The bridge to possible

Driving an Experiential Economy through Partner Lifecycle Services

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

cisco Live!

PSOCX-2114

Cisco Webex App

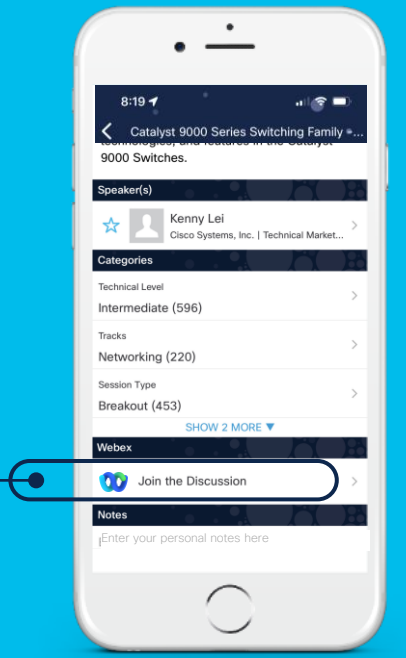
Questions?

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

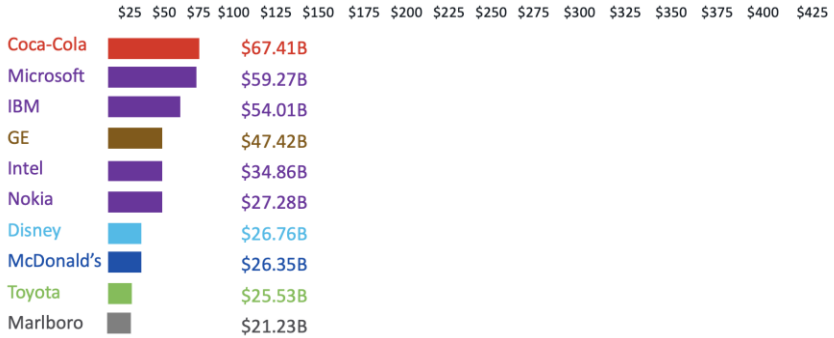
Webex spaces will be moderated until February 24, 2023.



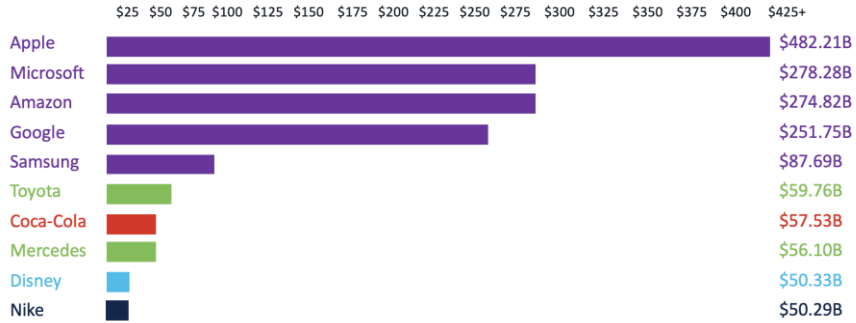
© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

MOST Valuable Brands this Millennium

2005



2022



Brand Value, US$ billions
Source: Interbrands

© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

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.

© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

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

© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

TSIA Overview

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.

Source: TSIA

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

Source: TSIA

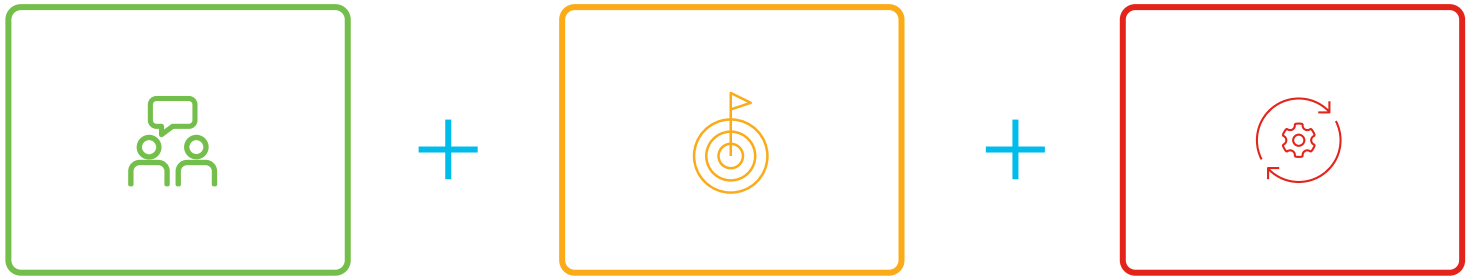
Questions to Consider

- 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 Lifecyle Services and the Experiential Economy

