FY15 Incentives and Promotions
IoT Products

Oct. 8, 2014
Today’s Meeting

Your phone will be on mute during the webinar

You can use the “Chat” function to communicate with the host or panelist

Use the Q&A panel to submit your question

This session is being recorded on WebEx
Agenda

- Kick of the FY15
- Quick overview IoT
- VIP24 with IoT
- Grow IoT (US, CAN and LATAM)
- Fast Track (EMEAR)
- Special Promo on LTE products with OIP
- Other programs – OIP / TIP and SIP

Special Guest Speakers

- Maria Fonferek
  IoT Channels BDM
- Jad Peterson
  IoT Channels BDM
- Joe Lucatorto
  Partner Field Sales BDM
- Sarah Sorrell
  Project Manager
- Ted Demeris
  IoT Channels BDM US and Canada
- Willie Chow
  IoT GTM Technical Lead
IoT consists of networks of sensors attached to objects and communication devices, providing data that can be analyzed and used to initiate automated actions.
IoT in the Real World
“The future is already here, its just not evenly distributed”

200+ sensors…
~1,000 readings/sensor/race
Trying to save 2/10th second per lap

“We grab information and turn it into stories and use them to make decisions on how we race.”

“The more we measure the more we understand.”

-Peter van Manen, Managing Director, McLaren

Photo Credit: www.motorauthority.com
Quote: William Gibson
“If you think of the Internet in four generations, the fourth will be Internet of Things. It’s going to be driven by businesses because businesses have to connect all the devices.”

John Chambers
IoE Drives $19 Trillion In Value Over 10 Years

Private Sector

$14.4T

Includes both industry-specific and horizontal use cases.

Total IoE Value at Stake

$19.0 Trillion

Public Sector

$4.6T

Includes cities, agencies, and verticals such as healthcare, education, defense.

Includes both industry-specific and horizontal use cases.
How to start a new innovative business within your current organization.

1) State the Hypothesis
2) Predict what will happen
3) Measure the results
4) Assess lessons learned by comparing your predictions to actual outcomes

“Building a dedicated team is much like building a new and different company from the ground up “!
Cisco IoT GTM model

Focus Partner

OEM

Buy

Build

IT Partners / OT Partners

Rockwell Automation

Honeywell
Cisco Internet of Things Portfolio

- Manufacturing
- Mining
- Energy-Utility
- Oil and Gas
- Transportation
- City
- Defense
- SP/M2M

Plantwide Ethernet, Intelligent Transportation, Smart Cities, S&C Refinery, Smart Connected Vehicle, Smart Grid

Plant Switching
- IE 2000
- IE 3000
- CGS 1000
- CGS 2000

Plant Routing
- CGR 2000

Field Network
- CGR 1000
- 819H M2M ISR Gateway Router
- 1552 Rugged Wireless

Embedded Networks
- 5915 Embedded Services Router
- 3200 ESS2000

Connected Safety & Security
- Video Surveillance Manager and IP Cameras
- Physical Access Manager

Network Management and IoT Security

Fog Computing

Data Center/Virtualization
Cisco Value Incentive Program “VIP”
VIP Strategy

• Strategic use of VIP $ to drive focus and revenue
• Continue to incent and reward our existing Cisco partners
• Establish programmatic ability to reward OT and CSS Partners
• Provide substantive rebate to drive re-investment in IoT Partner Practices
• Cisco are committed to IoT
Cisco
Grow IoT (US, CAN & Latam)
Fast Track (EMEAR)
Americas and EMEA IoT Promotions

The IoT Partner Opportunity
Any way you slice it, there is value for you

1. Profitability and Economic Model for an OT market
   *(Basic resale margins are competitive at common street price)*

2. Example Deal Structure
   *(Deal structure includes adjacent products and profitable integration services)*

3. IoT Creating Vertical Solutions and Other Pull-Through
   *(Line of business IoT deals are tied to much greater Vertical Solutions pull-through)*

4. Rethink SMB Accounts – Increased Relevance and Revenues
   *(Mid-market and SMB Commercial can result in 3X greater ongoing run rate)*

5. Sample Practice Development Investments
   *(Investing in an IoT practice unlocks enormous IoE opportunity for our Partners!)*

