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Let's go

#CiscoLive



The bridge to possible

# Achieve Customer Outcomes with Partner Lifecycle Services (PLS)

Denzil Samuels, Vice President  
Customer Experience (CX) Partner Success  
@DenzilSamuels

CXPSO - 2005



#CiscoLive

# Cisco Webex App

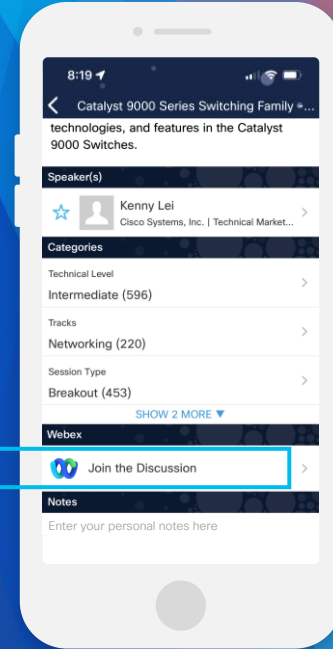
## Questions?

Use Cisco Webex App to chat with the speaker after the session

## How

- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
- 3 Install the Webex App or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until June 9, 2023.



<https://ciscolive.ciscoevents.com/ciscolivebot/#PSOCX-2005>

# Agenda

- Introduction
- Partner Lifecycle Services
- Conversation with IBM
- What's Next?

# Dramatic Market Shifts



Multi-Cloud



Flexible Consumption Models



Digital Transformations



Automation

# Require Outcomes & Experiences



Be Strategic Advisors



Accelerate Business Outcomes



Deliver Proactive Insights



Demonstrate Simplicity & Scale

# The Business Outcomes Customers Want



Reactive is not enough

*“The role of service offer management has never been more complex....and never been more important.”*

Hal Stanley  
VP, Service Offer Management  
Research & Advisory – TSIA

# Partner Lifecycle Services





# Partner Lifecycle Services (PLS)

PLS-Support (PLS-S)



