



The bridge to possible

Driving an Experiential Economy through Partner Lifecycle Services

Annelies Jutte, Leader, EMEA CX Partner Specialists
ajutte@cisco.com

Cisco Webex App

Questions?

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

How

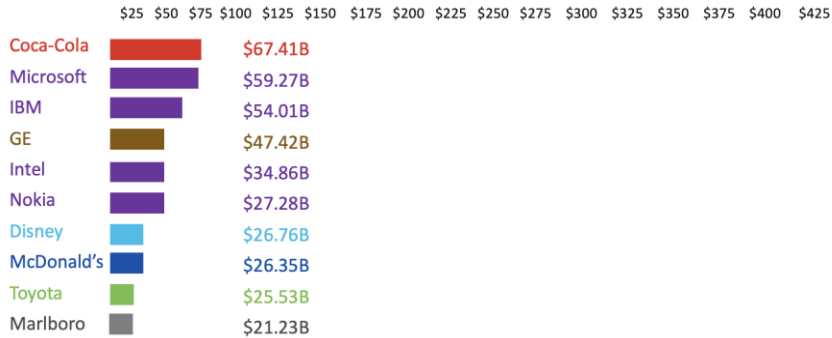
- 1 Find this session in the Cisco Live Mobile App
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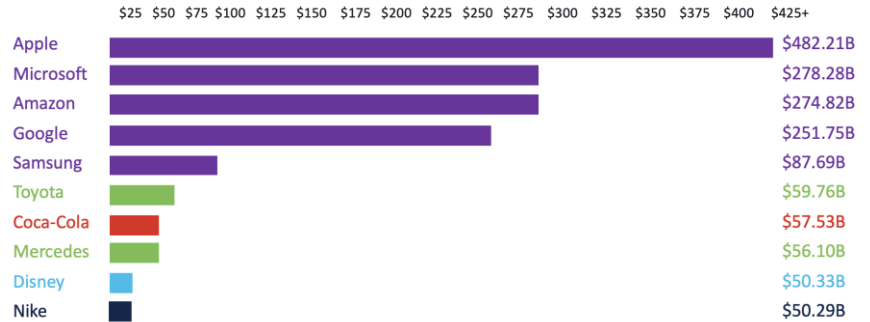


MOST Valuable Brands this Millennium

2005



2022



The business outcomes we
need partners to deliver are...

Compliance Relevance

Deeper relationships

Efficiency Agility

Employee satisfaction

Security Reduce risk

Differentiation Profitability

Reduced downtime

Growth Confidence

Predictability

Reactive is not enough.



Agenda

- TSIA Explains Service Offer Management
- Partner Lifecycle Services (PLS) and the Experiential Economy
- How Computacenter is Transforming the Customer Experience
- Take the Next Steps

TSIA Overview





Icons for various video call controls (mute, video, chat, etc.) and a timestamp: Wed Jan 18 9:22 AM

Hal Stanley
VP, Service Offer Management
Research & Advisory
hal.stanley@tsia.com

- Over 25 years of customer success strategy, services product management, and strategic planning leadership experience at leading technology and services enterprise companies, where he was responsible for optimizing service portfolios
- Previously held the position of Director, Product Management at McAfee
- Professional trajectory: McAfee, Symantec, Websense
- Education: Bachelors (Accounting), MBA





What does Success Look Like?

SIMPLE

Balancing customer choice and portfolio complexity

STANDARD

Complete packages with minimal customization

SCALABLE

Expansion paths built into offer structure

Note: companies that **monetize** Customer Success Services see higher customer satisfaction, better renewal rates, and faster account expansion.



Strategic Recommendations

Evolve the Offer Management Process

- Deepen Market Discovery
- Tighten Strategic Alignment
- Measure Customer Value Realization

Rally Around Compelling Offer Principles

- Simplify the Portfolio
- Identify the Standard Offers
- Provide a Scalable Continuum of Offers

Foster Empathy

- Connect to Customer Needs
- Tighten Partnerships
- Attract and Retain Top Talent

Questions to Consider



With all of the new possibilities how will you package these new capabilities into complete and compelling offers?



