

It's a cooking competition, and the Cisco Chefs have the perfect recipe.

A single contract for the solutions you need to drive innovation and outcomes

Gary Wolfson, Sr. Director, Global Partner Sales Daniel Gault, TSD, Global Software Partner





IT'S A COOKING COMPETITION, AND THE CISCO CHEFS HAVE THE PERFECT RECIPE:

A SINGLE CONTRACT FOR THE SOLUTIONS YOU NEED TO DRIVE INNOVATION AND OUTCOMES

Gary Wolfson, Sr. Director, Global Software Partner Sales Daniel Gault, Software Business Dev. Mgr., Global Software Partner Sales



### DIGITAL EXPERIENCE REVOLUTION

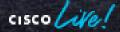


Connected, Secure, and an Always-On Experience



# CAN'T AFFORD TO GET IT WRONG! 77% WILL INVEST THE SAME OR MORE IN 2023\*

\*BAIN & COMPANY



### THE OUTCOMES YOU CRAVE REQUIRE THE PERFECT RECIPE

A SINGLE CONTRACT: THE CISCO ENTERPRISE AGREEMENT LIFECYCLE
ENGAGEMENT:
CONTINUOUS FOCUS ON
YOUR GOALS AND
OUTCOMES

A PARTNER AT
YOUR SIDE:
EXPERT GUIDANCE
ALONG YOUR ENTIRE
JOURNEY



# FIRST COURSE: INNOVATING WITH THE CISCO EA



# THE POWER OF ONE, THE POWER OF THE NEW... CISCO EA 3.0





### THE NEW CISCO ENTERPRISE AGREEMENT

THE POWER OF OUR ENTIRE PORTFOLIO UNDER ONE AGREEMENT

### **Business Agility**

Accelerate business transformation with easier access to technology

#### Premium Experience

Easily buy, consume and manage software licenses

#### Unmatched Value

Maximize investments with access to exclusive benefits



