

Integrating Partners into Key Go-to-Market Plans and Execution

How We Align to the Benefit of the Partner Audience

Continuing Education for IPED Channel Masters

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Today's Guest



Bridget C. Bisnette

- 36 Years in the IT Industry
- 20 years with Cisco
- Talent Development & Leadership
- Go-to-Market Strategy
- Channel Business Models & VC Analysis
- Channel Programs & Enablement
- Channel Marketing
- Alliance Management & Joint Marketing

Agenda

- Introduction
- Scope and context of Partner Marketing Portfolio Marketing
- Internal Alignment Challenges
- Current “Top of Mind”
- 3 Examples of how we drove collaboration to the benefit of the Partner
 - Aligning Across the Corporation
 - Aligning Across the Marketing Team
 - Aligning Across the Partner Organizations
- Summary

Cisco Global Partner Marketing

Inspire our Partners to Choose, Prefer and Advocate for Cisco.

Be an Innovative Leader in Real-Time, Personalized Partner Marketing Designed to Transform the Partner Ecosystem and Accelerate Profitable Growth.

Value Exchange Programs

Partner Product Marketing & Partner Personas

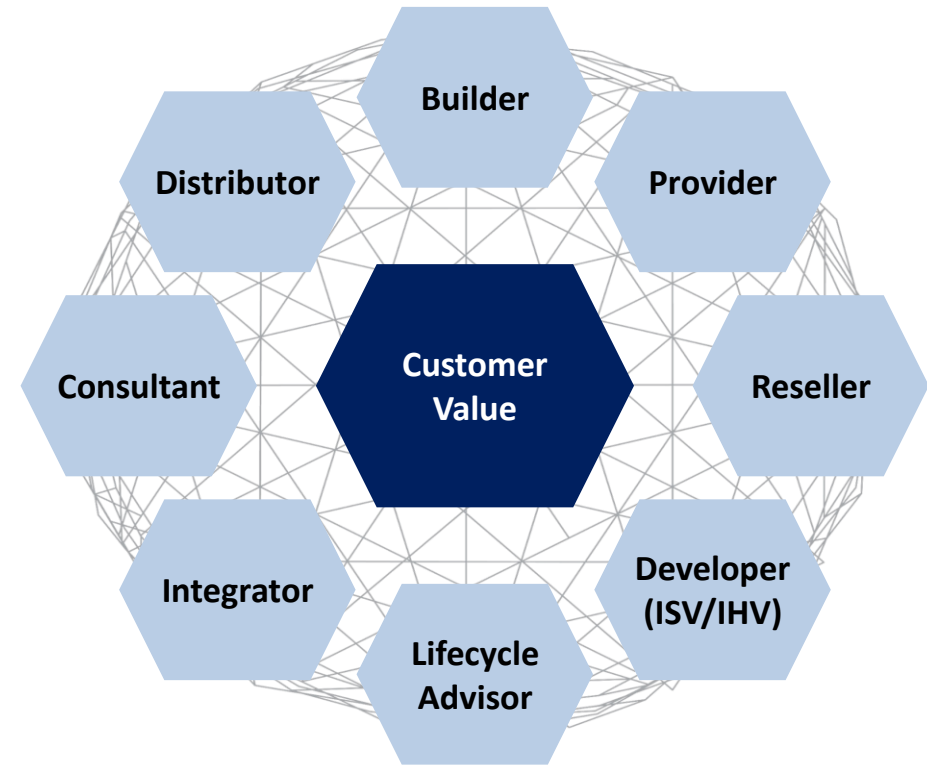
Engage/Partner Experience

Strategic Partner Marketing/Sales Acceleration

Volume Marketing (Distribution/2-Tier/Virtual Sales)

Fast Forward....Current “Hot Topics”

- Shifting channel to Professional Services with resale vs resale only
- Shift to software sales motion including full lifecycle management
- ISV’s gaining more importance
- Getting serious about Consultants
- Shifting Partner Org to Scaling Sales Engine
- Partner Led model standardized globally
- Marketing with a revenue target



Why is it So Hard to Collaborate and Align?

