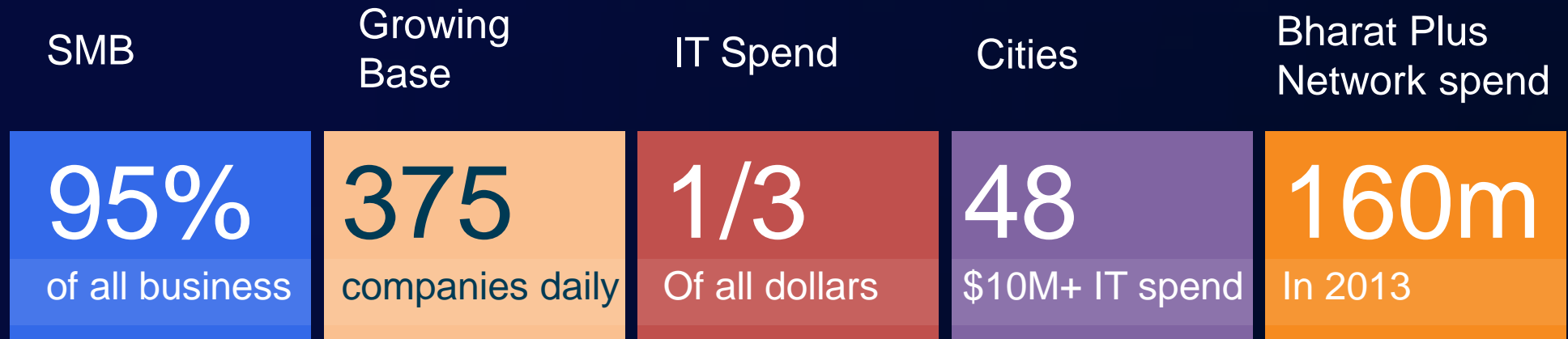


Commercial- *Proliferate, Program, Partner, Profit*

Pramodh Menon
Managing Director, Sales-Commercial Business

5th December, 2013

India Commercial Opportunity



Sources: D&B, Zinnov,AMI, Prognosys Eserv ,MCA Gol, Cisco GMV and team Analysis

© 2013 Cisco and/or its affiliates. All rights reserved.

Cisco Confidential

How we do it..

1. Market Transitions/ Customer needs



Mobility



Cloud



Application
Economy



IoE



New sources of
funding

2. Technology/ Business Solutions



Unified Access



Unified Computing



Pervasive security



Collaboration



Flexible Models

3. Scalable GTM Models



Partner Led



Programs and
measurement



Business
Intelligence



Premium
Enablement



Partner Profits

Cisco's Made for Midmarket Portfolio

Solving Top IT and Business Challenges



Made for
Midmarket
Portfolio

Collaboration
as a Service

SaaS

IaaS

Network
as a Service
(Meraki)

Cisco Powered Clouds and MS Partner Delivered

SMART SOLUTIONS

BYOD / **Virtualized Foundation** / Virtual Desktop / Industrial Networking

Right Size

COLLABORATION

- Unified Communications
- Customer Collaboration
- Collaboration Applications
- Telepresence

