Qualify as a Lifecycle Advisor

May 2016

Documentation Needed to Apply

Use this checklist to be sure you have the documents you need to apply:

✓ Company website URL or other documentation that establishes lifecycle advisory practice capabilities

✓ Name, phone, and email address, plus documented proof of capabilities from resume, LinkedIn profile, or other, plus a job description for each individual

✓ Document or URL showing your end-to-end lifecycle advisory methodology through land, adopt, expand, and renew

✓ Document or URL showcasing your tools

✓ Up to two customer reference documents endorsed by the customer and aligned to the software products you want to support

✓ Proof of your certifications, specializations, and other Cisco capabilities, if applicable (email or screen capture is acceptable)

✓ Proof of training completion, if applicable (email or screen capture are acceptable)

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Tell Us About
Your Lifecycle
Advisor Practice

Demonstrate Your
Product Knowledge

Complete the
Product Training

Tell Us About Your Lifecycle Advisor Practice

If you already have a Lifecycle Advisor practice and have completed the Software Lifecycle Management Workshops for Executives and Practitioners, we'll apply that toward the qualification.

If you already have industry qualifications and strong industry recognition, you also meet the practice eligibility requirements. For example, we'll waive the Lifecycle Advisor practice eligibility requirements if you have a Microsoft Gold or Silver certification and can show customer references from Software Assurance Planning.

If you're new to Cisco and are a new Lifecycle Advisor, we'll ask you to deliver a Cisco WebEx® or Cisco TelePresence® session to review your practice, people, process, tools, and customer references. Table 1 lists the Lifecycle Advisor practice eligibility requirements.

Table 1. Lifecycle Advisor Practice Eligibility Requirements

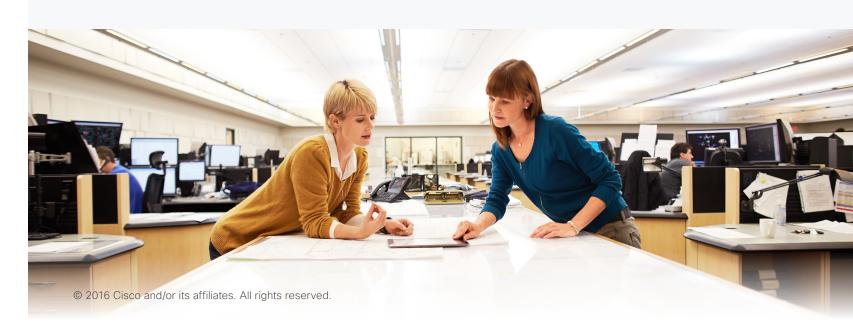| Capability	What We Want to See?	Documentation You'll Submit
Practice	Established lifecycle practice with experienced individuals who can achieve successful business outcomes through land, adopt, expand, and renew	Company website URL or other documentation that establishes lifecycle advisory practice capabilities
People	The following individuals are required:* • Adoption Consultant** • Customer Success Manager** NOTE: These titles aren't required. We're looking for capabilities and job responsibilities.	Each individual name and documented proof of capabilities from resume, LinkedIn profile, or other
Process	Demonstrated land, adopt, expand, and renew lifecycle management process	Document or URL showing your end-to-end lifecycle advisory methodology through land, adopt, expand, and renew

Table 1. Lifecycle Advisor Practice Eligibility Requirements (continued)

Capability	What We Want to See?	Documentation You'll Submit
Tools	Tools and applications used in your daily contract management process	Document or URL showcasing your tools May include automation tools, applications, reports, dashboards, and so on
Customer References	Demonstrated lifecycle capabilities with land, adopt, expand, and renew examples	Up to two*** customer reference documents endorsed by customer that indicate: • Products sold • Adoption plan and strategy to accomplish the customer's outcomes • Expected and actual business outcomes with metrics and key performance indicators (KPIs)

* See the next section, "Demonstrate Your Product Knowledge," for software product–specific people requirements.
** Each individual may support up to two software products.
** See the next section, "Demonstrate Your Product Knowledge," for software product–specific customer reference requirements.