Multiple business units

Direct selling mentality

Functional org structure & funding process

Empowerment at the country, regional, geo and corporate levels

Evolving and complex partner ecosystem

Why is it So Hard to Collaborate and Align?

Plan together to create trust.

Align resources to optimize spend.

Agree to mutual metrics.

Aligning Across the Corporation

Vision – Strategy – Execution - Metrics

The Art of Internal Alignment

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Vision – Strategy – Execution - Metrics

V

Insert Vision – Aspirational – 2 years + view

S

List 2-4 major strategies planned that will get you to the vision (SVP)

E

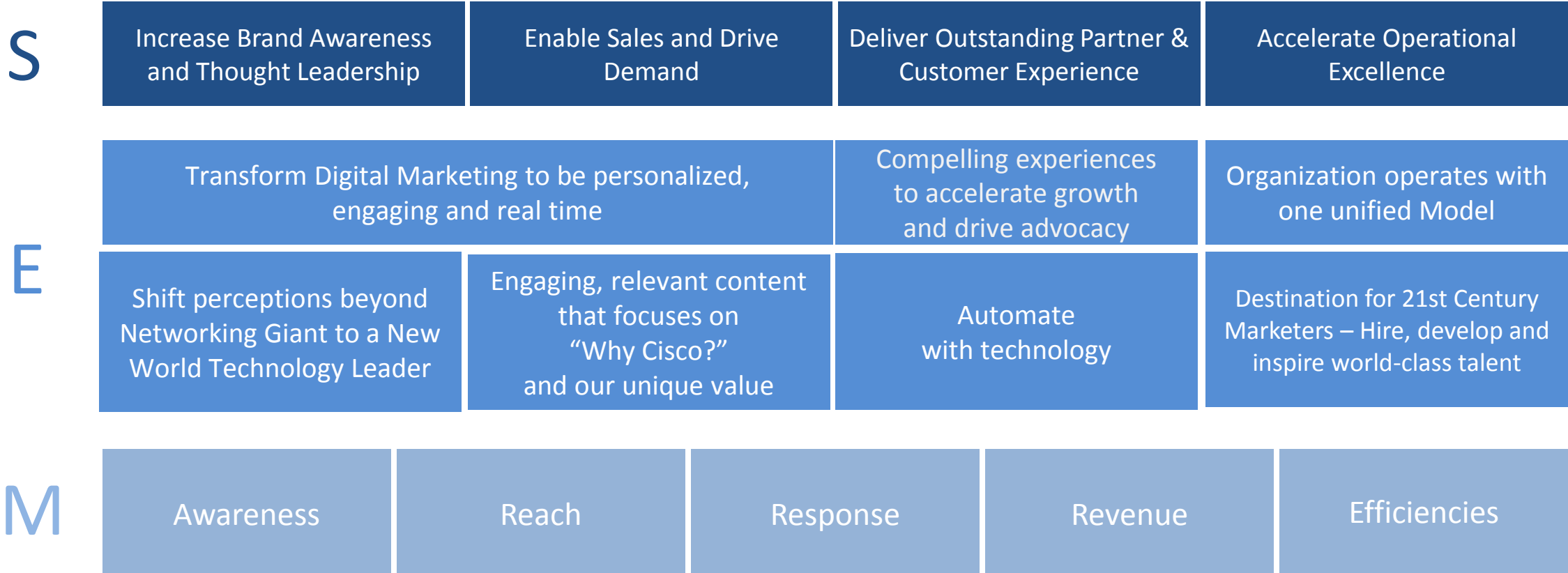
What initiatives need to be executed for each strategy this year? (VP/Dir)

M

How will you measure your progress?

