



Internet of Things

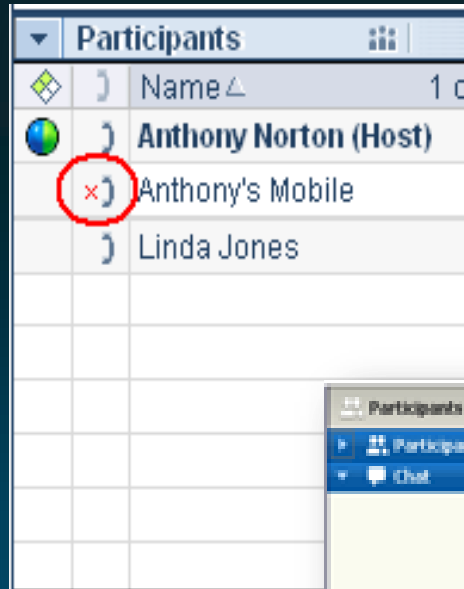


FY15 Incentives and Promotions IoT Products

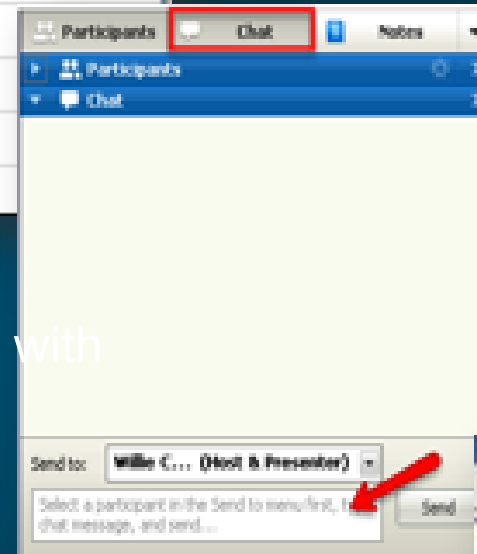
Oct. 8, 2014

Today's Meeting

Your phone will be on mute during the webinar



You can use the "Chat" function to communicate with the host or panelist



Use the Q&A panel to submit your question

This session is being recorded on WebEx



Agenda

- Kick of the FY15
- Quick overview IoT
- VIP24 with IoT
- Grow IoT (US, CAN and LATAM)
- Fast Track (EMEAR)
- Special Promo on LTE products with OIP
- Other programs – OIP / TIP and SIP

Special Guest Speakers



Maria Fonferek
IoT Channels BDM



Jad Peterson
IoT Channels BDM



Joe Lucatorto
Partner Field Sales BDM



Sarah Sorrell
Project Manager

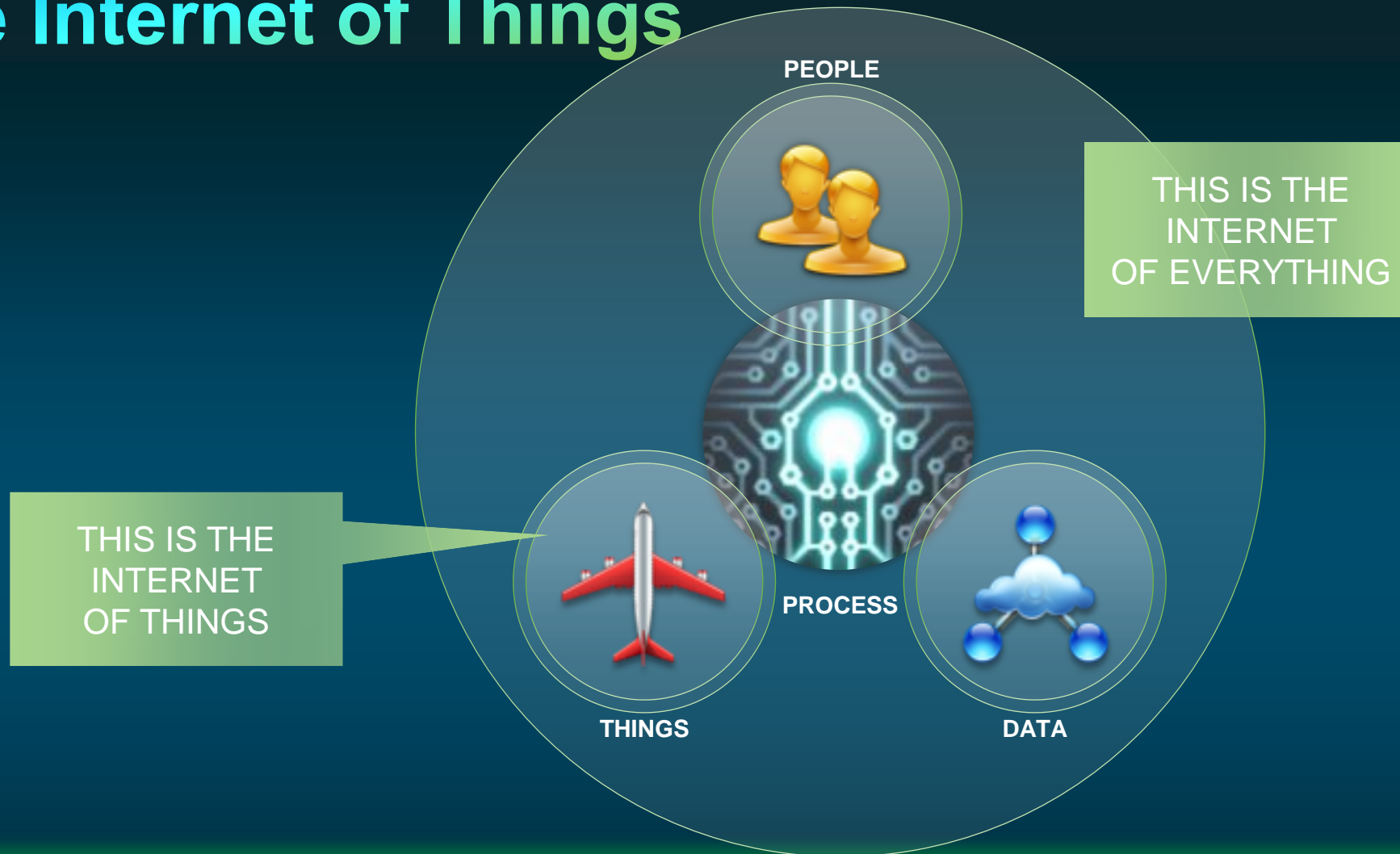


Ted Demeris
IoT Channels BDM US and Canada



Willie Chow
IoT GTM Technical Lead

The Internet of Things



IoT consists of networks of sensors attached to objects and communication devices, providing data that can be analyzed and used to initiate automated actions

IoT in the Real World

“The future is already here, its just not evenly distributed”

