



Driving Commercial Growth



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Worldwide Partner Organization Strategic Pillars

INNOVATE

Innovate and invest in our industry leading channel model

BUILD

Build new global and transformational Partnerships

DRIVE

Drive Commercial (Mid-Market & Small) Sales with innovative Partner-driven models

Scale and Optimize Cisco's Partner Infrastructure

Cisco Invests in WW Commercial Sales

- New Commercial sales organization includes Mid Market and Small segments
- Unique customer and partner dynamics in mid market create enormous growth potential
- Innovation and early adoption happens in Commercial
- Create incremental growth through 5 Go to Market models



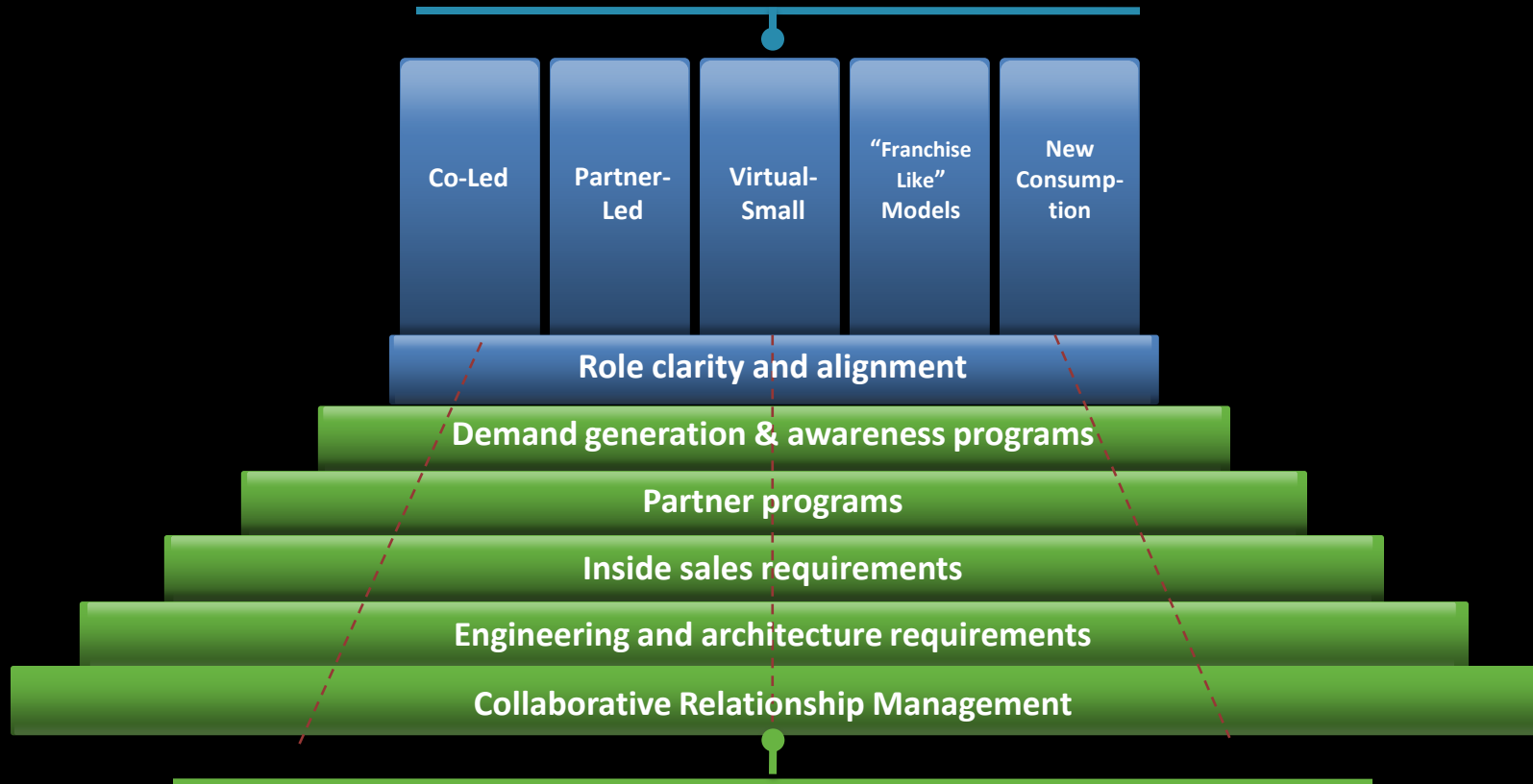
Cisco Worldwide Commercial Sales: Mid Market and Small Segments

- Part of WWPO organization
- Strategy is 100% Partner Driven
- Partner programs designed for Mid Market and Small Business
- Data driven sales methodology
- Fast Track 2 pilot to create speed and ease of doing business



Commercial Sales Organization

Aligning GTM Business Models and Investments



Data-driven CRM / PRM / DRM to provide accurate customer and partner intelligence for decisions on account coverage, partner strategy and account planning

Fast Track 2

**Vehicle to Simplify and Accelerate Sales
of High Volume Products for Mid-Market
and Small Business Customers**



Fast Track 2 for Partners

- Provide the right price upfront
- Simplify the promotions & incentives



- Provide tools to give quotes and close deals quickly
- Visibility into product availability

Make it Easier to Close Deals & Drive Revenue

Fast Track 2 for Partners

Features

- Simplified, dynamic pricing on key product families
- Reseller and end user offers
- Partner rewards and incentives
- Products built for mid market and small
- Published suggested reseller pricing and availability by country

Benefits

- Faster time to sell and quote
- Compelling customer “reasons to buy”
- Increased customer demand



Summary

- Mid Market and Small segments are exciting to be in
- Significant growth for Cisco and our partners in Mid Market and Small segments
- Align to 5 Go to Market Models
- Align all headquarters functions to support Go to Market Models
- Launched 1st initiative on November 15 – Velocity / Fast Track 2

