FY15 Incentives and Promotions
IoT Products

Oct. 8, 2014

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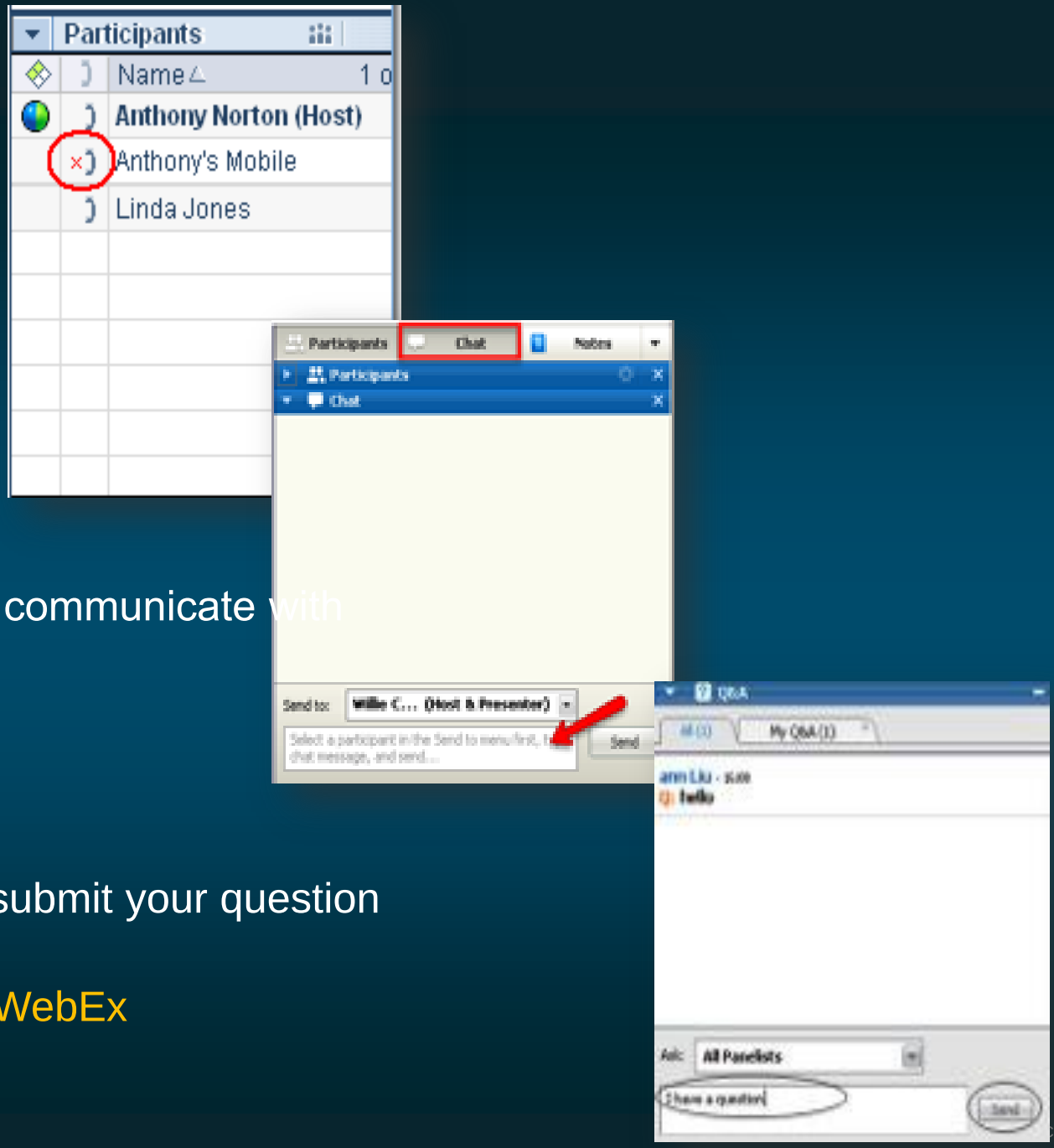
Today's Meeting

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

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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