- **Aggressive discounts off-the-shelf** to keep simple, expedite proposal-to-win time, offer best products at competitive price.
- **Assets** to enable more effective selling, become more relevant for your customer LOB decision makers and increase the deal size.
- **Available** through all Distributors in EMEA and Americas.
- **Available through** Q2.
- **Most IoT products** are included except the Connected Safety & Security and the non-ruggedized ISRs 800 Series.

http://www.cisco.com/web/partners/incentives_and_promotions/index.html
Internet of Things Promotion: Americas and EMEA

- Cisco Industrial Ethernet 2000 Series Switch
- Cisco Industrial Ethernet 3000 Series Switch
- Cisco Industrial Ethernet 3010 Series Switch
- Cisco 2520 Connected Grid Switch
- Cisco 819HG Integrated Services Router
- Cisco 2000 Series Connected Grid Router
- Cisco ASR 903 Aggregation Services
Partner Resources

- IoT Promotion on Partner Central: *available 10-20*
  - *How to Position Guide*
- Partner Education Connection
  - IoT SalesBytes: 3-10 Minute Videos
- Video: *A Network for the Internet of Things* (1:31)
- Video: *The Internet of Everything is the New Economy* (5:07)
- IoT Website
- IoT Brand Campaign *(Partner to End Customer)*
- IoT External website
- Cisco Blogs and Community focused on Manufacturing

*Cisco Partner Confidential*
Fast Track
Internet of Things

(from here)

- **Aggressive discounts off-the-shelf** to keep simple, expedite proposal-to-win time, offer best products at competitive price.
- **Assets** to enable more effective selling, become more relevant for your customer LOB decision makers and increase the deal size.
- **Available** through all Distributors in EMEA (except Russia and CIS).
- **Extended** until the 25th of October and beyond.
- **Most IoT products** are included except the Connected Safety & Security and the non-ruggedized ISRs 800 Series.
The Internet of Everything: Connecting the Unconnected

INTELLIGENT CITY
INTELLIGENT HOSPITAL
INTELLIGENT HIGHWAY
INTELLIGENT FACTORY

Cloud & Services

Municipal Command & Control Center
Smart Grid
Hospital Optimization
Comms Network Optimization
Home Energy Mgmnt
Factory Optimization
Traffic Flow Optimization
Logistics Optimization
Traffic Cameras
Automated Car System
Intelligent Digital Signage
Connected Ambulances
Intelligent Medical Devices

INTELLIGENT CITIES
INTELLIGENT HOSPITALS
INTELLIGENT HIGHWAYS
INTELLIGENT FACTORIES

Source: Intel
Special LTE device promotion
### 4G LTE Machine to Machine Program – At-a-Glance

<table>
<thead>
<tr>
<th><strong>Objective</strong></th>
<th>• Utilize 4G LTE technology to accelerate sales in access routing in the US</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Partner Reward</strong></td>
<td>• Additional 12% discount on selected ISR / C819HG routers/bundles and associated equipment in conjunction with OIP/TIP program benefits</td>
</tr>
<tr>
<td><strong>Partner Eligibility</strong></td>
<td>• All Resale and Managed Service Certified partners</td>
</tr>
<tr>
<td><strong>Validity Dates</strong></td>
<td>• Effective from March 18th to January 24th 2015</td>
</tr>
<tr>
<td><strong>How to Use</strong></td>
<td>• Upon approved OIP/TIP registration, partner will see additional discounts on selected 4G LTE part numbers in CCW</td>
</tr>
</tbody>
</table>
| **Combinations**  | • Can be stacked with TMP for greater rewards  
• Combinable with VIP |
| **Eligible Regions** | • US Only |
| **Find out More** | • [http://www.cisco.com/web/partners/incentives_and_promotions/4GLTE.html](http://www.cisco.com/web/partners/incentives_and_promotions/4GLTE.html)  
• [www.cisco.com/go/4g](http://www.cisco.com/go/4g) |
4G LTE Use Cases

Horizontal
- Business continuity and disaster recovery — an inexpensive secondary link that keeps the business running if a landline should fail
- Remote, out-of-band router management
- Geofencing directly in router without requiring network connectivity

Banking
- Bank branch office, primary or backup (disaster recovery) connectivity to data center
- Direct-connected ATM to data center (an M2M app)
- Video surveillance and real-time ad message display
- Secured monetary transactions and inventory reporting
- Remote device management

