

# Wholesale RTM

May 2024

## Introduction

### Purpose

This ordering guide is designed to help Cisco® account teams and qualified Cisco partners quote and order Webex® by Cisco and Cisco BroadWorks through the Cisco Collaboration Wholesale Route-to-Market (Wholesale RTM) Program.

Using this guide and the supporting material, you will:

- Understand the Meetings and Calling services in the Wholesale RTM offer.
- Understand the included components for the Wholesale RTM offer.
- Understand the utility-based billing model of the offer.
- Walk through the quoting and ordering process.
- Understand the available resources.

The Wholesale RTM and Cisco BroadWorks comprise a new managed service operations model, new Cisco commercials, and new partner programs that enable Service Providers to take the Webex portfolio down market to small businesses around the world. The Wholesale RTM is about the systems being built and the processes and programs put in place to support Service Provider partners with this new transaction flow.





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## Audience

The intended audience for this ordering guide is Cisco sales teams, distributors, and partners who have been approved to sell Webex and BroadWorks through the Wholesale RTM. Partners must be eligible to sell these offers and must have accepted Webex Wholesale terms and conditions. You should be familiar with the Cisco Commerce Workspace (CCW) Annuity platform. You should have completed SaaS Subscriptions training as part of your company's SaaS subscription resale certification, as well as authorization to purchase the Wholesale RTM offer. Partners additionally should participate in the Cisco Partner Program for Providers. Details on how to register for the program can be found [here](#). For this offer, distributors must also sign specific terms.

## Offer overview

The offer is comprised of both Webex and BroadWorks products providing Partners the flexibility to provide their small and mid-sized customers with a bundle that makes purchasing fast. New users can be added in real-time, easily and quickly. A single transaction can be made on the CCW and Partner Hub platform and will then be used to manage all individual customer transactions occurring on the Partner Hub platform via API. End users can assign packages according to their employee's use case, optimizing for both budget and functionality.

## Webex wholesale offer

The Webex Wholesale offer gives service providers immediate access to the value of Webex through a flexible consumption (utility) model.

The Webex Wholesale plan consists of mix-and-match packages:

**Webex Suite:** Meeting, messaging, calling, events, and more—all on one secure platform built for modern hybrid work. Users who provision the Webex Suite and Webex Meetings packages also receive 10 GB of file storage, 10 GB of Network-Based Recording (NBR) storage, Webex Pro Pack for analytics, and Meetings Toll Dial-in + VoIP.



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**Webex Meetings:** Host or join Webex Meetings natively from the Webex app with common meeting experiences and controls, no matter how participants join. Calendar service must be enabled. Users who provision the Webex Suite and Webex Meetings packages also receive 10 GB of file storage, 10 GB of Network-Based Recording (NBR) storage, Webex Pro Pack for analytics, and Meetings Toll Dial-in + VoIP.

**Note:** Webex Meetings with a capacity of 1000 attendees per session.

**Webex Calling:** Webex Calling is the latest Cloud Calling offering that delivers proven enterprise-class, Cisco-hosted calling functionality. Webex Calling provides an enterprise license delivering a full-featured, robust offer targeted to an organization's knowledge workers. It includes unified communications (Webex Calling) and mobility (desktop and mobile clients with support for multiple devices). Webex users who provision Webex Calling receive Webex Messaging, free Webex Meetings, and VoIP.

**Common Area Calling:** A common area (Places) phone option is available for Webex Calling, offering analog phone type functionality with a minimal set of additional feature capabilities.

**Enhanced messaging:** Get secure, all-in-one team collaboration from Webex. Webex is an app for continuous teamwork. Move work forward in secure workspaces where everyone can contribute anytime with messaging, file sharing, whiteboarding, video meetings, calling, and more.

**Polling/Q&A (Slido):** Slido is an audience engagement platform with expanded polling/Q&A technology now integrated with Webex.

**Cloud Device Registration:** The cloud device registration provides the ability to register Cisco video devices purchased up front as well as Hardware as a Service to the Webex cloud, with no need for on-premises infrastructure.

