



Cisco Spark Partner Practice Builder

Considerations When Building Your Cisco Spark Practice



Cisco Spark Partner Practice Builder

[Into the Cloud](#)

[Opportunity & Solution](#)

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[Sales](#)

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[Services](#)

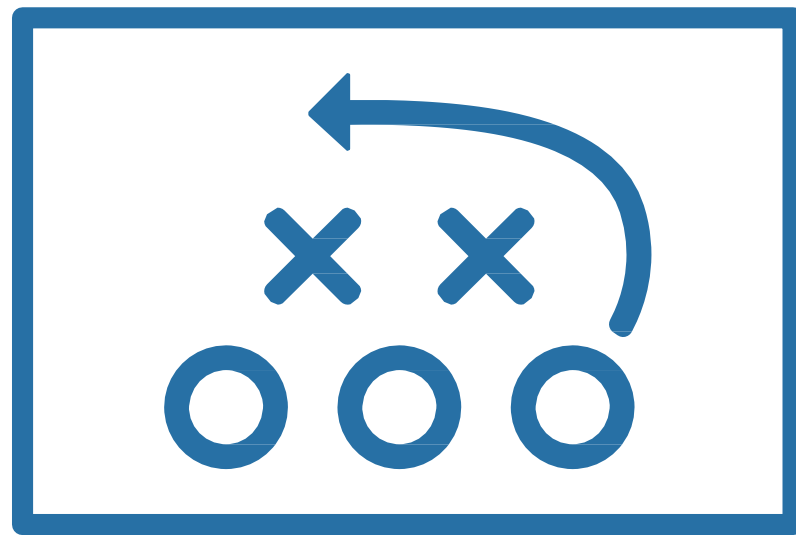
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[Getting Started](#)





Using This Practice Builder



We designed this partner practice builder to provide you and your teams with the information needed to support your business as you make the transition to [Cisco Collaboration Cloud Solution – Cisco Spark](#).

Are you a traditional Cisco Partner? Are you thinking about including Spark in your portfolio but are still trying to determine the impact to your business?

This playbook has been developed specifically with you in mind. As a Cisco Partner, we recognize that you need help in making the transition to selling Cisco Spark. This playbook is intended to be a guide you can leverage to assist you on your Spark journey.

What is included in this Guide?

Solution & Opportunity

Understand the market opportunity and Cisco Spark Offer

Business Model

Identify the value that Cisco Spark can have on your bottom line

Sales

Determine the potential changes required in your sales structure, sales model and sales compensation programs

Marketing

Be prepared to tell a slightly different story to a new set of buyers

Services

Recognize that your service offerings may be different when selling Cisco Spark

Tools & Resources

Learn how Cisco can help you make the transition to becoming a Cloud Services Reseller



The Cloud Collaboration Opportunity



\$24 Billion
Globally by 2019



\$11 Billion
North America by 2019

Strong SMB Demand

78% SMBs on Cloud by 2020

55% SMBs Growing

Sources: (\$24B/\$19b): Frost & Sullivan, DMG, Gartner, Infonetics, Synergy, Wainhouse, Cisco GMV; (78%) Intuit – The Application of Small Business, April 2015; (55%) Techaisle custom research



Cisco Spark Solutions



Messaging

1:1 and team messaging in virtual rooms

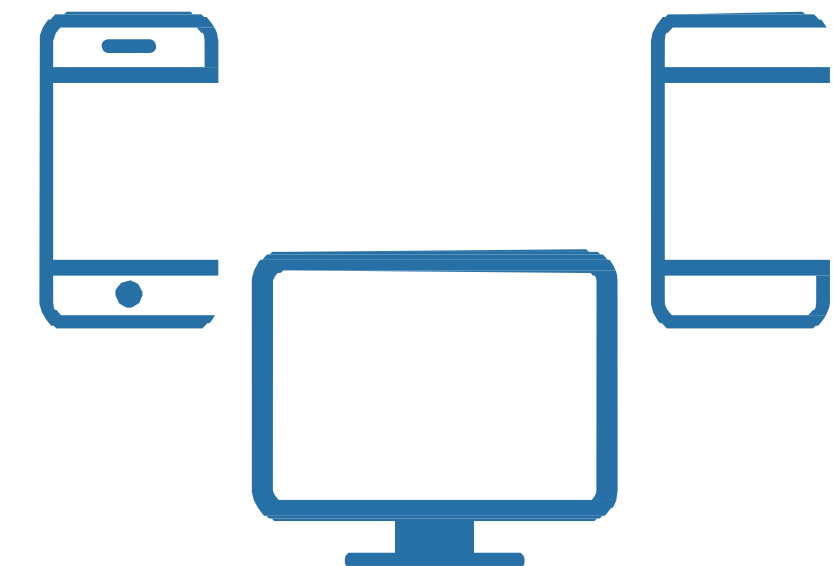
Persistent Chat, Content Sharing, Iteration



