



Advanced Internet of Things (IoT) Specializations Cisco Partner Overview

November 12, 2014

Today's Speakers and Panelists

Speakers

- Julie Boegner – IoT Program Manager, WWPO Channel Partner Program
- Maria Fonferek – IoT GTM Lead, WWPO Channel Partner Program

Panelists

WWPO Leads

- Robb Berger – Director, WWPO
- Brian Overmyer - Manager, Channel Partner Program, WWPO
- Cynthia Freeman – Manager, Channel Partner Program, WWPO

Regional Specialization and Certification Leads

- Anne Friendly, John Dodson, Julie Thomas - Americas Partner Organization
- Renata Prochazkova - EMEAR Partner Organization
- Harumi Provan Abiko – APJ Partner Organization
- Wen Hui Mai – Greater China Partner Organization

Global Partner Marketing Leads

- Smita Dave, Channel Partner Program Sr. Manager
- Maggie Conroy, Channel Partner Program Manager
- Nadine Lucero, Channel Partner Program Manager

Agenda

Cisco Partner Ecosystem Update

IoE and IoT

Opportunity Example

Advanced IoT Specializations Suite

Next Steps



Cisco Partner Ecosystem Update

IoE and IoT

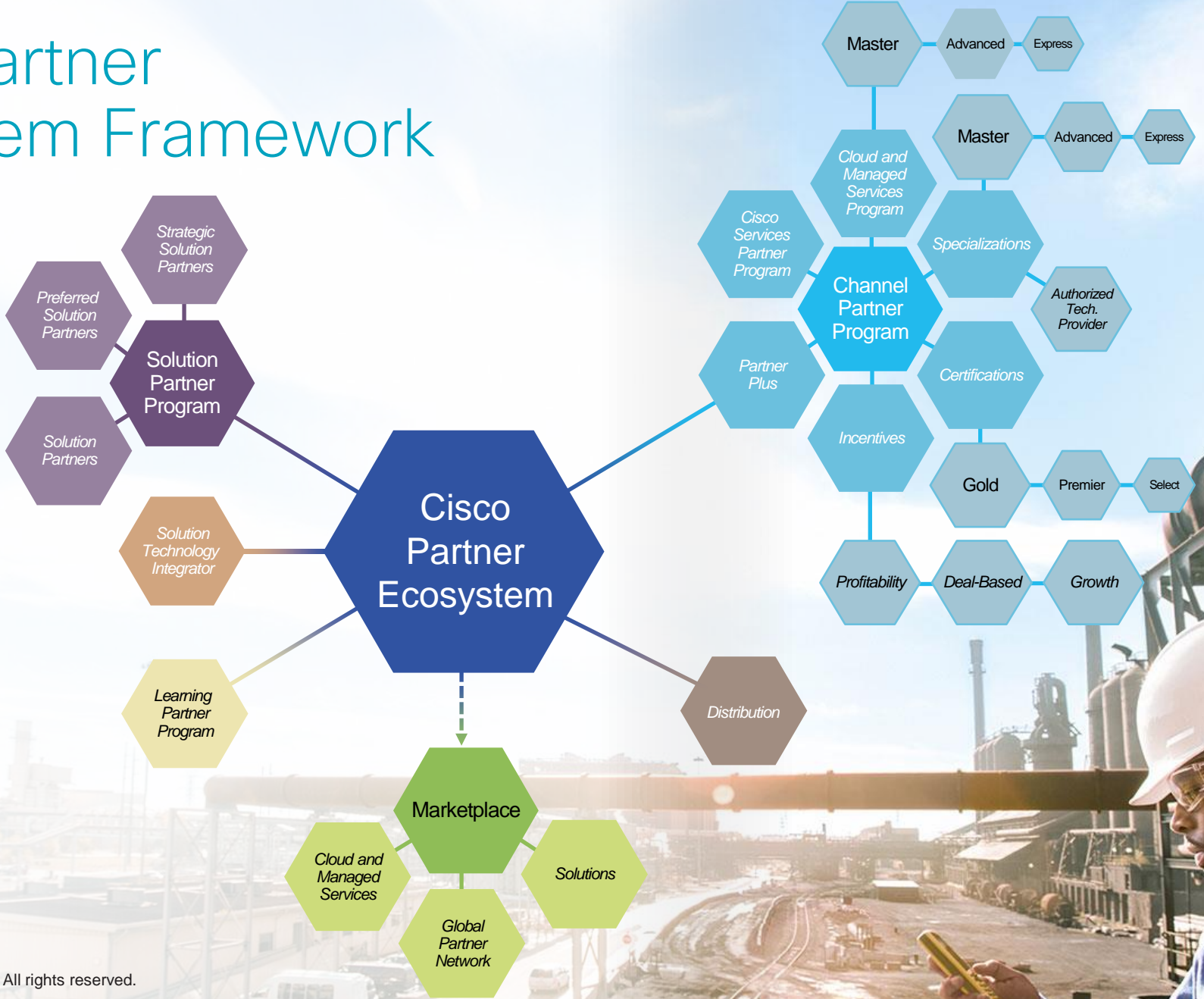
Opportunity Example

Advanced IoT Specializations Suite

Next Steps



Cisco Partner Ecosystem Framework