Partner Lifecycle Services

Human + Digital Intelligence



Alignment & Expertise + Outcome focused + Optimize & Scale

© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

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:

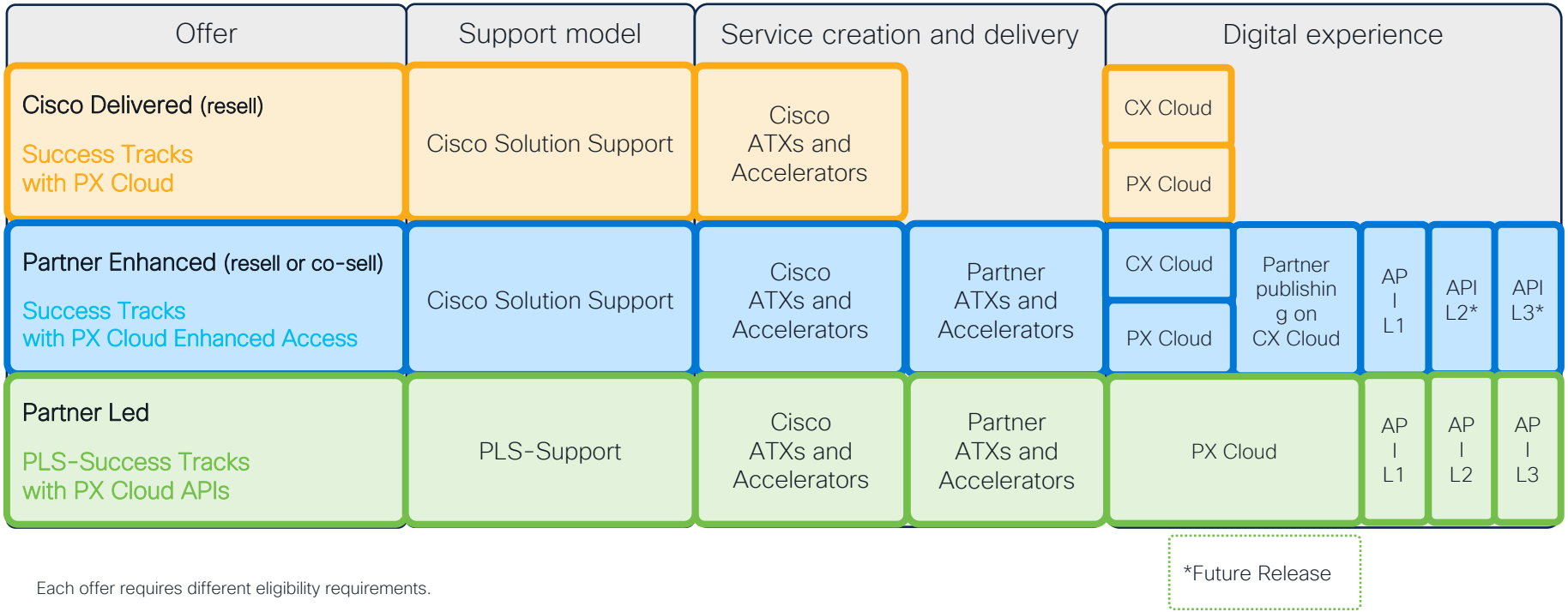
- Accelerators and Ask-the-Expert services
- Actionable insights and analytics via APIs

Cisco CX Playbooks to Power your Partner Practice

© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

Partner Lifecycle Services – Success Tracks

Flexibility, Choice, and Partner Opportunity



Each offer requires different eligibility requirements.

© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

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.