Meeting

Audio, video, and web meetings

Before/during/after-meeting messaging and content



Call

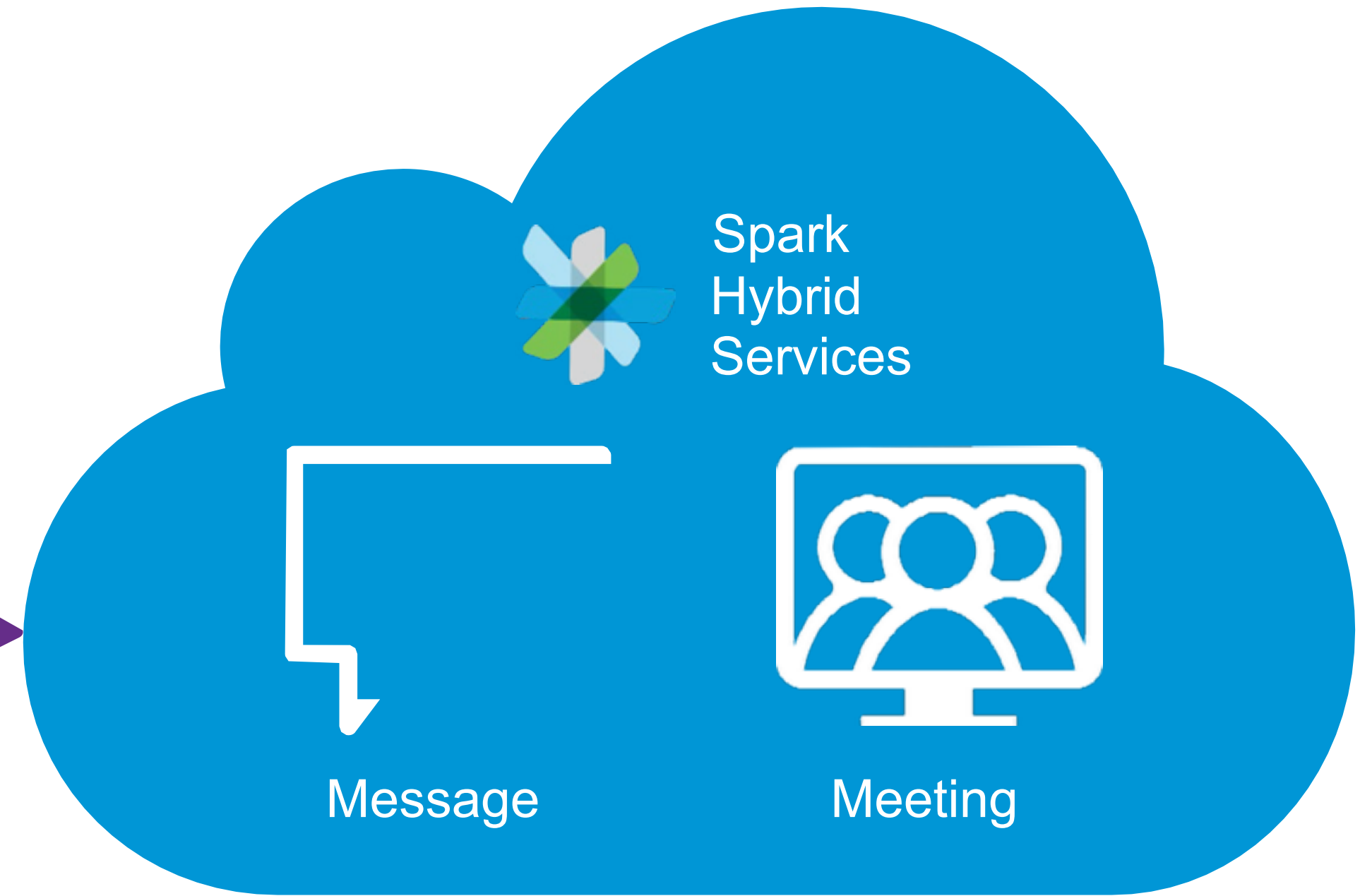
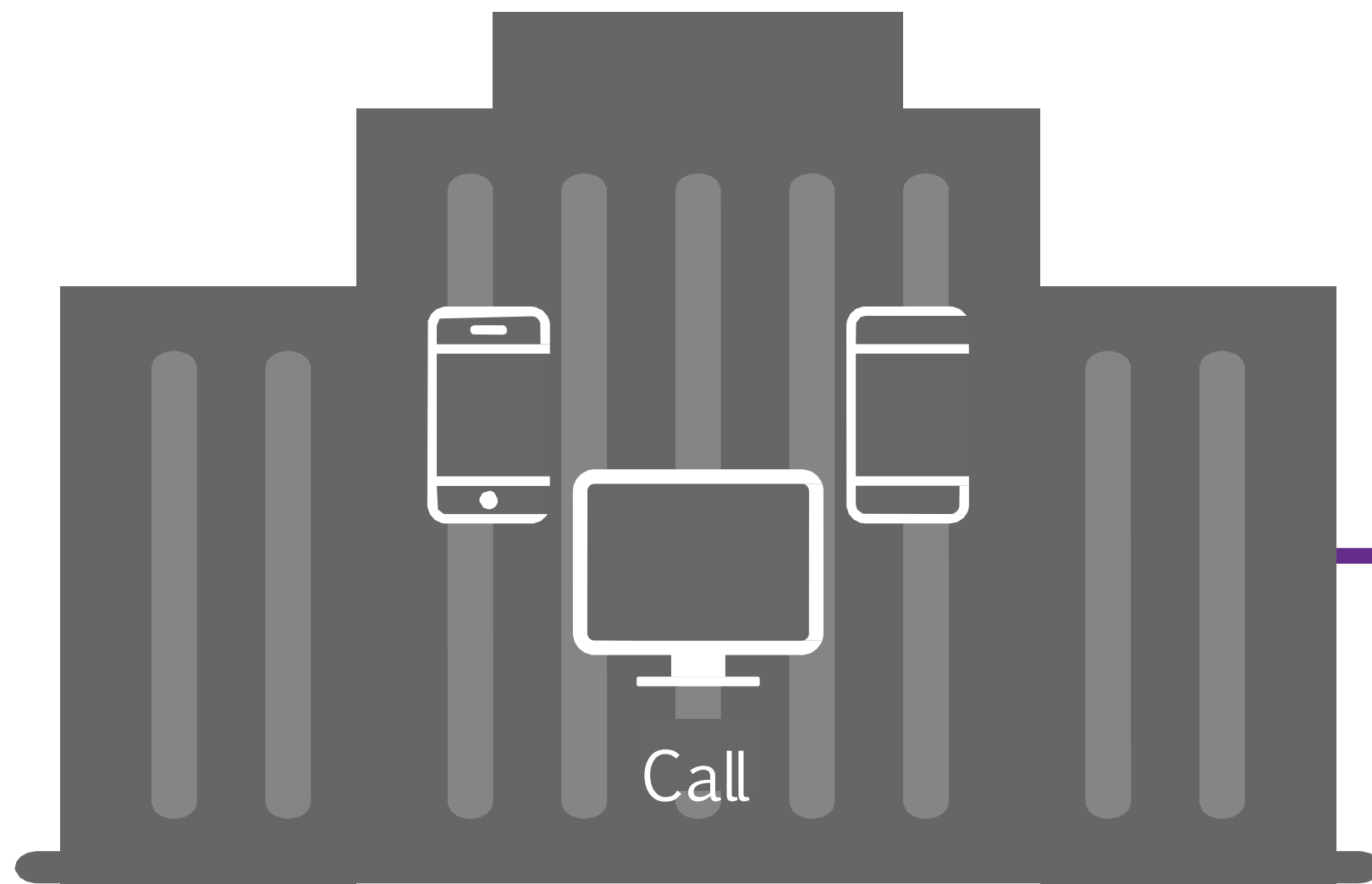
A Cloud-based phone system¹ plus much more

