

CISCO *Live!*



#CiscoLive



The bridge to possible

# Driving Successful Customer Outcomes with Partner Lifecycle Services

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PSOCX-1105

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# Cisco Webex App

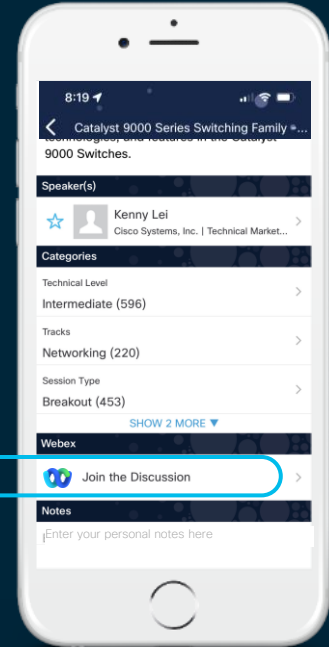
## Questions?

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

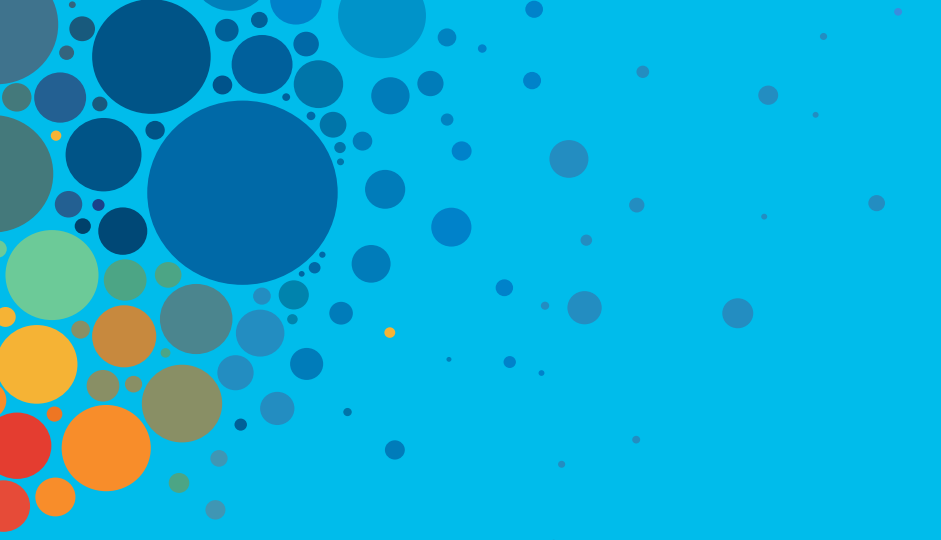
## How

- 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 17, 2022.



<https://ciscolive.ciscoevents.com/ciscolivebot/#PSOCX-1105>



# 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)

# We want to **guide** you on your transformation

| Differentiate

| Efficiently scale  
your business  
with choice

| Strengthen your  
customer relevance  
& relationships



# Market shifts, impacting partners and customers



Multi-Cloud



Flexible Consumption Models



Digital transformations



Automation

# Enabling more customer value, better business outcomes



## **Optimize** time to value

Maximize the performance of your investments, faster



## **Agility** to adapt to change

Quickly respond to disruptions and new market conditions



## **Innovate** to stay relevant

Deploy new technologies and products to remain competitive

# Continuing the Journey Together with PLS

- Why Partner Lifecycle Services (PLS)?
- New Announcements Enabling Outcomes
- How PX Cloud is Helping Partners Deliver Customer Value – ConvergeOne
- Next Steps

# Why Partner Lifecycle Services (PLS)?



# Partner Lifecycle Services (PLS)

An End-To-End Partner Experience Enabling Customer Value



PLS allows eligible partners to deliver new CX services to customers under their own brand, enabled by Cisco-provided insights, analytics and offers.



Greater flexibility and choice



Branded and delivered by the Partner



Actionable customer data



Helps customers achieve business outcomes faster

# New Partner Lifecycle Services (PLS) Announcements



# Partner Lifecycle Services

Expanding opportunity, flexibility and choice with co-delivery

Offers available for resale

## Success Tracks

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

## Support

- Cisco Solution Support
- Hardware Support (SNTC)

## Business Critical Services (BCS)\*

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

Partner Lifecycle Service Portfolio

## PLS-Support

(Now Available)

### Partner branded and delivered:

- Solution support
- Hardware support
- Software support

### Partner can deliver:

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

## PLS-Success Tracks

(Calendar Year 2023)

### Partner branded and delivered:

- Advancement through the customer lifecycle (CX & PX Clouds)
- Solution support through PLS-Support

