



C-Scape
14-15 January 2014 | Bedford Lakes, UK

Partner and Services Go-To-Market Strategy

Paula Dowdy, Senior Vice President, Cisco Services EMEAR
Milo Schacher, Vice President, Cisco EMEAR Partner Organization

14 January 2014

Agenda

Market Evolution

Software
Enabled Services

The Cloud
Opportunity

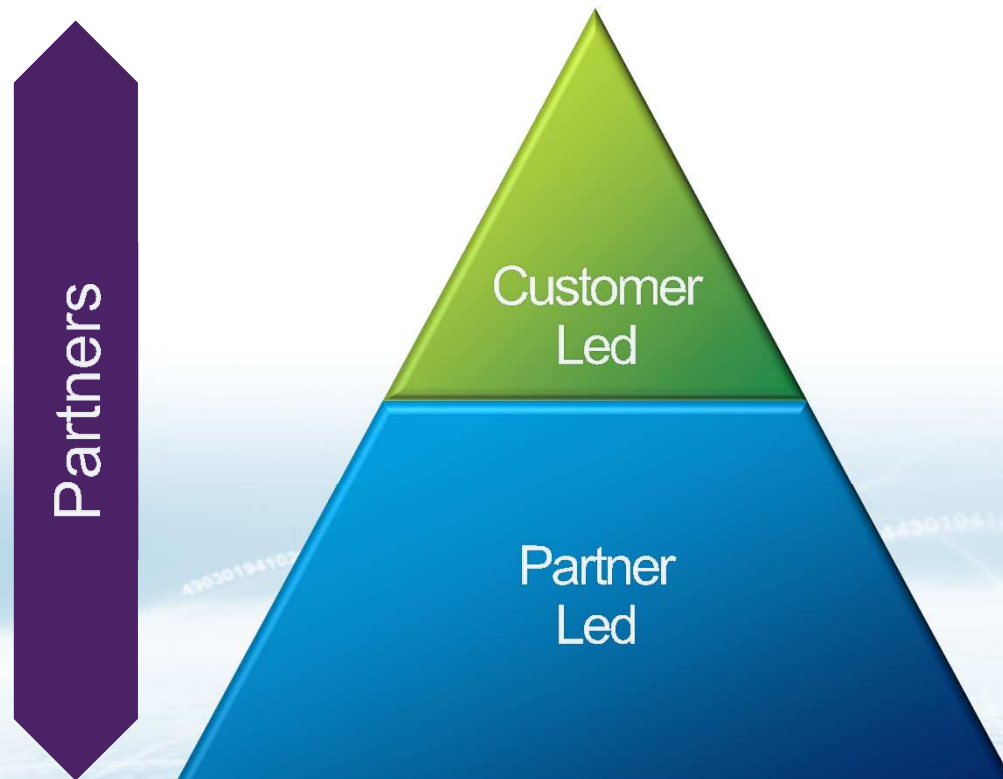


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Market Evolution

Milo Schacher
Vice President, Cisco EMEAR Partner Organization

Cisco's Unique Go to Market Approach



Customer Led Accounts

Our Objective

Help customers transform their business, IT or operations, working with Partners, and leveraging Cisco Services.

Partner Led Accounts

Our Objective

Enable our partners to best serve their customers in how they implement, manage and operate their network-based IT infrastructures, delivering business impact and ROI and a long-term partnership with Cisco