200+ sensors
~1,000 readouts
Trying to sync

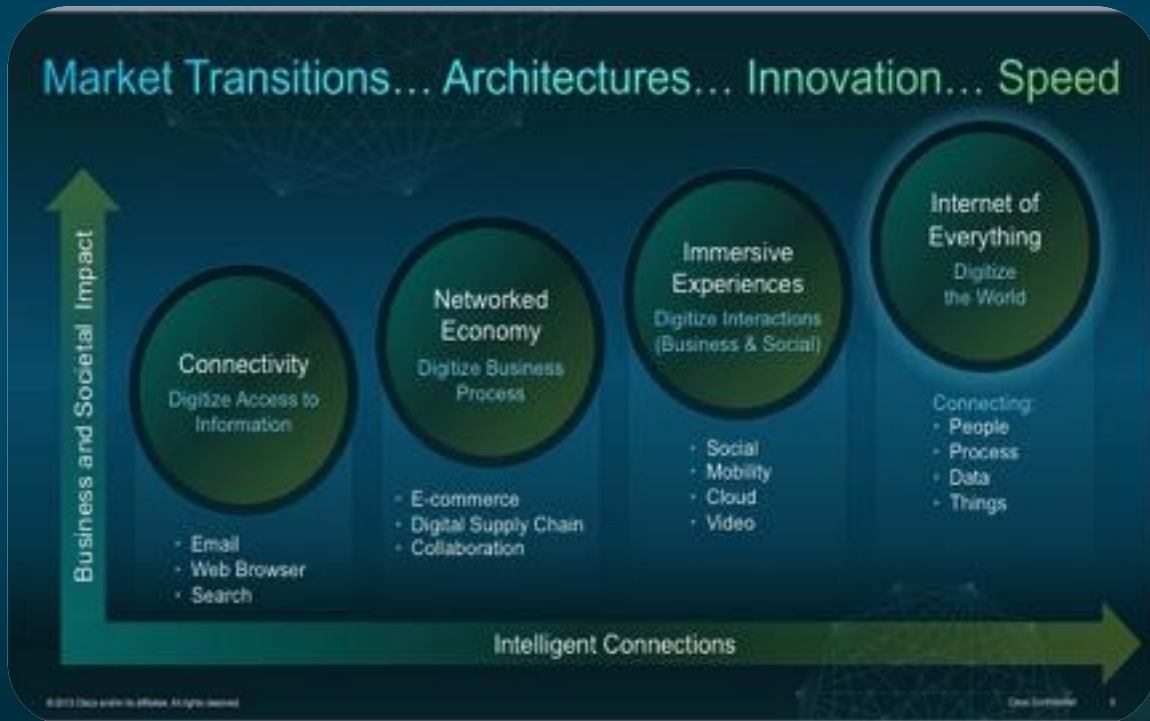


-Peter van Manen, Managing Director, McLaren

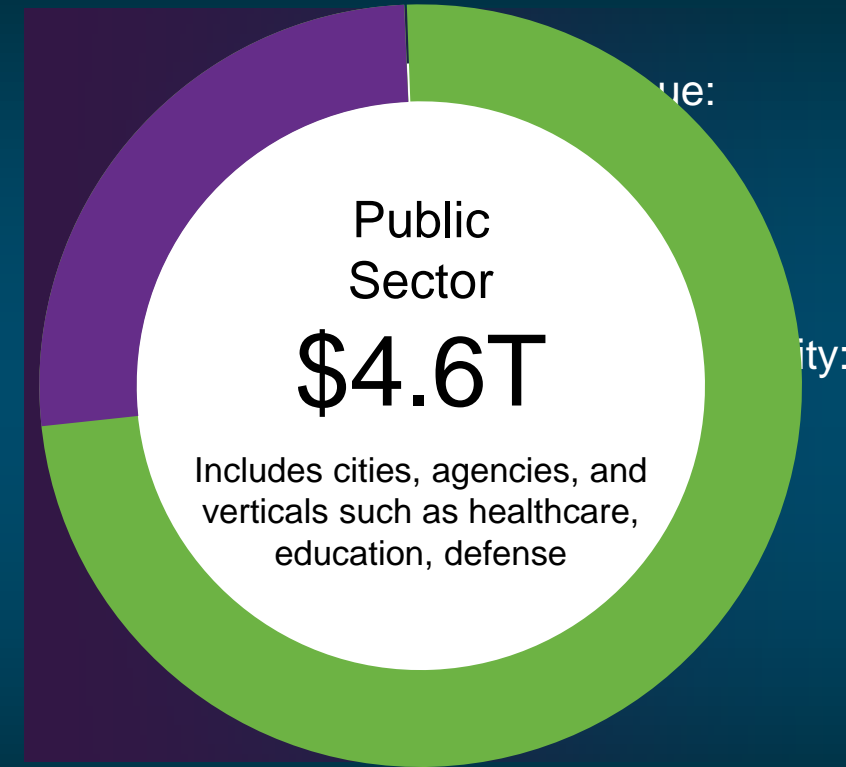
Photo Credit: www.motorauthority.com
Quote: William Gibson

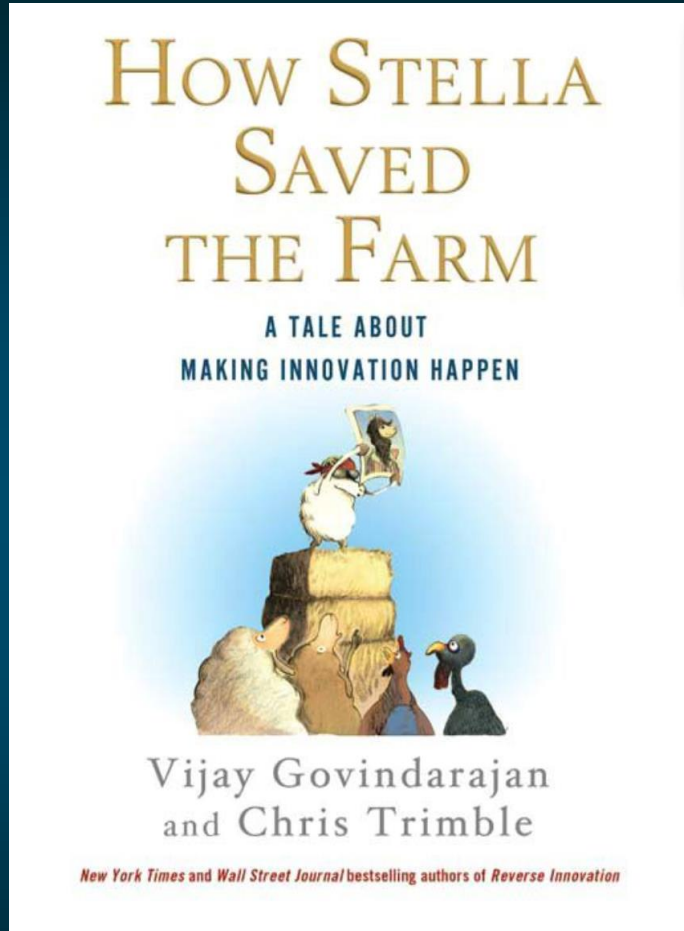
“If you think of the Internet in four generations, the fourth will be Internet of Things. It’s going to be driven by businesses because businesses have to connect all the devices.”

