



# Customer Reference Template DevNet Specialization Programs

## Process

Please complete the Customer Reference Account Summary information below for each of the two Customer References submitted. This information will be used to validate the Customer Reference Account. Please refer to the customer reference example on page 2 of this document to understand what type of information should be included for each Customer Reference.

1. Partner must provide the relevant information for each of their two completed customer references on the customer reference cover sheet, and upload file into your PMA application in the customer reference section of the “My Documents” section.
2. Each of the customer references submitted must be a revenue generating opportunity from the past 12 months. Customer references may not be re-used from previous applications.
3. Each of the customer references must detail the relevant software-based solution and describe which APIs and which Cisco products/services were used.
4. Partner must include an executive summary for each Customer Reference that describes the business opportunity, and the solution implemented.
5. Each customer reference must describe the *customer* KPIs and the business outcome that was achieved for all noted customer personas, e.g., end user, IT, or line of business.
6. Each customer reference must include the business and financial impact to both the customer and to the partner.
7. Partner must describe how this engagement relates to the partners software offer catalog.
8. None of the customer references are required to be public references. Cisco will treat all customer reference submissions as Cisco company confidential information. Cisco reserves the right to verify the customer reference via direct contact with the provided customer contact.
9. The Partner may indicate one or more Customer References as “publicly referenceable.”

## Customer Reference Account Deployment Summaries numbers 1 through 2

Complete one customer reference account deployment summary (following) for each of your 2 customer references.

## Example Customer Reference Account Deployment Summary

Partner Name:	XYZ DevNet Partner
Customer Name:	Acme Pharmaceutical
Customer Contact Phone:	1-555-555-5555
Customer Contact email:	abcdfj19@companydomain.com
Customer Reference Booking Date:	mm/dd/yyyy
Cisco Sales Order #: (where applicable)	1234123412

Public Reference	Yes	No
Customer	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Partner	<input type="checkbox"/>	<input checked="" type="checkbox"/>

## Technology Components of Customer Reference

Executive Summary (Include solution description, can be provided via an Addendum):

An automation offer was created using Ansible playbooks running workflows that call on Python scripts. The software offer was designed using Cisco's ISR4400 routers using API's from Cisco's SDWAN solution and designed with embedded programmatically in order to retrieve real-time router information across Acme's network.

Customer Background & Business Issue:

Acme Pharmaceutical is a large pharmaceutical company in New Jersey, NY which develops medical devices, pharmaceutical and consumer packaged goods. They have a large network running on over 2200 routers in the network. Due to FDA security and compliance requirements, Acme was required to ensure their Enhanced Interior Gateway Routing Protocol adjacencies were protected with a password. Providing proof to the FDA that the network was properly protected had to be done in a very short period of time. In a larger network with 2200 routers, this would have taken weeks and would likely have produced unreliable results. Acme administrators would be required to log into each device one at a time relying on a team of network operations staff. At this volume they were susceptible to errors and did not have weeks to meet the mandated compliance date.

Summary of customer benefits from the following customer personas (*at least one is required*)

### End User

Acme's network admin was able to determine quickly if the required password configuration exists and all devices in the network were working in the correct operational state. They were able to dramatically improve the efficiency, accuracy and agility of their network and ensure their network was secure in alignment with the FDA mandate.

### IT

Through automation, IT costs were reduced by 68% and ~285 man hour versus manual configuration. The solution is reusable and with minimal customization will enable Acme to drive additional automation into their network.

### LoB

The business team is satisfied as they were able to meet the stringent timeline mandated by the FDA. They also felt reassured of the accuracy of the result through custom reports showing the high level of accuracy of the deployment.



## Customer KPI Examples

New Service/Capability	Hours Saved/Reduced	Re-Work Reduction	Non-Native Integration
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

## Technology Components of Customer Reference

### Technology Domains in this Reference

Enterprise	Data Center	Cloud	Collaboration	Security	IoT	WebEx	3rd Party
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Summary of Cisco APIs used in this reference.

The inventory management API for DNA center and the Meraki user listing API

## Partner Business Value of this Customer Reference

How this Customer Reference relates to your offer catalog

This solution was implemented as part of our automated network professional services offering.

Which Cisco Products/services were included in this opportunity?

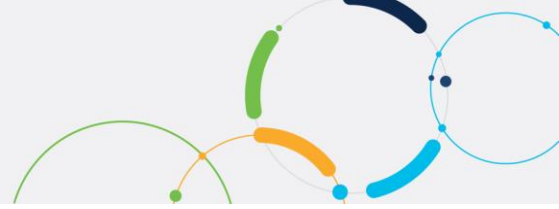
This solution included 100 Cisco ISR4400 series routers and Cisco Viptella SD WAN services.