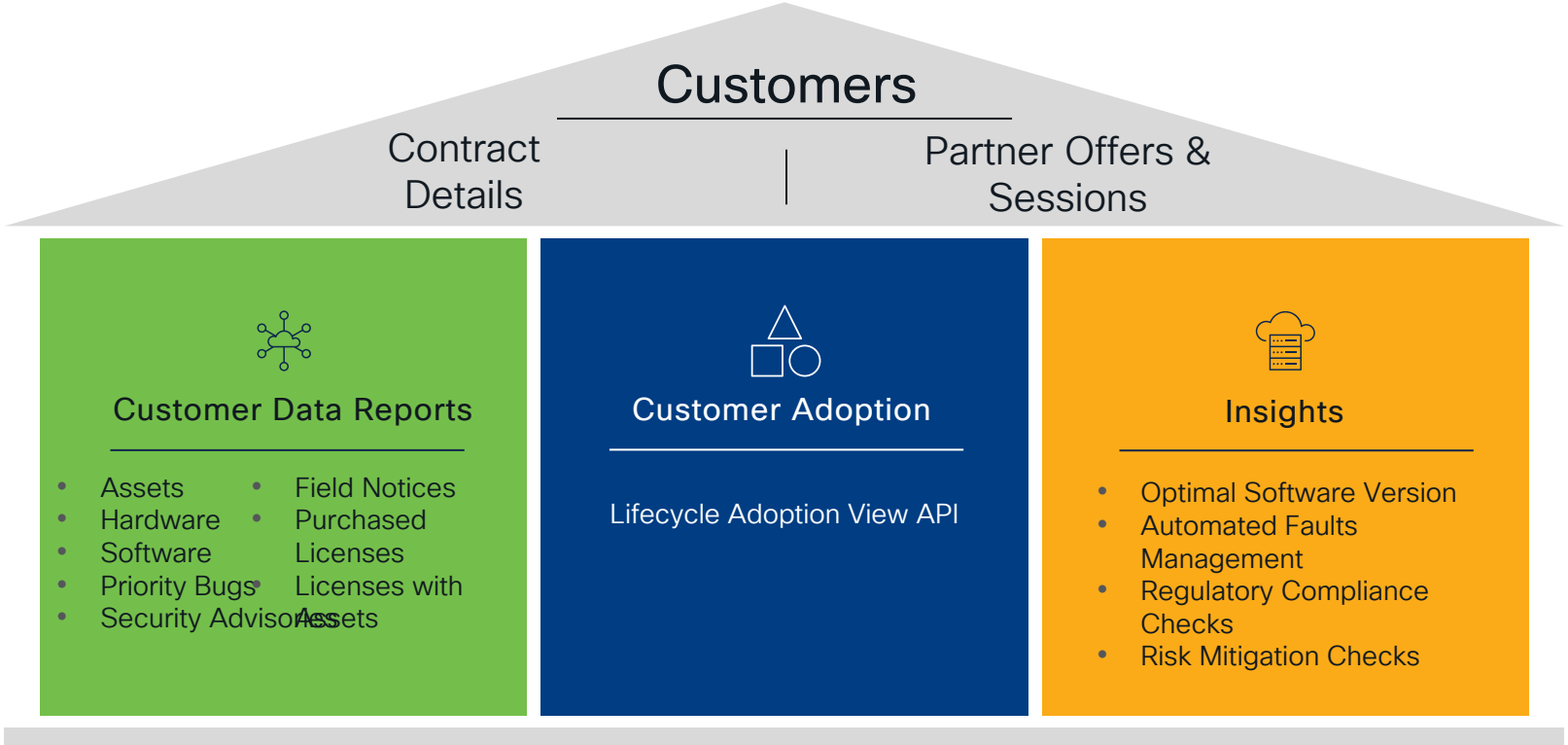
These APIs provide comprehensive customer 360 information that includes assets, coverage data, Cisco identified risks in customer environments, Cisco recommended mitigations and predictive telemetry insights.

Partner Benefits

- Build your unique customer experience
- Discover new business opportunities based on telemetry and insights
- Build custom solutions to drive customer adoption journey

© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

APIs in PX Cloud



© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

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

Computacenter

Adopt
Services
Software
Utilize
Renew
Evolve

© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

Computacenter Assure

Driving Accurate Account Intelligence

Cisco Ready Install-Base Report - visibility into customer purchases

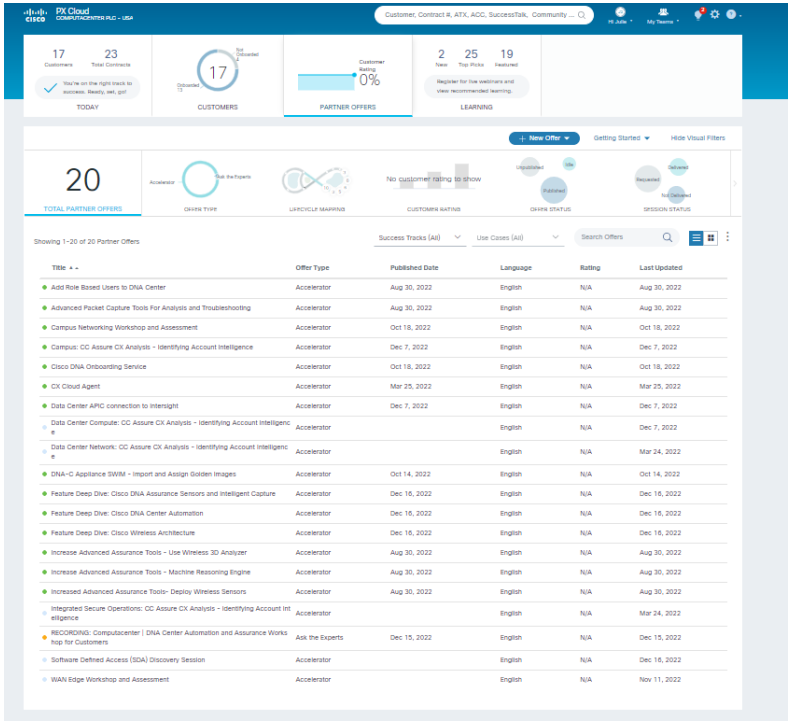
Real-time identification of current IB

Real-time access & CC branded service offerings

© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

Technical Workshops, Assessments & Services

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



© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

Technical Adoption Workshops & Education

Achieving Technical Outcomes and Educating Customers on Solutions

© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

APIs Driving Accurate Account Intelligence

Today

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

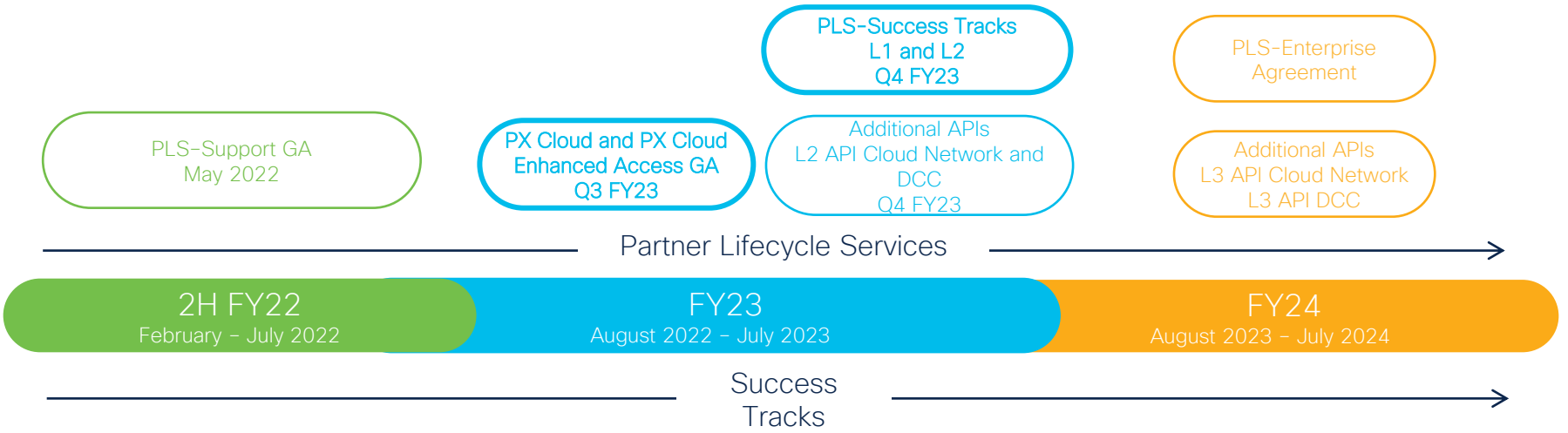
Future

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

© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

Take the Next Steps

Partner Lifecycle Services Roadmap



DCC: Data Center Compute
Roadmap Timing Subject to Change

© 2022 Cisco and/or its affiliates. All rights reserved. Cisco Public

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

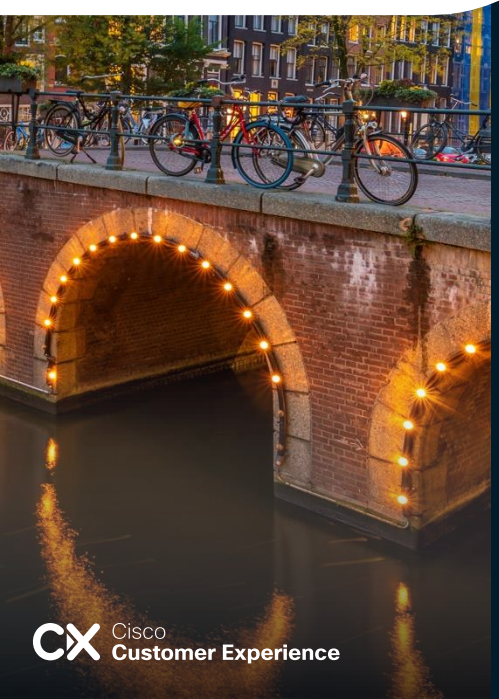
© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

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

© 2022 Cisco and/or its affiliates. All rights reserved. Cisco Public



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

© 2023 Cisco and/or its affiliates. All rights reserved. Cisco Public

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 ciscolive.com/on-demand.

© 2022 Cisco and/or its affiliates. All rights reserved. Cisco Public

The bridge to possible

Thank you

Are you playing the Cisco Live Game?

Scan the QR code and earn your Cisco Theater points here

cisco Live!
ALL IN