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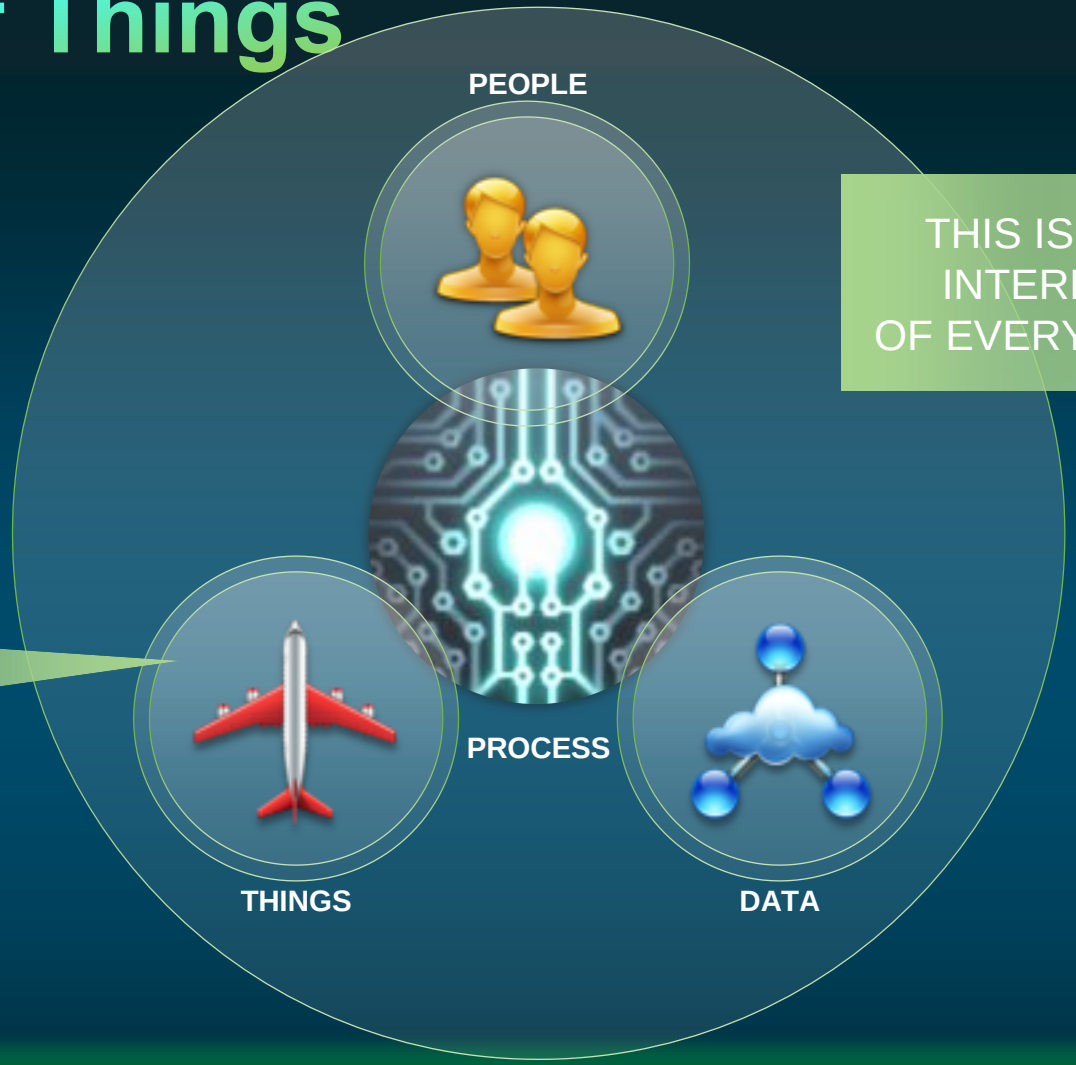
The Internet of Things



THIS IS THE INTERNET OF EVERYTHING

THIS IS 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

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IoT in the Real World

"The future is already here, its just not evenly distributed"

200+ sens
~1,000 rea
Trying to s

-Peter van Manen, Managing Director, McLaren

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

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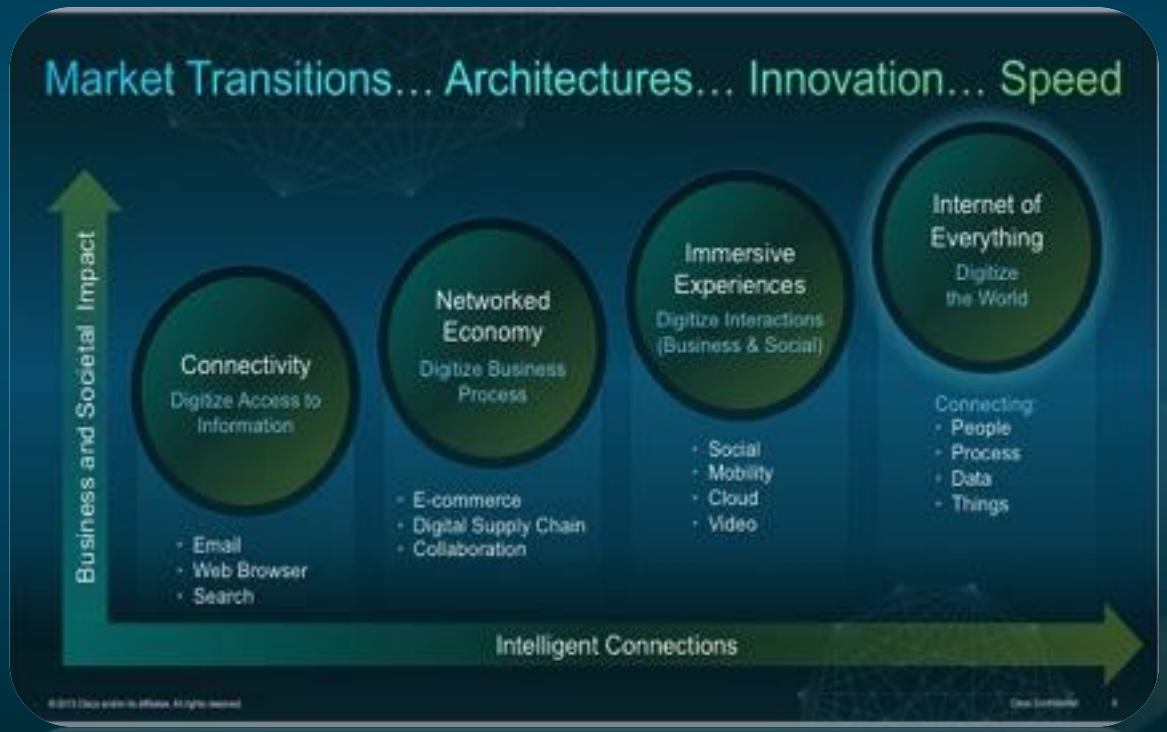
"If you think of the Internet in four generations, the fourth will be Internet of Things. It's going to be driven by businesses because businesses have to connect all the devices."

