

Partnering with Cisco: The Ecosystem Effect

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“Biggest transformation in our Partners’ history.”

John Chambers



Transform the Way We Partner, Go to Market & Sell



Transform Existing
Partnerships



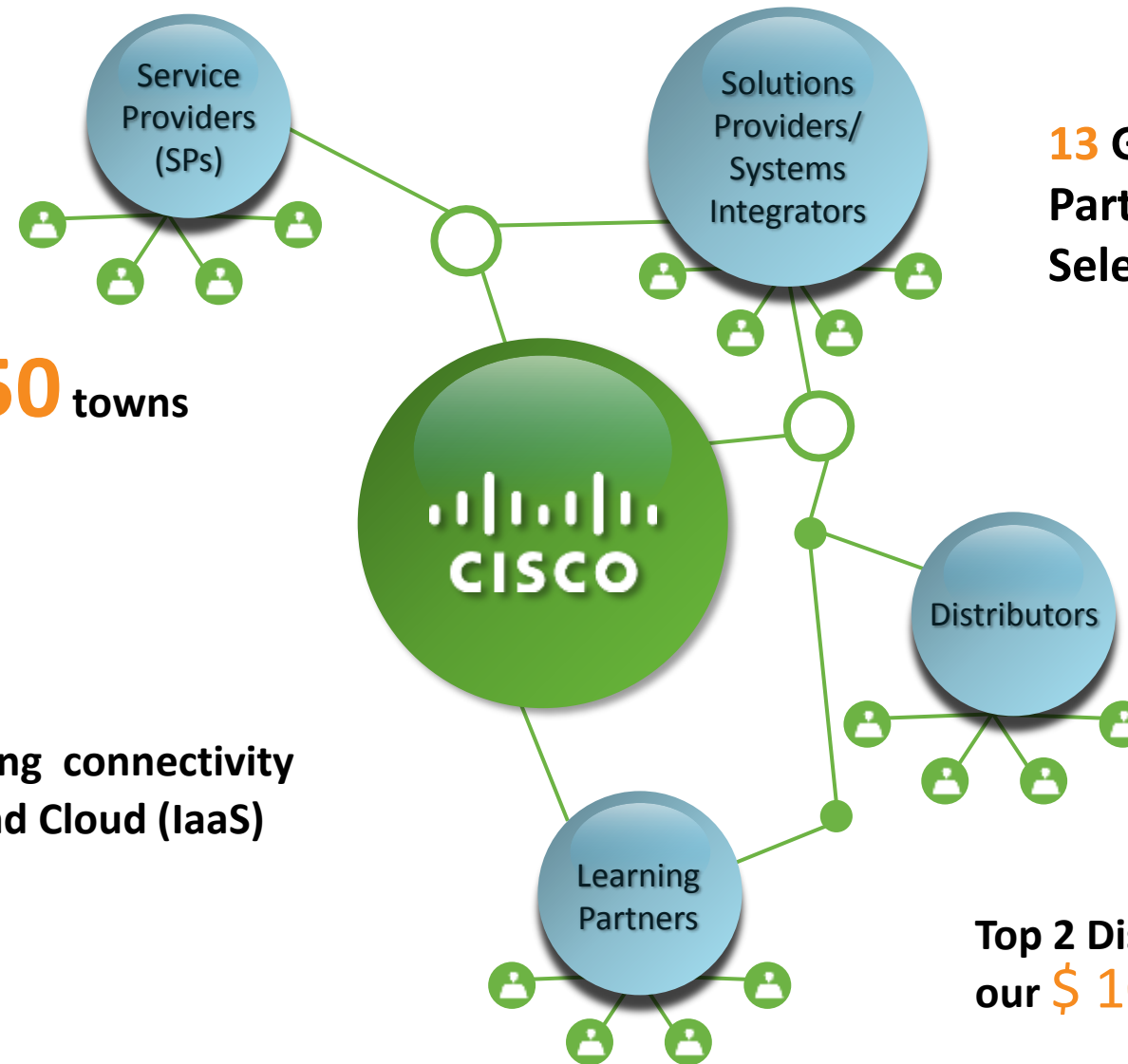
Develop New Ecosystem
Partnerships

Cisco Partner Ecosystem

Over **4000+** partner network

Covers 28 states & over **250** towns

10 CMSP partners offering connectivity (MPLS/Internet), TPaaS, HCS and Cloud (IaaS)



13 Gold and 11 Silver Partners; 91 Premier and 232 Select partners

Top 2 Distributors of India are part of our \$ 100mn club

Transform Existing Partnerships..