Cisco Advanced Internet of Things Specializations

Connected Safety and Security



Industry Expert



Manufacturing



Additional verticals planned starting in early 2015

Cisco Partner Ecosystem Update

IoE and IoT

Opportunity Example

Advanced IoT Specializations Suite

Next Steps



Your **Biggest** Opportunity

\$4.6

Trillion

**Public
Sector**

\$19
Trillion

\$14.4

Trillion

**Private
Sector**

The internet of everything has the potential to grow global corporate profits by **21%** in aggregate by 2022

IoE Is the Networked Connection of:



Only Cisco is uniquely positioned to connect the unconnected with an open-standard, integrated architecture from the cloud to end devices.

IoT Covers the Networked Connection of Physical Objects Only – the “Things” Within IoE Such as Sensors, Devices, and Enterprise Assets:



IoT Opportunities are in New Places

Information Technology (IT)

Operations Technology (OT)



Data Center



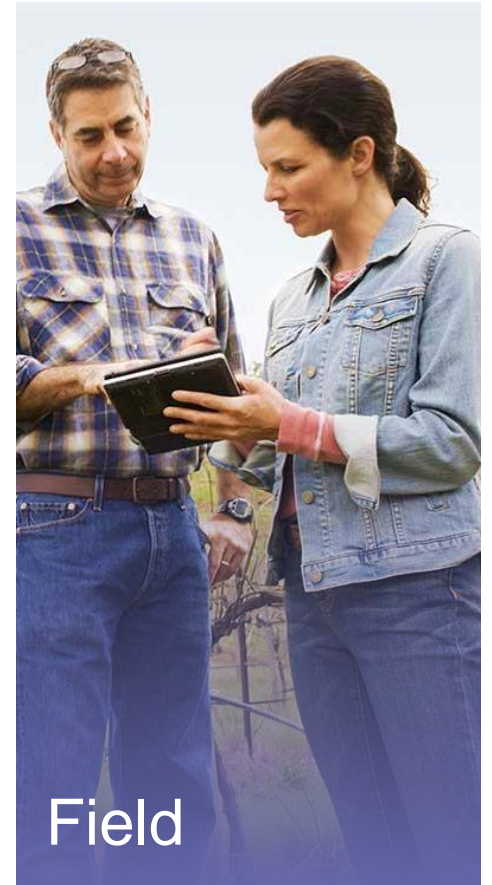
Campus



Branch



Plant



Field

That Are Growing Faster than IT

Information Technology (IT)



CY14 Technology Budget Growth

5%

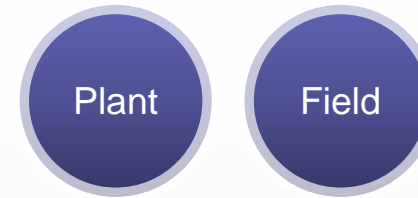


CY14 Technology Spend Influence

26%



Operations Technology (OT)