Change



Impact



Make Hybrid IT a foundation of the value proposition

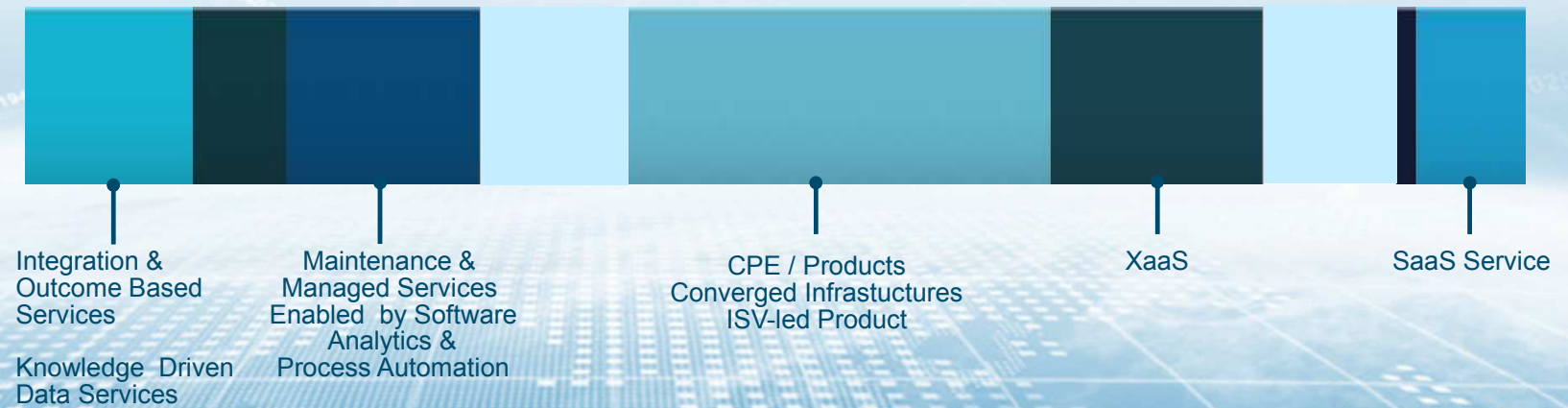


Partner Revenue

today



tomorrow





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Software Enabled Services

Paula Dowdy
Senior Vice President, Cisco Services EMEAR

Partner Revenue

today



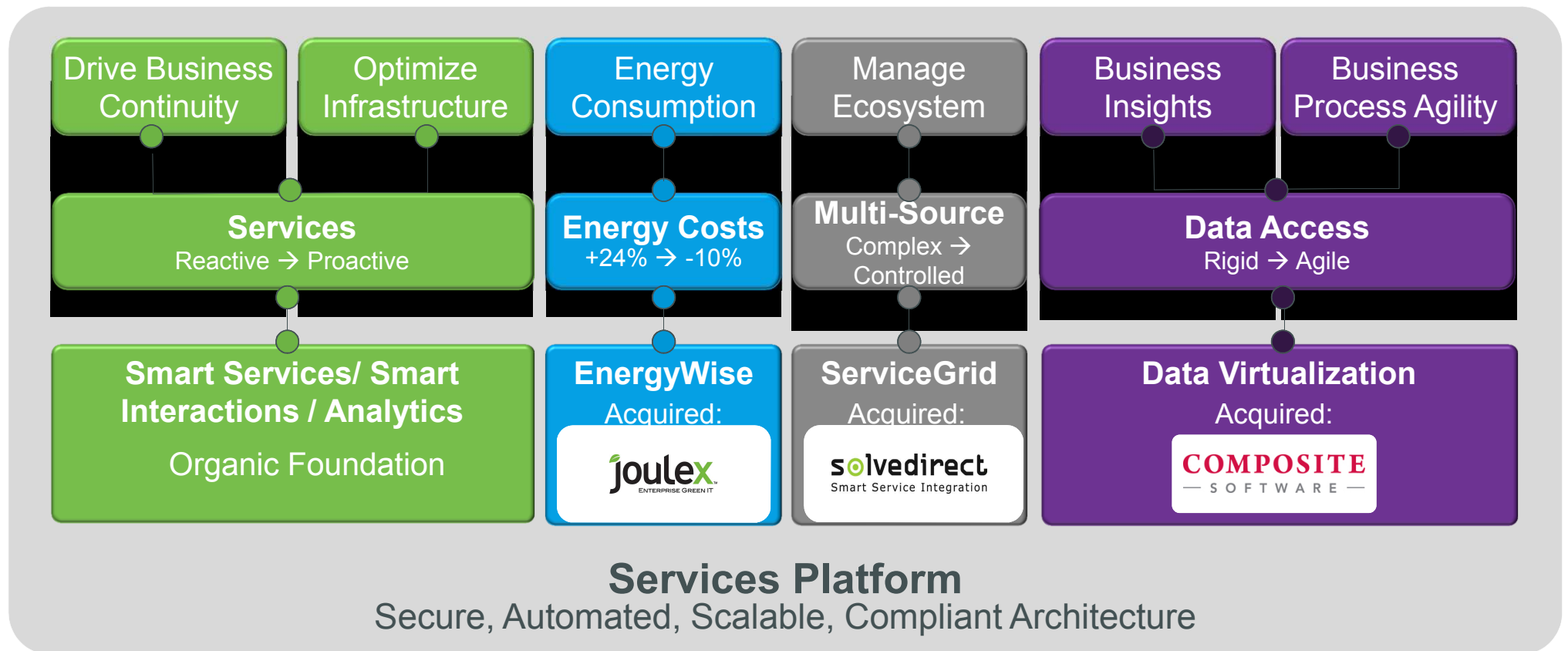
tomorrow



Cisco's Services Journey in EMEAR



Cisco Services Enables Strategic Priorities



Guest Speaker

Mark A Holmes
EU Business Development
Manager

**dimension
data**



The architectural journey - transform your business

The architectural journey - transform your business



dimension
data 

client value

market
differentiation

operational
efficiency

reduced time
to market

better networks

energy assessment

Examples:

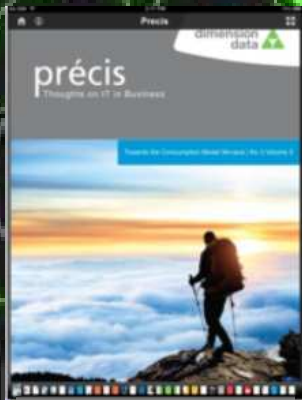
WWK
Lebensversicherung
- *Germany*

WWF
- *UK*





Apple Store



Apple Store

1800



Technology Lifecycle Management Assessments

Remove the **costs and uncertainty** of not knowing what's on your network and whether it will **support your business** by running a simple, effective **three stage assessment** – we can help.

better networks



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