John Chambers



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IoE Drives $19 Trillion In Value Over 10 Years

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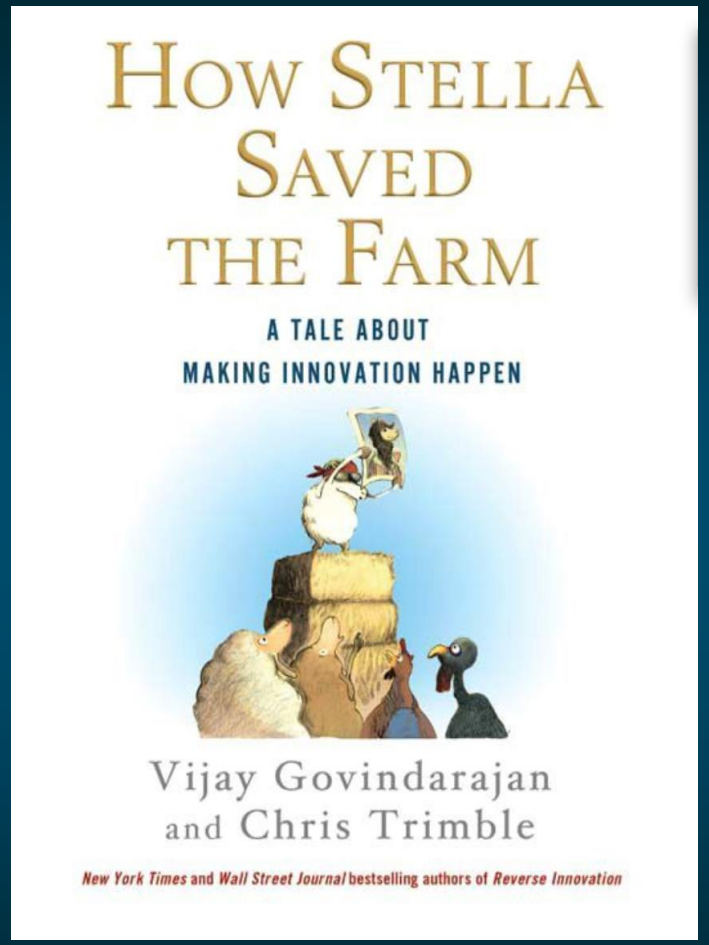

How to start a new innovative business within your current organization.

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 "!

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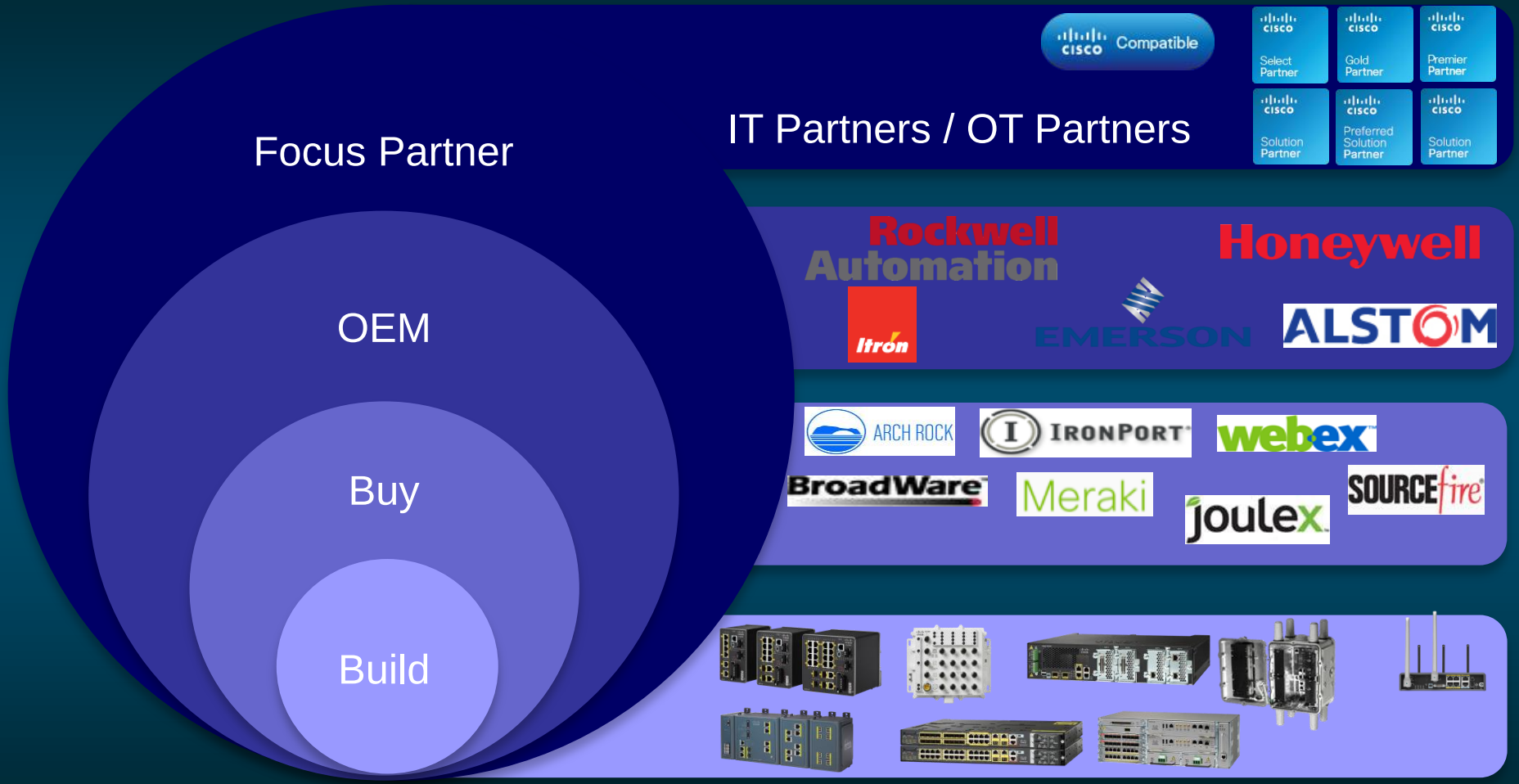
Cisco IoT GTM model



