

Cisco
Partner Summit 2019

Cisco Partner Summit 2019

Session Overview

October 2019

Global Insight Sessions

Global Insight Sessions

Aligning to Our Customers

Tuesday, November 5

Learn how the Internet of the Future enables you and our customers to do things we haven't seen in the past. Join Chuck Robbins to hear an update on Cisco's strategy, how we will align to what our customers care most about and our opportunity to help them navigate complex technology transitions. You will also hear from David Goeckeler about the technology innovations we are delivering in our networking and security portfolio to help transform business in today's next-gen digital world. And Maria Martinez will show how we're on a mission to help partners build a profitable customer experience practice while helping our customers realize greater value.

Own Your Edge

Wednesday, November 6

Join us for Day 2. Amy Chang will help you say "Hello Future" with Cognitive Collaboration, and unveil exciting new solutions to help drive revenue. Then you won't want to miss Oliver Tuszik with an update on the latest partnering strategy and how we're helping you unlock your differentiation. Cisco partners have unique capabilities that give you an edge in the market to deliver exceptional customer outcomes. Gerri Elliott will introduce Jim Walsh, Cisco's SVP Growth Marketing, to walk through the portfolio of new sales plays our partners can immediately leverage to meet growth and profitability targets. We're here to help you Own your edge!



Geo Connection Sessions

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Americas

In this session, you will hear from key Cisco Americas executives, including Jeff Sharritts, Senior Vice President, Americas and John Moses, Vice President, Americas Partner Organization. The session will provide an update on industry and marketplace dynamics, our customer's evolving expectations and the resulting opportunities that we must capitalize on, together. They will discuss the actions that we need to take and how we can transcend ensuring our mutual success to do something legendary.

APJC

In this session, you will hear from key Cisco APJC executives, including Miyuki Suzuki, President, APJC and Vicki Batka, Vice President, APJC Partner Organization and Vish Iyer, Vice President, APJC Architectures. They will present their strategy for FY20, and share key initiatives including customer lifecycle and experience, incubation technologies as well as partner support to make you successful.

EMEAR

In this session, you will hear from Cisco EMEAR executives including Wendy Mars, President, and David Meads, VP, Partner Organisation. The session will provide a great opportunity to engage with the EMEAR fiscal year strategy and key initiatives to drive your success. Other speakers will discuss what it takes to be a star performer, and how to excel in our changing markets



Business Leadership Sessions

Business Leadership Sessions

Decode the Future with Mitch Joel

Right now, every business is trying to figure out where their consumer base and market share is heading—and how to get there first. With this talk, Mitch Joel offers an overview of the major technology shifts that are coming and how they'll affect human behavior. Mitch has counseled brands ranging from Google to GE to Shopify on how to decode the future, and now he's bringing that understanding to brands across North America. By helping audiences understand the ways in which all of us will be interacting with and dependent on emerging technologies in the next 5-10 years, Mitch opens new conversations on how to incorporate those behaviors into innovation that will be key drivers of tomorrow's business.

Unleash Your Potential with Molly Fletcher

It often takes a crisis to create change in our lives. How can we create transformational change in the absence of crisis and unleash our true potential? Molly shares stories from her experiences as a successful sports agent and lessons from top athletes and coaches in the game. She outlines the 5-step process to unleashing your potential and achieving peak performance.

Winning in a Cloud-First World

Applications have become the new currency. But customers are facing a growing set of challenges as the number of applications they manage will grow by 50% in the next 2 years driven by increasing complexity. A mix of public cloud providers, private clouds, colo and SaaS is the new norm. And new technologies such as containers and serverless are quickly ramping up while legacy systems are not going away. Winning in this new reality means having new conversations with new buyers like Cloud Architects, IT Ops, DevOps, and the Line of Business. Join this session to understand how you can win with Cisco across the entire application landscape with best in class solutions, and, the steps Cisco is taking to support your practice development.



Impact Sessions

Impact Sessions

Gain Your Edge with Cisco's Multi-Domain Strategy

Imagine presenting an end-to-end architectural solution to your customers today that can help transform their business and gain a competitive edge. A solution that helps them simplify their operations, deliver policy consistency and agility, and enables security across multiple domains. The competition may promise pieces, but only Cisco can deliver integrated solutions to the market. Join Cisco's business leaders to discuss the demand for multi-domain technology, with specific solutions to share with customers. See a demo of real solutions ready to present now, and hear about the innovative solutions that only Cisco can deliver.