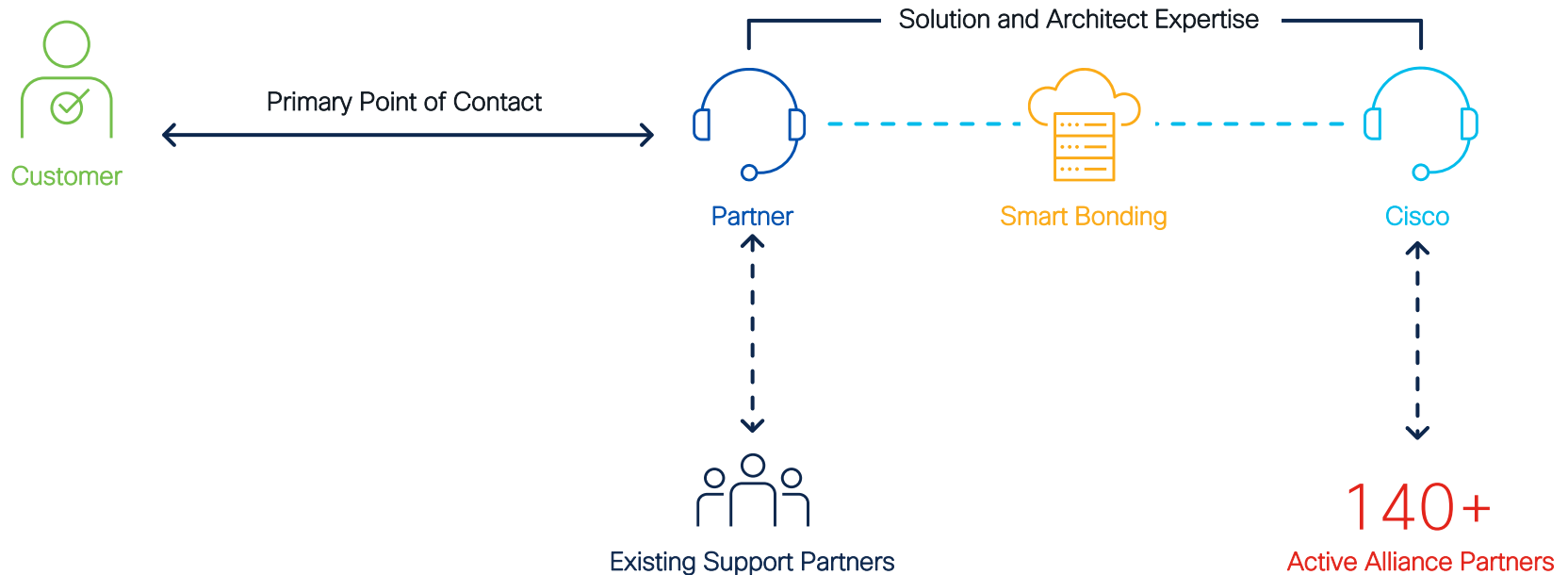
### Partner can deliver:

- Accelerators and Ask-the-Expert services
- Actionable insights and analytics via PX Cloud Advanced Access

\* Partner delivered components of BCS will be available through PLS-Success Tracks at their launch.

# Partner Lifecycle Services (PLS) Support: General Availability

Critical first step in the Partner Lifecycle Services evolution



# Partner Lifecycle Services (PLS)-support benefits

Partner-branded and delivered premium level customer support



Premium Support  
Services



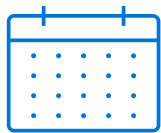
An ecosystem  
of support



Stronger  
relationships



Proactive support with  
predictive insights



Meet every SLA



Eliminate operational  
barriers

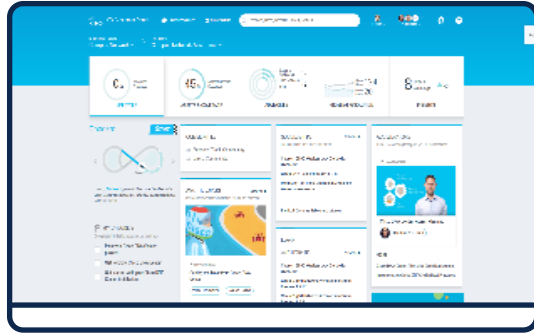


Support for  
Transformative IT

# CX Cloud and PX Cloud

## Leveraging insights to benefit customers

CX Cloud  
(for customers)



- Customer access for CX Success Tracks
- Partner branded ATX and Accelerators

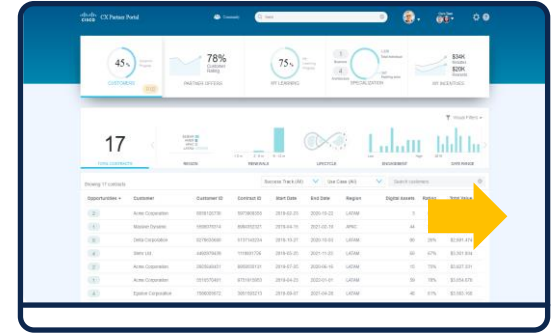
Bi-directional, real time  
information exchange



Publish partner defined and  
delivered Ask the Experts (ATX)  
and Accelerators via PX Cloud



PX Cloud  
(for partners)