## EA 3.0 DELIVERS MORE FOR CUSTOMERS



## BUSINESS AGILITY

ACCELERATE BUSINESS
TRANSFORMATION
WITH EASIER ACCESS
TO TECHNOLOGY

## EA 3.0 DELIVERS MORE FOR CUSTOMERS



# PREMIUM EXPERIENCE

EASILY BUY, MANAGE AND CONSUME SOFTWARE LICENSES

## EA 3.0 DELIVERS MORE FOR CUSTOMERS



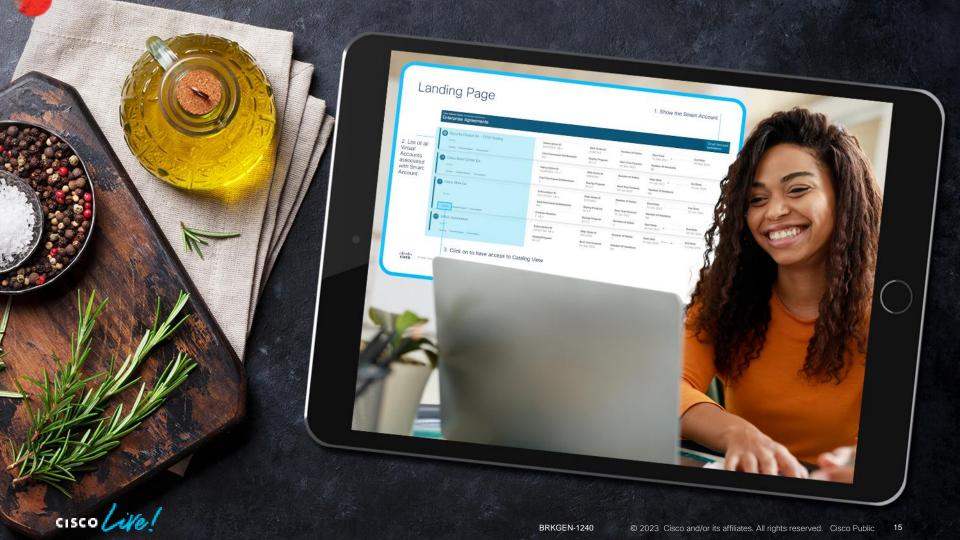
## UNMATCHED VALUE

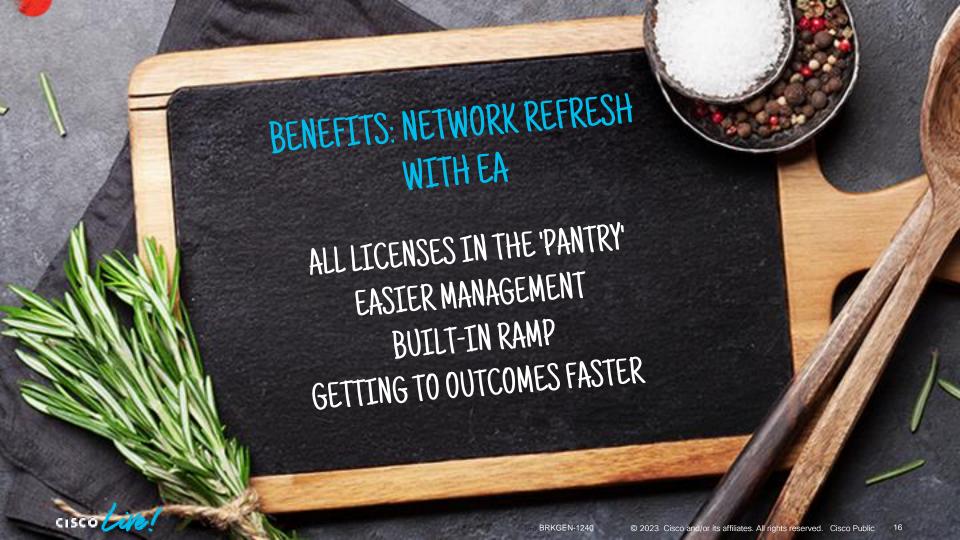
MAXIMIZING INVESTMENTS WITH ACCESS TO EXCLUSIVE OFFERS

## NETWORK REFRESH USE CASE





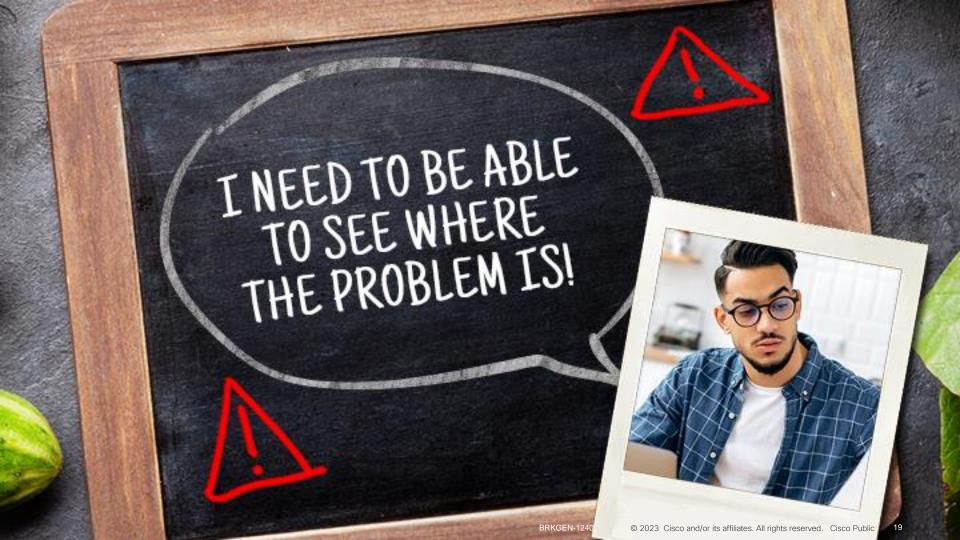


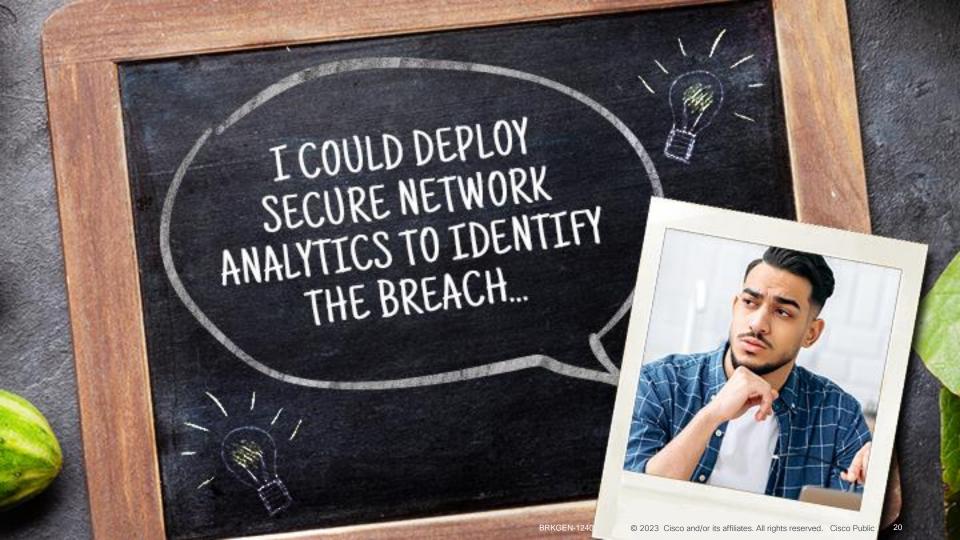


# SECURITY THREAT USE CASE









PROBLEM SOLVED! I GOT SECURE NETWORK ANALYTICS FAST AND I DIDN'T HAVE TO BUY FOR THE WHOLE ENTERPRISE

NOW I'LL LOOK FOR AN ENTERPRISE-WIDE SOLUTION TO KEEP IT FROM HAPPENING AGAIN!





## EA 3.0 RECAP



#### Easier Expansion

Access additional products without an enterprise-wide commitment



Value Shift with Cisco DNA Software & Meraki Ability to transfer license value within and between Cisco DNA Software & Meraki



#### Comprehensive Solutions

Seamlessly add Security and Services to any agreement



Lower barrier to entry Access the Cisco's entire Portfolio for as little as \$100K TCV

### ONE CONTRACT

ALL ARCHITECTURES UNDER A SINGLE, CO-TERMED AGREEMENT WITH SIMPLIFIED LEGAL TERMS



SECOND COURSE:
ENGAGING ACROSS
THE LIFECYCLE WITH
THE CISCO ENTERPRISE AGREEMENT

## CUSTOMER LIFECYCLE



# 76% OF CIOS FIND IT DIFFICULT TO BALANCE BETWEEN BUSINESS INNOVATION AND OPERATIONAL EXCELLENCE

STATE OF THE CIO 2022