What is the process you will follow and who's going to lead?



How can you align to get your wood behind the arrow and get truly aligned?



What does simple, standard and scalable look like for your markets?



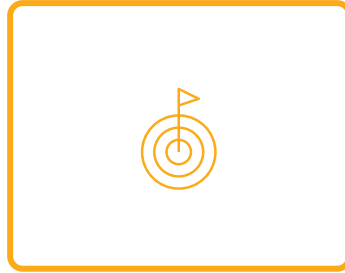
Partner Lifecycle Services and the Experiential Economy

Partner Lifecycle Services

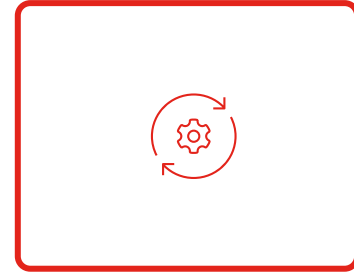
Human + Digital Intelligence



Alignment & Expertise



Outcome focused



Optimize & Scale

Partner Lifecycle Service unlocks the value of the CX Portfolio

Expanding opportunity, flexibility and choice

Partner resell offers

Success Tracks

- Support (Cisco Solution Support)
- Insights and Analytics
- Lifecycle visibility through CX & PX Cloud
- Accelerators / Ask-the-Expert

Support

- Cisco Solution Support
- Hardware Support (SNTC)
- Software Support

Business Critical Services (BCS)

- Tiers
- SCRUM Services
- Expert-as-a-Service

Enhanced Access for Success Tracks

- Solution Support
- Cisco delivered ATX and ACC
- CX Cloud Access

You brand and deliver:

- Your own ATX and ACC
- Advancement through the customer lifecycle (API / PX Cloud)

You monetize:

- Accelerators and Ask-the-Expert services
- Actionable insights and analytics via PX Cloud and / or APIs

Partner branded, partner delivered offers

PLS-Support

(Available now)

You brand and deliver:

- Solution support
- Hardware support
- Software support

You monetize:

- Additional services attach
- Service efficiency, case insights and automation through Smart Bonding

PLS-Success Tracks

(Future release)

You brand and deliver:

- Advancement through the customer lifecycle (API / PX Cloud)
- Solution support through PLS-Support

You monetize:

- Accelerators and Ask-the-Expert services
- Actionable insights and analytics via APIs

Cisco CX Playbooks to Power your Partner Practice

Partner Lifecycle Services – Success Tracks

Flexibility, Choice, and Partner Opportunity

Offer	Support model	Service creation and delivery		Digital experience				
Cisco Delivered (resell) Success Tracks with PX Cloud	Cisco Solution Support	Cisco ATXs and Accelerators		CX Cloud PX Cloud				
Partner Enhanced (resell or co-sell) Success Tracks with PX Cloud Enhanced Access	Cisco Solution Support	Cisco ATXs and Accelerators	Partner ATXs and Accelerators	CX Cloud PX Cloud	Partner publishing on CX Cloud	API L1	API L2*	API L3*
Partner Led PLS-Success Tracks with PX Cloud APIs	PLS-Support	Cisco ATXs and Accelerators	Partner ATXs and Accelerators	PX Cloud		API L1	API L2	API L3

*Future Release

Each offer requires different eligibility requirements.

Why APIs?

Opportunity

Obtain visibility and insights into your customer's IT environment. Identify business opportunities based on real-time customer data that includes risks, Cisco recommended mitigations, and telemetry insights based on Cisco's intellectual capital.

Solution

Partner can now integrate CX business and technology insights with their in-house on 3rd party platforms using PX Cloud APIs.

These APIs provide comprehensive customer 360 information that includes assets, coverage data, Cisco identified risks in customer environments, Cisco recommended mitigations and predictive telemetry insights.