Make calls within or outside organization via the PSTN¹

¹ The Cisco Spark service doesn't include PSTN services. Customers need to purchase PSTN services from a 3rd party provider. For the complete Spark service, Cisco preferred media provider ecosystem partners can provide PSTN local, long-distance, and direct-inward-dial services. Existing Cisco UC customers will use Spark Hybrid Services to connect on-premises call capabilities to Cisco Spark capabilities in the cloud.



Connect to the Cisco Cloud



Communications Manager

Business Edition Series

Cisco Powered HCS Delivered Services

Add message & meeting services to your existing Cisco UC solution



Business Introduction

The big picture for Cisco Partners is that the world is changing quickly. Cloud and services based solutions are here to stay and successful partners are realizing that adding cloud solutions to their portfolio can help them take advantage of this significant growth market.



The transition to the cloud is accelerating

- › Maintaining desired gross margins for on premise product resale continues to be a challenge for many partners due in part to product commoditization and slower growth.
- › For some partners, supporting service margins are also declining because solutions are more intuitive and self-enabling
- › Cloud services are starting to displacing portions of the "product" marketplace.



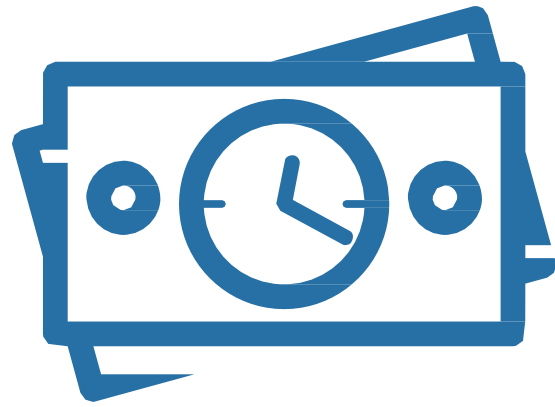
Two primary growth paths exist for today's partners

- › Cisco Partners that have limited professional services capabilities can first build up basic professional services.
- › Cisco Partners that have strong professional services, can shift a portion of their business toward recurring revenue businesses to take advantage of market momentum.



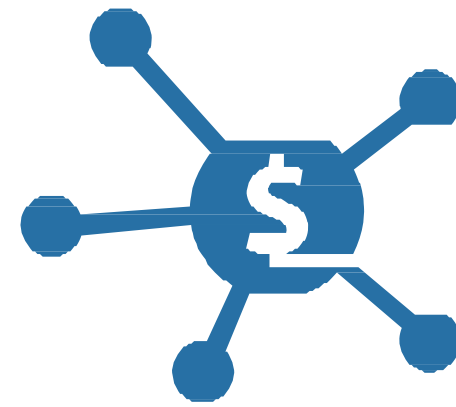
Business ROIs

The primary business reasons organizations like yours are adding Cisco Spark or cloud offers to their business:



Generate more predictable revenue stream

One of the most attractive aspects of cloud offerings is that partners can develop a more predictable, recurring revenue stream. New service opportunities might include assessments, integrations and data migration services.



Expand reach

Creates and opportunity to sell into new market segments or address new business requirements within your existing customer base.