Corporate Marketing VSEM

V Accelerate Cisco's Growth and Ensure our Position as the #1 IT Company



Global Partner Marketing VSEM

V Accelerate Cisco's Growth and Ensure our Position as the #1 IT Company

S

Increase Brand Awareness and Thought Leadership	Enable Partner Sales & Marketers to Drive Demand	Deliver Outstanding Partner Experience	Accelerate Operational Excellence
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E

Increase partner sales and loyalty with the industry's best partner programs		Drive vendor of choice and contribute to revenue growth through innovative co-marketing with/thru Partners	Strengthen and Streamline Operating Model
Double down Security, Software, IoT and Analytics	Develop Digital Low Touch Sales Engine		
Accelerate Cisco Cloud strategy with Cisco Powered and Intercloud	Increase Partner Marketing capacity to grow Midmarket share	Drive pipeline through partner joint marketing and Leadership Programs	Destination for 21st Century Partner Marketers – Hire, develop, inspire world-class talent

M

Awareness	Reach	Response	Revenue	Efficiencies
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Aligning across the Marketing Team

Alignment of Partner Communication Priorities Internally

Alignment through Marketing

Problem

- Multiple empowered groups targeting the same buyers and partners

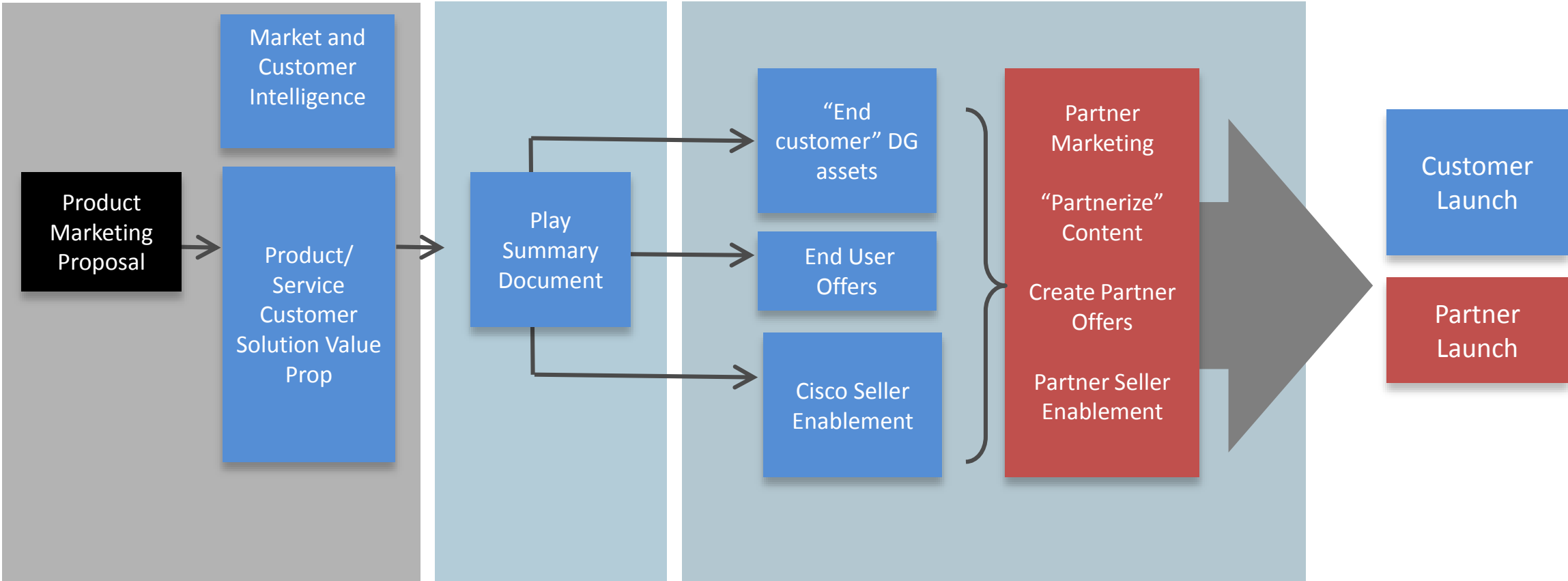
Stop

- Wasting money producing content and offers that the customer and partner never see