CY14 Technology Budget Growth

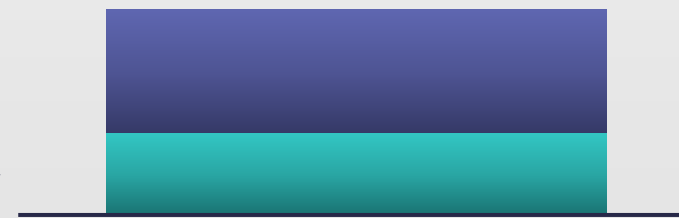
9%



80%

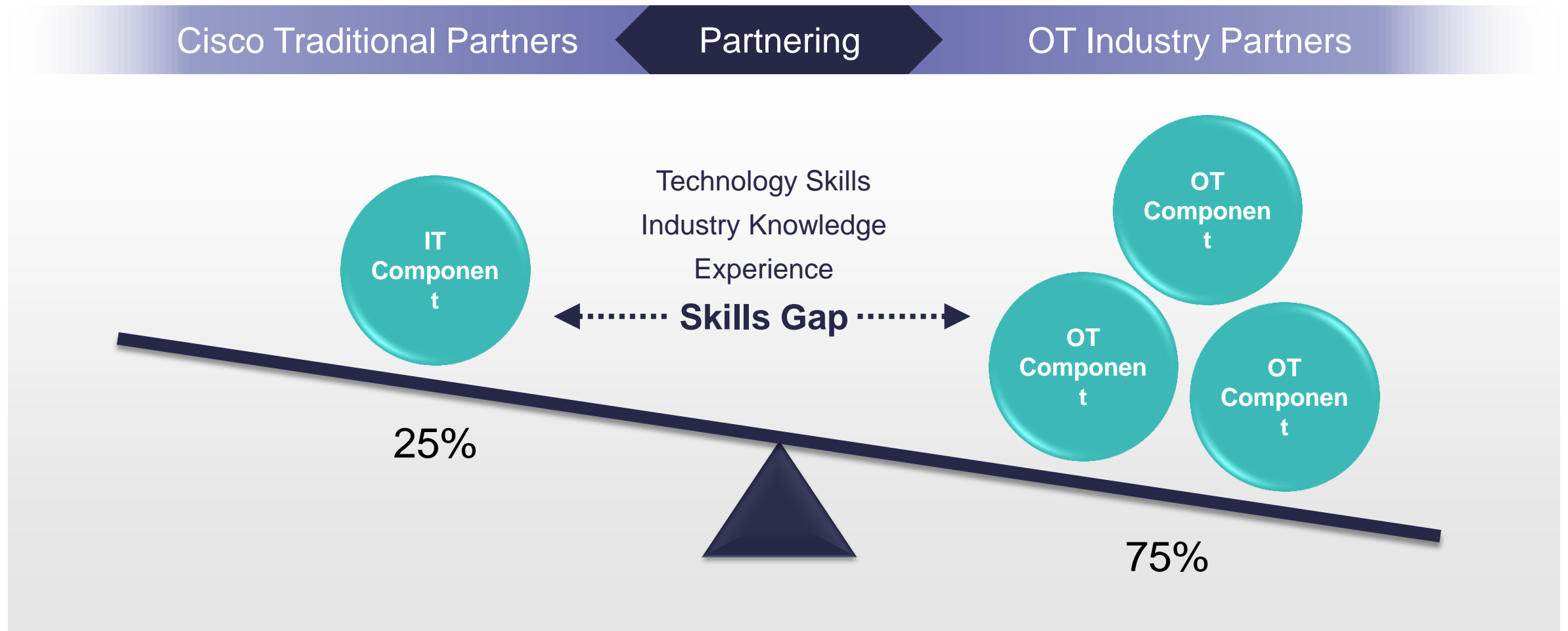
CY14 Technology Spend Influence

67%



158%

Bridging the IT / OT Skills Gap



Cisco Partner Ecosystem Update

IoE and IoT

Opportunity Example

Advanced IoT Specializations Suite

Next Steps



Motorcycle Manufacturer Case Study



A leading motorcycle manufacturer

Overview

Business Challenge

Solutions

Benefits

→ 6,000 employees

→ 900+ dealers

120 different bike configurations

Motorcycle Manufacturer Case Study



A leading
motorcycle
manufacturer

Overview

Business Challenge

Solutions

Benefits

- Implement flexible manufacturing
- Accelerate new product introduction
- Deploy wireless for instant visibility



Motorcycle Manufacturer Case Study



A leading
motorcycle
manufacturer

Overview

Business Challenge

Solutions

Benefits



Use Ethernet network to enable
sharing of real-time production
information across lines



Cisco Digital
Media Solution



Wireless
infrastructure



Motorcycle Manufacturer Case Study



A leading
motorcycle
manufacturer

Overview

Business Challenge

Solutions

Benefits



Saved more than \$200
million from a single plant



Reduced cycle time from
one year to just one week



Boosted quality
and output

Solutions Span Across Verticals

Manufacturing



PaaS, JouleX, Connected Operations



Plant Switching

- IE 2000
- IE 2000/IP 67
- IE 3000
- CGS 1000
- CGS 2500



Plant Routing

- CGR 2000



Field Network

- CGR 1000
- 819H M2M ISR Gateway Router
- 1552 Rugged Wireless



Embedded Networks

- 5915 Embedded Services Router
- 3200 ESS 2000



Connected Safety and Security

- Video Surveillance Manager and IP Cameras
- IPICS
- Physical Access Manager



Network Management (SDN) and IoT Security

Fog Computing (IOx)