**New Growth areas /
New Business Models/
Hybrid IT**



**Solutions
(Horizontal/ Vertical/ Smart)**



**Partner Enablement
(Business & Solutions
Architects)**



Wipro - Creating Differentiated Offerings

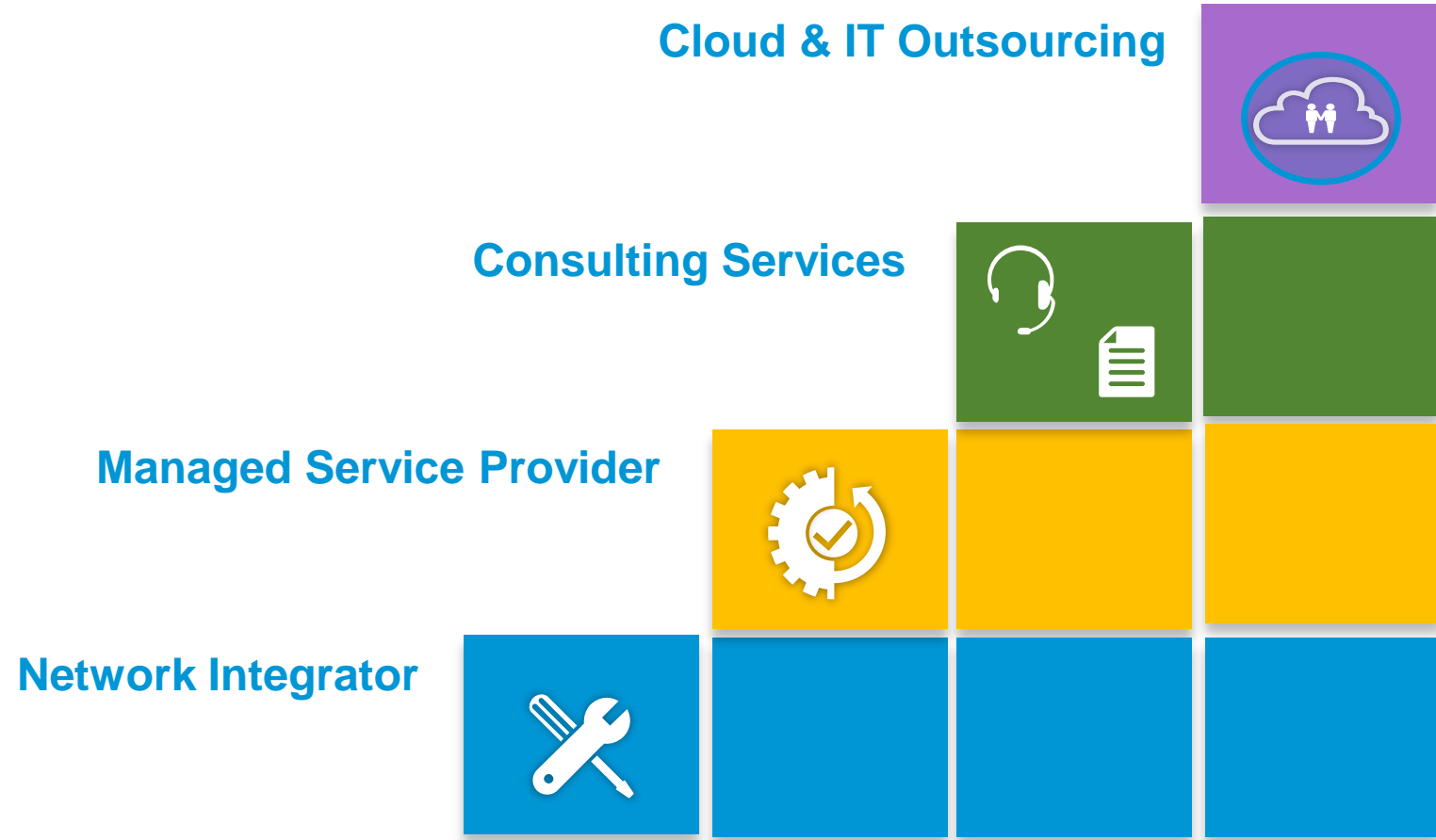
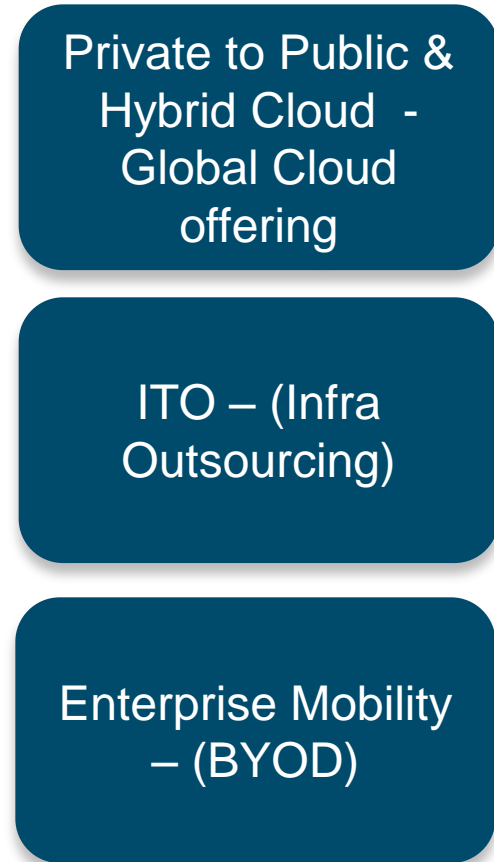


Workplace Transformation (BYOD)

Virtual Workspace Solution (VDI)

Big Data Analytics (SAP HANA)

Dimension Data - Creating Differentiated Offerings



Distribution Model Evolution...