- Deep technology & industry expertise
- Business transformation experience
- Focus on value realization



## **OUR PARTNERS**

Building the Ecosystem

3 Decades

Thousands of Partners

150 countries

90% of customers work with a partner

Developing Expertise

Practice building

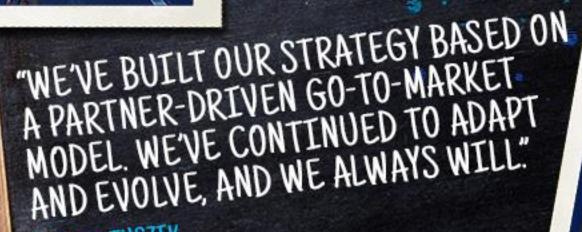
Certifications and training

Lifecycle program

Success program

WE'RE MAKING IT EASIER FOR PARTNERS.
PARTNERS MAKE IT EASIER FOR YOU!





OLIVER TUSZIK SVP, GLOBAL PARTNER SALES & GM, ROUTES TO MARKET, CISCO CHOOSING A PARTNER
QUESTIONS TO ASK, WHAT TO LOOK FOR





Key takeaways for the perfect recipe

 Enterprise Agreement delivers value you need

 Taking a lifecycle approach helps identify and address needs

Choose the right partner



### Complete your Session Survey

- Please complete your session survey after each session. Your feedback is very important.
- Complete a minimum of 4 session surveys and the Overall Conference survey (open from Thursday) to receive your Cisco Live t-shirt.



https://www.ciscolive.com/emea/learn/sessions/session-catalog.html





### 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 until February 24, 2023.



### Continue Your Education



Visit the Cisco Showcase for related demos.



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 <u>ciscolive.com/on-demand</u>.





The bridge to possible

# THANK YOU

cisco life!