What additional Cisco Products/Services were you able to upsell as a result of the software solutions provided in this customer reference?

By demonstrating how our automation services could ensure consistency across the entire deployment, we were able to up-sell to the latest generation of Cisco routers and SD-WAN services.

How did the software solution used enable you to increase the pace of deal closure?

By showing how our software automation services enabled us to implement this solution before the customers end-of-fiscal deadline, we were able to close this deal 8 months sooner than the customer planned to order.



## 1. Customer #1 Reference Account Summary

Partner Name:	[Insert Partner Name]
Customer Name:	[Insert Customer Name]
Customer Contact Phone:	[Insert Customer Phone Contact Info]
Customer Contact email:	[Insert Customer email Contact Info]
Customer Reference Booking Date:	[Booking Date]
Cisco Sales Order #: (where applicable)	[Insert SO #]

Public Reference	Yes	No
Customer	<input type="checkbox"/>	<input type="checkbox"/>
Partner	<input type="checkbox"/>	<input type="checkbox"/>

## Technology Components of Customer Reference

Executive Summary (Include solution description, can be provided via an Addendum): [Brief description of Customer Solution. Refer to example document]	
Customer Background & Business Issue: [Brief description of Customer Business impact addressed in this customer reference. Refer to example document]	
Summary of customer benefits from the following customer personas <i>(at least one is required)</i>	
	End User [Brief description of Customer Background and Issue. Refer to example document]
	IT [Brief description of Customer Background and Issue. Refer to example document]
	LoB [Brief description of Customer Background and Issue. Refer to example document]

## Customer KPI Examples

New Service/Capability	Hours Saved/Reduced	Re-Work Reduction	Non-Native Integration
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Technology Components of Customer Reference

### Technology Domains in this Reference

Enterprise	Data Center	Cloud	Collaboration	Security	IoT	WebEx	3rd Party
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Summary of Cisco APIs used in this reference.

[Brief description of Cisco APIs used in the Customer Solution. Refer to example document]

## Partner Business Value of this Customer Reference

How this Customer Reference relates to your offer catalog

[Brief description of which of your offers were included in this reference]

Which Cisco Products/services were included in this opportunity?

[Brief description of Cisco product/services that were sold as a part of this solution, as applicable]

What additional Cisco Products/Services were you able to upsell as a result of the software solutions provided in this customer reference?

[Brief description of Cisco product/services you were able to upsell within this reference, as applicable]

How did the software solution used enable you to increase the pace of deal closure?

[Brief description of how the software solutions in this reference was able to increase the pace of sale for the other related Cisco products/services, as applicable]

## 2. Customer #2 Reference Account Summary

Partner Name:	[Insert Partner Name]
Customer Name:	[Insert Customer Name]
Customer Contact Phone:	[Insert Customer Phone Contact Info]
Customer Contact email:	[Insert Customer email Contact Info]
Customer Reference Booking Date:	[Booking Date]
Cisco Sales Order #: (where applicable)	[Insert SO #]

Public Reference	Yes	No
Customer	<input type="checkbox"/>	<input type="checkbox"/>
Partner	<input type="checkbox"/>	<input type="checkbox"/>

### Technology Components of Customer Reference

Executive Summary (Include solution description, can be provided via an Addendum): [Brief description of Customer Solution. Refer to example document]	
Customer Background & Business Issue: [Brief description of Customer Business impact addressed in this customer reference. Refer to example document]	
Summary of customer benefits from the following customer personas <i>(at least one is required)</i>	
	End User [Brief description of Customer Background and Issue. Refer to example document]
	IT [Brief description of Customer Background and Issue. Refer to example document]
	LoB [Brief description of Customer Background and Issue. Refer to example document]

## Customer KPI Examples

New Service/Capability	Hours Saved/Reduced	Re-Work Reduction	Non-Native Integration
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Technology Components of Customer Reference

## Technology Domains in this Reference

Enterprise	Data Center	Cloud	Collaboration	Security	IoT	WebEx	3rd Party
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Summary of Cisco APIs used in this reference.

[Brief description of Cisco APIs used in the Customer Solution. Refer to example document]

## Partner Business Value of this Customer Reference

How this Customer Reference relates to your offer catalog

[Brief description of which of your offers were included in this reference]

Which Cisco Products/services were included in this opportunity?

[Brief description of Cisco product/services that were sold as a part of this solution, as applicable]

What additional Cisco Products/Services were you able to upsell as a result of the software solutions provided in this customer reference?

[Brief description of Cisco product/services you were able to upsell within this reference, as applicable]

How did the software solution used enable you to increase the pace of deal closure?

[Brief description of how the software solutions in this reference was able to increase the pace of sale for the other related Cisco products/services, as applicable]



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