Pick, pack and ship

- Product availability
- Demand management
- Logistics
- Indirect partner support



- Partner recruitment and enablement
- Distribution Accelerated Partners (DAP)
 - Fast Track
 - Partner Led

For
Small
Business



Advanced technical services

- UCS-B final configuration
- Cisco Partner Core Bridge Program



Demand Enablement

- TelePresence sales, Promotions



Value!

~1,500
new resellers in FY13



3,977
Active today

282 cities

Fulfilment!

Transform the Way We Partner, Go to Market & Sell



Transform
Existing Partners



Develop
New Ecosystem
Partnerships

Changing the Game with New Partnerships...

ISV Partners

- 
- Global
 - Local

Industrial Partners

- 
- Infrastructure Projects
 - Transport
 - PSS

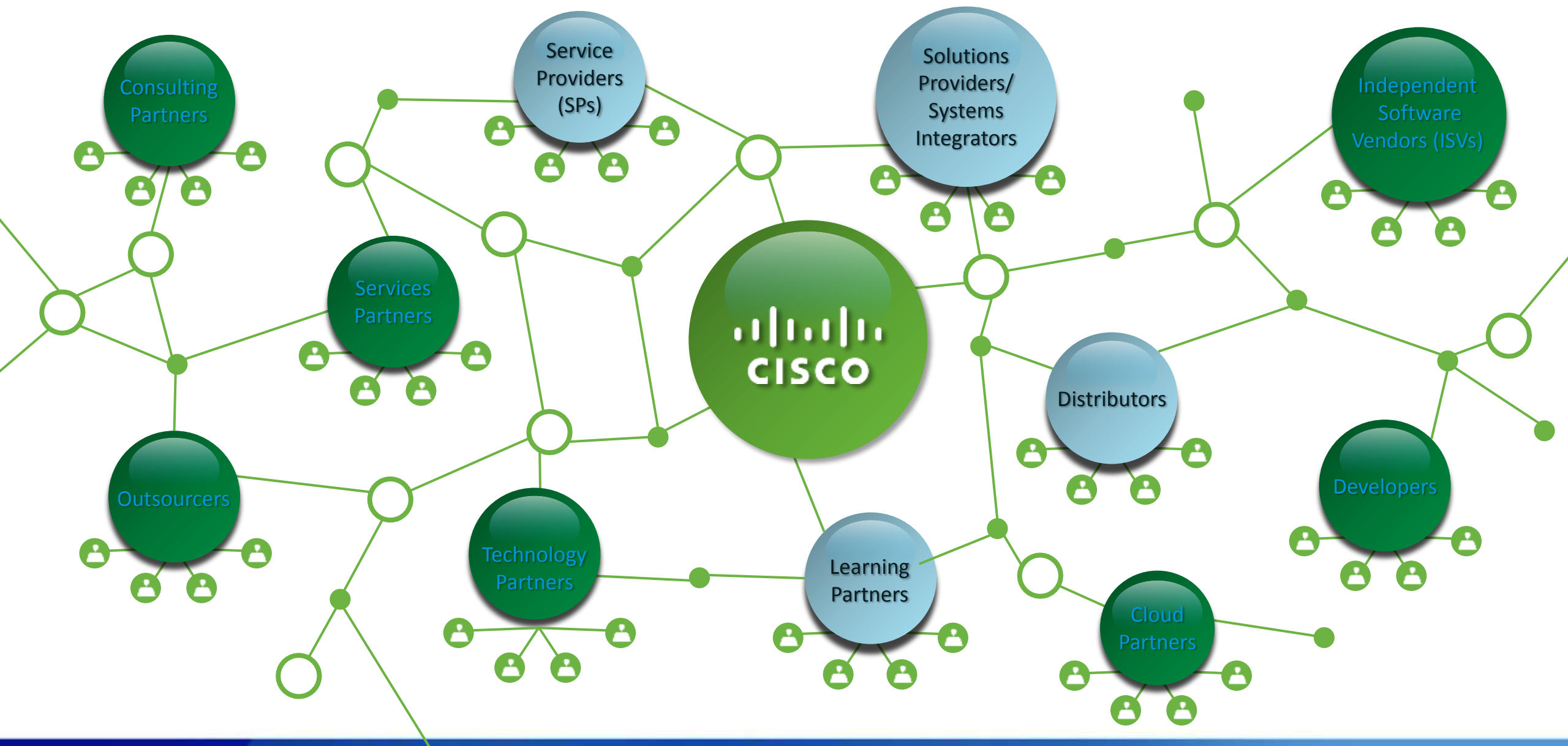
Tech Partners

- 
- EMC
 - VMware
 - Citrix
 - Intel
 - NetApp

Leverage CDN Program

Leverage Influencer Program

Cisco Connected Partner Ecosystem



Thank you.