Retail
- Over-the-air payments from POS (fixed or temporary)
- Vending-machine monitoring
- Store kiosks for Internet access, local store advertising
- Inventory management reporting
- Video surveillance

Healthcare
- WAN access at local clinic
- Clinic-to-central healthcare management system (HMS) connectivity
- Patient monitoring and alerts, remote consults (router with 4G LTE connection in homebound patient residences)

Manufacturing and Industrial Automation
- Interconnect end devices to core network
- Support for a large number of M2M end devices
- Remote device management
- Sensor communications from router embedded in mining sites

Utility
- Meter reading
- Security monitoring and alerts

Transportation and Public Safety
- Public safety dispatch, background checks, and emergency responder communications
- Ability to roam across multiple 4G LTE cellular service providers’ networks
- Secured data transfer and minute-by-minute GPS (location) information
- Rail-yard automation for compliance with Positive Train Control regulation (automate train operations if conductor should become incapacitated)
- On-barge training
- Remote aerosol sensing and alerting of biological and chemical terrorism
Verizon’s Device Referral Program (DRP)
Concurrent Spiff Program being offered to VARs by Verizon

• Provides incentive to Value Added Resellers (VARs) to position and sell complete 4G LTE enabled solutions that benefit their customers while increasing deal profitability

• Managed for Verizon by TDMobility
  • TDMobility manages opportunity registration process for the VAR
  • VAR supplies customer and device details (IMEI’s) to TDMobility
  • TDMobility engages the Verizon Wireless team and tracks the sales process through device activation and pays VAR commission based on rate plan sold

• Process provides linkage for VAR to “sell with” Verizon Wireless Sales
  • VARs can leverage the program to improve deal profitability of solutions their teams are already actively positioning with customers (ex. ISR router upgrades)
  • Creates new conversations for VARs to have with customers around Business Continuity/Disaster Recovery or 4G LTE for Primary Access

For more information: [http://www.verizonenterprise.com/partnerprogram/](http://www.verizonenterprise.com/partnerprogram/)
Cisco Incentive Programs
TIP, OIP and SIP
Partner Incentive Programs
Easy-to-Use Programs to Increase Partner Loyalty, Profitability and Specific Behaviors

**PROGRAM**

- **Opportunity Incentive Program (OIP)**
- **Solution Incentive Program (SIP)**
- **Teaming Incentive Program (TIP)**

**PURPOSE**

- **Opportunity Incentive Program (OIP)**
  Deal registration program designed to reward and protect the pre-sales investments that a partner makes when developing new business opportunities.

- **Solution Incentive Program (SIP)**
  Deal registration program designed to reward partners for building complete solutions.

- **Teaming Incentive Program (TIP)**
  Deal registration program designed to incent partners to invest in Cisco initiated opportunities early in the sales cycle.

**WEBSITE**

- [cisco.com/go/oip](cisco.com/go/oip)
- [cisco.com/go/sip](cisco.com/go/sip)
- [cisco.com/go/teaming](cisco.com/go/teaming)
# Opportunity Incentive Program (OIP)

<table>
<thead>
<tr>
<th>Incentive Program</th>
<th>Behavior</th>
<th>Partner Eligibility</th>
<th>Intended Use</th>
<th>Product Eligibility and Discount</th>
<th>Combinable With</th>
<th>Program URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>OIP</td>
<td>Hunt New business</td>
<td>Cisco Certified Partners</td>
<td>Resale, Managed services</td>
<td>See regional information posted at OIP</td>
<td>TMP, VIP and VIP-Express</td>
<td>OIP</td>
</tr>
</tbody>
</table>

## Program Overview
OIP is an incentive program designed to reward and protect the presales investments that a partner makes when developing new business opportunities.