**Pro Pack:** With Pro Pack for Webex Control Hub, administrators can provision, manage, and analyze the entire Webex experience. Pro Pack delivers additional levels of security controls, compliance management, and business insights to meet the needs of customers that are looking for advanced capabilities.

**Cisco Calling Plan:** Cisco Calling Plan provides Cisco Public Switched Telephone Network (PSTN) connectivity to Cisco Webex Calling customers. Cisco Calling Plan is available on an exception basis. Please work with your account team to confirm qualifications.



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**Webex Customer Experience Essentials:** Webex Customer Experience Essentials provides the fundamental capabilities of the Webex Contact Center solution. It includes all the Customer Experience Basic features, as well as screen pop, supervisor experience in Webex App, and real-time and historical agent and queue view. It includes all Webex Calling Professional calling functionality.

Full list of add-ons available can be found in the [data sheet](#).

### Webex for BroadWorks offer

The Webex for BroadWorks plan includes several packages with different features.

**Basic:** The basic package includes Calling, Messaging, and Meeting features. It includes 100 participants in “unified space” meetings and Personal Meeting Room (PMR) meetings.

**Standard:** The Standard package also includes everything in the Basic package such as up to 100 participants in “unified space” meetings and Personal Meeting Room (PMR) meetings. Screen sharing within a PMR meeting is a role initially held only by the host of the meeting, but the host may pass the “presenter role” to any meeting participant they choose, and only the host may re-take the presenter role without the current host passing it to them.

**Premium:** The Premium package includes everything in the Standard package plus up to 300 participants in “unified space” meeting and up to 1000 participants in a Personal Meeting Room (PMR). Screen sharing within a PMR meeting is supported for any meeting attendee.

### Cisco BroadWorks offer

The Cisco BroadWorks plan is a partner hosted cloud-based communication solution, designed to help enterprises manage calling and collaboration over wired or wireless network architecture. Features include auto attendant, hunt-groups, call control, unified messaging, and private voice networking. Hosted by Cisco service provider partners, it integrates with Cisco Webex to meet the full range of enterprise communications and collaboration needs.

**Common Area:** A call processing seat with features necessary for simple POTS service for an endpoint. The Common Area package is appropriate for only the simplest of call processing use cases.

**Knowledge Worker Calling:** A full featured call processing seat suitable for any and all call processing use cases. A Knowledge worker entitlement includes simple and advanced calling features such as all variants of Hunting, N-Way calling, all supported Call Forwarding variations, multi-end point support (SCA), and mobile interworking.

**SIP Trunk:** Feature allows an operator to bring a new site online simply by provisioning a range of Directory Numbers (DNs) or number prefixes for the site. This capability provides connectivity for both outbound and inbound SIP trunking calls.

**Call Center:** Call Center allows for usage of both calling queues as well as the agent and supervisor assignments. Usage is derived from total assignments of Call Center - Premium + Call Center - Standard. Assignment of the BroadWorks Agent & Supervisor is unlimited and not calculated in the usage.