Cisco Partner Ecosystem Update

IoE and IoT

Opportunity Example

Advanced IoT Specializations Suite

Next Steps



Advanced IoT Specializations

The Advanced IoT Specializations provide the training you need to bridge a skills gap between IT and OT partners for a piece of multi-million dollar deals.

- Build new capabilities and business value expertise
- Opportunities for improved profitability
- Respond to evolving customer needs
- Evolve from Physical Security ATP to IoT Specialization–Connected Safety and Security



Benefits to Partners

A high-angle, industrial photograph of a large-scale manufacturing or processing plant. The scene is dominated by a complex network of large, cylindrical metal pipes and ducts, some of which are supported by a blue steel framework. In the foreground, a yellow safety railing runs across a metal grating walkway. A prominent feature is a large, green industrial motor or pump unit mounted on a platform. The overall atmosphere is one of a busy, large-scale industrial environment.

- Bridge skills gap between IT and OT partners
- Increase your recognition in the IoT marketplace
- Gain expertise in core routing and switching technologies and Cisco IoT solutions and concepts
- Opportunity to increase profitability offering Cisco Professional Services and participating in the Value Incentive Program (VIP)
- Get recognized as an Advanced IoT Specialized Partner in the Cisco Partner Locator

Incentive Programs

- VIP
- SIP, TIP, OIP as allowable per Premier/Select participation

IoT VIP- FY15 (VIP 24/25)

- Reward Physical Security ATP partners for CSS sales as they transition to the IoT Specialization (CSS Track) (launch Q1FY15)
- Reward new OT partners who complete the IoT Specialization (launch Q1FY15)
- Continue to incent and reward our existing Cisco partners
- Show Partners that Cisco is investing in IoT by giving substantial rebates
- Message that Cisco is supporting our partners investment in IoT Practices thru VIP
- http://www.cisco.com/web/partners/downloads/partner/WWC_hannels/vip/VIP-24-SKU-List-9-8-14.xlsx



Enterprise Networks Subtracks

10%
rebate

Enterprise Networks Track



Core and WAN Services Subtrack

- Branch Routing
- Edge Routing
- Cloud Services
- **Industrial Ethernet**
- **Connected Grid**



Unified Access Subtrack

- Backbone Switching
- Access Switching
- Wireless Products
- **Industrial Ethernet**
- **Connected Grid**



Internet of Things Subtrack

- **Industrial Ethernet**
- **Connected Grid**
- **Connected Safety and Security**
- **Access Control**

Job Role Requirements

		IT Partners		Operations Technology Partners
		Manufacturing	Connected Safety and Security	Industry Expert
No Role Sharing Within	AM	IoT Manufacturing Account Manager Representative	IoT CS&S Account Manager Representative	IoT IE Account Manager Representative
	SE	IoT Manufacturing Systems Engineer Representative	IoT CS&S Systems Engineer Representative	IoT IE Systems Engineer Representative
	FE	IoT Manufacturing Field Engineer Representative	IoT CS&S Field Engineer Representative	IoT IE Field Engineer Representative
	Other	None	CQS: CCNA R/S	Customer References, Industry Certification
		Tech Role Sharing Across, 3-2-2		

Go to www.cisco.com/go/iotpartner

Training and Exam Requirements

		Cisco Resale Partners		Operations Technology Partners
		Manufacturing (Launch Nov. 18)	Connected Safety and Security	Industry Expert
No Role Sharing Within	AM	PR: Selling Business Outcomes (Q3FY15) Manufacturing Sales of 700-802 IoT Sales Fundamentals of 700-801	PR: Selling Business Outcomes (Q3FY15) CSS Sales Fundamentals of 700-803 IoT Sales Fundamentals of 700-801	PR: Selling Business Outcomes (Q3FY15) IoT Sales Fundamentals of 700-801
	SE	Connected Factory for SEs 500-801 Industrial Networking Specialist 600-601	ICND1 100-101 or CCNA R/S* Exam 648-238	IT for OT (no exam, just recommended online training) Industrial Networking Specialist 600-601
	FE	(ICND1 100-101 and INS 600-601) or CCNA R/S*	ICND1 100-101 or CCNA R/S* 648-238	(ICND1 100-101 and INS 600-601) or CCNA R/S*
	Other	None	CQS: CCNA R/S* CQS role sharing within OK	Customer references and industry international or national certification
		Tech Role Sharing Across, 3-2-2		