Improve long-term profitability

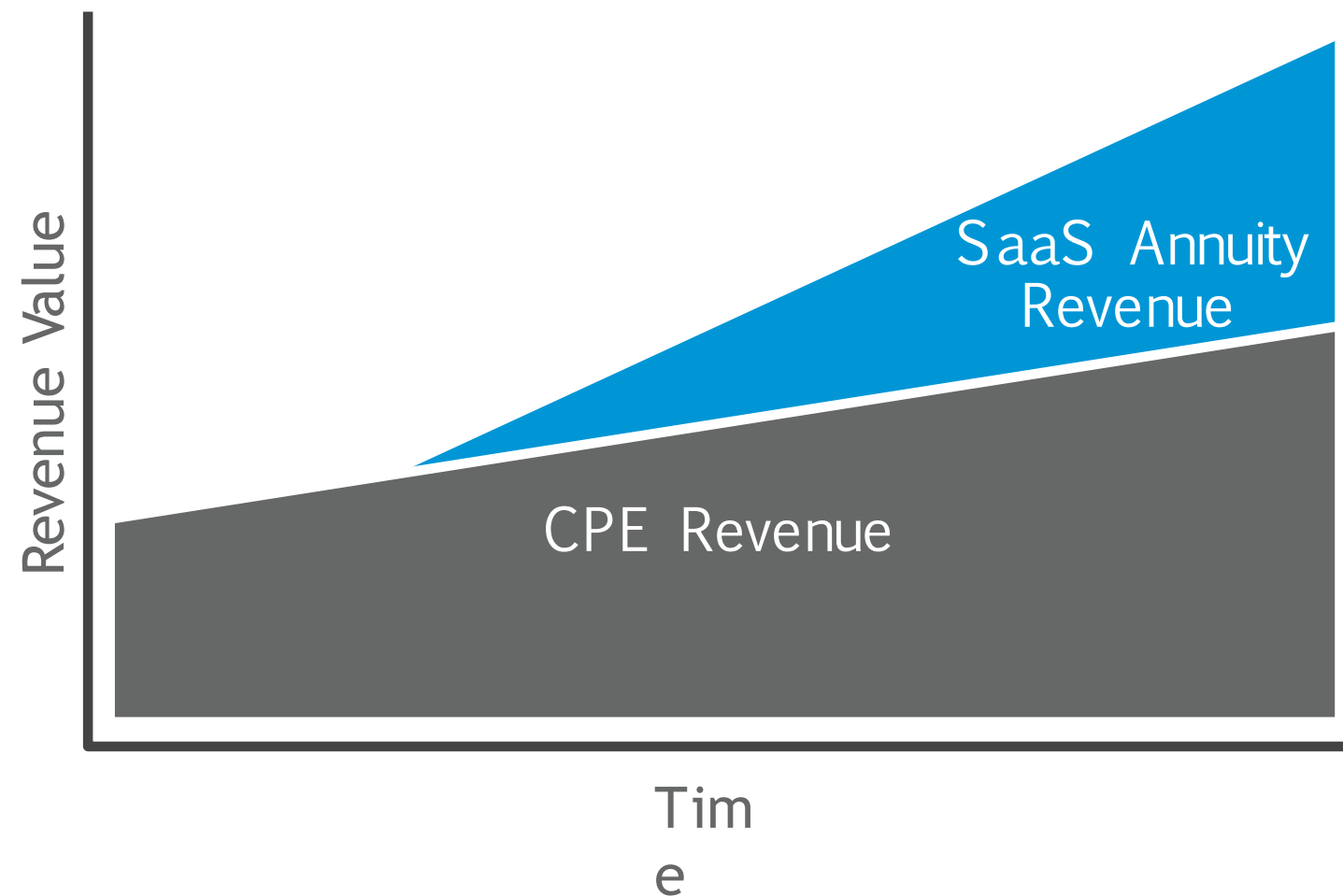
Velocity offer with recurring revenue streams can help increase margins and services attach rates.



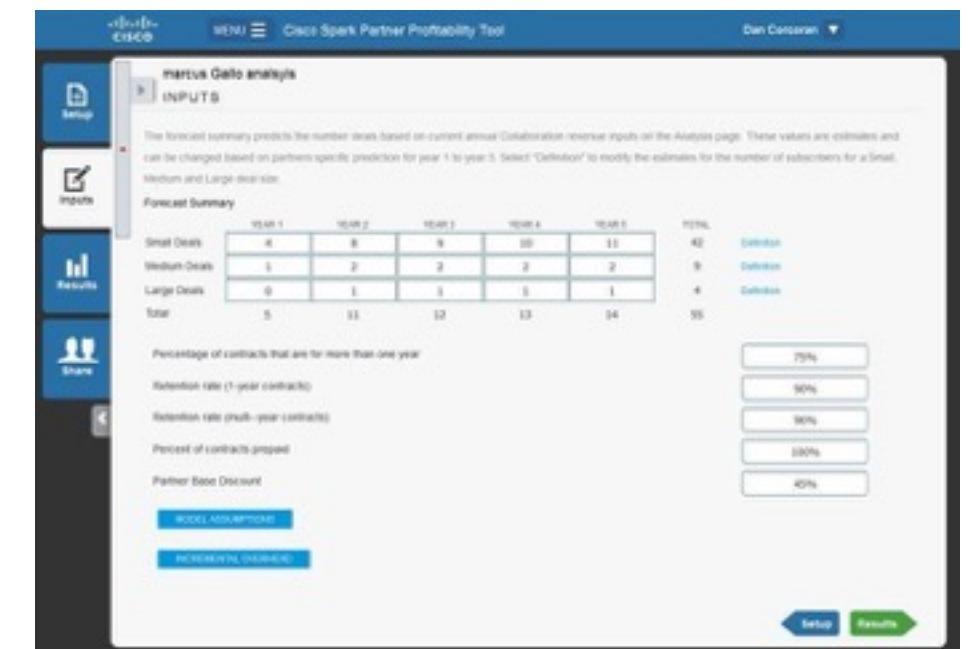
Economics

Recurring revenue opportunities can look very different than traditional resell opportunities. The Partner Profitability Tool helps you understand the impact Spark could have on your business model.

Impact of layering SaaS onto your existing CPE business income



Cisco Spark Partner Profitability Tool Scenarios



The Cisco Spark Partner Profitability Tool will allow you to estimate the potential revenue and profit that can be driven by Cisco Spark. [Click here for a link to the tool](#)



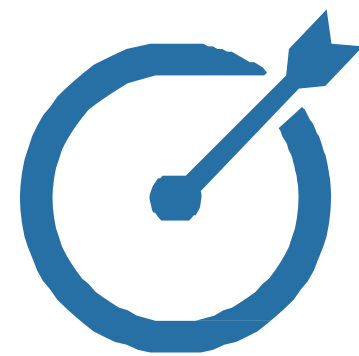
Practice Economics

Cloud Solutions allow for significantly less up front capital investments than traditional CPE investments but some investments are still required in your business. The most common investments made by other Cisco Partners have been:



Sales Training

- › Teach the sales team about selling to business owners, Opex vs. CapEx, and benefits of cloud
- › Customers are looking for advice, so traditional technical expertise is often inadequate



Marketing

- › Education, thought leadership, website updates and social media improvements are common marketing investments



Operations

- › Billing and Management – Usage based billing: Develop in-house or outsource to a third party
- › Renewal management – Expectation of 90% renewals
- › Workflow Considerations – consolidation of ordering and provisioning processes



Professional Services

- › Invest in building a deep professional services practice that will enable the sales of cloud solutions with pre-sale services



Sales Overview

Successful cloud partners have made adjustments to their selling motion in order to realize the efficiencies in selling cloud based solutions. These will be explored further in the following slides.