Together We Win with CX Lifecycle

Lifecycle is our largest joint opportunity to profit and grow together while delivering transformative value for our shared customers. Last year, we introduced Cisco CX and a vision for our joint success. Now we'll share how we executed on our 2019 commitments and invested in building the foundation for your CX journey. We'll share the comprehensive lifecycle partner model, how we're delivering the model's key components (e.g. specialization and certification, simplified renewals) and demonstrate early successes. Join us for the announcement of the new Success Portfolio, powered by collaborative intelligence, and new offers like BCS 3.0, Solutions Support, CX Operate) that will grow your profitability and enrich your services opportunities.

Hone Your Edge: Sharpen Your Advantage with Cisco Programs

Cisco programs give you an edge in the market—if you know how to get the most from them. In this session, you'll see how Cisco helps you perform at your best for today and transform to meet the customer needs of tomorrow. You will hear about new certifications and specializations that help you differentiate yourself in the market and build new capabilities as you transform your Cisco practice. We will also share updates to programs that boost your profitability. Carve out a unique place for yourself with Cisco partner programs!

Small and Medium Markets are BIG; BIG Innovation, BIG Growth, and BIG Profit!

Winning BIG in FY 20 means focusing on Small and Medium market segments. During this session, we will show you how to get your share of the fastest growing business at Cisco. We will look at new opportunities for creating larger customer wallet per deal and driving recurring offers, and delivering managed services that create value. We'll explore how partners can drive customer lifecycle engagements, understand sales plays and other enablement tools and resources. Plus, we will provide insight to specific Cisco small and medium market programs that support your business. Reinforce pre and post-sale promotion and incentives to win BIG!

Impact Sessions

Power Your Recurring Revenue and Sharpen Your Managed Service Edge

Managed services is a \$282 billion global opportunity across segments. Your primary path to recurring revenue success is creating your own differentiated managed services. Discover how Cisco will accelerate your recurring revenue growth in addition to your resale business - now and into the future. We'll be with you long after the flooded vendor market consolidates, powering you with leading security, networking, collaboration, cloud-based solutions and integrated cross-domain architectures. We'll also help you hone your winning edge in marketing, sales and profitable professional services. Learn how you can expand your managed services, increase efficiency, get to market faster and reduce risk.

Fast and Furious: Drive Growth, Profitability, and Customer Success with Software-Led Selling

Did you know: enterprise agreements (EA) can result in 3x bigger deals and a lifecycle approach can double bookings growth? Software is at the core of Cisco's strategy and our partners are a critical part of the winning team. Learn about customer use-cases that map to Cisco's Software Platform, new sales plays, the latest enhancements to Cisco's EA enrollments, and how Cisco partners are souped-up to drive multi-architecture deals, all with software as the foundation. Discover how we've improved customer incentives to buy with lowered EA thresholds, multi-suite discounting, and EA management tools. The time is now for you to fire up the engines, take the wheel, and accelerate your growth with Cisco Software.



Hub Talks

Hub Talks

Sharpen Your Edge with Enterprise Networks Innovations

We all strive to be relevant to our customers, right? Join us as we share Cisco's Enterprise Networking (EN) innovations that are available today and how they help you sharpen your edge. Through realistic customer scenarios, learn how you can be successful this year in driving adoption of Cisco DNA Center, winning the SD-WAN business and expanding the conversation beyond IT with Cisco DNA Spaces. You'll walk away knowing how to monetize on these technologies and the market opportunity, while understanding new incentives and innovations to fuel your success with Cisco intent-based networking solutions.

Unlock and Expand New Business Opportunities with Meraki's Technology Partners

Explore the benefits of the Meraki platform and apps ecosystem, and discover new ways to solve customer business challenges beyond just networking. Meraki's technology partners, integrated with Meraki APIs, offer opportunities for partners to demonstrate the value of the Meraki platform to non-IT stakeholders, and create managed services that generate new and recurring revenue streams.

Protect What's Now and What's Next with Cisco Security

CISOs want to support digital business and create a secure foundation for transformation, so their organizations can expand to the cloud, embrace SD-WAN, and deliver a mobile experience for users. At Cisco we think it is time the industry did better; we need to make products that work together, that are simple to use, and based on open APIs so our customers have flexibility within an ecosystem. That's why we have built the most effective platform in the industry, based on the broadest portfolio in the market; our platform is underpinned by continuous and pervasive trust verification and the most effective threat intelligence research team on the planet. Learn how we are simplifying the security experience for our mutual customers.

Own Your Competitive Edge with Cisco Data Center Anywhere

Your customers are under pressure like never before to deliver the next-generation digital experience that runs and secures applications anywhere on-prem, in the cloud, and at the edge. Cisco continues to innovate data center technology that simplifies and solves complex challenges delivering agile, secure, and scalable solutions with Cisco Data Center Anywhere. Learn how Cisco Data Center is accelerating partner growth and achieving the competitive edge with multi-domain solutions, flexible consumption models, and multicloud infrastructure to the edge so customers are ready for the future of applications.