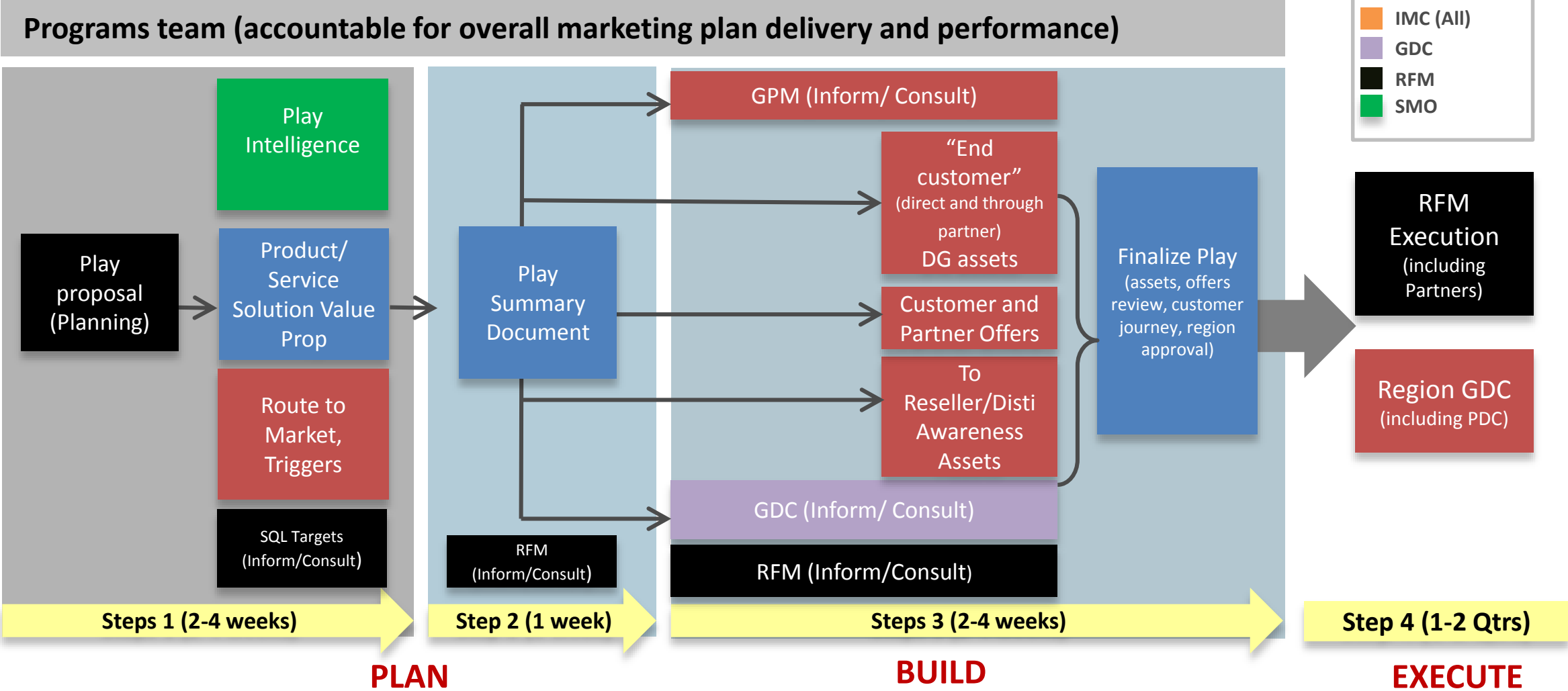
Start

- Prioritizing based on opportunity and strategic profile, pool all marketing funding and plan together