Sales Model

- There are two sales models evolving in the market:
 - Integrated into existing sales force
 - A separate sales team for cloud solutions



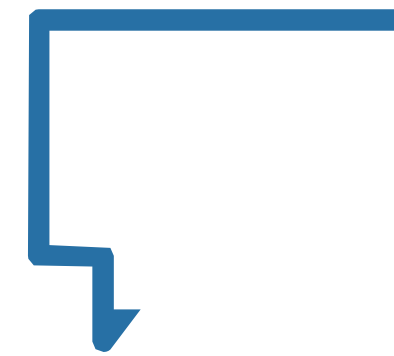
Sales Process

- The sales process should be repeatable and address:
 - Opportunity generation
 - Sales closing
 - Account management



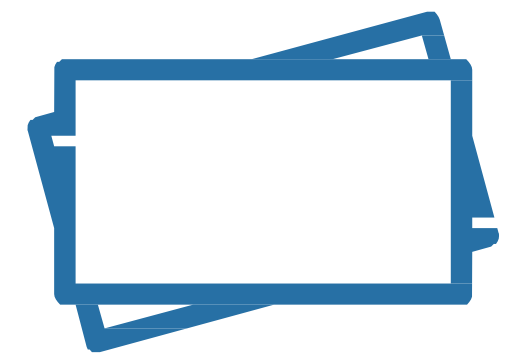
Sales Team & Skills

- Consider if existing sales resources have the right skills to match the right sales expectations



Sales Messaging

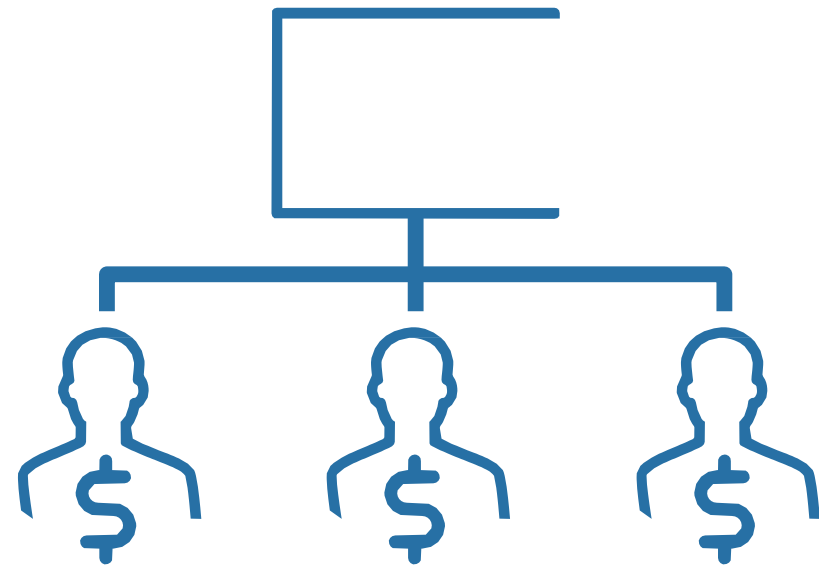
- Are your sales reps capable of leading a consultative based cloud discussion?
- Is cloud outlined as a core capability?



Sales Compensation

- SaaS Compensation Models will be different than traditional compensation models
- Sales motivation can be the difference between success and failure

Sales Model



Integrated approach to selling Cloud Solutions

Many successful Cisco Cloud partners view cloud solutions as simply another delivery option and have trained their existing sales force to effectively handle selling cloud solutions.

This model may be best for your organization if you:

- Have a services focused sales team
- Sell business or vertically oriented solutions
- Focus on customer solutions (vs. tech sales)



Separate Sales Team to drive focus on Cloud Solutions

The transition from on-premise to Cloud or recurring revenue services requires focus across the sales teams.

A number of successful Cisco Cloud Resellers created a separate sales organization to drive focus to avoid conflicts and maintain focus on the current business.

This model may be best for your organization if you:

- Are just starting the migration to selling cloud services
- Have a transaction focused sales team

Sales Process

Your sales process **MUST** be repeatable and address 3 critical areas:



Opportunity Generation

Opportunity generation for cloud based solutions can be very different than traditional hardware focused sales. Your organization should put plans in place to address:

- Higher velocity deal flow and qualifications
- Easy customer trial
- Streamline sales process using the web as a catalyst



Sales Closing

In general, the revenue associated with Cloud opportunities can be smaller in the first year. Therefore, your selling process needs to be updated. The critical differences that need to be investigated are:

- Fast qualification
- Less customization
- Speed to close



Account Management

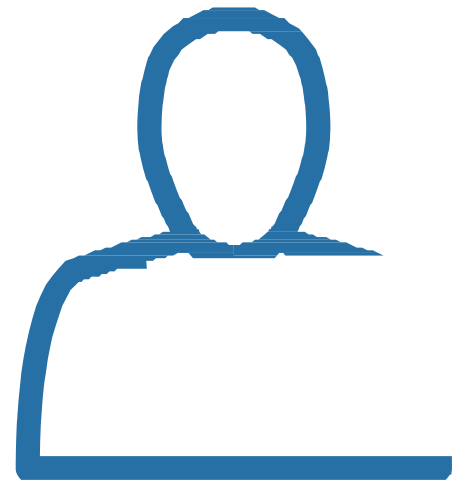
More than ever before, your team needs to focus on the account management role.