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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

819H M2M ISR Gateway Router

1552 Rugged Wireless

Embedded Networks

5915 Embedded Services Router

3200 ESS2000

Connected Safety & Security

Video Surveillance Manager and IP Cameras

IPICS

Physical Acc… Manag…r

Network Management and IoT Security

Fog Computing

Data Center/Virtualization

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Cisco Value Incentive Program “VIP”

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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 substative 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	Unified Access Subtrack	Internet of Things Subtrack
• Branch Routing • Edge Routing • Cloud Services • Ruggedized Wireless • **Industrial Ethernet** • **Connected Grid** • **M2M800**	• Backbone Switching • Access Switching • Wireless Products • Ruggedized Wireless • **Industrial Ethernet** • **Connected Grid** • **M2M800**	• **Industrial Ethernet** • **Connected Grid** • **Connected Safety and Security** • **Access Control** • **M2M 800** • **Ruggedized Wireless**

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

Americas and EMEA IoT Promotions

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

- ✓ *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 throughQ2.*
- ✓ *Most IoT products are included except the Connected Safety & Security and the non-ruggedized ISRs 800 Series.*

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

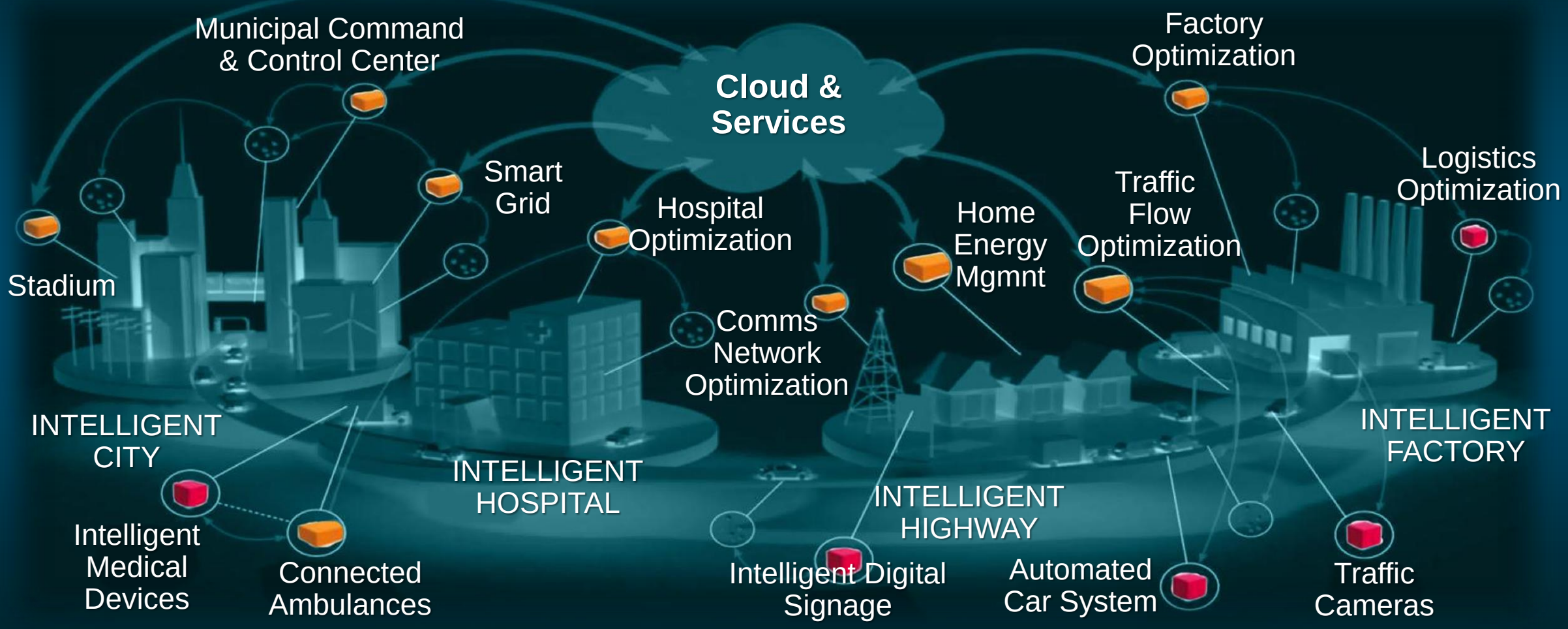
Cisco Partner Confidential

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



Source: Intel

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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/

Cisco Incentive Programs
TIP, OIP and SIP

Partner Incentive Programs

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

PROGRAM	PURPOSE	WEBSITE
Opportunity Incentive Program (OIP)	Deal registration program designed to reward and protect the pre-sales investments that a partner makes when developing new business opportunities	cisco.com/go/oip
Solution Incentive Program (SIP)	Deal registration program designed to reward partners for building complete solutions	cisco.com/go/sip
Teaming Incentive Program (TIP)	Deal registration program designed to incent partners to invest in Cisco initiated opportunities early in the sales cycle	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	• 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	• Generates incremental business • Rewards demand-generation capability • Enhances channel partner profitability • Protects partner presales investment • Provides an economic incentive
Calls to Action	• 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	• Available for the most qualified partner for the opportunity • Provides greater margin opportunity • Provides deal protection • Protects partner presales investment
Calls to Action	• 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	• 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	• 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

