Smart Business Roadmap FAQ

What is it?

The Smart Business Roadmap (SBR) is the new FY'06 sales enablement methodology for the Commercial Market Segment. The new Smart Business message supports Cisco's end-to-end solutions story and shows how Cisco's technology solutions can address the four main business challenges facing SMBs today: operational efficiency, customer responsiveness, cost containment, and security.

The Cisco Smart Business Roadmap helps partners guide customers to align a flexible network technology plan with their top business priorities. Businesses can implement the IT solution over time, in small, incremental steps.

The end goal is to give business and technical decision makers the confidence of knowing that their immediate investment will support both their short-term and long-term goals. This flexible approach reduces risk and provides a better total cost of ownership (TCO) over the long run and also results in stronger relationships between sales and customers.

Why did we create the Smart Business Roadmap?

Cisco is the only networking vendor that can provide the breadth of technology solutions across core foundation, security, wireless and UC solutions while offering world class service and support through local specialized channel partners and offer flexible financing options. The Cisco Smart Business Roadmap is a way for us to differentiate Cisco better against competitors who sell point products. We need to tell a stronger end-to-end solution story for customers who doesn't understand the value in buying from a single vendor. As a result, these customers end up buying "best of breed" products from niche vendors and end up with a network containing many products that don't work as well together or support their longer term goals. In the long run, by purchasing "best of breed" point product solutions they end up spending more money and time on managing technology upgrades down the road. Mixed network environments can also be service and support nightmares for these customers – Cisco's specialized partners provide local service and support – reducing the risk of downtime for customers

**Why and what are there 3 phases of evolution in the Smart Business Roadmap?**

The business climate today is moving so fast that businesses must adapt and evolve in order to stay competitive. As a result, businesses are continuously evolving. Quantitative research conducted by AMI and Cisco found that most businesses are in a state of continuous change and generally move through 3 phases as they evolve– foundation, growth and optimized.

- In the **Foundation** phase businesses are seeking to communicate more effectively with their employees, customers, and suppliers. They need to share information better between departments. They may also be looking to provide employees and customers with easier access to information by posting it to a Web site. At this stage, the business is looking for a technology foundation that can allow it to communicate and operate more effectively, provide better service to customers, and keep its information secure. The company may be considering using e-mail, scheduling systems, or providing Web access to customers.

- Businesses in the **Growth** phase have moved beyond establishing core business processes and are focused on becoming even more efficient. They are considering giving workers the ability to work from home or from the road so they can respond to colleagues and customers faster. They also want to continue to improve communications with employees, customers, and suppliers, and provide more immediate information sharing to be more efficient and cost effective.

- In the **Optimized** phase, businesses are often focused on differentiating themselves by optimizing interaction with customers. They are considering implementing applications such as Customer Relationship Management, Sales Force Automation, and Call Centers to improve information sharing across the company and with customers and suppliers. When optimized, the technology has become integrated into the fabric of the business to further enhance communication and responsiveness.
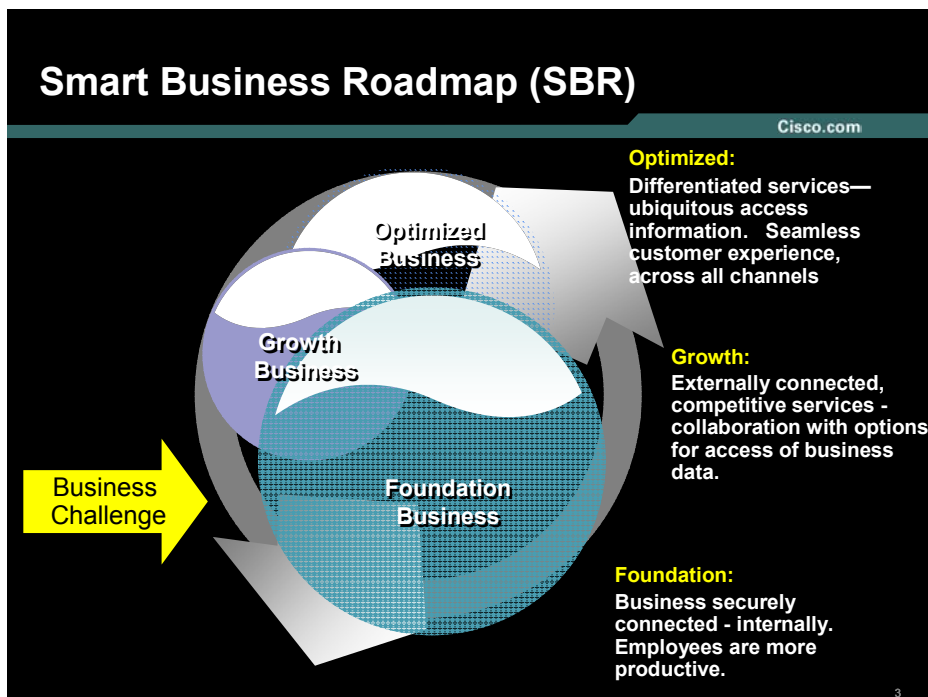
The essence of this framework is that no matter what stage the customer is in, they will be able to evolve their business with a Cisco solution. Note that when augmenting their initial "basic" technology solution with an incremental "add-on" , the solution may support more than one business challenge.