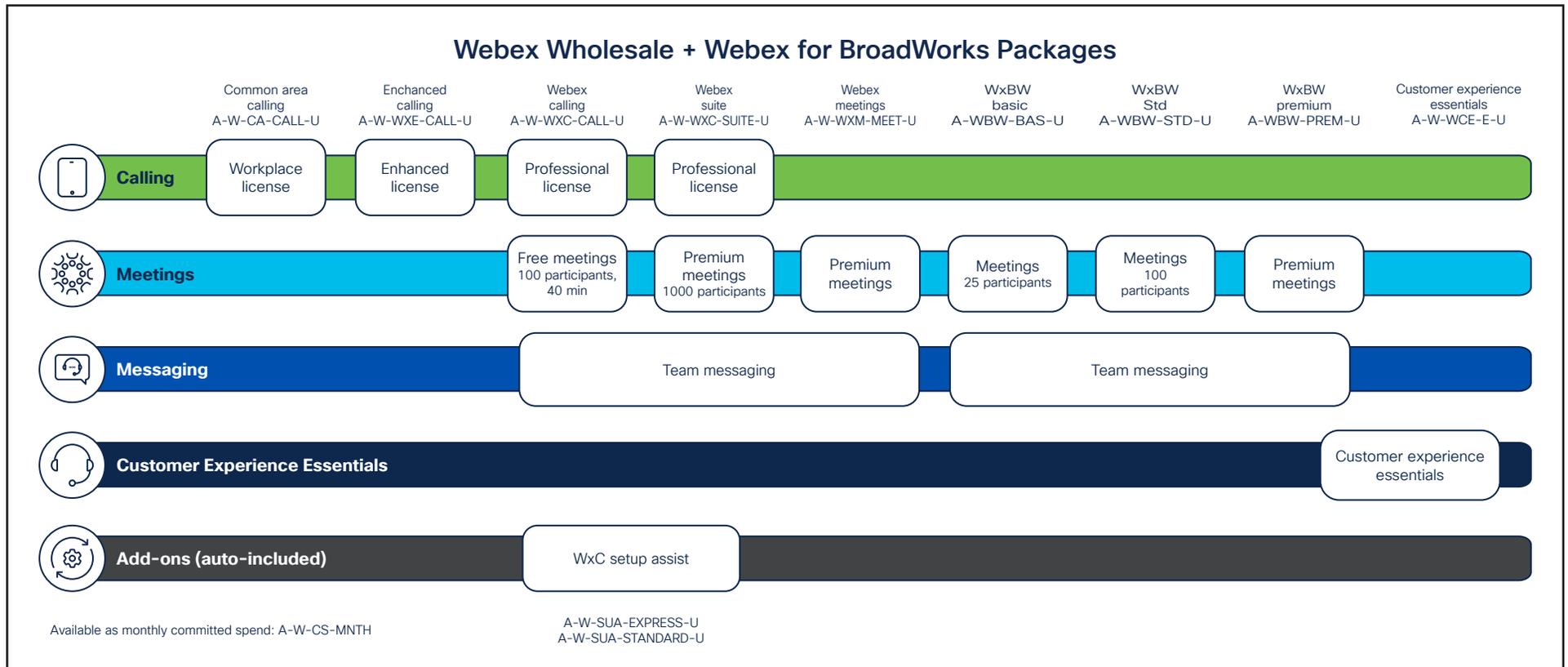


Figure 1. Offer Packages for Wholesale and Webex for BroadWorks Plan

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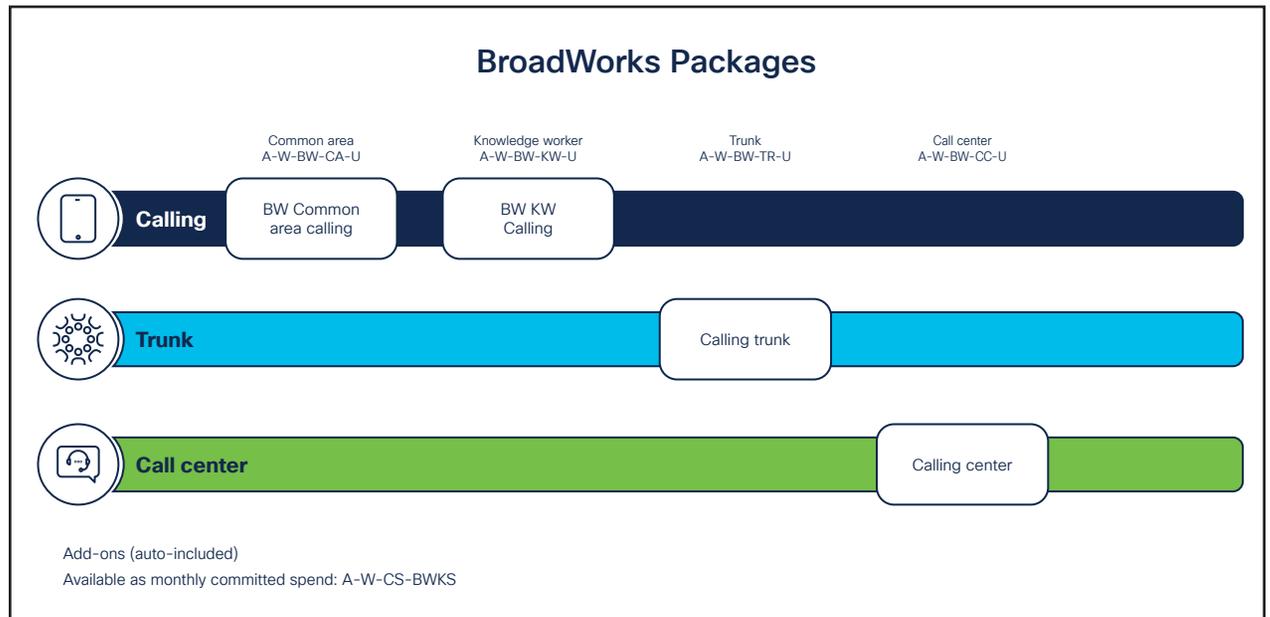