John Chambers



IoE Drives \$19 Trillion In Value Over 10 Years



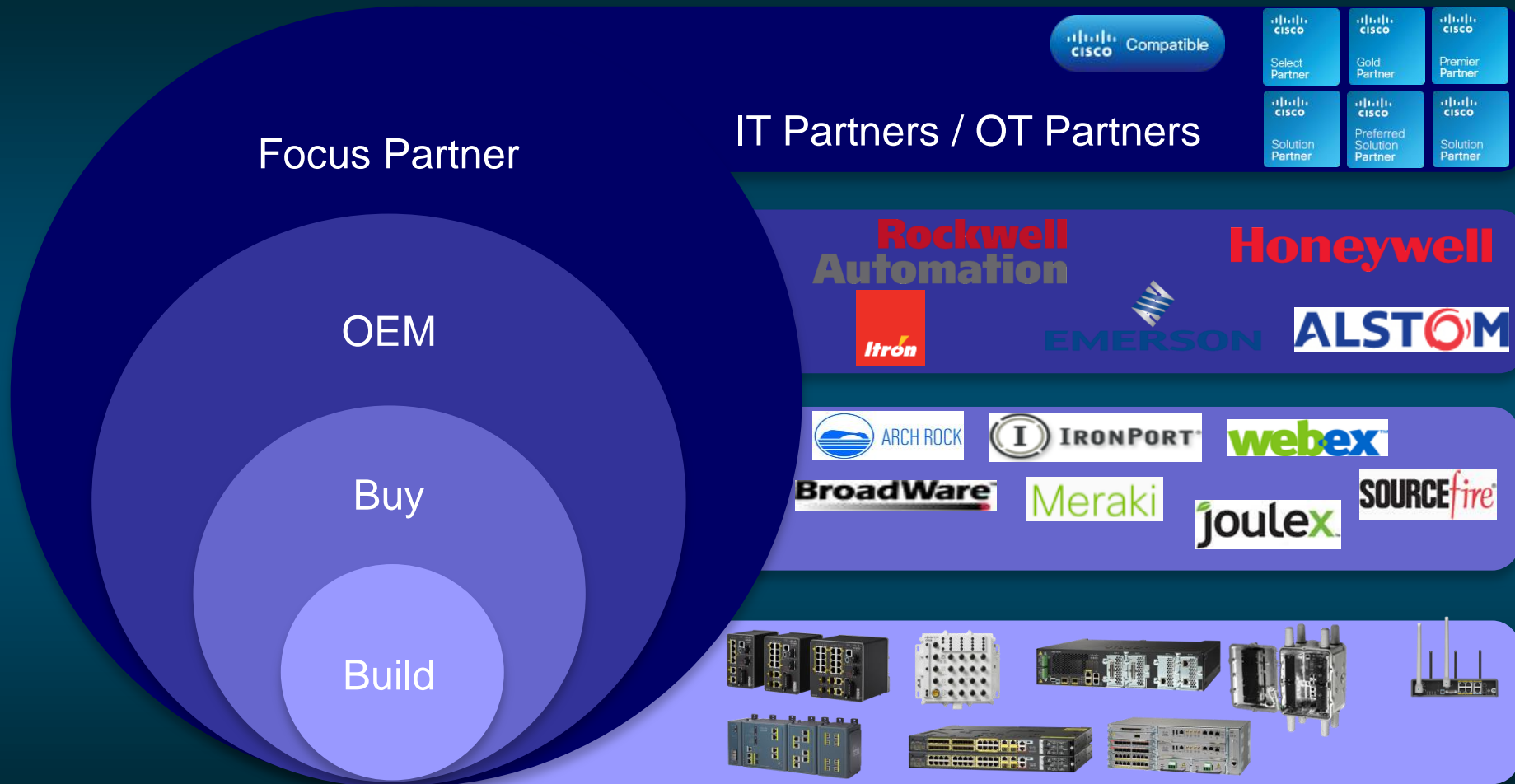


How to start a new innovative business within your current organization.

- 1) State the Hypothesis
- 2) Predict what will happen
- 3) Measure the results
- 4) Assess lessons learned by comparing your predictions to actual outcomes

“Building a dedicated team is much like building a new and different company from the ground up “!

Cisco IoT GTM model



Cisco Internet of Things Portfolio



Manufacturing



Mining



Energy-Utility



Oil and Gas



Transportation



City



Defense



SP/M2M

Plantwide Ethernet, Intelligent Transportation, Smart Cities, S&C Refinery, Smart Connected Vehicle, Smart Grid

Plant Switching

IE 2000
IE 3000
CGS 1000
CGS 2500



Plant Routing

CGR 2000



Field Network

CGR 1000



1552
Rugged
Wireless

819H
M2M ISR
Gateway
Router

Embedded Networks

5915 Embedded
Services Router



3200
ESS2000



Connected Safety & Security

Video Surveillance
Manager and
IP Cameras



IPICS

Physical Access
Manager



Network Management and IoT Security

Fog Computing

Data Center/Virtualization



Internet of Things



Cisco Value Incentive Program “VIP”

VIP Strategy

- Strategic use of VIP \$ to drive focus and revenue
- Continue to incent and reward our existing Cisco partners
- Establish programmatic ability to reward OT and CSS Partners
- Provide substantive rebate to drive re-investment in IoT Partner Practices
- Cisco are committed to IoT

Enterprise Networks Track

Up to
10%

Core and WAN Services Subtrack

- Branch Routing
- Edge Routing
- Cloud Services
- Ruggedized Wireless
- **Industrial Ethernet**
- **Connected Grid**
- **M2M800**

Unified Access Subtrack

- Backbone Switching
- Access Switching
- Wireless Products
- Ruggedized Wireless
- **Industrial Ethernet**
- **Connected Grid**
- **M2M800**

Internet of Things Subtrack

- **Industrial Ethernet**
- **Connected Grid**
- **Connected Safety and Security**
- **Access Control**
- **M2M 800**
- **Ruggedized Wireless**

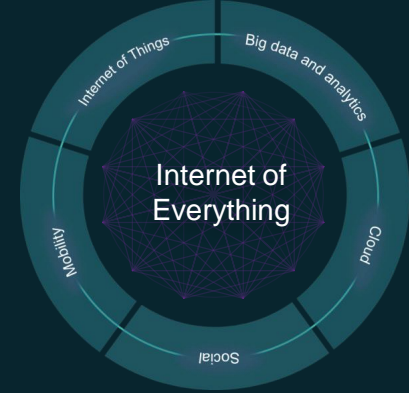


Internet of Things



Cisco
Grow IoT (US, CAN & Latam)
Fast Track (EMEAR)

Americas and EMEA IoT Promotions



The IoT Partner Opportunity

Any way you slice it, there is value for you

- 1** Profitability and Economic Model for an OT market
(Basic resale margins are competitive at common street price)
- 2** Example Deal Structure
(Deal structure includes adjacent products and profitable integration services)
- 3** IoT Creating Vertical Solutions and Other Pull-Through
(Line of business IoT deals are tied to much greater Vertical Solutions pull-through)
- 4** Rethink SMB Accounts – Increased Relevance and Revenues
(Mid-market and SMB Commercial can result in 3X greater ongoing run rate)
- 5** Sample Practice Development Investments
(Investing in an IoT practice unlocks enormous IoE opportunity for our Partners!)