DATA CENTER

- Unified Computing
- Unified Fabric
- Unified Management

NETWORKING AND SECURITY

- Wireless
- Routing
- Switching
- Application Network Optimization
- Security

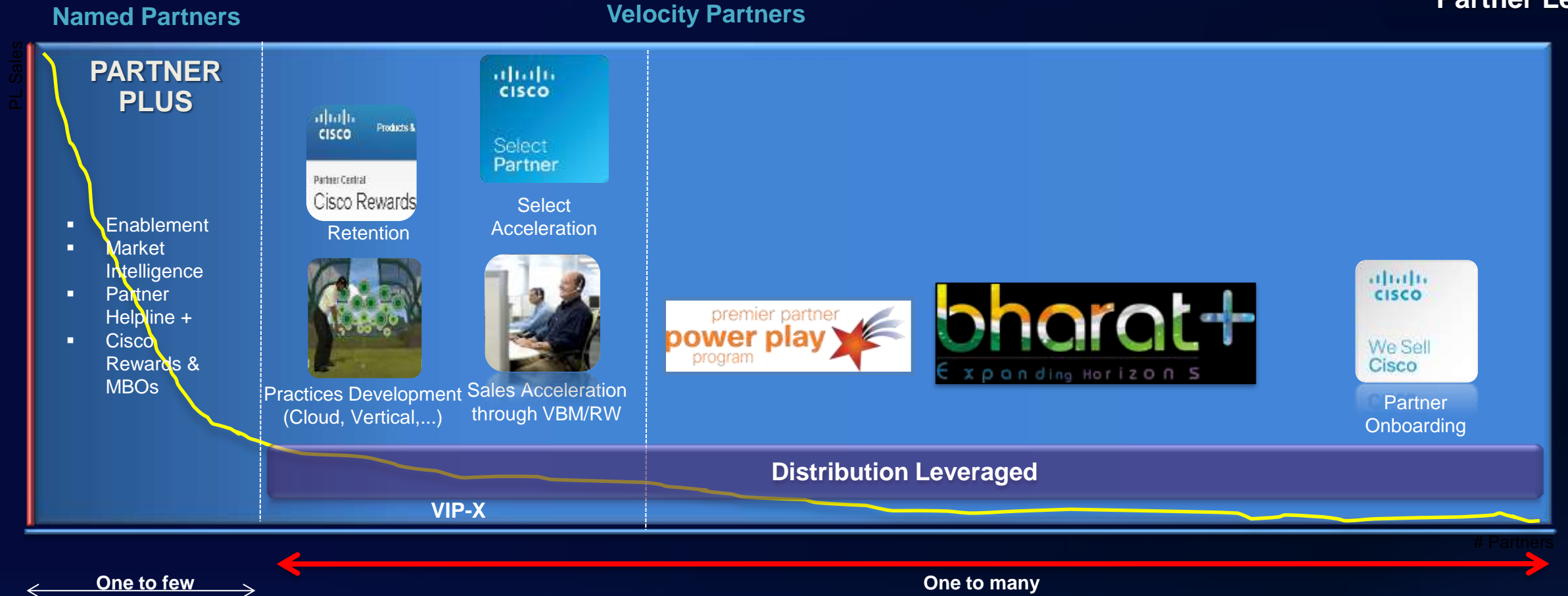
Right Size

SERVICES: Software-enabled professional services delivered by Cisco partners
Proactive maintenance support delivered by Cisco partners; Cisco SMARTnet Service

The partnering effect..