Renewals and customer adoption are critical for the recurring sales model. You need to decide:

- Does my process support a goal of 90+% renewal rate?
- Do I have a formal customer adoption plan?
- Do you need a separate account team focused on renewals?

Team & Skill

You need to carefully consider the sales resources that you have on board to ensure that you have the right skills deployed against the right sales expectations. Consider a mix of the following sales personnel/responsibilities depending on your selling model and your target segment:



Sales Executives

- Continued focus on on-premise/hybrid models
- Complex, enterprise type requirements
- IT focused sales



Inside Sales

- Lower cost, higher volume based opportunities
- Focused on initial qualifications
- Less technical expertise and more business knowledge

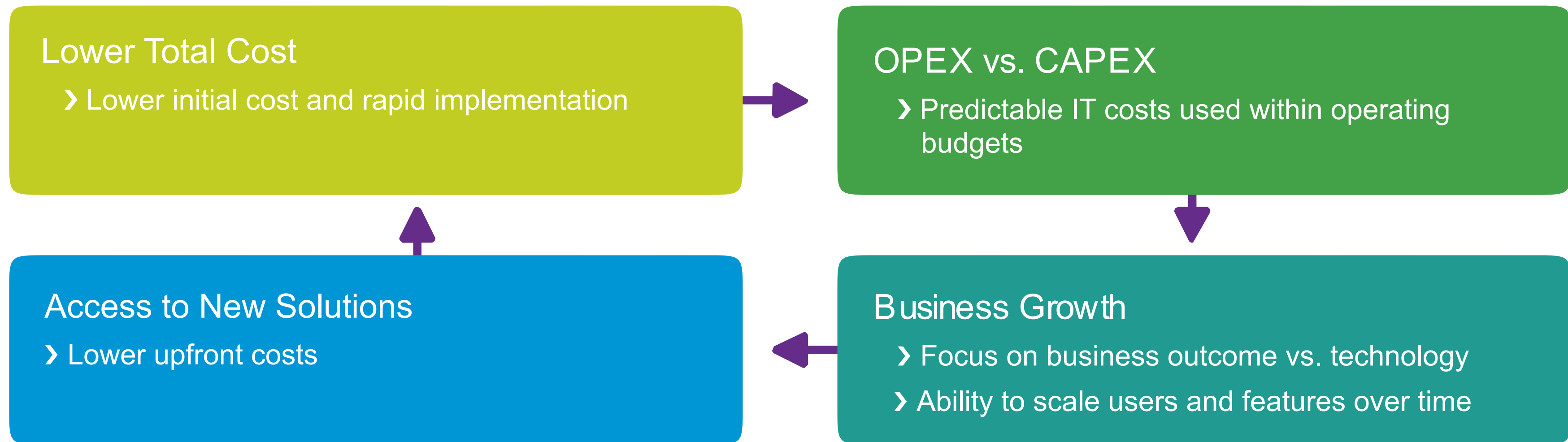


Account Management

- Responsible for securing recurring revenue streams
- Can be separate individual or part of sales team responsibility



Sales Messaging



The sales conversation in cloud opportunities is often very different than the normal feature, function, benefit and price conversation that is common in a traditional hardware sales opportunity. As your sales teams prepare to engage customers and prospects in cloud opportunities, they need to be able to effectively address some of the key business motivators for moving to cloud solutions. Partners that have successfully transitioned to selling cloud solutions have revisited their sales material to ensure their team is prepared to address more business oriented selling messages.



Sales Compensation

Compensation Plan Options

Consider paying commissions on total contract value upfront

Pay sales bonus for Cloud deals

Offer accelerators for closing multi-year deals

Offer annual incentives for renewal targets

Consider paying incentives for new customer contracts

Key Considerations

Requires working capital to offset future customer payments

- Effective way to have sales teams and service delivery team stay focused on Cloud sales
- Provides short term rewards to sales teams

This tactic can help offset the wait time to commission on recurring revenue deals