Demonstrate Your Product Knowledge

If you're already a Cisco channel partner with certifications and specializations, you'll demonstrate your product knowledge by submitting appropriate customer references for each software product (Table 2).

Table 2. Customer Reference Requirements

Cisco Software Product	Your Capabilities	Documentation You'll Submit
Cisco® Collaboration	Demonstrated ability to manage the land, adopt, expand, and renew methodology with Cisco collaboration	Two customer reference documents for a collaboration lifecycle management project • Products sold • Adoption plan and strategy to accomplish the customer's outcomes • Expected and actual business outcomes with metrics and key performance indicators (KPIs) OR • Name of a customer for whom you received an adoption incentive from Cisco (through the Collaboration Adoption Incentive [CAI]) within the last 12 months
Cisco Webex	Demonstrated ability to manage the land, adopt, expand, and renew methodology with Cisco WebEx	Two customer reference documents for Cisco WebEx lifecycle management projects • Products sold • Adoption plan and strategy to accomplish the customer's outcomes • Expected and actual business outcomes with metrics and KPIs OR • Name of a customer for whom you received an adoption incentive from Cisco (through the CAI) within the last 12 months

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Table 2. Customer Reference Requirements (continued)

Cisco Software Product	Your Capabilities	Documentation You'll Submit
Cisco Spark™	Demonstrated ability to manage the land, adopt, expand, and renew methodology with Cisco Spark	Two customer reference documents for Cisco Spark lifecycle management projects • Products sold • Adoption plan and strategy to accomplish the customer's outcomes • Expected and actual business outcomes with metrics and KPIs
Cisco ONE™ Software	Demonstrated ability to manage the land, adopt, expand, and renew methodology with Cisco ONE Software	Two customer reference documents for Cisco ONE lifecycle management projects • Products sold • Adoption plan and strategy to accomplish the customer's outcomes • Expected and actual business outcomes with metrics and KPIs

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If you're already a Cisco channel partner with certifications and specializations, you can use your current investments in Cisco. For example, if you have the Cisco Advanced Collaboration Architecture Specialization or Express Collaboration Architecture Specialization, with a listing in Partner Locator, you already meet the product knowledge requirement for Cisco collaboration and Cisco WebEx.

We'll also ask you to provide proof that your people have completed the training listed in Table 3. An email or screen capture provides sufficient proof.

Table 3. Product Training Requirements

Cisco Software Product	Required course	Course Length
Cisco Collaboration	• Selling Business Outcomes	6 hours
	• QuickStart for Collaboration FY15	2 hours
	• Selling the Collaboration Architecture v2	2.5 hours
	• Selling Business Outcomes (#810-401 or #810-403)	1 hour
	• Advanced Collaboration Architecture Sales Specialist Exam (PSACAS, #700-037)	1 hour
Cisco Webex	• Selling Business Outcomes	6 hours
	• QuickStart for Collaboration FY15	2 hours
	• Selling the Collaboration Architecture v2	2.5 hours
	• Selling Business Outcomes (#810-401 or #810-403)	1 hour
	• Advanced Collaboration Architecture Sales Specialist Exam (PSACAS, #700-037)	1 hour

Table 3. Product Training Requirements (continued)

Cisco Software Product	Required course	Course Length
Cisco Spark	· Cisco Spark Services Overview	40 minutes
	· Cisco Spark Message	30 minutes
	· Cisco Spark Call	25 minutes
	· Cisco Spark Meetings	30 minutes
	· Cloud Collaboration Management	40 minutes
	· Try and Buy Program	40 minutes
	· Spark Services Assessment - COLT	1 hour
Cisco ONE Software	· Cisco ONE Software Overview	1 hour
	· Cisco ONE Software Architecture Bundles	2.5 hours
	· Cisco ONE Software Selling Motions	2 hours

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