Success Tracks



Service Creation  
& Delivery



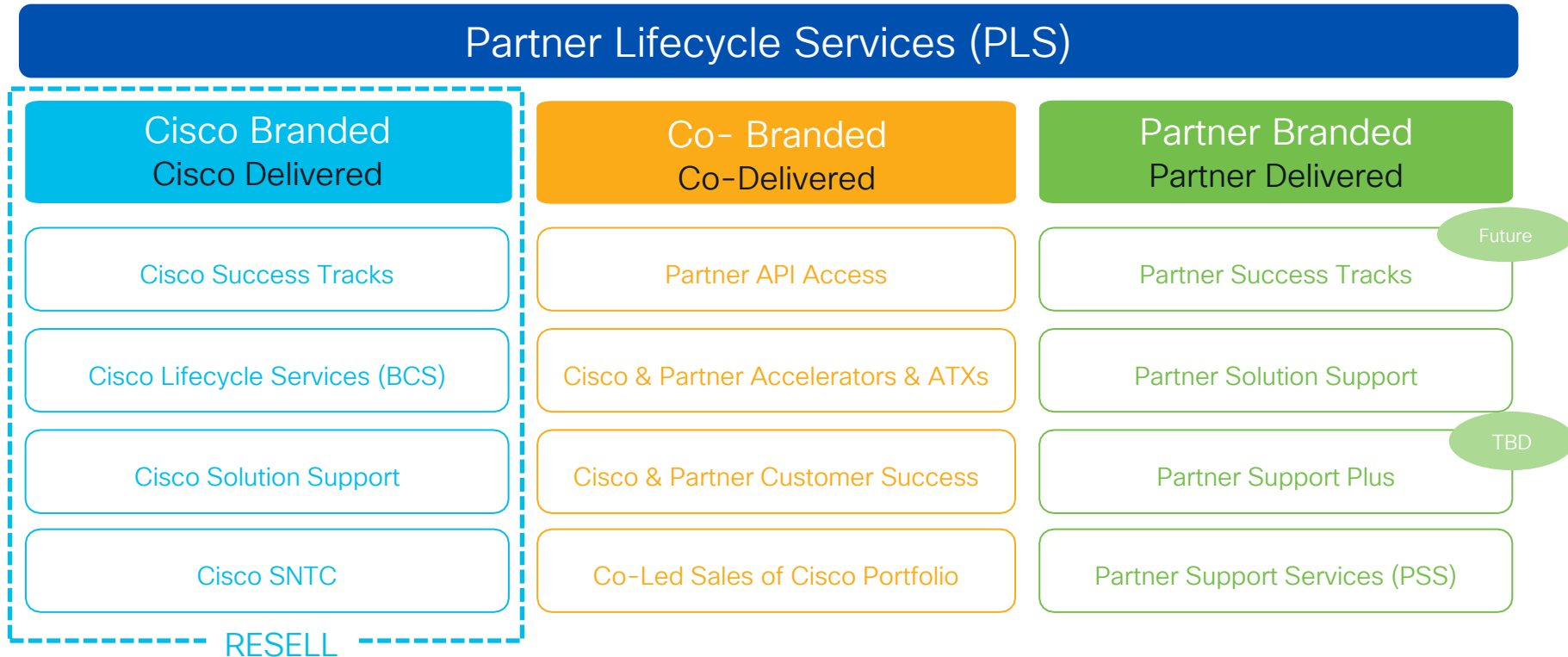
TAC Tools



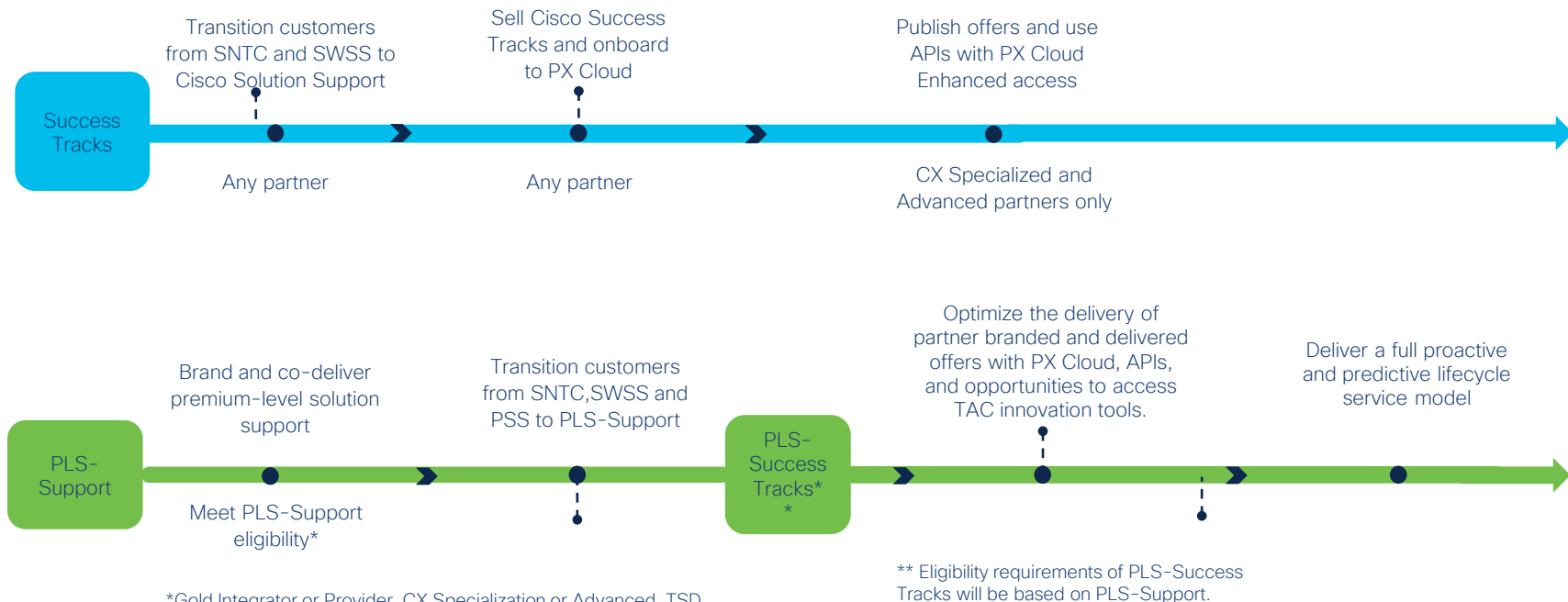
Customer  
Insights & APIs



# Partner Lifecycle Services – Evolution of the CX Partner Program



# Partner Journeys to Lifecycle Success



\*Gold Integrator or Provider, CX Specialization or Advanced, TSD Validation (mandatory to Gold Integrators), TSD Validation Advanced, ITSM Smart Bonding, AR and IQRR sales metrics.