- ✓ *Aggressive discounts off-the-shelf to keep simple, expedite proposal-to-win time, offer best products at competitive price.*
- ✓ *Assets to enable more effective selling, become more relevant for your customer LOB decision makers and increase the deal size.*
- ✓ *Available through all Distributors in EMEA and Americas.*
- ✓ *Available through Q2.*
- ✓ *Most IoT products are included except the Connected Safety & Security and the non-ruggedized ISRs 800 Series.*

http://www.cisco.com/web/partners/incentives_and_promotions/index.html

Internet of Things Promotion: Americas and EMEA

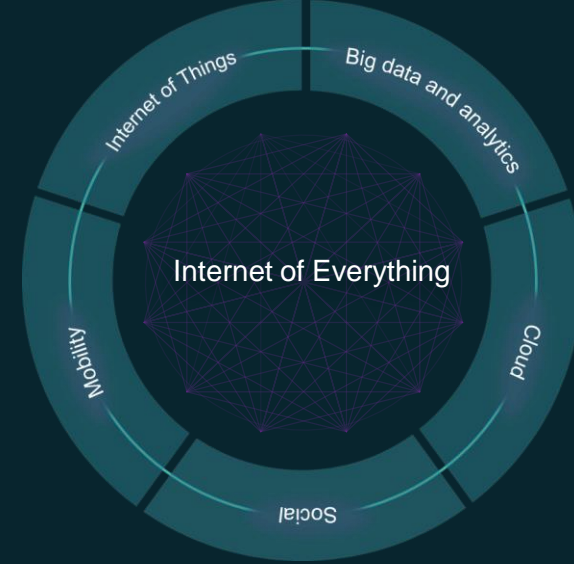
- Cisco Industrial Ethernet 2000 Series Switch
- Cisco Industrial Ethernet 3000 Series Switch
- Cisco Industrial Ethernet 3010 Series Switch
- Cisco 2520 Connected Grid Switch
- Cisco 819HG Integrated Services Router
- Cisco 2000 Series Connected Grid Router
- Cisco ASR 903 Aggregation Services

Aggressive Discounts



Partner Resources

- IoT Promotion on Partner Central: *available 10-20*
 - *How to Position Guide*
- Partner Education Connection
 - IoT SalesBytes: 3-10 Minute Videos
- Video: A Network for the Internet of Things (1:31)
- Video: The Internet of Everything is the New Economy (5:07)
- IoT Website
- IoE Brand Campaign (Partner to End Customer)
- IoE External website
- Cisco Blogs and Community focused on Manufacturing



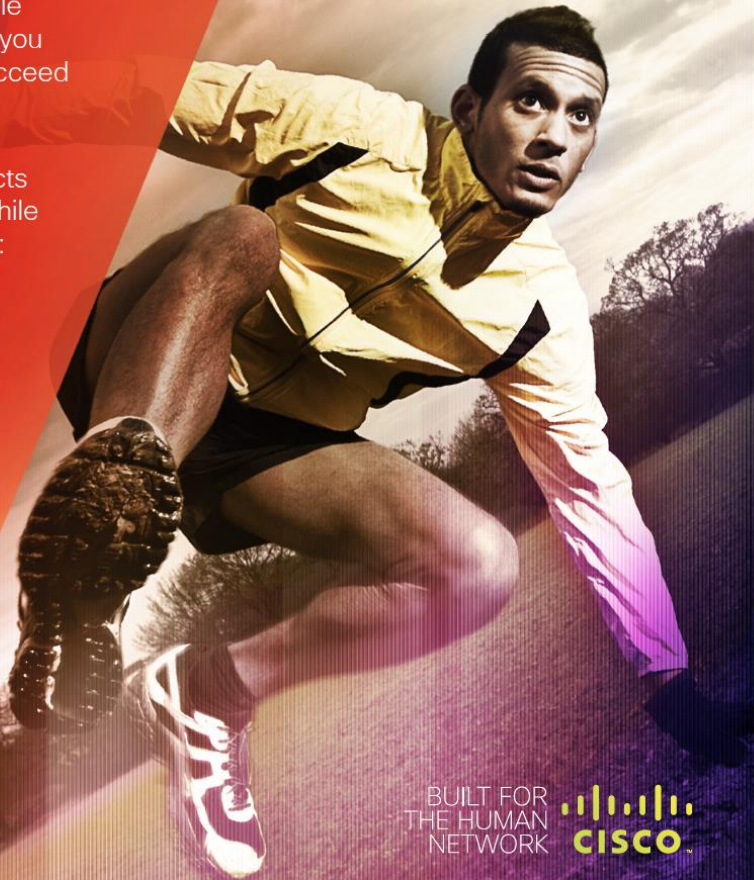
FastTrack

Propel your business with powerful promotions and offers from Cisco.

Fast Track is a simple program that helps you build profits and succeed as a Cisco partner.

Get the right products at the right price, while taking advantage of:

solution bundles
individual rewards
instant rebates
profitability
deal protection