Partner Benefits



Build your unique customer experience



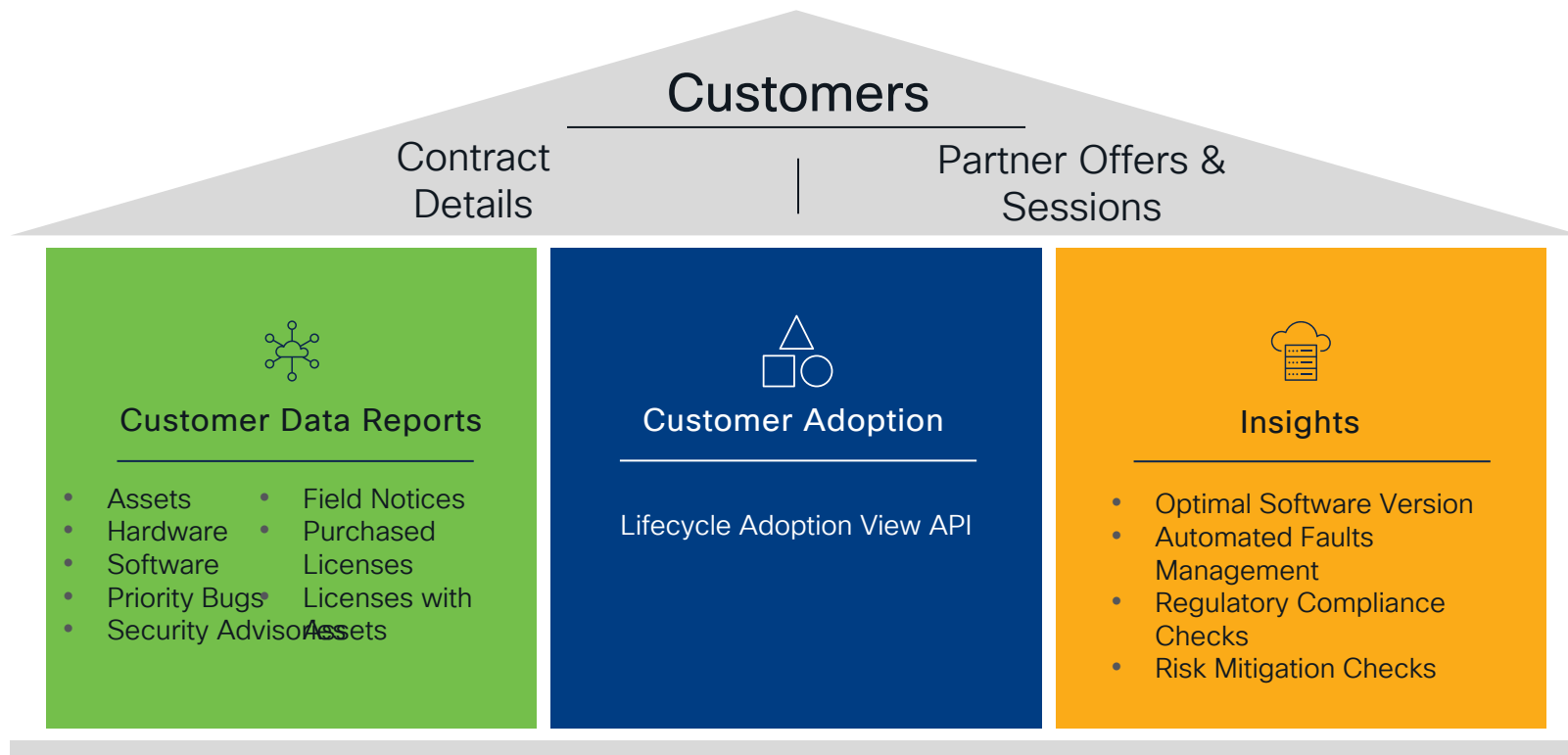
Discover new business opportunities based on telemetry and insights



Build custom solutions to drive customer adoption journey



APIs in PX Cloud



How Computacenter is Transforming the Customer Experience

Computacenter's Customer Success Practice

Computacenter's Lifecycle Services & Asset Intelligence Portal

- Established CX practice now in EMEA
- Cisco APIs
- Success Tracks (CX & PX Cloud) incorporation
- Unique customer solutions utilizing our technical assessments, workshops and value-added services

Results

- Accurate account intelligence
- Proactive and predictive insights
- Costs savings and reduced downtime
- Achievement of customer business outcomes