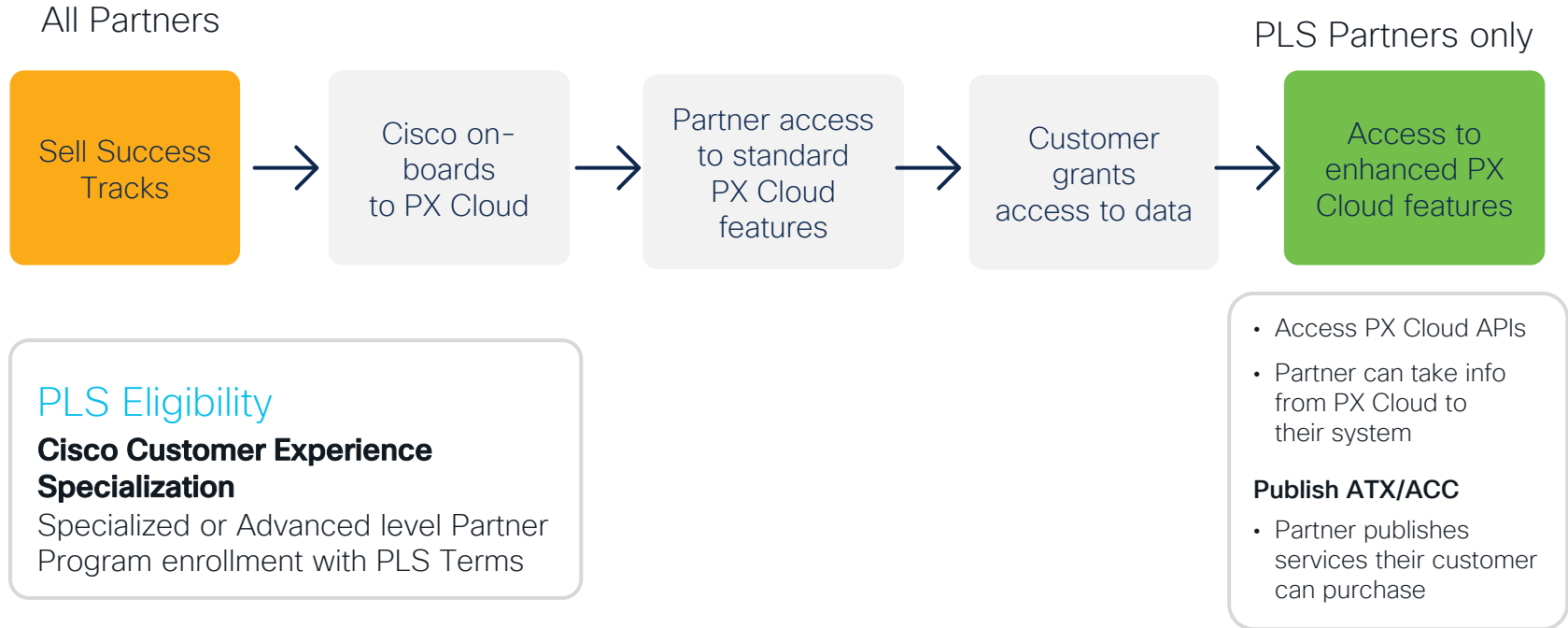


- Partner-only access
- Partner access to CX Cloud view
- Partners can create their own offers such as Ask the Experts and Accelerators

PX Cloud features and  
data available via APIs



# PX Cloud enhanced access



# How PX Cloud is helping Partners deliver customer value

**Deanna Davenport**

Senior Director, Lifecycle Services  
ConvergeOne





# Modernized Offers

To align with Cisco PX Cloud and Success Tracks



# Continue the conversation

1 If you have not already registered your interest for PLS, go to: [Cisco.com/go/PLS](https://Cisco.com/go/PLS)

2 Attend our other CX PSO Sessions

3 Visit the **Cisco Customer Experience booth (#2274)**. Learn more with Deanna at the ConvergeOne booth.

4 Visit CX at Cisco Live website  
[www.cisco.com/go/cxciscolive](https://www.cisco.com/go/cxciscolive)

# RIDE TO POSSIBLE

## Engage with Customer Experience at Cisco Live

Each time you scan a CX QR code, you may enter the sweepstakes to win, and you'll also be contributing to Cisco's donations to two bicycle charities.

Pedal your way to insights, knowledge, and fun.

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## How to enter to win a bike

1. **Join** the Cisco Live wifi network
2. **Scan** this QR code to get started
3. **Explore** Cisco Live for more QR codes. Hint: check out the map in the game for locations.
4. **Enter** to win a Cannondale Moterra Neo Carbon 2 e-mountain bike!

**Deadline to enter is Wednesday,  
June 15 at 5:00pm PT**



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# Thank you

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# Technical session surveys

- Attendees who fill out a minimum of four session surveys and the overall event survey will get Cisco Live branded socks!
- Attendees will also earn 100 points in the Cisco Live Game for every survey completed.
- These points help you get on the leaderboard and increase your chances of winning daily and grand prizes.



# Cisco learning and certifications

From technology training and team development to Cisco certifications and learning plans, let us help you empower your business and career. [www.cisco.com/go/certs](http://www.cisco.com/go/certs)

## Pay for Learning with Cisco Learning Credits

(CLCs) are prepaid training vouchers redeemed directly with Cisco.



## Learn

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IT learning hub that guides teams and learners toward their goals

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