th>
<th>Cisco Resale Partners</th>
<th>Operations Technology Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing (Launch Nov. 18)</td>
<td>PR: Selling Business Outcomes (Q3FY15) Manufacturing Sales of 700-802 IoT Sales Fundamentals of 700-801</td>
<td>PR: Selling Business Outcomes (Q3FY15) IoT Sales Fundamentals of 700-801</td>
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<tr>
<th>SE</th>
<th>Connected Safety and Security</th>
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<tbody>
<tr>
<td>Connected Factory for SEs 500-801 Industrial Networking Specialist 600-601</td>
<td>ICND1 100-101 or CCNA R/S* Exam 648-238</td>
<td>IT for OT (no exam, just recommended online training) Industrial Networking Specialist 600-601</td>
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| FE | | |
|----| | |
| (ICND1 100-101 and INS 600-601) or CCNA R/S* | ICND1 100-101 or CCNA R/S* 648-238 | (ICND1 100-101 and INS 600-601) or CCNA R/S* |

| Other | | |
|------| | |
| None | CQS: CCNA R/S* CQS role sharing within OK | Customer references and industry international or national certification |

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*Superceded by CCNP or CCIE (CCNx-X make standard in logic for all flavors, no CCDx)
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Opportunity Example

Advanced IoT Specializations Suite

Next Steps
Key Dates

October 22, 2014:
- Advanced IoT Specialization: Connected Safety and Security launch
- Advanced IoT Specialization: Industry Expert launch
- EOL Announcement of Physical Security ATP with transition timeline

November 18, 2014:
- Advanced IoT Specialization: Manufacturing launch

2015:
- Additional IoT specialization launches in alignment with solutions
### Physical Security ATP to Connected Safety and Security Specialization Partner Transition Plan

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<tr>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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- **October 22, 2014** – PS ATP EOS announced, IoT Connected Safety and Security Specialization launched – 90 day transition period begins.
- **January 22, 2015** - 90 day transition period ends. Last day we will accept any applications or renewals.
- **January 22, 2016** – Last day to hold the PS ATP. Partners should have transitioned to the specialization or the ATP will expire and cannot be renewed.

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**PS ATP and CSS Specialization badges are mutually exclusive. Partner records and Partner Locator will only reflect one at a time.**
Getting Started
Apply for Advanced IoT Specializations

The Internet of Things (IoT) is changing everything. We know your customers’ needs are changing too. With the right training, you can take advantage of the growing IoT market, make you more relevant to customers, and help you build new skills.

Get the sales and technical training you need with the new IoT Specializations. IT resale partners can develop a greater understanding of operational technology (OT) practices. OT partners can gain the expertise needed to deploy these solutions and installations for your customers.

Apply via the CSApp tool located on the Advanced IoT Specializations Partner Central pages
Next Steps

1. Learn about the Cisco Partner Ecosystem evolution
2. Evaluate your business investment strategy
3. Determine your strategy for Internet of Things (IoT)
4. Leverage Partner Central websites

www.cisco.com/go/iotpartner
Thank you.