



Cisco Powered Cloud Services

Scot Gardner, Vice-President, Cisco Service Provider EMEAR, Cisco

Ian Redfern, Director, Cisco Powered Cloud and Managed Services EMEAR, Cisco

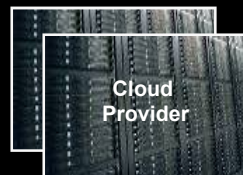
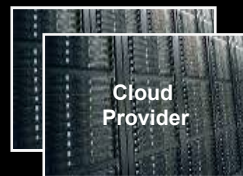
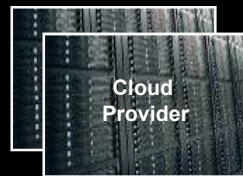
Eric Vedel, Cisco Powered CTO, EMEAR, Cisco

Frans Molenaars, Cisco Alliance Director, KPN

Cisco's Cloud Vision

Business Agility through a World of Many Clouds

Enabling the Cloud Supply-Demand Ecosystem



New Revenue
Streams



Accelerated
Deployment



Dynamic,
Efficient Agility



Security



Assured
Experience

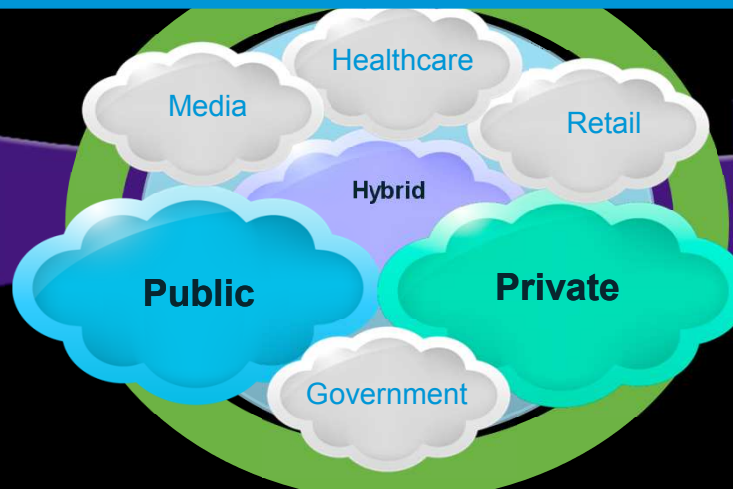
People



Business



Government



Cloud Services
Supply

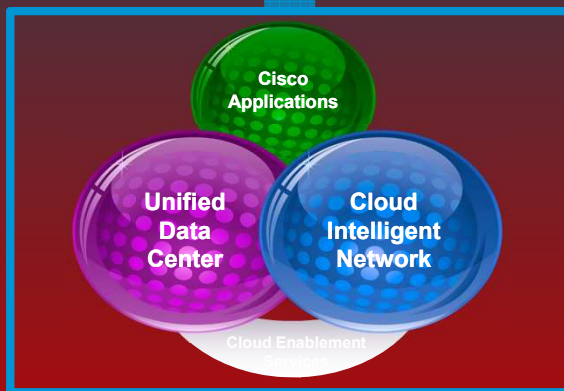
Cloud Services
Demand

Cisco's Cloud Strategy:

Options & Choices Drive Specific, Contextual Outcomes

Enable 1) Enterprises
and 2) Cloud Providers to Create
Differentiated Cloud Services

Smart Solutions



Cisco Cloud Portfolio

3) Provide **Cloud Services** in
Selected Categories, Where Cisco
Has Differentiated **Application IP**



Collaboration



Security



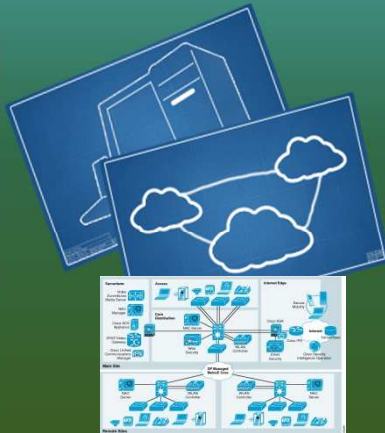
Network Management

Powering Cloud Services by Combining the Cisco
Cloud Portfolio and the depth of our **Partner** Ecosystem