BUILT FOR
THE HUMAN
NETWORK



www.cisco.com/go/fasttrack

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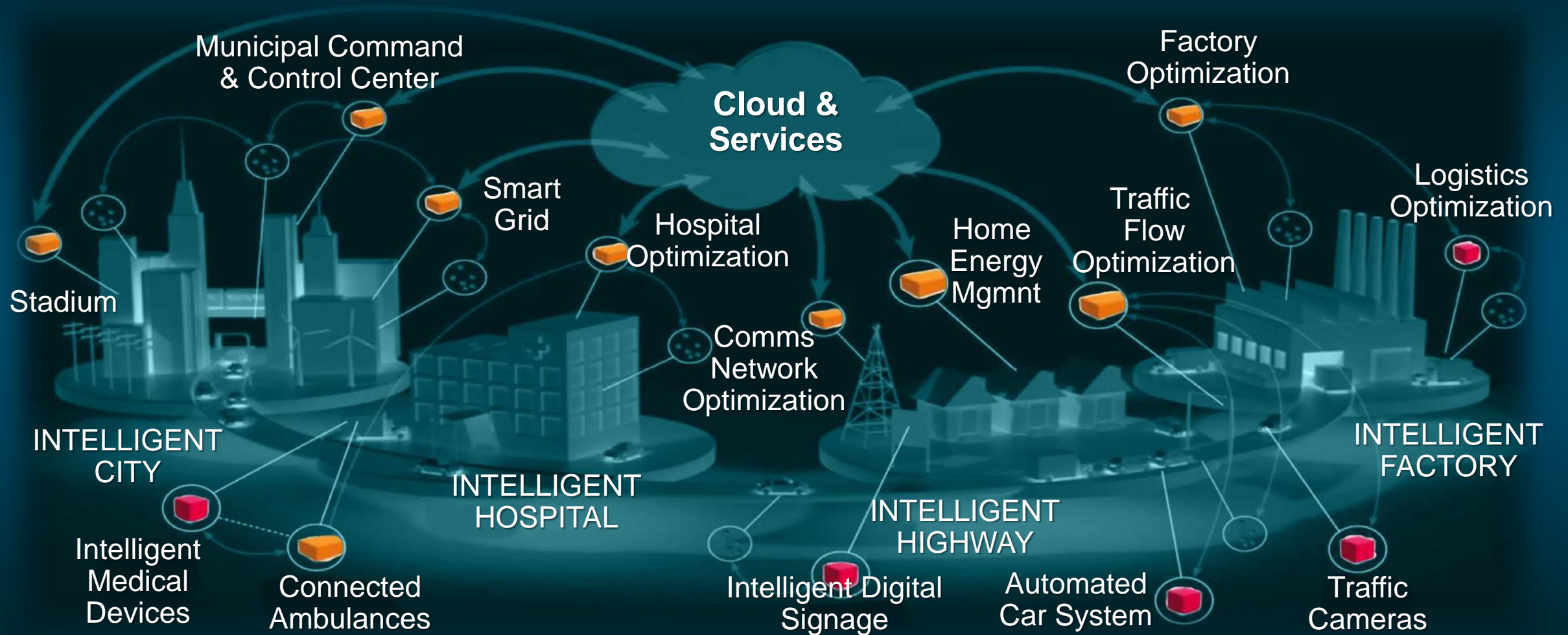
Fast Track Internet of Things

(from [here](#))

- ✓ *Aggressive discounts off-the-shelf to keep simple, expedite proposal-to-win time, offer best products at competitive price.*
- ✓ *Assets to enable more effective selling, become more relevant for your customer LOB decision makers and increase the deal size.*
- ✓ *Available through all Distributors in EMEA (except Russia and CIS).*
- ✓ *Extended until the 25th of October and beyond.*
- ✓ *Most IoT products are included except the Connected Safety & Security and the non-ruggedized ISRs 800 Series.*



The Internet of Everything: Connecting the Unconnected





Internet of Things



Special LTE device promotion

4G LTE Machine to Machine Program – At-a-Glance

Objective

- Utilize 4G LTE technology to accelerate sales in access routing in the US

Partner Reward

- Additional 12% discount on selected ISR / C819HG routers/bundles and associated equipment in conjunction with OIP/TIP program benefits

Partner Eligibility

- All Resale and Managed Service Certified partners

Validity Dates

- Effective from March 18th to January 24th 2015

How to Use

- Upon approved OIP/TIP registration, partner will see additional discounts on selected 4G LTE part numbers in CCW

Combinations

- Can be stacked with TMP for greater rewards
- Combinable with VIP

Eligible Regions

- US Only

Find out More

- http://www.cisco.com/web/partners/incentives_and_promotions/4GLTE.html
- www.cisco.com/go/4g

4G LTE Use Cases

Horizontal

- Business continuity and disaster recovery — an inexpensive secondary link that keeps the business running if a landline should fail
- Remote, out-of-band router management
- Geofencing directly in router without requiring network connectivity

Banking

- Bank branch office, primary or backup (disaster recovery) connectivity to data center
- Direct-connected ATM to data center (an M2M app)
- Video surveillance and real-time ad message display
- Secured monetary transactions and inventory reporting
- Remote device management

Retail

- Over-the-air payments from POS (fixed or temporary)
- Vending-machine monitoring
- Store kiosks for Internet access, local store advertising
- Inventory management reporting
- Video surveillance

Healthcare

- WAN access at local clinic
- Clinic-to-central healthcare management system (HMS) connectivity
- Patient monitoring and alerts, remote consults (router with 4G LTE connection in homebound patient residences)

Manufacturing and Industrial Automation

- Interconnect end devices to core network
- Support for a large number of M2M end devices
- Remote device management
- Sensor communications from router embedded in mining sites

Utility

- Meter reading
- Security monitoring and alerts

Transportation and Public Safety

- Public safety dispatch, background checks, and emergency responder communications
- Ability to roam across multiple 4G LTE cellular service providers' networks
- Secured data transfer and minute-by-minute GPS (location) information
- Rail-yard automation for compliance with Positive Train Control regulation (automate train operations if conductor should become incapacitated)
- On-barge training
- Remote aerosol sensing and alerting of biological and chemical terrorism

Verizon's Device Referral Program (DRP)

Concurrent Spiff Program being offered to VARs by Verizon

- Provides incentive to Value Added Resellers (VARs) to position and sell complete 4G LTE enabled solutions that benefit their customers while increasing deal profitability
- Managed for Verizon by TDMobility
 - TDMobility manages opportunity registration process for the VAR
 - VAR supplies customer and device details (IMEI's) to TDMobility
 - TDMobility engages the Verizon Wireless team and tracks the sales process through device activation and pays VAR commission based on rate plan sold
- Process provides linkage for VAR to “sell with” Verizon Wireless Sales
 - VARs can leverage the program to improve deal profitability of solutions their teams are already actively positioning with customers (ex. ISR router upgrades)
 - Creates new conversations for VARs to have with customers around Business Continuity/Disaster Recovery or 4G LTE for Primary Access

For more information: <http://www.verizonenterprise.com/partnerprogram/>



Internet of Things



Cisco Incentive Programs TIP, OIP and SIP

Partner Incentive Programs

Easy-to-Use Programs to Increase Partner Loyalty, Profitability and Specific Behaviors

PROGRAM

Opportunity Incentive Program (OIP)

Solution Incentive Program (SIP)

Teaming Incentive Program (TIP)

PURPOSE

Deal registration program designed to reward and protect the pre-sales investments that a partner makes when developing new business opportunities

Deal registration program designed to reward partners for building complete solutions

Deal registration program designed to incent partners to invest in Cisco initiated opportunities early in the sales cycle

WEBSITE

cisco.com/go/oip

cisco.com/go/sip

cisco.com/go/teaming



Opportunity Incentive Program (OIP)

Incentive Program	Behavior	Partner Eligibility	Intended Use	Product Eligibility and Discount	Combinable With	Program URL
OIP	Hunt New business	Cisco Certified Partners	Resale, Managed services	See regional information posted at OIP	TMP, VIP and VIP-Express	OIP