# Logicalis Video

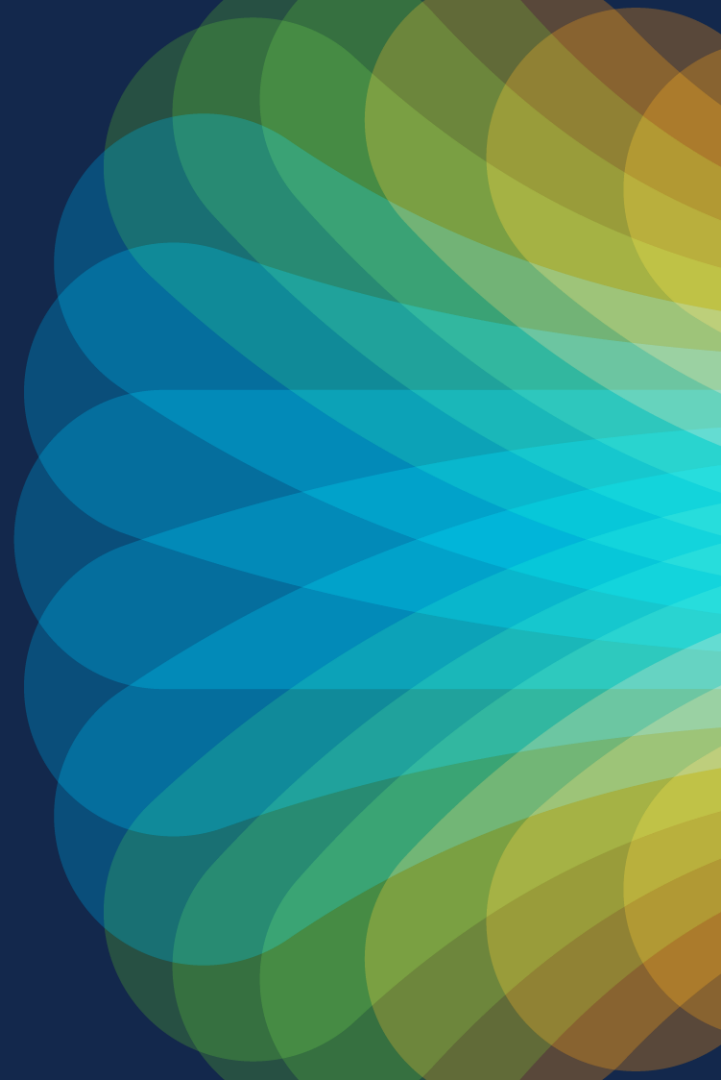




# A Conversation with IBM

Linda York  
VP, Americas  
Sales

Dylan Boday  
VP, Technology  
Lifecycle Services



# Let's go...together

Lean into Customer Success. What is your strategy for FY24?

Discover the opportunities CX Specialization opens for Success Tracks and Lifecycle Incentives.

Continue the conversation within your organization and with us.

Share your success.





# Continue your education



- Visit the Cisco Showcase for related demos
- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at [www.CiscoLive.com/on-demand](https://www.CiscoLive.com/on-demand)



# Fill out your session surveys!



Attendees who fill out a minimum of four session surveys and the overall event survey will get **Cisco Live-branded socks** (while supplies last)!



Attendees will also earn 100 points in the **Cisco Live Challenge** for every survey completed.



**These points** help you get on the leaderboard and increase your chances of winning daily and grand prizes

# Continue the Conversation with Cisco Customer Experience

VISIT:



1

Visit CX Booth #3310 at World of Solutions  
& get a PX Cloud demo on SoundCloud

2

Listen to our CX Partner Perspectives  
Podcast

3

Enter the **Next stop, the future**  
sweepstakes!

# Next stop, the future.

Jump your way to insights, knowledge, and fun and earn an entry into our sweepstakes.

1. **Join** the Cisco Live WIFI network
2. **Scan** this QR code to get started
3. **Explore** Cisco Live for more CX QR codes
4. **Enter** to win a travel prize package and a Cisco U. subscription! (A value of \$6,800 USD)

**Deadline to enter the drawing is Thursday, June 8, 2023 at 11:00am PDT**



#### Official Rules:

- (1) travel prize package and a Cisco U. subscription will be given away.
- Drawing to take place Thursday, June 8 at 12:30pm PDT in the CX Theater in booth #3310 in the World of Solutions.
- Winners must be present to win, at the time of drawing.
- Winners must claim their prize immediately after the winners are announced.