Figure 2. Offer Packages for Cisco BroadWorks Plan

## Per-user billing options

Utility billing gives service providers flexibility in purchasing. Webex is billed on a per-user basis with the ability to commit to a minimum spend every month for a minimum three-year term. There are two ways to consume the Wholesale offer: service providers can choose to be either committed or uncommitted.

**Committed:** Service providers have the option to commit to a minimum monthly spend for a subscription term. Service providers will always pay the committed spend amount. If the provisioned users exceed the committed spend, service providers will pay the difference between 1) the number of provisioned users multiplied by the price per user per month less 2) the monthly committed spend amount.

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**Uncommitted:** Uncommitted provisioning charges will be based on monthly rates, and users will be provisioned in the partner portal with the flexibility to provision or de-provision users at any given time during the duration of the subscription. Users provisioned or de-provisioned during a given month will be prorated for the actual number of days in service. Billing for uncommitted users is invoiced in arrears on a monthly basis. Note that the billing for uncommitted users is approximately a 15 percent additional cost. Review your approved quote for pricing details.

Table 1. Available billing option for Wholesale RTM

	Wholesale	Webex for BroadWorks	Cisco BroadWorks
<b>Committed</b>	✓	✓ *Requires selection from Cisco BroadWorks	✓ *Requires selection from Webex for BroadWorks
<b>Uncommitted</b>	✓	✓ *Requires selection from Cisco BroadWorks	✗

## Creating the CCW estimate for wholesale

The next set of screenshots walks you through the process of creating an estimate in CCW for Wholesale.

### Bill of Materials (BOM)

The BOM should be generated by creating an estimate in CCW under one top-level SKU.

### Single ATO

Set preferences for this estimate ▾

A-WHOLESALE
1
Add

Enter the entire high-level ATO: **A-WHOLESALE** into the configurator and select ADD.

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## Terms and billing

### Current Terms and Billings

Requested Start Date 18-Sep-2023	Automatically Renews For ⓘ 12 Months on 18-Sep-2026
Requested For 36 Months From 18-Sep-2023 To 17-Sep-2026	Billing Frequency Monthly Billing

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### New Terms and Billing

Requested For > 36 Months from 18-Sep-2023 to 17-Sep-2026

Auto Renewal  
 On

Automatically Renews For ⓘ  
12 Months on 18-Sep-2026

Requested Start Date  
18 Sep 2023

Enter a date between 15-Sep-2023 & 13-Dec-2023.

Billing Frequency ⓘ  
Monthly Billing

End Date

Effective For 36 Months  
Enter whole month count from 36 to 72

Co-Term to an End Date ⓘ

## Requested start date

Determine your requested start date for the subscription, which can be set at a maximum of 90 days from the order date.

The billing for A-WHOLESALE offer will be triggered 7 days (at latest) after the requested start date, or when the first service is provisioned, whichever occurs first.

Available renewal term: 12–36 months

**Payment terms available are monthly, prepaid or annual billing**

For an existing subscription, you'll utilize Subscription Workbench to change/modify when new components come available that you'll want to provision for your end customers through Partner Hub using APIs. See Subscription Management Document [here](#).