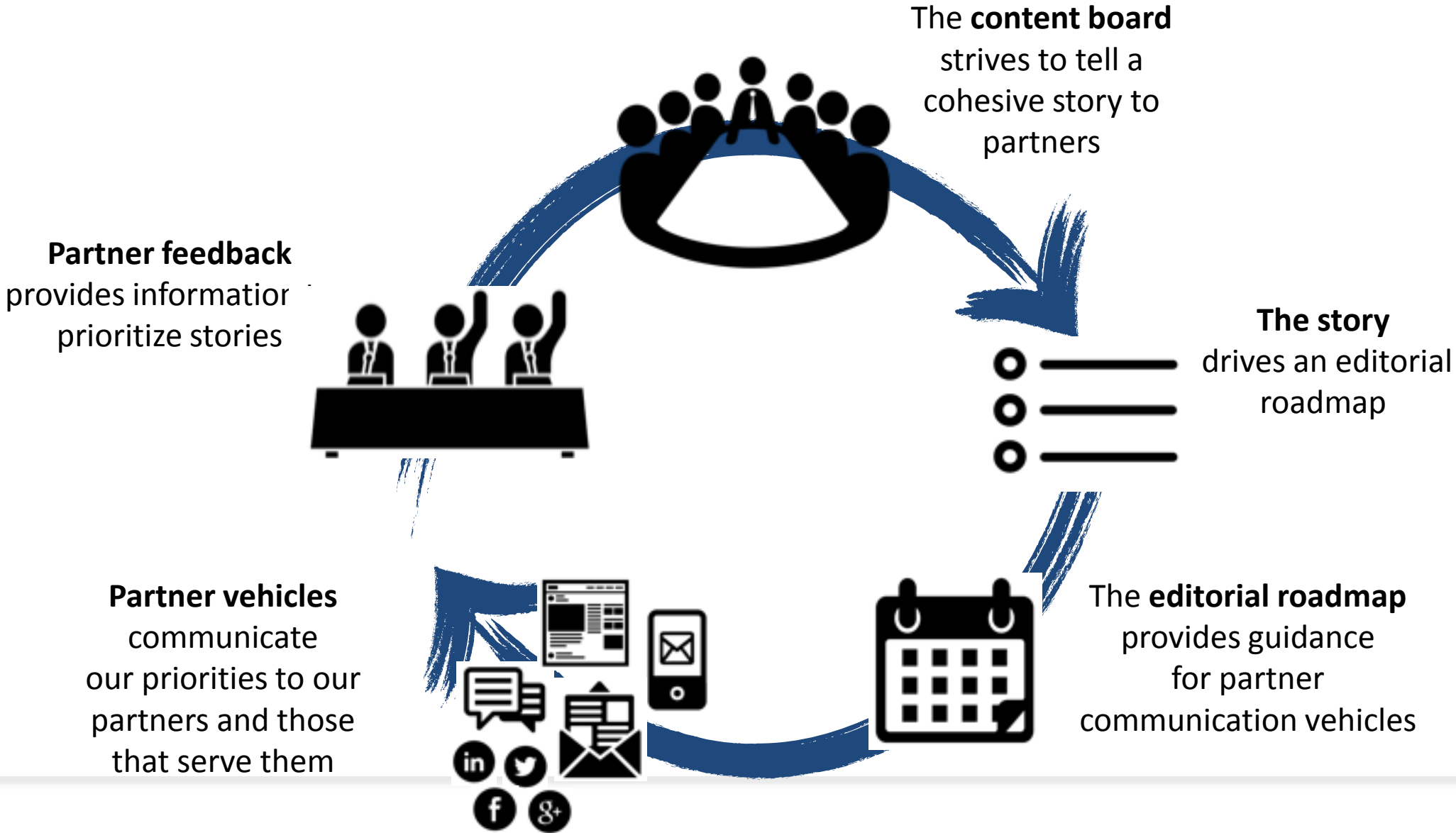
Old Way.....Marketing Alignment Process



Marketing Alignment Process




Partner Content Alignment




Aligning across the Partner Teams

Alignment between Partner Org and Partner Marketing


Why Do We Need a Plan and Who is it For?




The Plan is a mechanism to align, document and report results from strategy to execution across the internal value chain. It is the basis for internal quarterly business reviews.



The Plan requires key inputs from internal Partner business stakeholders such as Partner Sales, Programs and Distribution Sales.