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

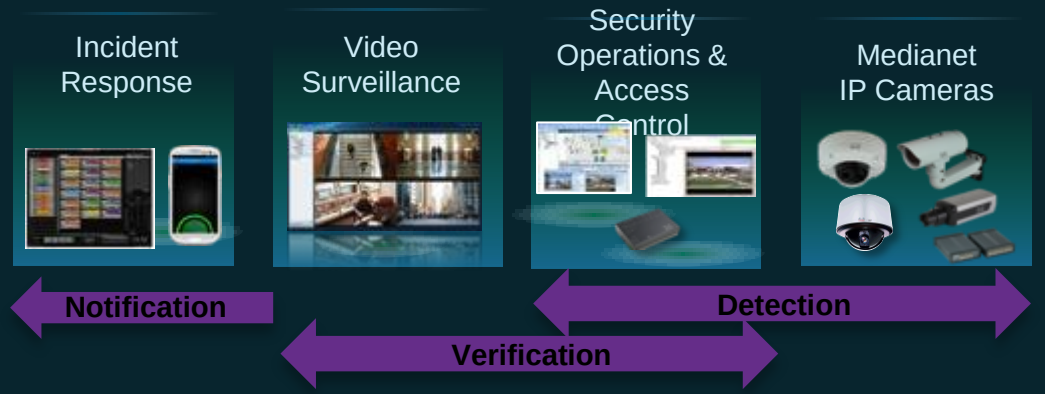
There are several horizontal technologies that can be applied in IoT.

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.

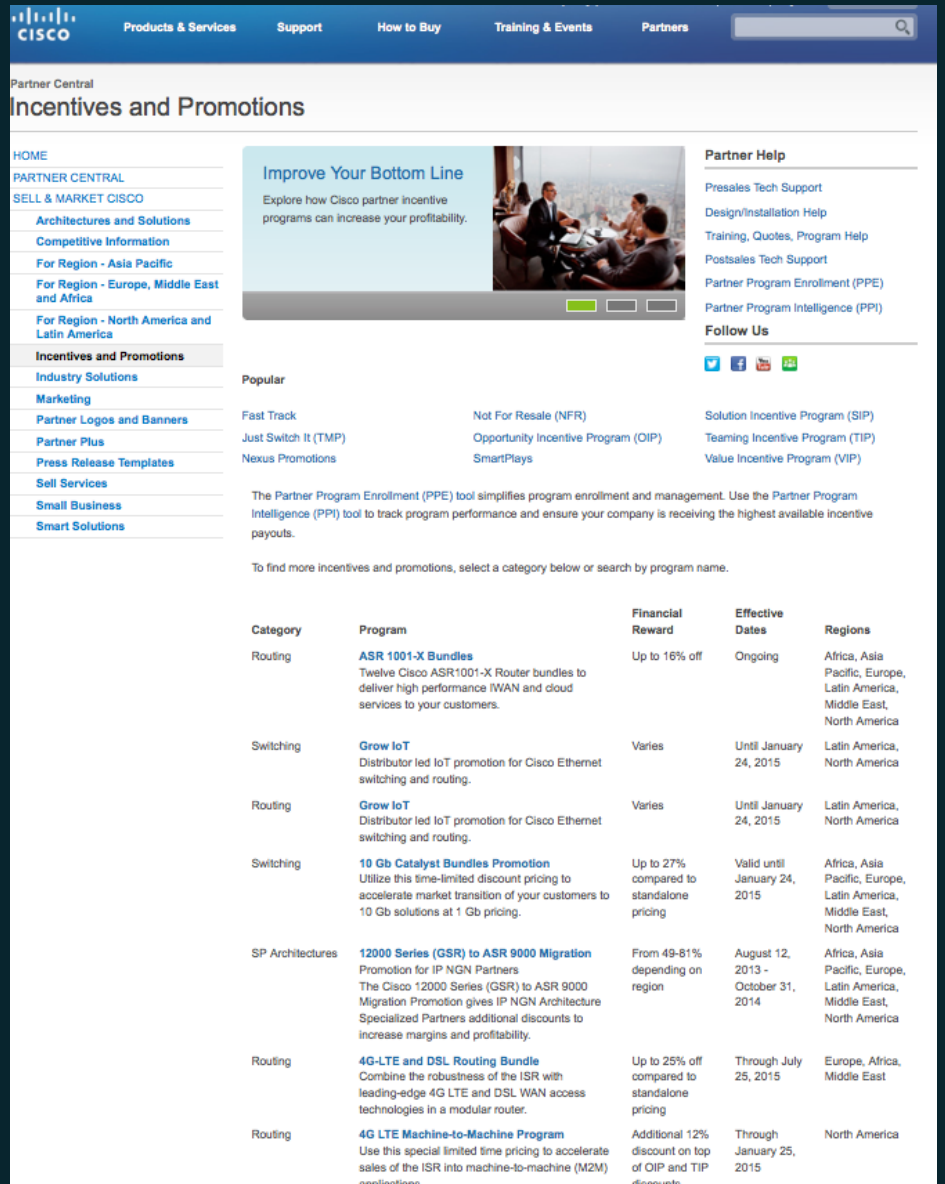
Security – Cyber / Safety and Security is at the top of the list for ROI. Many Cisco Partners are familiar with Security and know when IT and OT intersect, security is needed.