Adopt
Services
Software
Utilize
Renew
Evolve

Computacenter Assure

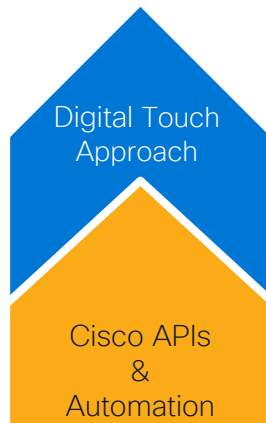
Driving Accurate Account Intelligence

Good



Cisco Ready Install-Base Report - visibility into customer purchases

Better



Real-time identification of current IB

Best



Real-time access & CC branded service offerings

Technical Workshops, Assessments & Services

Showcasing Computacenter's Partner Lifecycle Accelerators in PX/CX Cloud

17 Customers
You're on the right track to success. Really, really, get it!

23 Total Contracts

17 Partner Offers

20 TOTAL PARTNER OFFERS

Title	Offer Type	Published Date	Language	Rating	Last Updated
• Add Role Based Users to DNA Center	Accelerator	Aug 30, 2022	English	N/A	Aug 30, 2022
• Advanced Packet Capture Tools For Analysis and Troubleshooting	Accelerator	Aug 30, 2022	English	N/A	Aug 30, 2022
• Campus Networking Workshop and Assessment	Accelerator	Oct 18, 2022	English	N/A	Oct 18, 2022
• Campus: CC Assure CX Analysis - Identifying Account Intelligence	Accelerator	Dec 7, 2022	English	N/A	Dec 7, 2022
• Cisco DNA Onboarding Service	Accelerator	Oct 18, 2022	English	N/A	Oct 18, 2022
• CX Cloud Agent	Accelerator	Mar 25, 2022	English	N/A	Mar 25, 2022
• Data Center APC connection to Intersight	Accelerator	Dec 7, 2022	English	N/A	Dec 7, 2022
• Data Center Compute: CC Assure CX Analysis - Identifying Account Intelligence	Accelerator	Dec 7, 2022	English	N/A	Dec 7, 2022
• Data Center Network: CC Assure CX Analysis - Identifying Account Intelligence	Accelerator	Mar 24, 2022	English	N/A	Mar 24, 2022
• DNA-C APIC SWIM - Import and Assign Golden Images	Accelerator	Oct 14, 2022	English	N/A	Oct 14, 2022
• Feature Deep Dive: Cisco DNA Assurance Sensors and Intelligent Capture	Accelerator	Dec 16, 2022	English	N/A	Dec 16, 2022
• Feature Deep Dive: Cisco DNA Center Automation	Accelerator	Dec 16, 2022	English	N/A	Dec 16, 2022
• Feature Deep Dive: Cisco Wireless Architecture	Accelerator	Dec 16, 2022	English	N/A	Dec 16, 2022
• Increase Advanced Assurance Tools - Use Wireless 3D Analyzer	Accelerator	Aug 30, 2022	English	N/A	Aug 30, 2022
• Increase Advanced Assurance Tools - Machine Reasoning Engine	Accelerator	Aug 30, 2022	English	N/A	Aug 30, 2022
• Increase Advanced Assurance Tools - Deploy Wireless Sensors	Accelerator	Aug 30, 2022	English	N/A	Aug 30, 2022
• Integrated Secure Operations: CC Assure CX Analysis - Identifying Account Intelligence	Accelerator	Mar 24, 2022	English	N/A	Mar 24, 2022
• RECORDING: Computacenter DNA Center Automation and Assurance Works Shop for Customers	Ask the Experts	Dec 15, 2022	English	N/A	Dec 15, 2022
• Software Defined Access (SDA) Discovery Session	Accelerator	Dec 16, 2022	English	N/A	Dec 16, 2022
• WAN Edge Workshop and Assessment	Accelerator	Nov 11, 2022	English	N/A	Nov 11, 2022

CAMPUS NETWORKING WORKSHOP & ASSESSMENT

ENABLING USERS AND THEIR BUSINESS

Computacenter is a leading independent provider of IT infrastructure services, enabling users and their business to thrive. Organizations are IT strategy, implement the most appropriate technology, optimize its performance and integrate our customer infrastructure. In doing this, we help CIOs and IT departments in enterprise and corporate organizations maximize productivity and the business value of IT for internal and external users.