The slide below shows how the customer's customized roadmap can evolve. In this example, the customer is initially focused on improving Operational Efficiency. Once they have their foundation in place, they "add on" wireless capabilities and gain more productivity while also reducing costs. In their next phase, they implement UC solutions and now can also become more responsive to customers and drive internal efficiencies up yet again.   Each of these are incremental steps and do not require forklift upgrades because the Cisco solutions are designed to integrate and work better together.
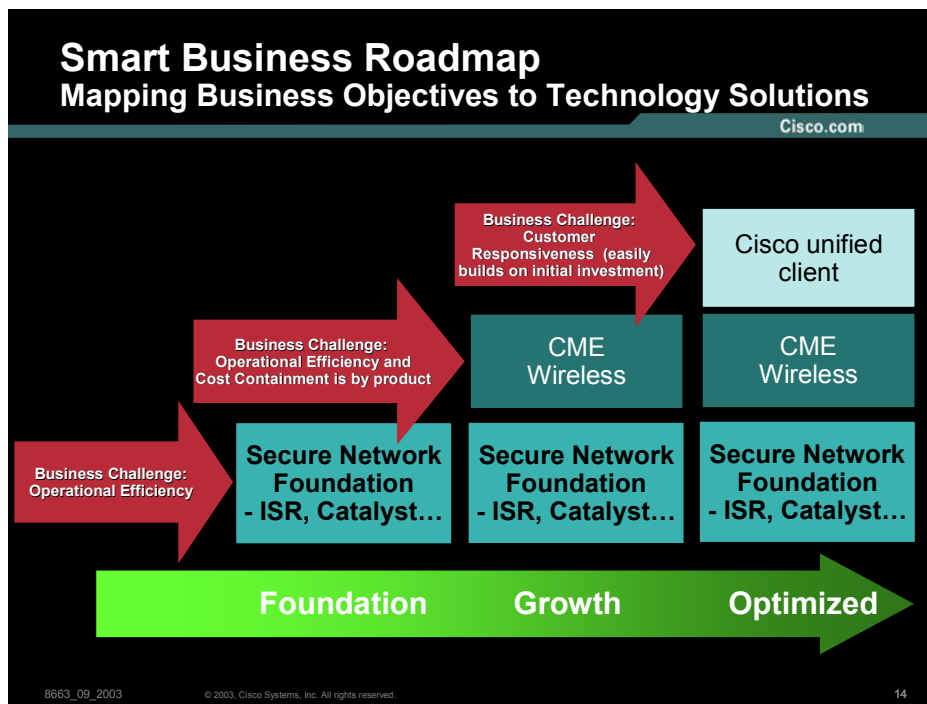
What training and tools are available to begin the dialogue and develop a Roadmap for the customer?
There are a number of sales tools and training opportunities available for our Cisco sales force and channel partners to educate them on how to deliver the message and design a customized roadmap with their customers. Details on these sales tools and training options are located on the Partner Website: www.cisco.com/go/smbpartner

Sales Tools

- Channel Discovery Guide and Solutions Recommendation Guide
  These are easy paper based guides that can be printed from the posted PDF files. The Discovery Guide, takes you through an assessment with your customer and prioritizes the business challenge(s) that they should focus their technology investments on. After prioritizing the business challenges with the Discovery Guide, the Recommendations Guide provides technology solution recommendations to address their business needs along with key talking points to begin the dialog..
- Case Studies
  Learn how other Cisco Partners have used consultative selling to benefit their business. .
- IDC White Paper – "SMBs can Achieve Business Success Through IT Planning"
  This white paper helps business decision makers understand the importance of bringing long term business planning together with technology planning and provides advice on the planning process.
- How-to-Sell cheat sheet and Ongoing Training
  Learn how to position the key benefits to developing a smart business roadmap and find ongoing Training-on-the-Run module offerings to prepare you for customer visits
- Customer Presentation
  Scripted Co-Brandable presentation for pitching Smart Business Roadmap to business decision makers. This presentation slide deck includes solution roadmap examples for the four main business challenges as well as vertical solution roadmaps so you can customize the presentation for your sales calls.

What end user deliverables have been developed?
Several deliverables for end users are available on the Smart Business Roadmap site:
- IDC White Paper – "SMBs can Achieve Business Success Through IT Planning"
- Solution Overview
- Executive level BDM presentation
- Flash demo
- Smart Business Assessment tool

How does the Smart Business Roadmap fit with the overall Commercial marketing strategy?
Smart Business is Cisco's vision for our Commercial customers. It has efficient business communications for real-time access to information-- from everywhere employees work-- to support real-time decision making and increased customer intimacy. The Smart Business Roadmap helps a customer create a plan to attain a smart business.

Smart Business Customer Story

You, Inc demonstrates "smart business"

Smart Business
is a better way of doing business.

A smart business has ubiquitous efficient communications with real-time access to information for real-time decision making and customer intimacy.

How do I get there?
Contact a Cisco certified partner to use Cisco's Smart Business Roadmap to help you evolve your business to a smart business.

Why Cisco?
Cisco's Smart Business Communications is the integrated platform on which everything runs, seamlessly supporting critical business applications with ubiquitous connectivity allowing maximum use of resources.

What do I buy?
Integrated products & solutions with service, finance & leasing delivered through world-class partners.

2