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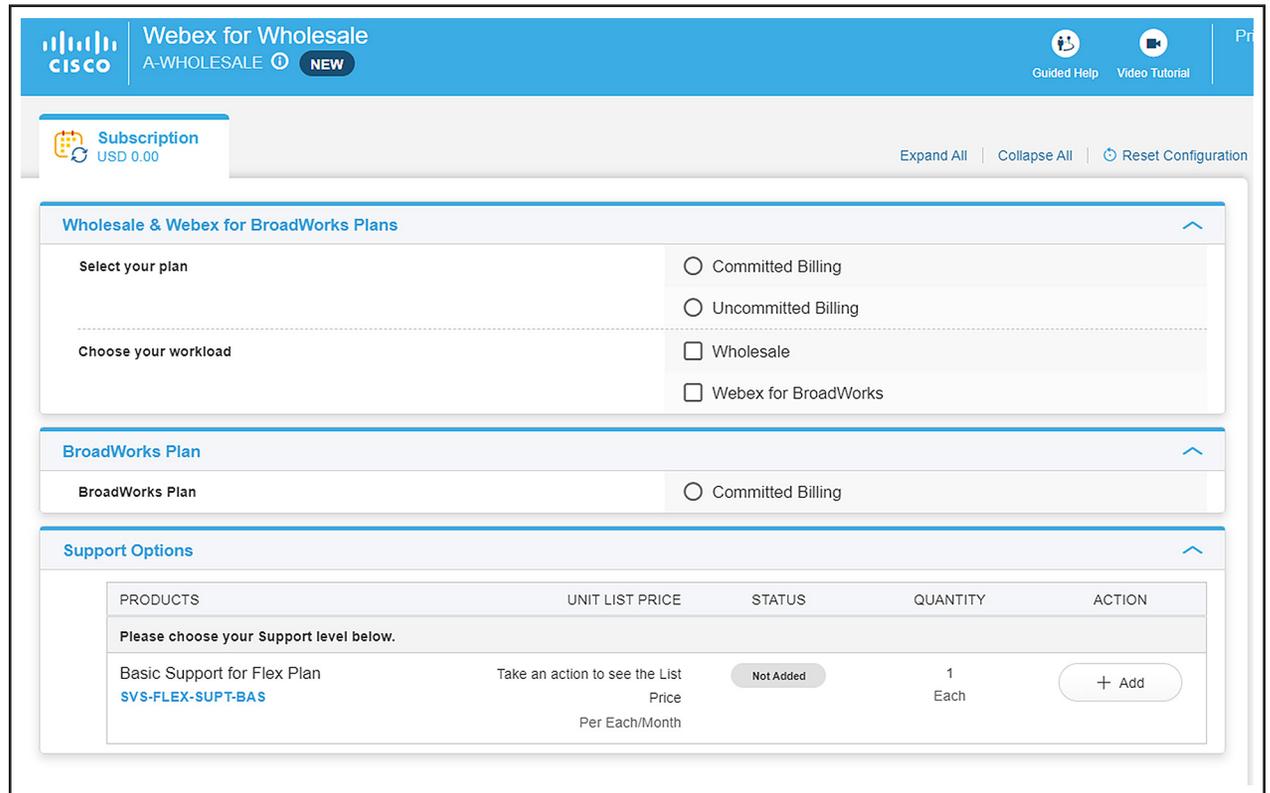
Requested start date

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## Wholesale RTM Packages

Make a selection of committed or uncommitted billing plan and choose workload.