Program Overview	OIP is an incentive program designed to reward and protect the presales investments that a partner makes when developing new business opportunities.
Program Benefits	<ul style="list-style-type: none"> • Encourages partners to invest in developing new opportunities with the knowledge that their efforts will be rewarded and protected • The program facilitates value engagement by identifying the partner that is the first to develop the opportunity
Program Primary Objectives	<ul style="list-style-type: none"> • Generates incremental business • Rewards demand-generation capability • Enhances channel partner profitability • Protects partner presales investment • Provides an economic incentive
Calls to Action	<ul style="list-style-type: none"> • Actively identify, develop, and win new opportunities where Cisco is not already engaged • Register the deal in Cisco Commerce Workspace at www.cisco.com/go/ccw

Teaming Incentive Program (TIP)

Incentive Program	Behavior	Partner Eligibility	Intended Use	Product Eligibility and Discount	Combinable With	Program URL
TIP	Team on Cisco® initiated opportunities	Cisco® Gold, Silver, Premier, Select Certified, Managed Services Certified	Resale, Managed services	See regional information posted at TIP	TMP, VIP, and VIP-Express	TIP

Program Overview	TIP is an incentive program designed to reward partners for teaming with Cisco on opportunities initiated by Cisco.
Program Benefits	TIP provides partners with a financial reward for investing and accomplishing presales activity milestones on sales where the Cisco account team has generated the opportunity.
Program Primary Objectives	<ul style="list-style-type: none"> • Available for the most qualified partner for the opportunity • Provides greater margin opportunity • Provides deal protection • Protects partner presales investment
Calls to Action	<ul style="list-style-type: none"> • Team with Cisco early in the sales cycle; together we are more likely to win the business and successfully deploy complex architectures • Register the deal in Cisco Commerce Workspace at www.cisco.com/go/ccw

Solution Incentive Program (SIP)

Incentive Program	Behavior	Partner Eligibility	Intended Use	Product Eligibility and Discount	Combinable With	Program URL
SIP	Solution building	Cisco Certified Partners	Resale, Managed services	See regional information posted at SIP	VIP and VIP-Express	SIP

Program Overview	SIP is an incentive program designed to reward channel partners for building complete solutions that incorporate a business application plus Cisco technologies and lifecycle services as a combined offering that can be sold repeatedly.
Program Benefits	Partners using SIP differentiate themselves beyond certification level by addressing complete business solutions based on customer requirements, often extending unique product solutions with additional services.
Program Primary Objectives	<ul style="list-style-type: none"> • Provides a financial advantage for partners that invest in solutions which include Cisco products • Protects partners' solution investment and value delivered to customers • Provides sale protection • Helps increase partner revenue with additional value-added service opportunities
Calls to Action	<ul style="list-style-type: none"> • Develop and sell solutions that integrate partner applications and services with Cisco technology • Register the deal in Cisco Commerce Workspace at www.cisco.com/go/ccw

Internet of Things

Willie Chow & Ted Demeris

Resources and Next Steps

Step One: Conduct a Self-Assessment

- Examine your installed base of customers. Define the different verticals that your customers fall into.
- Target the TOP one or two verticals that align with your customers
- Identify internal sales and technical leads for your IoT practice
- Begin educating yourself on the vertical(s) by going to our URL's resource page



Manufacturing

- Converged Factory Network
- Plant & Control Room Mobility
- Secure Factory Control
- Machine-as-a-Service



Energy-Utility

- Distribution Automation
- Advanced Metering Infrastructure
- Substation Automation
- Workforce Enablement
- For North America: NERC-CIP initiative



Oil and Gas

- Oilfield Remote Operation
- Oilfield Collaborative Operations
- Secure Facility Operations



Transportation

- Connected Rail:
- Connected Train "PTC"
 - Connected Trackside
 - Connected Station
- Connected Fleet:
- Connected Transit
 - Connected Public Safety

Step Two: Identify Horizontal Technologies

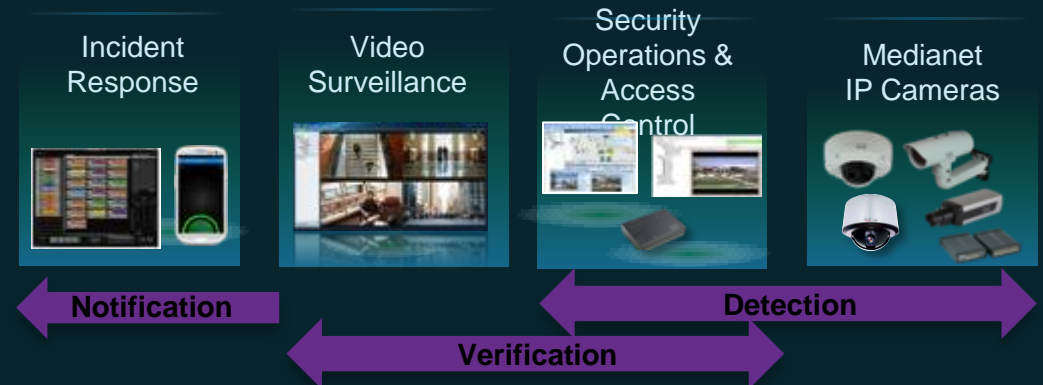
There are several horizontal technologies that can be applied in IoT.

Mobility – In almost every IoT vertical there are fleet opportunities. Cisco has a wide range of solutions spanning: trains, buses, emergency response and industrial vehicles such as mining trucks, bucket trucks for utilities, etc.

Security – Cyber / Safety and Security is at the top of the list for ROI. Many Cisco Partners are familiar with Security and know when IT and OT intersect, security is needed.

Data Center/Cloud: Data analytics is key to the story teller on the IoT value. A Cisco Partner who has a strong Data Center/Cloud practice will play a major role in IoT by providing Data Center/Cloud solutions and services.

Do you hold a CSS or IPICS ATP? If yes, you have a wide range of IoT options here!



Partner Central Incentives and Promotions

Partner Central
Incentives and Promotions

HOME
PARTNER CENTRAL
SELL & MARKET CISCO
Architectures and Solutions
Competitive Information
For Region - Asia Pacific
For Region - Europe, Middle East and Africa
For Region - North America and Latin America
Incentives and Promotions
Industry Solutions
Marketing
Partner Logos and Banners
Partner Plus
Press Release Templates
Sell Services
Small Business
Smart Solutions

Improve Your Bottom Line
Explore how Cisco partner incentive programs can increase your profitability.