Cisco Cloud Partner Strategy

Enable our Partners to Build, Provide, White-label & Resell Cisco Cloud Services of all kinds

Solutions for Building & Providing Clouds



Develop Awareness, Preference & Demand for Cisco Powered Solutions



Faster Time to Value

- Cisco validated solutions
- GTM via CMSP
- Service and Operations

Assured Performance

- Secure, reliable, open
- 3rd party audited

Continuous Innovation

- Expanding catalogue

Rich Ecosystem of Solutions, Partnerships



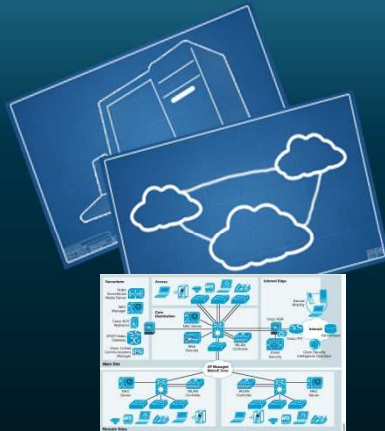
Leverage Assets to Drive Partner Loyalty/Customer Traction



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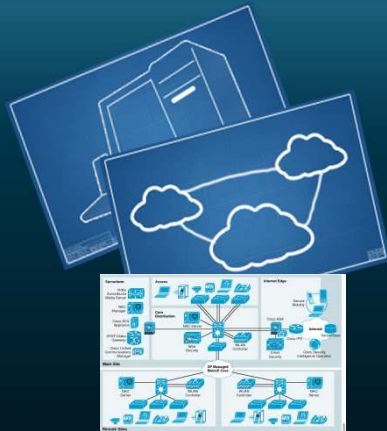
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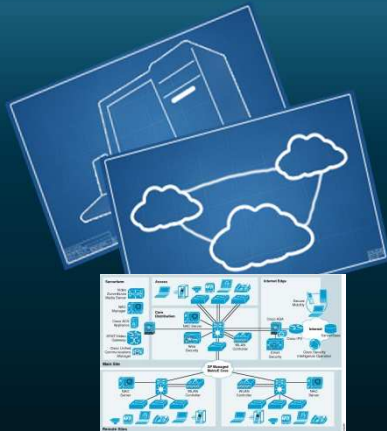
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Cloud GTM Acceleration

Time to Market &
Market Awareness

Sales Team Enablement

Driving Demand & Realized
ROI



Cloud GTM
Toolkit

**Go to Market Resource Center**

Dashboard | Resource Library | Project Center | Help

Resource Library

Search...

Search by Topic

GTM Summit Preparation

Onboarding

Wholesale Onboarding

Wholesale Operations

Business Transformation

Governance

Value Prop

Tools and Resources

Training

Activate

Buid Plan

Launch

Awareness

Demand Generation

Accelerate

Measure

Most Accessed Resources



Project Center

My Projects [\[view all 1 \]](#) [\[start new \]](#)

KPN [test](#) [Resume Setup](#)

My Notifications [\[view all - none new \]](#)

What's New



BUSINESS CASE FOR CLOUD COLLABORATION

Watch



[Why Go To Market 3:17](#)

Latest News

Cloud & Managed Services Locator

Attention Cisco Users: The latest release of the Cloud & Managed Services Locator is now available. Ensure your partner's offers are accurate and up to date!