**Subscription**  
USD 0.00

Expand All | Collapse All | Reset Configuration

### Wholesale & Webex for BroadWorks Plans

Select your plan

Choose your workload

- Committed Billing
- Uncommitted Billing
- Wholesale
- Webex for BroadWorks

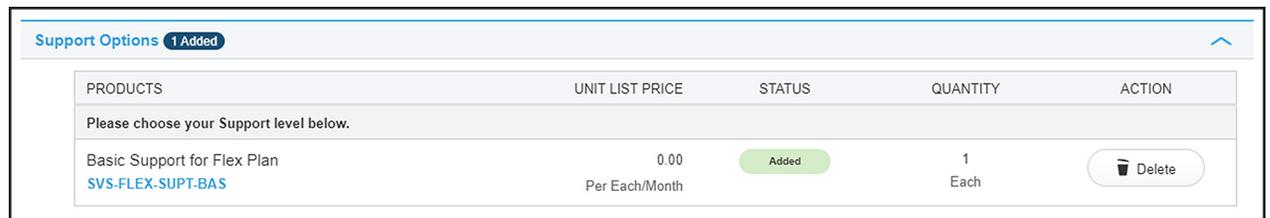
### BroadWorks Plan

Committed Billing

### Support Options

PRODUCTS	UNIT LIST PRICE	STATUS	QUANTITY	ACTION
Please choose your Support level below.				
Basic Support for Flex Plan <a href="#">SVS-FLEX-SUPT-BAS</a>	Take an action to see the List Price Per Each/Month	Not Added	1 Each	+ Add

## Technical Support and partner success services



**Support Options** 1 Added

PRODUCTS	UNIT LIST PRICE	STATUS	QUANTITY	ACTION
Please choose your Support level below.				
Basic Support for Flex Plan <a href="#">SVS-FLEX-SUPT-BAS</a>	0.00 Per Each/Month	Added	1 Each	Delete

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Cisco offers a basic support service that is included at no additional cost for the duration of your subscription. For more information about the available technical support services, contact your partner or Cisco sales agent.

Partners are expected to handle inquiries from their customers. However should a partner require help, the following table summarizes the support channels that are available to partner administration. Please refer to the table below:

Table 2. Technical support and customer success services

Support channel	Description
<b>Webex Calling Help Desk</b>	<p>Provides “how to” and help with inquiries about Webex Calling features and configuration</p> <ul style="list-style-type: none"> <li>• Phone/Email/Chat – CHD receives query per above, talks with Partner/Customer to answer query</li> <li>• May route query to other teams including TAC if necessary</li> </ul>
<b>TAC</b>	<p>Partner may contact TAC directly by:</p> <ul style="list-style-type: none"> <li>• Creating a case in SCM</li> <li>• Phone (TAC Front Line – TFL creates case in SCM on behalf of Partner)</li> <li>• Email (TAC Front Line – TFL creates case in SCM on behalf of Partner)</li> <li>• Chat (TAC Front Line – TFL creates case in SCM on behalf of Partner)</li> </ul>

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Support channel	Description
<b>Cisco Experience Services (CES)</b>	<p>Customer may contact CES directly from within Cisco Commerce Workspace (CCW)</p> <ul style="list-style-type: none"> <li>End-to-end ordering assistance</li> <li>Billing</li> <li>Sales crediting</li> </ul>

### Wholesale setup assist

- Webex Wholesale Setup Assist service provides Cisco Webex Wholesale partners with a customer onboarding service provided by Cisco for a fee.
- The service is optimized for small customer locations but can be used for larger customer locations as needed. To that end, the service is delivered via two SKUs:
  - Setup Assist Express** - Flat charge to set up a location of up to 5 seats.
  - Setup Assist Standard** - Per-user charge to set up a location with more than 5 seats.
- Both Wholesale Setup Assist services includes the following services:
  - Basic User and Service Configuration (including call flows).
  - Welcome Call (Day-of-Install support).
  - Porting support

### CCW Order details

- Intended use for the quote and order should be “Managed Service.” The Wholesale offer is by definition a managed service offering.



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## Additional resources

For further assistance, review the resources outlined in Table 3.

Table 3. Resources

Description	Location
Wholesale Offer Data Sheet	<a href="#">Wholesale RTM Offer Data Sheet</a>
Webex for BroadWorks Offer Data Sheet	<a href="#">Webex for BroadWorks Data Sheet</a>
This offer description document provides the supplemental terms specific to Webex Wholesale	<a href="#">Wholesale RTM Offer Description</a>
The General terms include the customer's terms and conditions for all Cisco SaaS, including all Cisco Webex services	<a href="#">General Terms</a>
Partners must agree to these program terms and conditions to participate in the program	<a href="#">Software-as-a-Service Subscription Resale Program Terms and Conditions</a>
Webex Help Center	<a href="#">Webex Help Center</a>
Cisco Technical Support	Raise a support case <a href="#">online</a>  Contact Technical Support by phone at the numbers available <a href="#">online</a>

## Appendix

### [Wholesale RTM SKU List](#)