WORKSHOP

The Campus Networking Workshop and Assessment is a hands-on, practical workshop that helps CIOs and IT departments in enterprise and corporate organizations maximize productivity and the business value of IT for internal and external users.

Topics addressed in this workshop include:

- Understanding of the current state of the business
- Identification of user requirements
- Customer value
- Comparative review of modern software
- Comparative review of modern cloud solutions

The Campus Networking Workshop and Assessment is a hands-on, practical workshop that helps CIOs and IT departments in enterprise and corporate organizations maximize productivity and the business value of IT for internal and external users.

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WAN EDGE WORKSHOP & ASSESSMENT

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WORKSHOP

The WAN Edge Workshop and Assessment is a hands-on, practical workshop that helps CIOs and IT departments in enterprise and corporate organizations maximize productivity and the business value of IT for internal and external users.

Topics addressed in this workshop include:

- Understanding of the current state of the business
- Identification of user requirements
- Customer value
- Comparative review of modern software
- Comparative review of modern cloud solutions

The WAN Edge Workshop and Assessment is a hands-on, practical workshop that helps CIOs and IT departments in enterprise and corporate organizations maximize productivity and the business value of IT for internal and external users.

Topics addressed in this workshop include:

- Understanding of the current state of the business
- Identification of user requirements
- Customer value
- Comparative review of modern software
- Comparative review of modern cloud solutions

SOFTWARE-DEFINED ACCESS DISCOVERY SESSION

ENABLING USERS AND THEIR BUSINESS

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DISCOVERY SESSION

The Software-Defined Access (SDA) Discovery Session is a hands-on, practical session that helps CIOs and IT departments in enterprise and corporate organizations maximize productivity and the business value of IT for internal and external users.

Topics addressed in this session include:

- Understanding of the current state of the business
- Identification of user requirements
- Customer value
- Comparative review of modern software
- Comparative review of modern cloud solutions

The Software-Defined Access (SDA) Discovery Session is a hands-on, practical session that helps CIOs and IT departments in enterprise and corporate organizations maximize productivity and the business value of IT for internal and external users.

Topics addressed in this session include:

- Understanding of the current state of the business
- Identification of user requirements
- Customer value
- Comparative review of modern software
- Comparative review of modern cloud solutions

Technical Adoption Workshops & Education

Achieving Technical Outcomes and Educating Customers on Solutions



CISCO THOUSANDEYES WORKSHOP

Tuesday, July 26th, 2022 | 8AM - 3PM PST | Virtual Online Workshop

How can you keep things running if you can't see where the problems are occurring? Cisco ThousandEyes brings an end-to-end visibility from your campus networks to internet, SaaS, and cloud-based services that are critical to your business but outside your direct control, enabling you to ensure excellent user experience.

This course, ThousandEyes Test Drive, will help you understand and learn the ThousandEyes platform. It will provide an overview and hands-on lab activities necessary to successfully realize the value of ThousandEyes and perform outage and performance analysis by leveraging testing and correlating test output.

After completing the course, you will be able to:

- Describe the ThousandEyes Solution and Its Benefits
- Describe ThousandEyes Agents, Their Purpose and How to Determine Optimal Agent Placement
- Explain the Different ThousandEyes Test Types and Their Purposes
- Configure and Run Tests to Correlate Test Output with The Source of An Application or Network Performance Issue

This workshop features hands on labs with ThousandEyes:

- Lab 1: Getting Started with ThousandEyes Platform Administration
- Lab 2: Configuring ThousandEyes Tests and Analyzing Output
- Lab 3: Configuring Monitoring and Alerting

Who should attend:
Technical Professionals who work with cloud-based services and SaaS applications. Network Architects and Administrators.