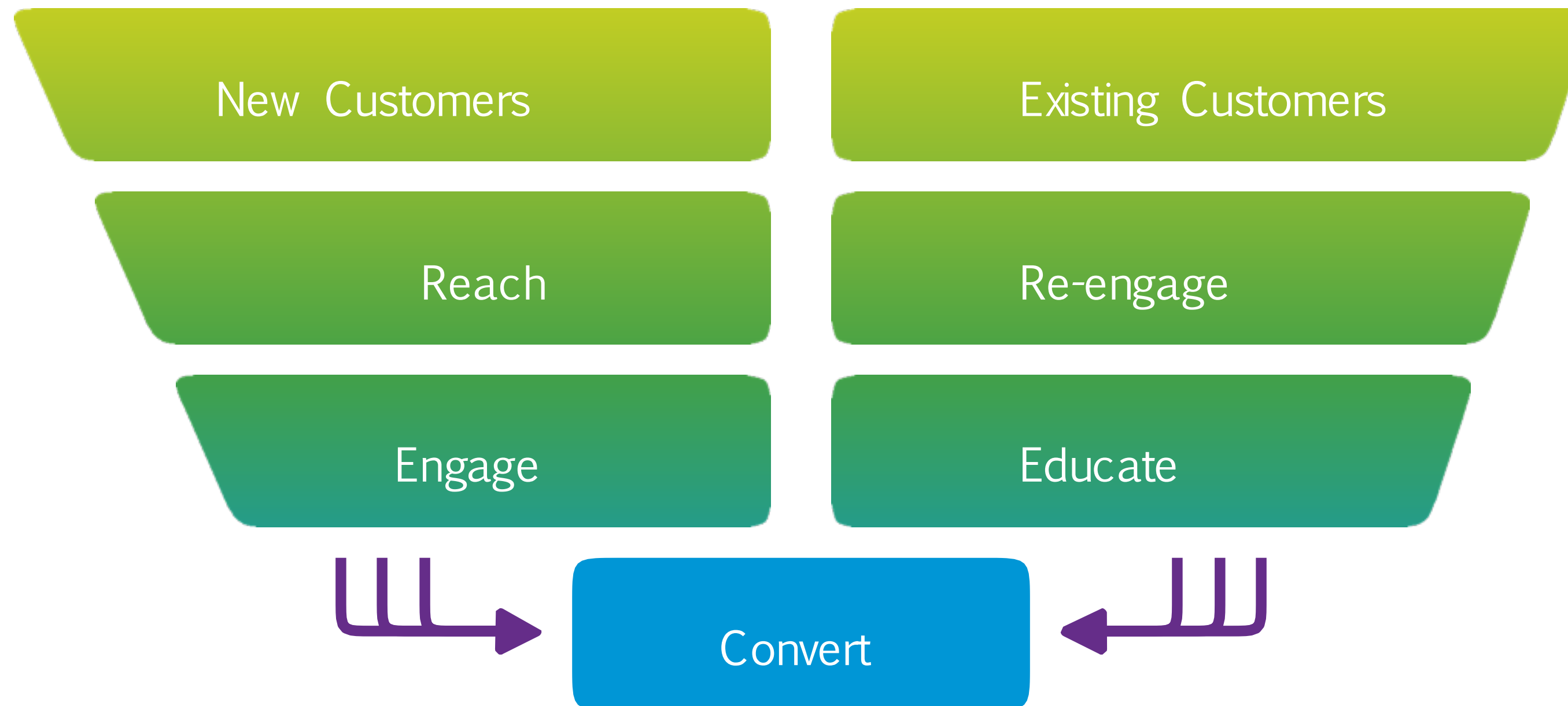
This can keep the sales team engaged with customers to ensure your organization maintains the retention revenue and operates at a 90% renewal rate

Allows sales teams to generate short term commission payments in support of long term company objectives



The New Cloud Buyer

There are two different approaches when speaking to your customers about Cloud solutions; first thing is to consider who it is you're talking to...





Lead with a Cloud Value Message & Leverage Cisco Tools

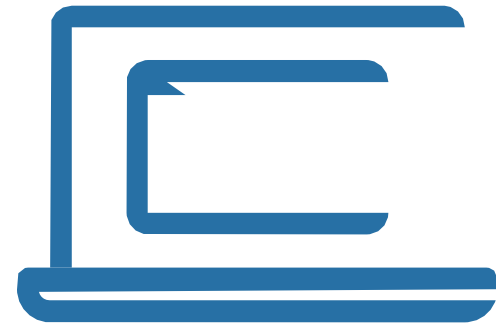
Successful cloud partners are focused on business value messages vs. technical feature/function:

- › Lower upfront costs for both products and services
- › Faster time to market
- › Greater business value
- › Predictable costs
- › Business growth and innovation
- › Flexibility and scalability
- › Greater business value

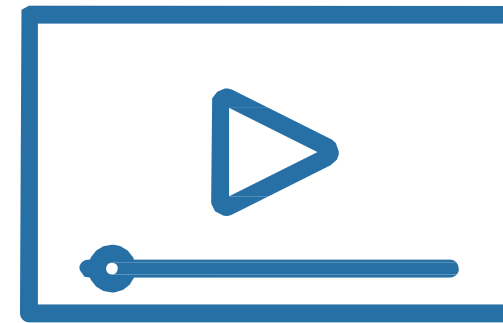
Leverage the marketing benefits Cisco offers:



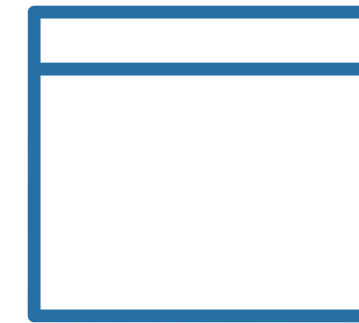
Social



Email



Content Marketing



Website



Nurture

Everything You Need to Reach New Customers and Drive Demand

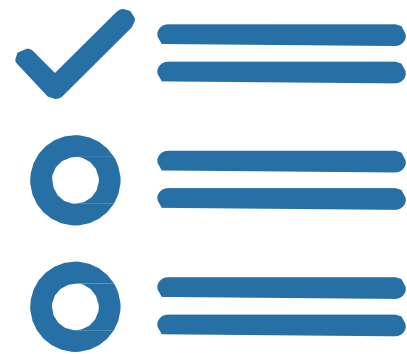
Customizable Your Brand

Simple Customer Journey: Inbound Tactics Drive to Website with Free Trial Offer



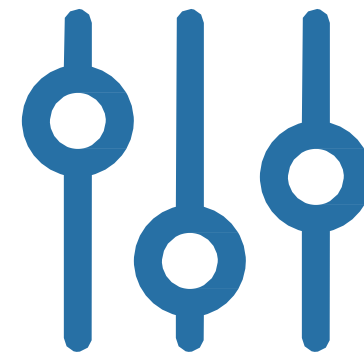
Services Overview

Successful partners have revisited their professional services offerings to align with customer requirements across pre-sales, implementation and post sales stages. The following is a list of some of the services offerings that successful partners are offering.