Partner Help
Presales Tech Support
Design/Installation Help
Training, Quotes, Program Help
Postsales Tech Support
Partner Program Enrollment (PPE)
Partner Program Intelligence (PPI)
Follow Us

Popular
Fast Track
Just Switch IT (TMP)
Nexus Promotions
Not For Resale (NFR)
Opportunity Incentive Program (OIP)
SmartPlays
Solution Incentive Program (SIP)
Teaming Incentive Program (TIP)
Value Incentive Program (VIP)

The Partner Program Enrollment (PPE) tool simplifies program enrollment and management. Use the Partner Program Intelligence (PPI) tool to track program performance and ensure your company is receiving the highest available incentive payouts.

To find more incentives and promotions, select a category below or search by program name.

Category	Program	Financial Reward	Effective Dates	Regions
Routing	ASR 1001-X Bundles Twelve Cisco ASR1001-X Router bundles to deliver high performance IWAN and cloud services to your customers.	Up to 16% off	Ongoing	Africa, Asia Pacific, Europe, Latin America, Middle East, North America
Switching	Grow IoT Distributor led IoT promotion for Cisco Ethernet switching and routing.	Varies	Until January 24, 2015	Latin America, North America
Routing	Grow IoT Distributor led IoT promotion for Cisco Ethernet switching and routing.	Varies	Until January 24, 2015	Latin America, North America
Switching	10 Gb Catalyst Bundles Promotion Utilize this time-limited discount pricing to accelerate market transition of your customers to 10 Gb solutions at 1 Gb pricing.	Up to 27% compared to standalone pricing	Valid until January 24, 2015	Africa, Asia Pacific, Europe, Latin America, Middle East, North America
SP Architectures	12000 Series (GSR) to ASR 9000 Migration Promotion for IP NGN Partners The Cisco 12000 Series (GSR) to ASR 9000 Migration Promotion gives IP NGN Architecture Specialized Partners additional discounts to increase margins and profitability.	From 49-81% depending on region	August 12, 2013 - October 31, 2014	Africa, Asia Pacific, Europe, Latin America, Middle East, North America
Routing	4G-LTE and DSL Routing Bundle Combine the robustness of the ISR with leading-edge 4G LTE and DSL WAN access technologies in a modular router.	Up to 25% off compared to standalone pricing	Through July 25, 2015	Europe, Africa, Middle East
Routing	4G LTE Machine-to-Machine Program Use this special limited time pricing to accelerate sales of the ISR into machine-to-machine (M2M) applications	Additional 12% discount on top of OIP and TIP discounts	Through January 25, 2015	North America

URL to the page:

http://www.cisco.com/web/partners/incentives_and_promotions/index.html

Internet of Things

Technologies & Vertical
(External URL)



IT Careers

[Show All](#)

- CHOOSE YOUR BACKGROUND
- CREATE YOUR IT FUTURE
- CREATE YOUR IT CAREER
- IT Career Toolkit
- Choosing a Career Path
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- Internet of Things Webinar Series
- Interviewing
- Mentorship
- Branding
- SEARCH IT JOBS

Internet of Things Webinar Series [f](#) [t](#) [in](#) [+](#) [Like](#) 0



Internet of Things (IoT) in Real World

The Internet of Things (IoT) is the network of physical objects accessed through the internet, as defined by technology analysts and visionaries. These objects contain embedded technology to interact with internal states or the external environment. In other words, when objects can sense and communicate, it changes how and where decisions are made, and who makes them.

Why Does It Matter?
 The IoT is connecting new places—such as manufacturing floors, energy grids, healthcare facilities, and transportation systems—to the Internet. When an object can represent itself digitally, it can be controlled from anywhere. This connectivity means more data, gathered from more places, with more ways to increase efficiency and improve safety and security.

How to Get Started
 A common first step toward the IoT is converting networks on proprietary protocols to IP-based networks. For enterprises, it requires partnerships between Operational Technology (OT) and IT to address security, performance, and interoperability. Cisco has a long history of partnering with customers to achieve business goals.



Live and recorded webinars are for members only. Not a member on Cisco Learning Network? [Register now](#). It's free. Follow updates: Click "Receive email notifications" in the Actions menu.

Register Now for Upcoming IoT Webinars <i>Webinar Registration Requires Login</i>	Date / Time
Cisco Internet of Things (IoT) - FY15 Incentive & Promotion	October 8, 2014 9:00am PT

Watch Recorded IoT Webinars On Demand

Recorded IoT Tech Seminars <i>Login Required to View Recorded Webinars</i>	Duration	Type
Cisco Internet of Things (IoT) Partner Market Opportunity		Show Parts +
Cisco Internet of Things (IoT) Product Deep Dive		Show Parts +
Cisco Internet of Things (IoT) Connected Factory		Show Parts +
Cisco Internet of Things (IoT) Connected Transportation		Show Parts +
Cisco Internet of Things (IoT) Oil & Gas		Show Parts +

Actions

Register / Login to participate in the community & access resources like:

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- Cisco Certification Exam Topics

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Internet of Things



- Links to all the vertical pages
- Upcoming webinar
- Past webinar recording in smaller segments

Link to the page:
https://learningnetwork.cisco.com/community/it_careers/internet-of-things-webinar-series

Your Area-focused Team

United States



[Kevin Flook](#)

Mid-West



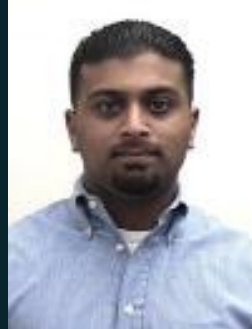
[Doug Starr](#)

South



[Hernando Morales](#)

National Acct.



[Floyd Dacosta](#)

West



[Bill Didden](#)

Northeast



[Willie Chow](#)



[Jason Lee](#)

Worldwide Channels



[Gregor Simenc](#)