Agenda:
Tuesday July 26 | 8am to 3pm PST
8:00 AM – 11:00 AM PST – Overview
11:00 AM – 11:30 PM PST – Break
11:30 AM – 3:00 PM PST – Hands-on lab time
Virtual Delivery (Cisco Webex Training Center)

» REGISTER



CISCO SECURE ACCESS SERVICE EDGE WORKSHOP

Tuesday, July 19th, 2022 | 8AM - 3PM PST | Virtual Online Workshop

In 2019, Gartner published a report called 'The Future of Network Security Is in the Cloud'. In this report, Gartner introduced the SASE concept (Secure Access Service Edge). The SASE concept includes both a robust internet-based security model and the convergence of networking functionality. A Cisco SASE solution is designed to secure the cloud, data center, and branch network edges and deliver a secure SD-WAN fabric across disparate connections.

Cisco's SASE architecture combines networking and security functions in the cloud to deliver seamless, secure access to applications, anywhere users work. Core functions are defined to provide this functionality, and Cisco's SASE model aims to consolidate these functions into a single, integrated cloud service. This workshop is lecture driven and features hands on labs with the Cisco SASE components: SD-WAN, Umbrella, AnyConnect and Duo.

Upon completion of this course, the learner will be able to:

- Understand and Articulate SASE benefits
- Discuss the challenges that the new networking and security landscapes bring and how SASE addresses them in the context of business
- Identify Cisco SASE components
- Identify and describe SASE Use Cases
- Understand how Cisco's SASE solutions strategically empower technical business operations

Who should attend:
Technical Professionals, System Administrators, & Professionals specializing in Security and Enterprise Networks

Agenda:
Tuesday July 19 | 8am to 3pm PST
8:00 AM – 11:00 AM PST – Overview
11:00 AM – 11:30 PM PST – Break
11:30 AM – 3:00 PM PST – Hands-on lab time
Virtual Delivery (Cisco Webex Training Center)

» REGISTER



CISCO DIGITAL NETWORK ARCHITECTURE (DNA) AUTOMATION

Monday, April 4, 2022 | 10AM - 2PM | Cisco Webex Training Center

Cisco DNA Center Automation simplifies network operations and makes your interaction with network devices less stressful and less error prone. The training will help you understand the value Cisco DNA Center Automation brings into your network, utilizing the Cisco DNA licenses. You will get hands-on experience of different features, such as Plug&Play for network device onboarding, SWIM for managing the software images on your devices, or configuration templates for unified device configuration.

Agenda:

- Cisco DNA Center Overview
- Cisco DNA Center Automation use-cases:
- Network Onboarding
- Software Image Management (SWIM)
- Configuration Templates
- LAB: Adding Network Devices to Cisco DNA Center
- LAB: Using Cisco DNA Center to Upgrade Software Image on Network Devices
- LAB: Using Cisco DNA Center to Automate Network Device Configuration

Who should attend:
Technical Professionals interested in Enterprise Networks. Network Solution Architects and Administrators

Date and time:
Monday, April 4, 2022
10:00 AM to 2:00 PM (time zone - US Central Time)
Virtual Delivery (Cisco Webex Training Center)