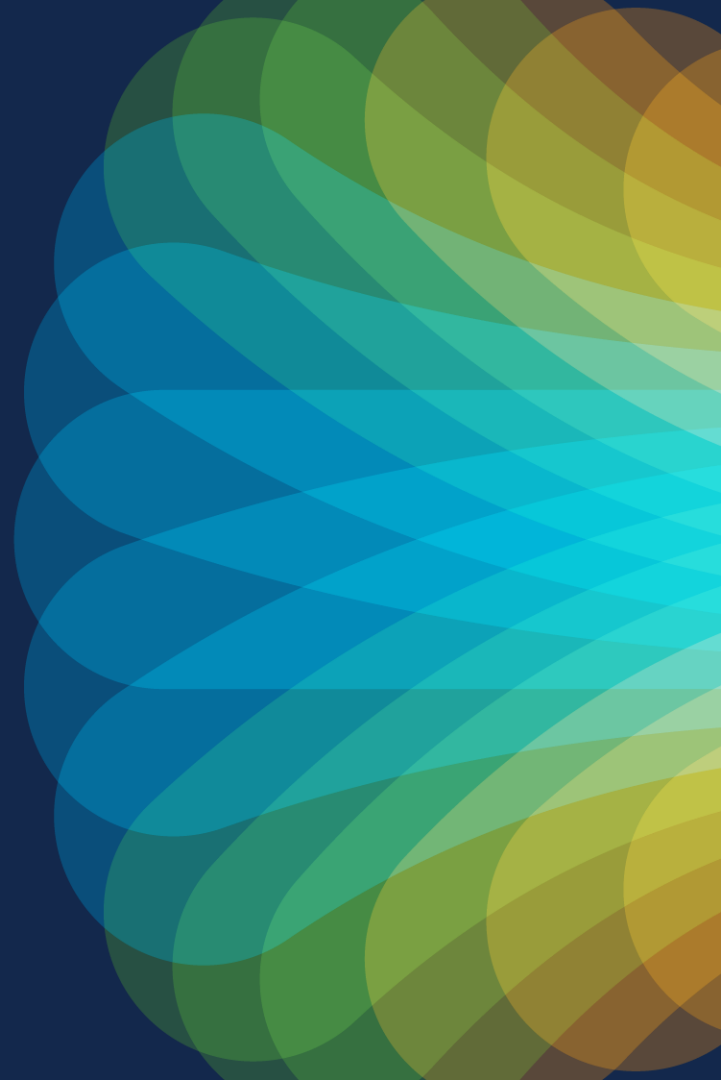


The bridge to possible

# Thank you



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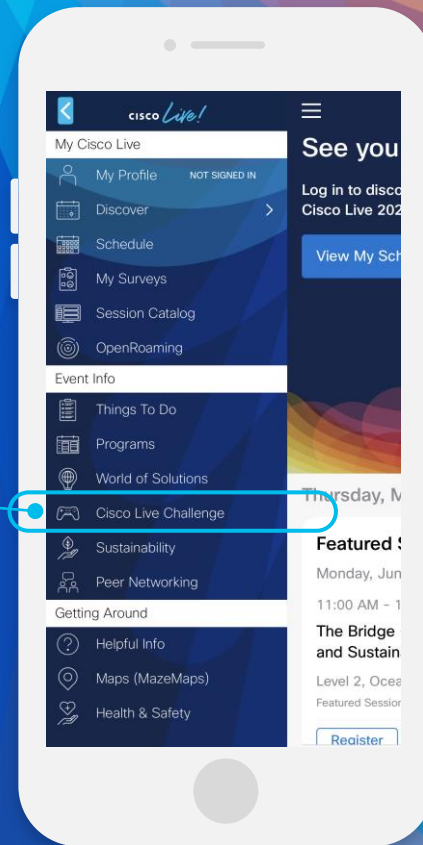


# Cisco Live Challenge

Gamify your Cisco Live experience!  
Get points for attending this session!

## How:

- 1 Open the Cisco Events App.
- 2 Click on 'Cisco Live Challenge' in the side menu.
- 3 Click on View Your Badges at the top.
- 4 Click the + at the bottom of the screen and scan the QR code:



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