EMEAR

IoT Sales US Com/ENT + CAN + GET



Weston Sylvester
RM IoT Sales
US Ent/Com
Canada+GET



Todd Gurela
OD IoT Sales
US Enterprise
US Commercial
Canada + GET



Amberly Conway
Sales Ops Admin



Jay Yankeloff
SEM IoT Sales
US Ent/Com
Canada+GET

Solutions Sales



Jeffrey Tufts - SPSS
US Northeast



Eli del Angel - SPSS
US South



Mike Kopczynski - SPSS
US Southeast



Derek Fortier - SPSS
Canada West
GET O&G



Chris Galo - SPSS
US Midwest

TBH - SPSS
US West
US SP's



Jason Celaya -
SPSS
US South
GET O&G

TBH - SPSS
GET Autos + Mich/OH



Andria Atkinson -
SPSS
Pacific NW - Seattle

Peter Bayrachny - SPSS
Canada Central/East

IoT Services



Greg Carter
IoT Services
Director



Bob Francis - BDM



Joel Pennington - SRM



John Ford - SRM



Rob Arlic - SRM



John Gillian - SRM

IoT Channels



Ted Demeris
Sales Bus
Dev Manager



Willie Chow
Systems Engineer

Solutions Architects



Bryce Barnes - CSA
GET Autos + Mi/OH
Canada Central/East



Jared Carter - CSA
US Southeast



Michael Terebessy -
CSA
US West
Canada West



Zach Webb - CSA
US South + GET
O&G



Mark Schulz - CSE
US Midwest



Jimmy Boykin - SE
US South

TBH - CSE
US Northeast

US IoT PSS Area Coverage – ENT/Comm/GET

NORTHWEST
Andria Atkinson – PSS
Michael Terebessy - CSA

CENTRAL
Chris Galo – PSS
Mark Schulz - CSE

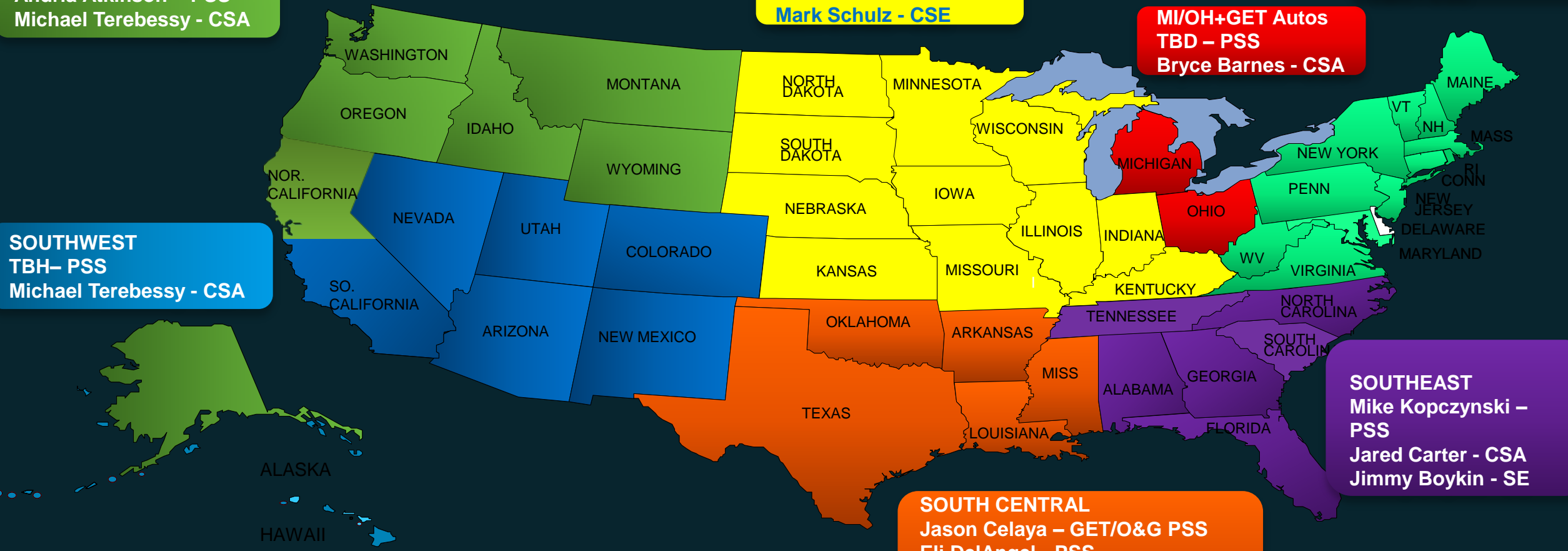
NORTHEAST
Jeff Tufts - PSS
TBH - CSE

MI/OH+GET Autos
TBD – PSS
Bryce Barnes - CSA

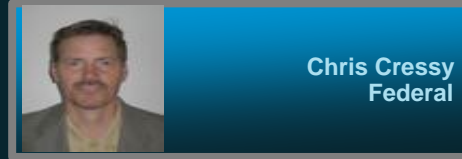
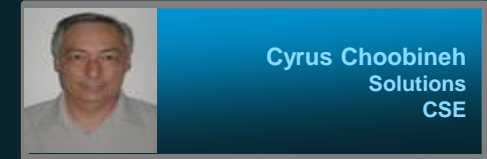
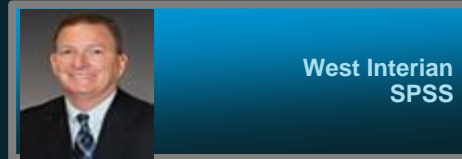
SOUTHWEST
TBH– PSS
Michael Terebessy - CSA

SOUTHEAST
Mike Kopczynski – PSS
Jared Carter - CSA
Jimmy Boykin - SE

SOUTH CENTRAL
Jason Celaya – GET/O&G PSS
Eli DelAngel - PSS
Zach Webb – CSA
Jimmy Boykin - SE




US Public Sector




LATAM




Amri Tarsis Olivera
LATAM
Regional IoT
Manager



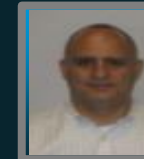
Ricardo Pena
SPSS




Roberto Junco
CSE




Severiano Macedo
SPSS




Adriano Mazza
CSE




Manuel Rivas
SPSS



Paco Bolanos
SPSS




Dariusz Czarcinski
CSE



Jorge Blanco
Solutions
Eng./Arch.

No photo

Jose
Manuel
Lopez
SPSS



Simbad Ceballos
Biz Dev Manager
IoT/loE Sales

EUROPEAN MARKETS



Alfonso Santos
IOT RM, EU



John O'Donnell
IOT SEM, EU



Alexis Malchair
IOT PSS, NORTH



Emre Girici
IOT SE, NORTH



TBH
IOT PSS, NORTH



Andrew Craig
IOT PSS, UKI



Steve Matthews
IOT CSE, UKI



TBH
IOT PSS, UKI



Pierre Guillemaud
IOT PSS, SOUTH



Paulo Pereira
IOT CSE, SOUTH



TBH
IOT PSS, CENTRAL



Wolfgang Brem
IOT CSE, CENTRAL



TBH
IOT PSS, CENTRAL



Axel Dittman
IOT CSE, CENTRAL



TBH
IOT PSS, SOUTH



Valentin Scarlat
IOT VSS



Alexander Stoeger
IOT VSS



Marco Roeffen
CSS CSE, EU



Gregor Simenc
IOT RTM SE, EU

- EUROPE
- CENTRAL
- NORTH
- SOUTH
- UKI

EMERGING MARKETS



Alper Erdal
IOT RM, EM



John O'Donnell
IOT SEM, EM



Igor Girkin
IOT PSS, RCIS



Pavel Denisov
IOT CSE, RCIS



Oleg Saenko
IOT CSE, RCIS



Khaled Allam
IOT PSS, ME & EG



Ahmed Magdy Ibrahim
IOT CSE, ME & EG



Mihail Botez
IOT PSS, Africa & TR



Edward Agostinho
IOT CSE, Africa & TR

- EMERGING
- MIDDLE EAST & EGYPT
- AFRICA & TURKEY
- RUSSIA & CIS