» REGISTER

APIs Driving Accurate Account Intelligence

Today

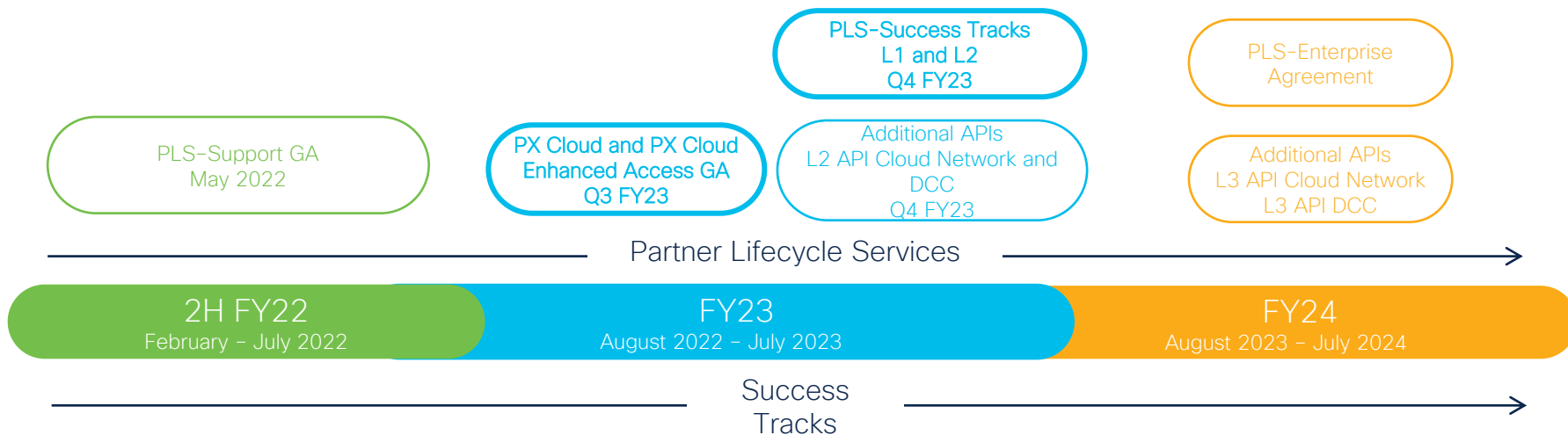
- Smart Accounts & Licensing APIs
- Services APIs
- Support APIs
- PX Cloud API (CX Cloud)

Future

- Support APIs TAC Case
- Service Order Return (RMA)
- Enterprise Agreement APIs (All Subscriptions)
- Support APIs – Software Suggestions
- DNA-C, Secure X, Intersight
- BCS API

Take the Next Steps

Partner Lifecycle Services Roadmap



DCC: Data Center Compute
Roadmap Timing Subject to
Change

Questions to Consider



With all of the new possibilities how will you package these new capabilities into complete and compelling offers?



What is the process you will follow and who's going to lead?



How can you align to get your wood behind the arrow and get truly aligned?



What does simple, standard and scalable look like for your markets?



We're committed to
helping you achieve
your outcomes



Service creation, delivery, and growth



APIs + data



Partner branded and delivered



Customer insights with telemetry



Automation to optimize and scale

Continue the Conversation with Cisco Customer Experience

VISIT:



1

Visit the **Cisco CX and Partner Enablement Booths** in the WoS

2

Learn how to win a Brompton P Line Urban Foldable Commuter bike prize package!

3

Visit [Computacenter](#) or talk with [Julie Greene](#)

4

Visit **CX at Cisco Live** website and connect with [Annelies Jutte](#)



RIDE TO POSSIBLE

Pedal your way to insights, knowledge, and fun, and help Cisco CX support of the World Bicycle Relief organization.

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 Brompton P-Line Urban Folding Commuter bike prize package!
(A value of €3,500)

Hint: check out
the map in the app
for locations

Sweepstakes Rules:

- Sweepstakes drawing results will be for (2) Brompton Urban Folding Bikes.
- Drawing to take place Thursday, 9 February, 2023 at 16:00 CET in the CX Stand 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.

Complete your Session Survey

- Please complete your session survey after each session. Your feedback is important.
- All surveys can be taken in the Cisco Events Mobile App or by logging in to the Session Catalog and clicking the "Attendee Dashboard" at <https://www.ciscolive.com/emea/learn/sessions/session-catalog.html>



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Book your one-on-one Meet the Engineer meeting.



Attend any of the related sessions at the DevNet, Capture the Flag, and Walk-in Labs zones.



Visit the On-Demand Library for more sessions at ciscolive.com/on-demand.



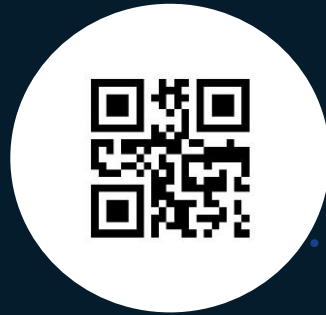
The bridge to possible

Thank you

CISCO *Live!*

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Scan the QR code and earn your
Cisco Theater points here



CISCO *Live!*

ALL IN