Cisco Partner Ecosystem Update

IoE and IoT

Opportunity Example

Advanced IoT Specializations Suite

Next Steps



Key Dates

October 22, 2014:

- Advanced IoT Specialization: Connected Safety and Security launch
- Advanced IoT Specialization: Industry Expert launch
- EOL Announcement of Physical Security ATP with transition timeline

November 18, 2014:

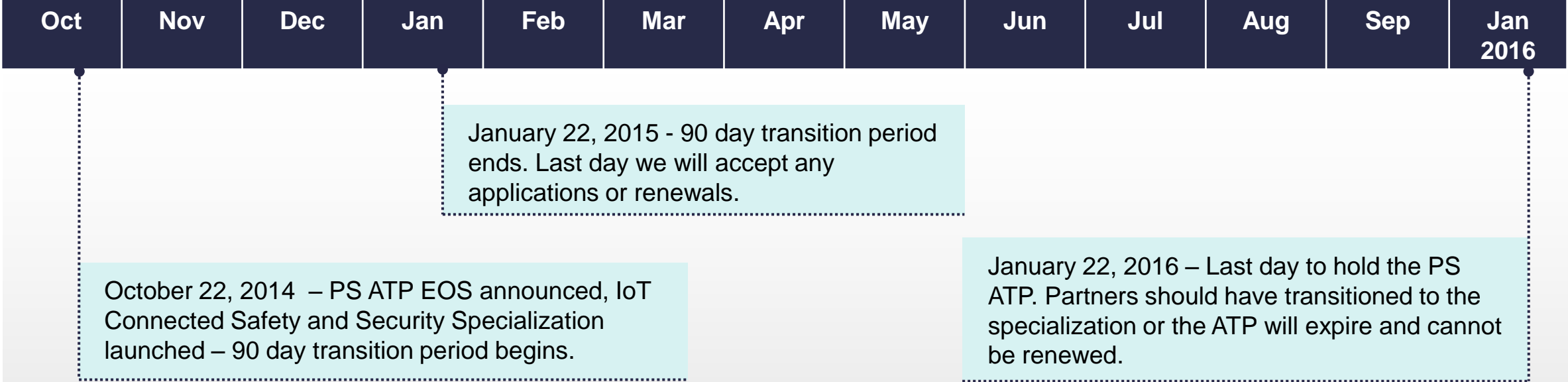
- Advanced IoT Specialization: Manufacturing launch

2015:

- Additional IoT specialization launches in alignment with solutions



Physical Security ATP to Connected Safety and Security Specialization Partner Transition Plan



PS ATP and CSS Specialization badges are mutually exclusive. Partner records and Partner Locator will only reflect one at a time.

Getting Started

Apply for Advanced IoT Specializations

Partner Central

Advanced Internet of Things Specializations

HOME

PARTNER CENTRAL

PARTNER ECOSYSTEM

CHANNEL PARTNER PROGRAM

PARTNER CERTIFICATIONS AND SPECIALIZATIONS

Gold Certification

Silver Certification

Premier Certification

Select Certification

Multinational and Global Certification

Master Specializations

Enterprise Networks Architecture Specialization

Security Architecture Specialization

Expand Your Reach

Get the technical training you need to take advantage of the IoT market.

Apply or Renew



The Internet of Things (IoT) is changing everything. We know your customers' needs are changing too. With the right training, you can take advantage of the growing IoT market, make you more relevant to customers, and help you build new skills.

Get the sales and technical training you need with the new IoT Specializations. IT resale partners can develop a deeper understanding of operational technology (OT) practices. OT partners can gain the expertise needed to deploy the best installations for your customers.

Partner Help

Presales Tech Support

Design/Installation

Training, Quotes

Postsales Tech Support

Follow Us



Apply via the CSApp tool located on the Advanced IoT Specializations Partner Central pages

Next Steps

1 Learn about the Cisco Partner Ecosystem evolution



2 Evaluate your business investment strategy



3 Determine your strategy for Internet of Things (IoT)



4 Leverage Partner Central websites



www.cisco.com/go/iotpartner

Thank you.