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



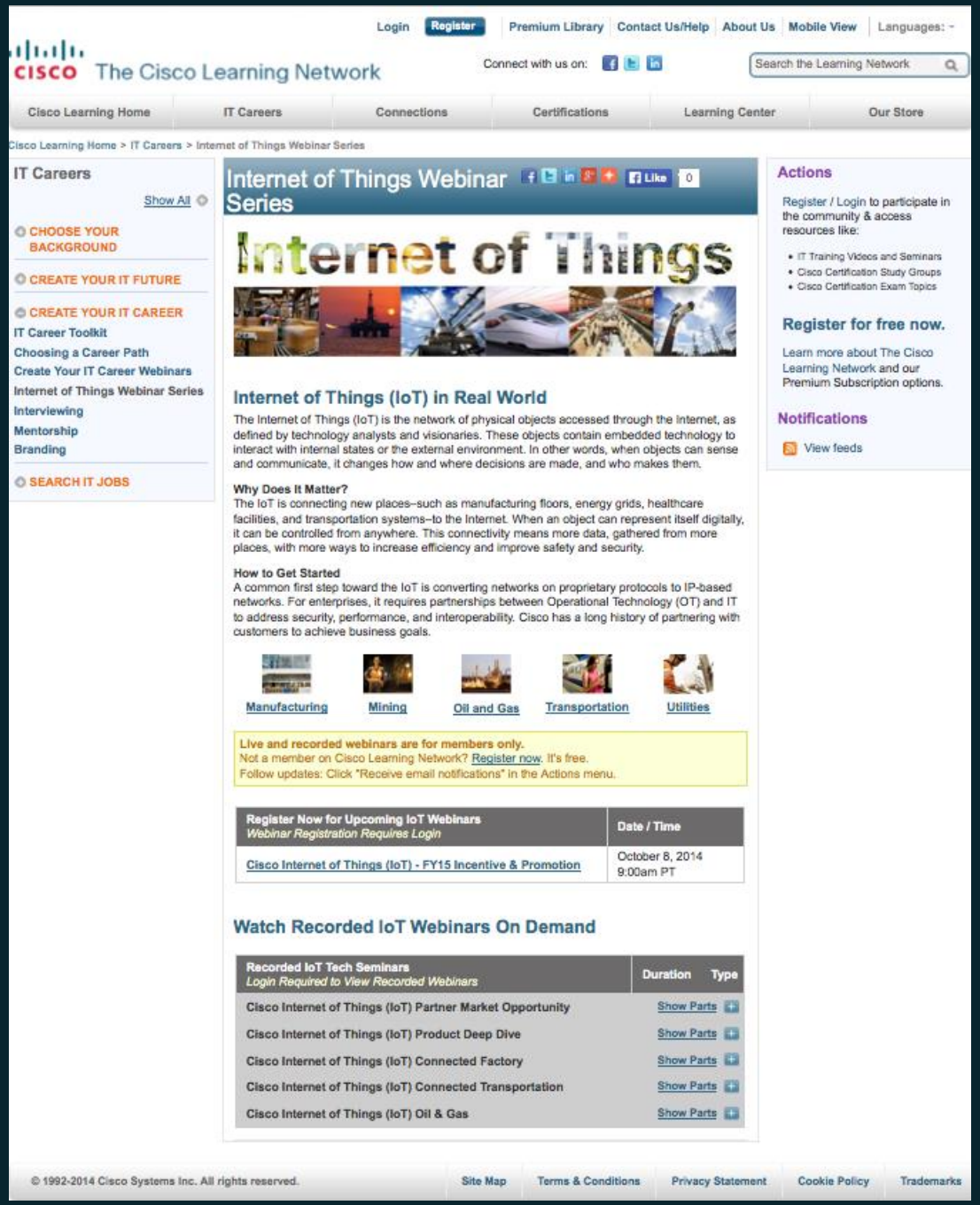
URL to the page:
http://www.cisco.com/web/partners/incentives_and_promotions/index.html

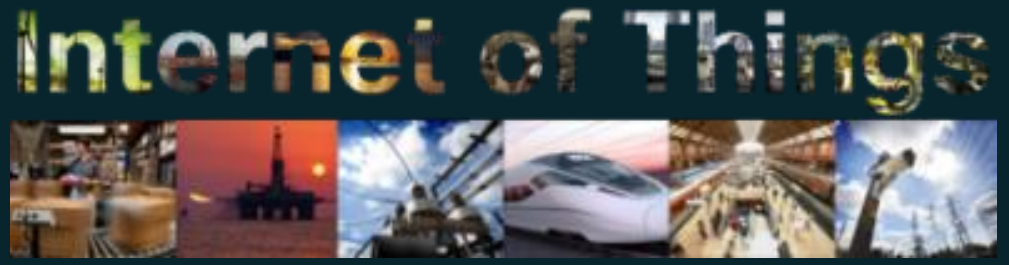
Internet of Things

Technologies & Vertical (External URL)

Internet of Things

- Utility
  - GridBlocks
  - Service
  - Field Area Network
  - Substation Automation
  - Grid Security
  - Grid Operation
  - CDN
- Industrial Networking
  - Industrial Switches
  - ISR
  - Industrial Outdoor Wireless
  - Service
- Physical Security
  - Video Surveillance
  - Platform
  - IP Camera
  - Access Control
  - Incident Response
  - Service
- Manufacturing
- Oil & Gas
- Utility
- Mining
- Transportation



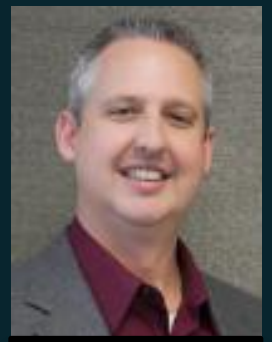


- Links to all the vertical pages
- Upcoming webinar
- Past webinar recording in smaller segments