Lead Your Customers to the Modern Workplace Through Cisco's Unified Webex Platform

Companies are facing a major shift and your customers are looking for partners to guide them through workplace transformation. As the pace of change continues to accelerate, companies must transform the workplace to meet today's challenges. With employees communicating and collaborating in unprecedented ways, a globally distributed workforce and the need to innovate faster than ever before, employers need the tools to integrate technology into the experiences that employees are familiar with and use every day. The single unified platform provides the integrated amazing human experiences of calling, meeting, messaging and devices all working together fluidly. Help your customers create cognitive, magic moments and modernize their workplace.

5G. It's Here! It's Now! Are Your Ready?

Change is good, only if the experience is better. With more users and things connecting in more ways every day, networks need to adapt quickly to keep ahead. Without the right infrastructure, service provider, enterprise, and public sector customers can get overwhelmed by traffic demands, regardless of industry or vertical. Whether it's with 5G, IOT, video, or cloud traffic, you can help solve their problems around resiliency, complexity, scale, latency, and security using innovative service provider technologies. Grow your business through new solutions, programs, and resources to capitalize on these market changes. Help your customers achieve better business outcomes around revenues, profits and risk mitigation.

Hub Talks

IoT: The Growth Frontier

Customers, across industries, are connecting everything to increase revenue, gain efficiencies, and improve customer experiences. This trend has enabled Cisco IoT to become a fast-growing architecture.

Learn how Cisco is uniquely bringing networking, cyber security and edge capabilities together to solve some of the most difficult IoT challenges. This Session provides an overview of Cisco's IoT portfolio with Extended Enterprise use-cases focused on IT and OT buyers in Transportation, Manufacturing, Smart City, Utilities, and Public Sector. The session provides the latest news and announcements for IoT products, partnerships, support, developer resources and programs to accelerate your practices.

Digital Transformation and the Future of Growth Marketing

By 2020, B2B digital sales are expected to outgrow B2C digital buying. How will your organization remain competitive and drive growth in the midst of shifts in customer expectations, market disruptions, and the way customers buy and consume technology? Join Boon and Chad in an interactive discussion of current trends in digital demand generation, integrated sales and marketing go-to-market, and growth marketing. We will share real-world Cisco and industry use cases and pragmatic insights you can use to deliver growth for your business. We will also share how Cisco is supporting our valued partners with funding, digital enablement, content, and digital services to engage customers and drive revenue.

Getting and Edge in Multicloud: Powering the Application Revolution

Cisco's Cloud mission is to help partners drive an application first mindset, reach new buying centers, engage Line of Business Owners, and lead the application and cloud conversation. Understanding your customers' application roadmap and multicloud plans are crucial to developing the edge you need to increase your relevance. Cisco can help you differentiate your practice by providing application management, cloud security and cloud networking. Cisco's use case-led approach will help you sell higher with best-in-class cloud infrastructure and application management software to enable your customers' digital transformation.

Programmability: Igniting Profitability Through Software and Services Innovation

Programmability is opening the door to new destinations. Doors rarely open on their own; you have to take action to unlock and push forward. This session will help partners understand how they can be empowered to build unique services and solutions based on the foundation of Cisco APIs. One of the biggest changes when we think about our progress through the technology ages, is that change used to be customers adapting to the latest technology. Today, our perspective is about technology adapting to customer needs. A US\$6T market opportunity exists through 2022 according to IDC, with forecasted growth of 15-20 percent (CAGR). Our partners and Cisco are in this to win our share of this market and create their Edge for success.

Hub Talks

Unleash New TAM and Sell Smarter with Cross-Architecture Sales Plays

Cisco is focused on driving validated cross-architectural sales plays that deliver specific business outcomes for customers together with you. We've seen the edge it gives us all. We win, drive much larger deals, and see ongoing growth and profitability with higher customer satisfaction. Discover the new sales plays that will accelerate how we all address our customers transformational needs while increasing our relevancy. Not just CXO Messaging, they include industry and technology use cases, phased journeys for specific outcomes, and multi-domain reference architectures. Service opportunities are highlighted throughout, along with ecosystem partner recommendations. See how we can accelerate growth and sell smarter together.

Consumption Solutions: How to Meet Your Customers Buying Needs

Learn how you can increase your customer relevance and sales opportunities through the entire lifecycle by leveraging financial tools like usage and subscription models for a competitive advantage. Learn, how to engage Cisco Capital team members and go to market as #OneCisco. Let us help YOU maximize your success and drive greater customer impact in FY20. Between business as usual and your customers business transformed with consumption models, there's a bridge. Let Cisco Capital help you maximize your success and drive greater impact as we go to market together.





The bridge to possible