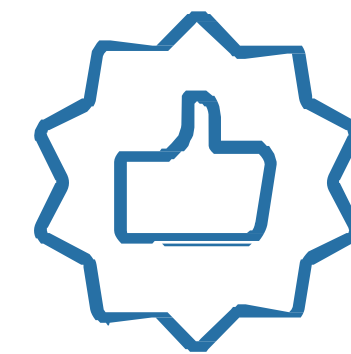
Pre Sales Services

- › Cloud-readiness assessments and requirements
- › Data migration planning (if appropriate)
- › Workflow or business process consulting
- › Industry-specific customization



Configuration & Implementation

- › Provisioning and set-up based on prepackaged parameters
- › Data migration
- › Infrastructure and application integration
- › Security and access policies/definitions
- › Testing



Post Sales

- › User training
- › Usage reporting
- › Solution adoption services

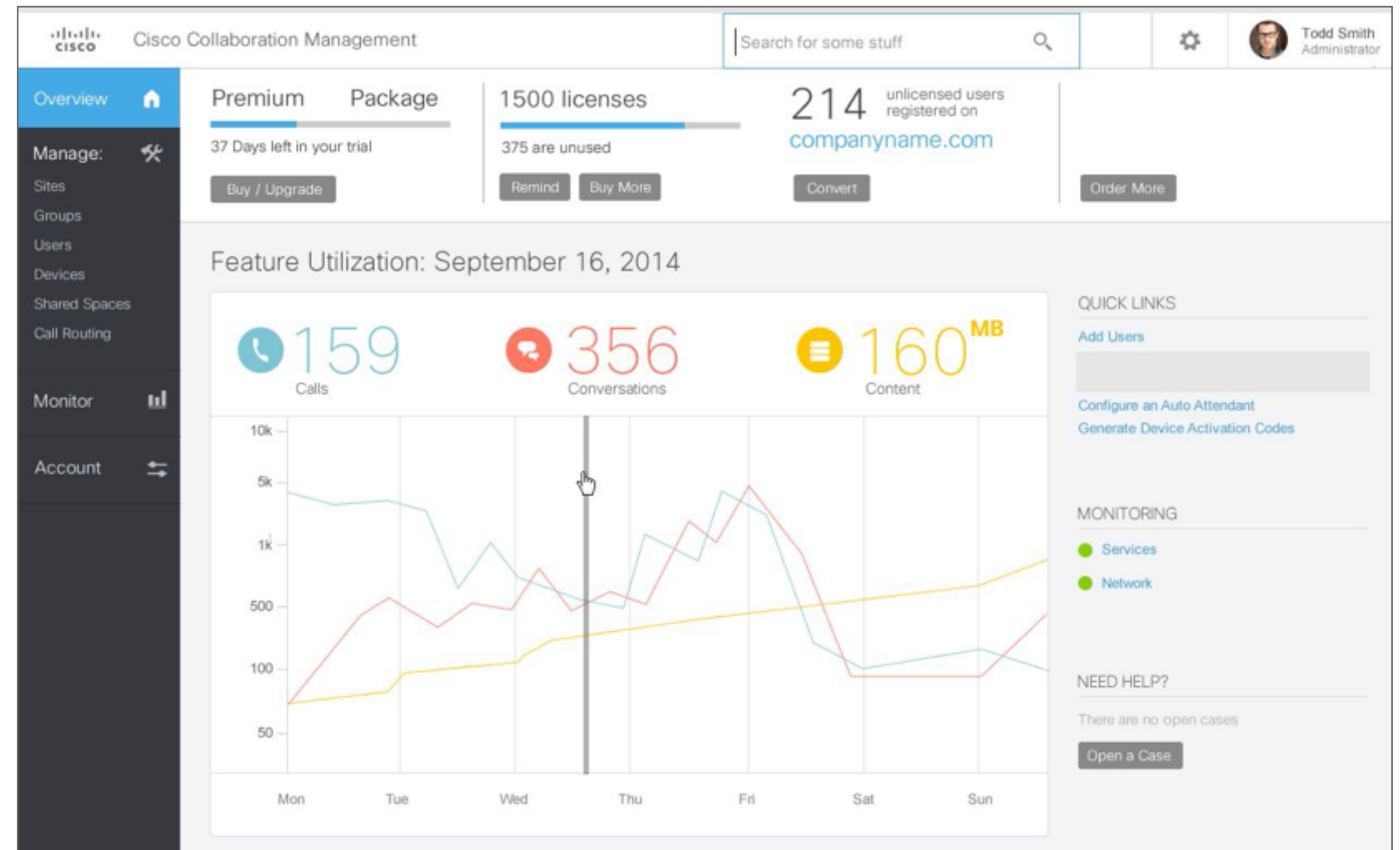


The Cloud Collaboration Management Portal

The Cloud Collaboration Management Portal provides visibility into key analytics and management activities to help your service teams drive adoption.

Cisco Cloud Collaboration Management Portal includes:

- Automated provisioning
- License management (user/group)
- Device management
- Usage reports and analytics
- Service monitoring and support
- Security & policy management





Cisco Spark Partner Practice Builder

Into the Cloud

Opportunity & Solution

Business Model

Sales

Marketing

Services

Resources

Getting Started

Get Started Now!

1 Become a Cisco Registered Partner

If you're not already a Cisco Partner, read the [Cisco Partner Eligibility requirements](#) and complete the registration process.

2 Get certified for Annuity

Visit the [Annuity Partner Community](#), Complete the on-boarding checklist, and enroll in the SaaS subscription resale program in the Partner Program Enrollment (PPE) tool.

3 Complete the Spark Training Modules and pass the Spark Training Test

Visit the [Cisco Online Training program](#) for Spark and pass the test.

4 Enroll in the Cisco Unified Workplace for Partners (CUWP) Program

Visit the [CUWP Program site](#) and enroll through the Partner Program Enrollment tool.

5 Request a Spark Partner Account

[Submit a request](#) for a Spark Partner Account. We'll verify that you're ready to start selling Spark and create your account.

6 Start Selling Spark!

Access additional resources in the [Spark Partner Community](#). Create trials for your customers and drive adoption using [Cloud Collaboration Management \(CCM\)](#).



TOMORROW STARTS HERE