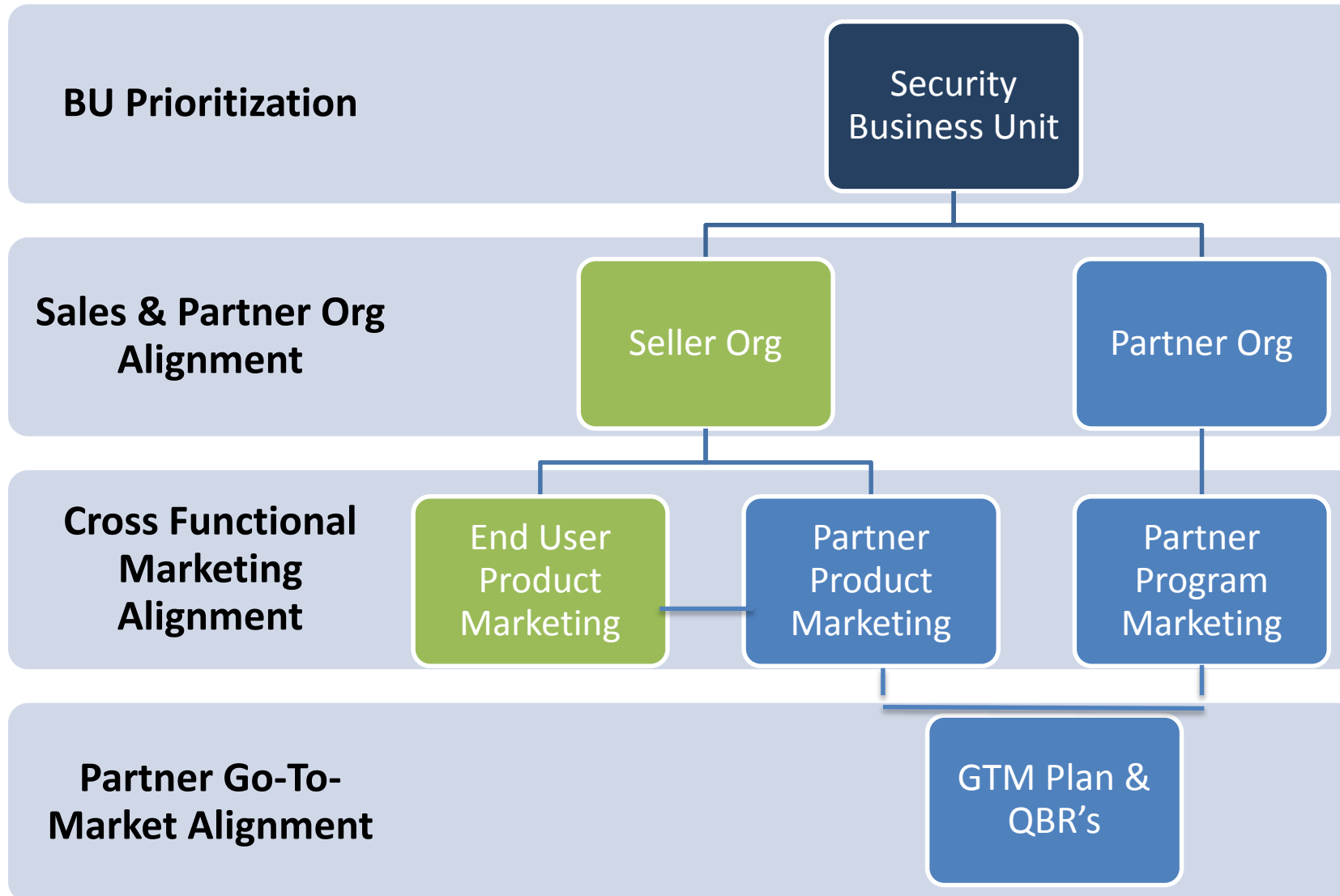


Product Marketing teams need this plan as an input to their work and for visibility to strategy, plans and execution of “to” Partner Marketing.



The Country/Regions localize the plan and leverage content. Regional Partner Marketing are approvers of the Plan.