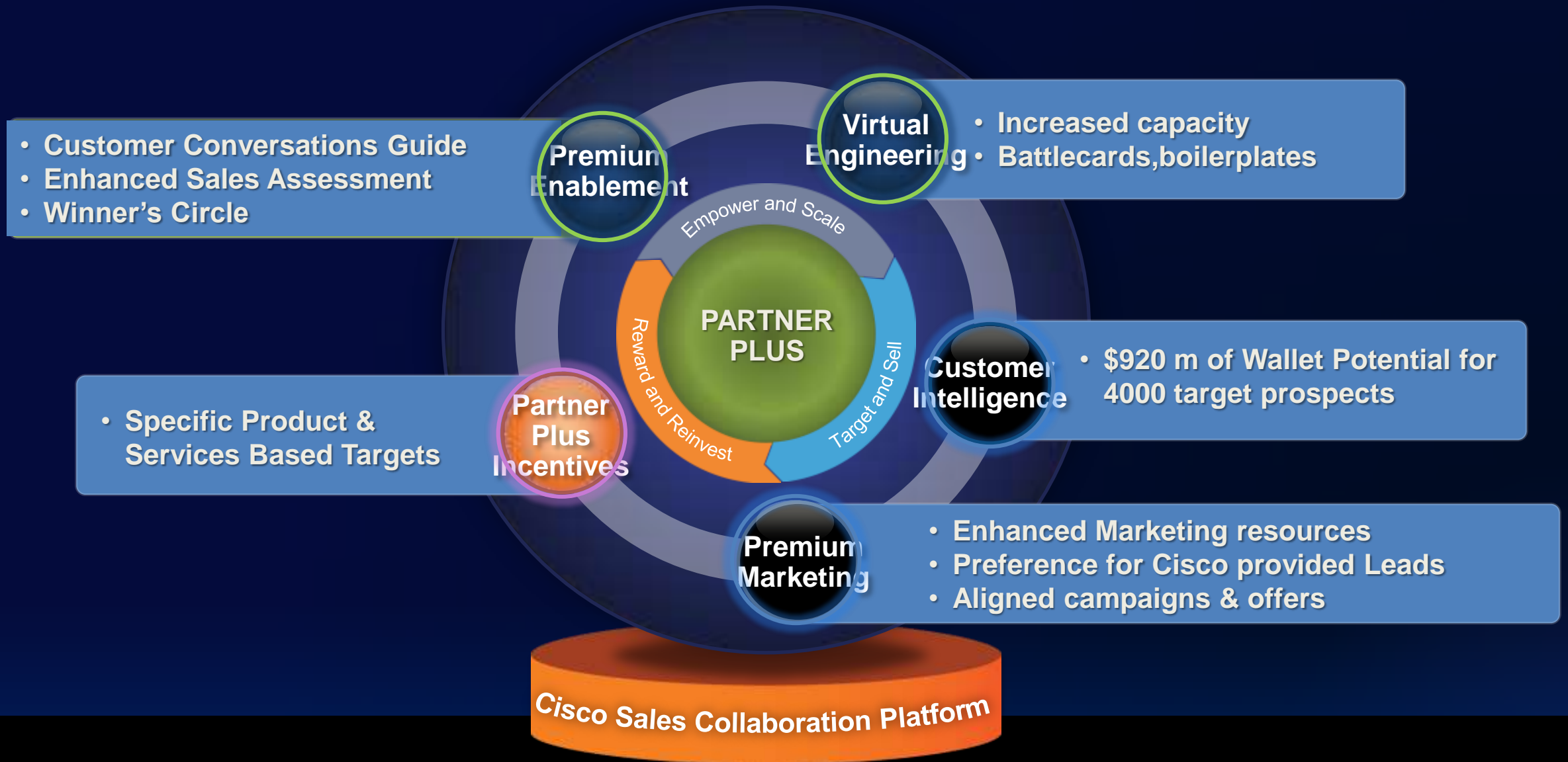


Investment in
Partner Led

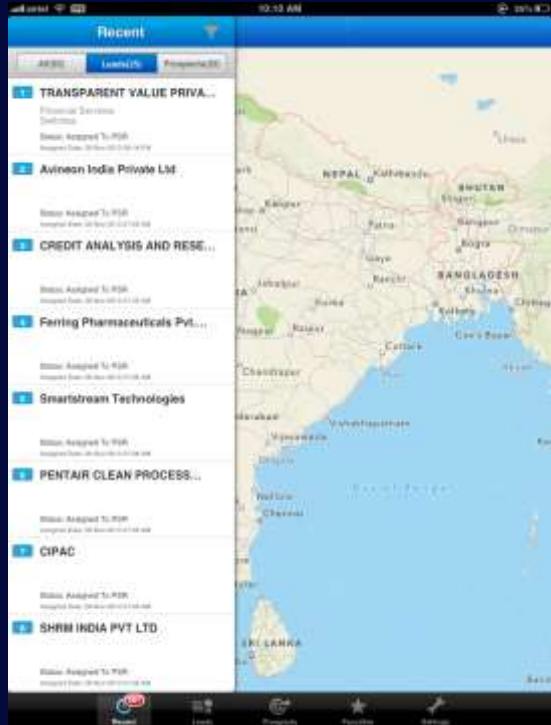


PartnerPlus

Partner led in action



Pervasive access and relevant information



Quality Leads = Solid deals



Lead with
Marketing



“Cisco SCP becoming important to our business in three ways: **improved go-to-market time, obtaining new customers, and helping us to generate new revenue.**”

Subbu Kota, Central Data Systems,
Bangalore, India



A Year of capturing momentum.....

412 Partner Plays delivered



2540 ManHours of training



5192 Leads provided to partners



2x Growth in no partners billed in 2 years



8253 Unique partner organisations engaged through programs



1M Cups of chai Consumed



Thank you.