## Program Benefits
- Encourages partners to invest in developing new opportunities with the knowledge that their efforts will be rewarded and protected
- The program facilitates value engagement by identifying the partner that is the first to develop the opportunity

## Program Primary Objectives
- Generates incremental business
- Rewards demand-generation capability
- Enhances channel partner profitability
- Protects partner presales investment
- Provides an economic incentive

## Calls to Action
- Actively identify, develop, and win new opportunities where Cisco is not already engaged
- Register the deal in Cisco Commerce Workspace at [www.cisco.com/go/ccw](http://www.cisco.com/go/ccw)

[OIP](http://www.cisco.com/go/oip)
# Teaming Incentive Program (TIP)

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<th>Incentive Program</th>
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</tr>
</thead>
<tbody>
<tr>
<td>TIP</td>
<td>Team on Cisco® initiated opportunities</td>
<td>Cisco® Gold, Silver, Premier, Select Certified, Managed Services Certified</td>
<td>Resale, Managed services</td>
<td>See regional information posted at TIP</td>
<td>TMP, VIP, and VIP-Express</td>
<td>TIP</td>
</tr>
</tbody>
</table>

## Program Overview
TIP is an incentive program designed to reward partners for teaming with Cisco on opportunities initiated by Cisco.

## Program Benefits
TIP provides partners with a financial reward for investing and accomplishing presales activity milestones on sales where the Cisco account team has generated the opportunity.

## Program Primary Objectives
- Available for the most qualified partner for the opportunity
- Provides greater margin opportunity
- Provides deal protection
- Protects partner presales investment

## Calls to Action
- Team with Cisco early in the sales cycle; together we are more likely to win the business and successfully deploy complex architectures
- Register the deal in Cisco Commerce Workspace at [www.cisco.com/go/ccw](http://www.cisco.com/go/ccw)
# Solution Incentive Program (SIP)

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<th>Combinable With</th>
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</tr>
</thead>
<tbody>
<tr>
<td>SIP</td>
<td>Solution building</td>
<td>Cisco Certified Partners</td>
<td>Resale, Managed services</td>
<td>See regional information posted at SIP</td>
<td>VIP and VIP-Express</td>
<td>SIP</td>
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</table>

**Program Overview**

SIP is an incentive program designed to reward channel partners for building complete solutions that incorporate a business application plus Cisco technologies and lifecycle services as a combined offering that can be sold repeatedly.

**Program Benefits**

Partners using SIP differentiate themselves beyond certification level by addressing complete business solutions based on customer requirements, often extending unique product solutions with additional services.

**Program Primary Objectives**

- Provides a financial advantage for partners that invest in solutions which include Cisco products
- Protects partners’ solution investment and value delivered to customers
- Provides sale protection
- Helps increase partner revenue with additional value-added service opportunities

**Calls to Action**

- Develop and sell solutions that integrate partner applications and services with Cisco technology
- Register the deal in Cisco Commerce Workspace at [www.cisco.com/go/ccw](http://www.cisco.com/go/ccw)
Step One: Conduct a Self-Assessment

- Examine your installed base of customers. Define the different verticals that your customers fall into.

- Target the TOP one or two verticals that align with your customers

- Identify internal sales and technical leads for your IoT practice

- Begin educating yourself on the vertical(s) by going to our URL’s resource page
## Step Two: Identify Horizontal Technologies

There are several horizontal technologies that can be applied in IoT.

<table>
<thead>
<tr>
<th><strong>Mobility</strong> – In almost every IoT vertical there are fleet opportunities. Cisco has a wide range of solutions spanning: trains, buses, emergency response and industrial vehicles such as mining trucks, bucket trucks for utilities, etc.</th>
<th><strong>Data Center/Cloud</strong>: Data analytics is key to the story teller on the IoT value. A Cisco Partner who has a strong Data Center/Cloud practice will play a major role in IoT by providing Data Center/Cloud solutions and services.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Security</strong> – Cyber / Safety and Security is at the top of the list for ROI. Many Cisco Partners are familiar with Security and know when IT and OT intersect, security is needed.</td>
<td><strong>Do you hold a CSS or IPICS ATP?</strong> If yes, you have a wide range of IoT options here!</td>
</tr>
</tbody>
</table>

### Horizontal Technologies

- Video Surveillance
- Incident Response
- Security Operations & Access Control
- Mediant IP Cameras

**Verifcation** → **Detection** → **Notification**
Partner Central
Incentives and Promotions

URL to the page:
http://www.cisco.com/web/partners/incentives_and_promotions/index.html
• Links to all the vertical pages
• Upcoming webinar
• Past webinar recording in smaller segments

Your Area-focused Team

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Mid-West

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Floyd Dacosta
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Willie Chow
Jason Lee
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Mike Miller
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