Corporate Alignment Framework



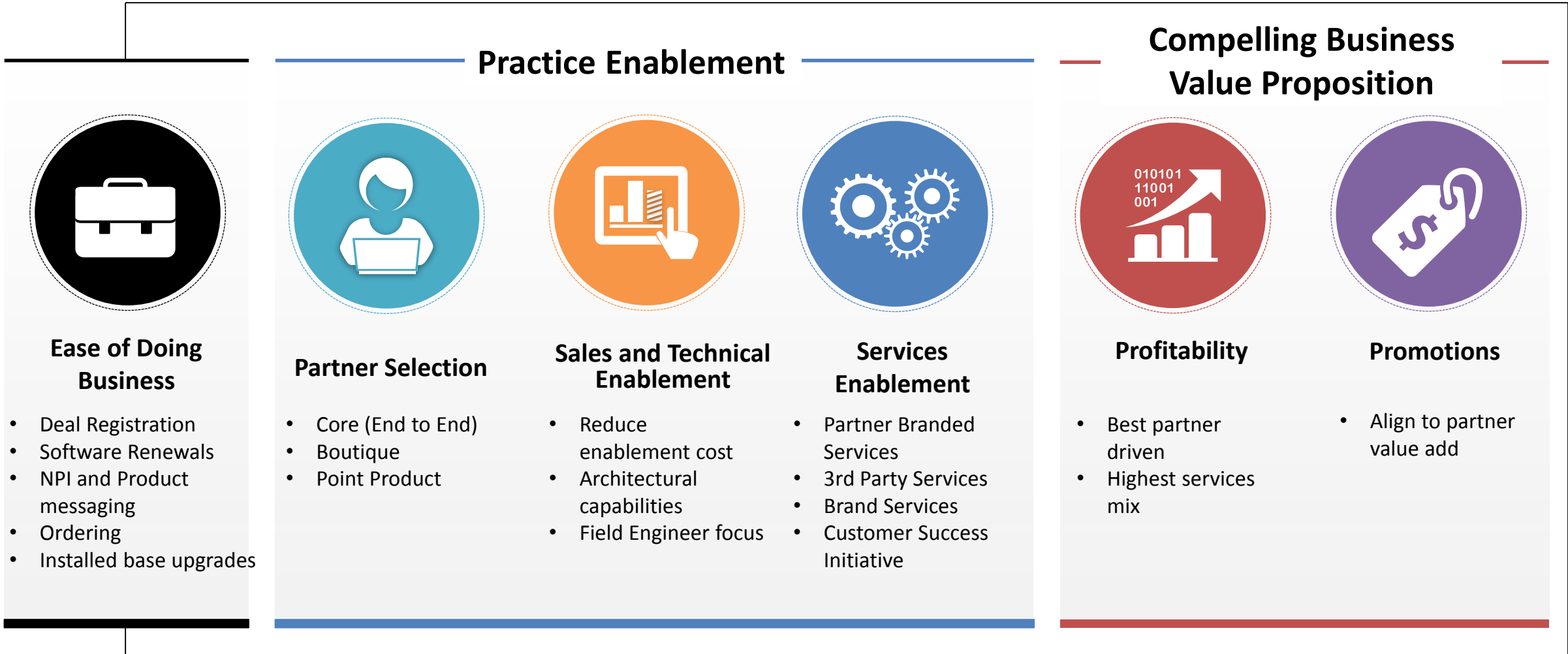
Go to Market Plan - Chapters



- Portfolio X - VSEM
- Market and Business insights
- Competitive Highlights
- GPO Strategy & Priorities (3C)
- Partner Marketing Plan
 - Partner Business Value Prop
 - Target Personas and Content Maps
 - Marketing Priorities & Communication Plan
 - Key Activities
 - Marketing Calendar

Partner (insert portfolio here) Strategies

Obtaining “Lift” with Partners



Alignment and Collaboration Results

- ✓ Improved Partner Experience
- ✓ Delivers Better Results
- ✓ Frees Resources to Fund Other Initiatives
- ✓ Improves Job Satisfaction

Questions?

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Go to Market Plan - Template



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Template

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- E What initiatives need to be executed for each strategy this year? (VP/Dir)
- M How will you measure your progress?

Partner Ecosystem

Roles	Primary Focus	Want to
Developer (ISV/IHV)	Design and builds software, solutions, and services	Build & Provide
Integrator	Combine existing hardware, software, and services	Build & Provide
Cloud Provider	On-demand cloud based subscription service/software	Build & Provide
Solution Provider	Deliver services based on technology and services to achieve business outcomes	Build & Provide
Consultant Services	Recommend and partner technology and services	Consult
Lifecycle Advisor	Guide customer consumption of software and services to optimize its value	Consult
Distributor	Aggregate, build and sell products, software , services and solutions through resellers	Scale & Resell
Reseller	Build and sell products, software , services and solutions to end users	Scale & Resell

Thank You



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