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

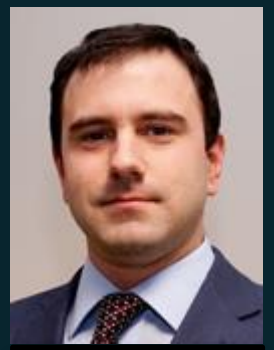
Bill Didden

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

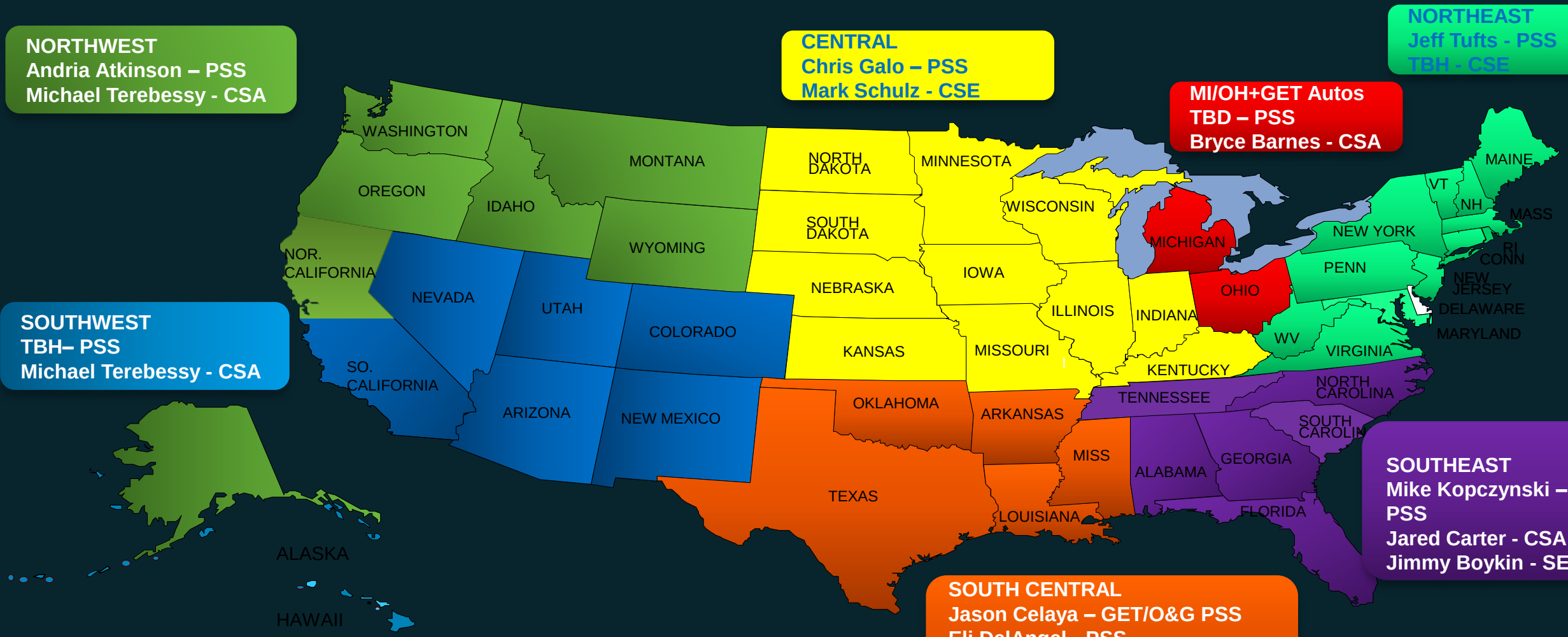
Zach Webb – CSA
US South + GET
O&G

Mark Schulz– CSE
US Midwest

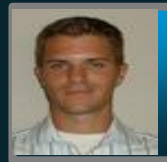
Jimmy Boykin– SE
US South

TBH– CSE
US Northeast

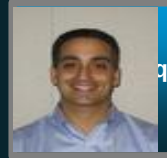
US IoT PSS Area Coverage – ENT/Comm/GET



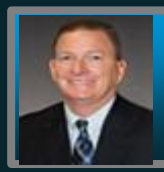
US Public Sector



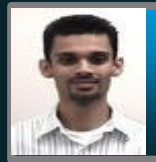
Mike Miller
US



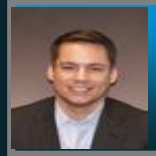
Stephen
queglia
SEM
Americas



West Interian
SPSS

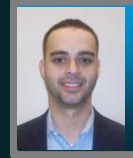


Ali Hasan
SPSS

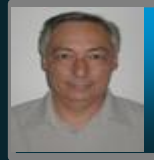


Matt Moreno
SPSS

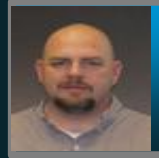
Chris Cressy
Federal



Erick Sanchez
SPSS

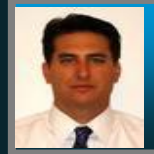


Cyrus Choobineh
Solutions
CSE



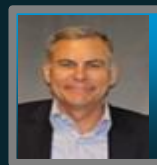
Rocky Smith
Solutions
CSE

Jeff Critser
BDM,SI

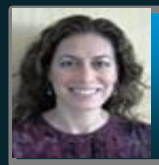


Brannon Holliger
CSE

Tim Adams
SPSS



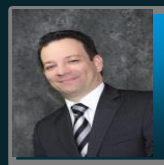
Jim Haskins
SPSS



Beth Basile
SPSS

CSE
TBH

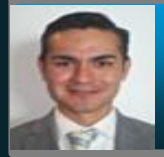
LATAM



Amri Tarsis Olivera
LATAM
Regional IoT
Manager

Ricardo Pena
SPSS

Severiano Macedo
SPSS



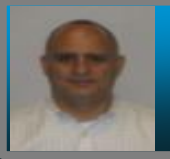
Manuel Rivas
SPSS

Dariusz Czarcinski
CSE

No photo

Jose
Manuel
Lopez
SPSS

Roberto Junco
CSE



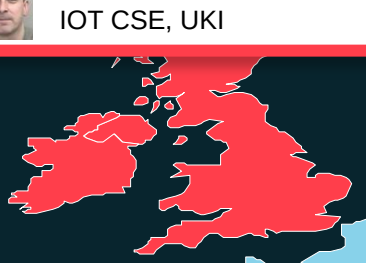
Adriano Mazza
CSE

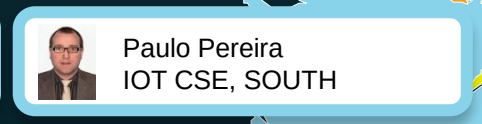
Paco Bolanos
SPSS

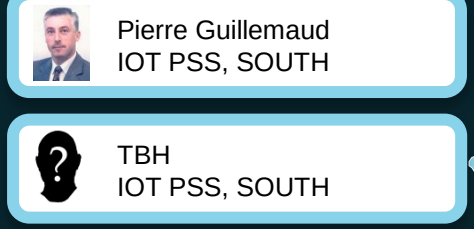
Jorge Blanco
Solutions
Eng./Arch.

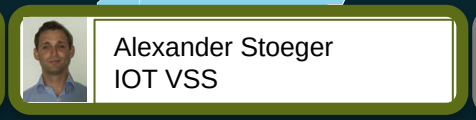
Simbad Ceballos
Biz Dev Manager
IoT/IoE Sales

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

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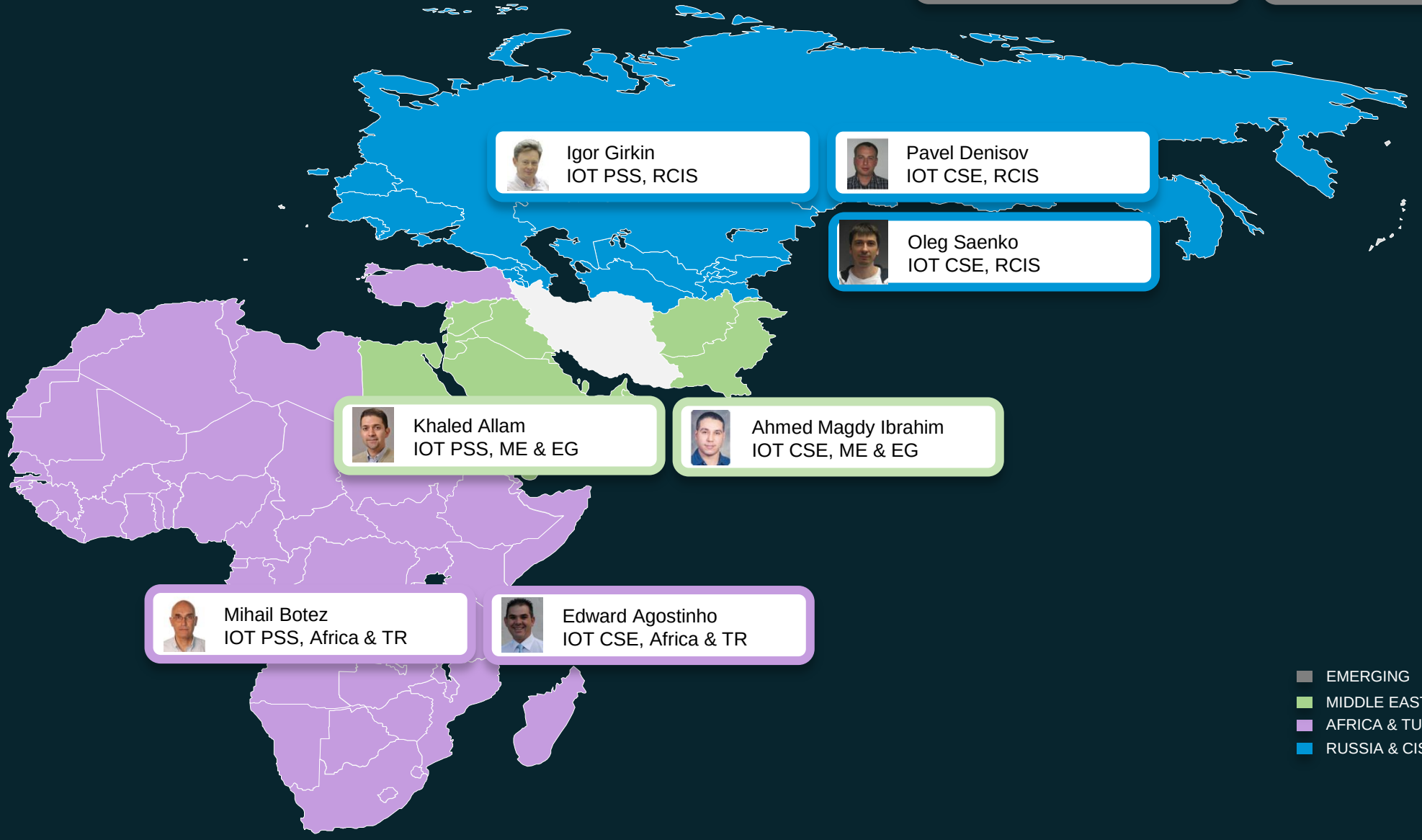
CSS CSE, EU

Gregor Simenc
IOT RTM SE, EU

EUROPE
CENTRAL
NORTH
SOUTH
UKI

EMERGING MARKETS



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