[learn more](#)



Cloud
Compensation



Cloud Comp
Calculator

Cloud Sales
Management &
Plan

Business
Transformation
Playbook

Cloud
Services
Reseller

Cloud Services
Reseller
Program

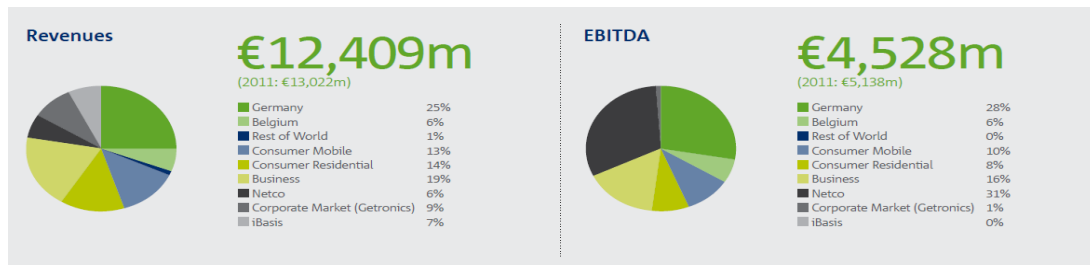
KPN Business Market

Enabling the Connected Business

January 2014

KPN Group: Market leader in the Netherlands

'Challenger' in Europe

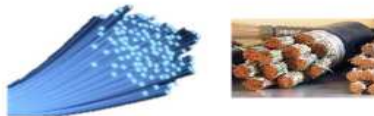


Source: KPN Annual report 2012

The Netherlands

Focus on creating loyal customers by high quality services

Best-in-class networks



Bundled services



Simplification to support profitability

Simplified products

Simplified client processes

Simplified network & IT



KPN Vision: Enabling the Connected Business

Organisations are connecting....

... to empower consumers, customers, partners, citizen, companies, and many other stakeholders

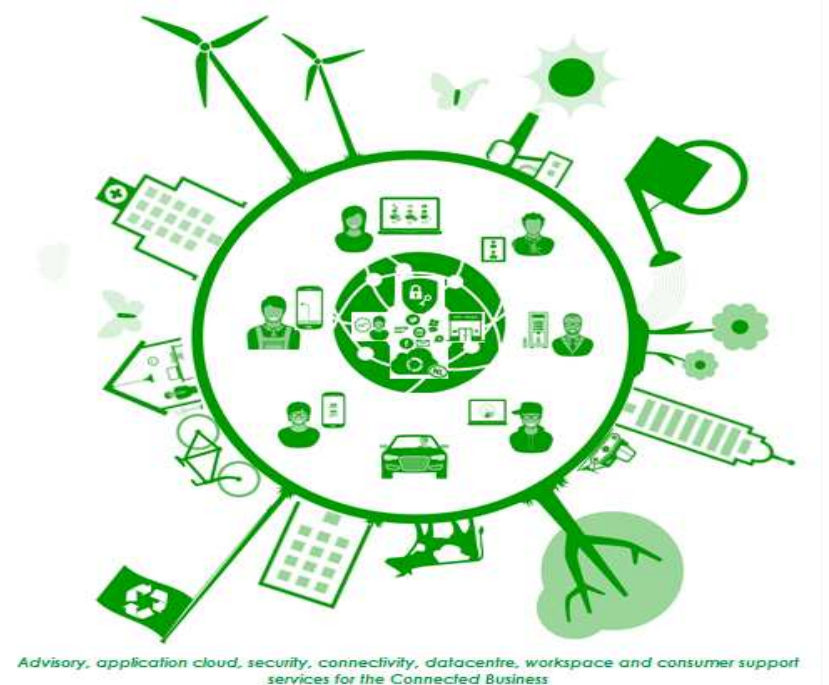
... to support the entire value chain and delivering highly secure and aggregated end-to-end services

- ...with ICT that is built for optimised customer experience; functional and simple

- ... to achieve competitive advantage through innovation: mobility, social, apps, big data etc.

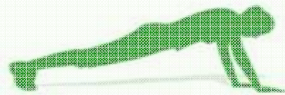
... to provide seamless and device independent access to applications, data and services

KPN helps you compete by providing ICT services that enable the Connected Business



KPN strategic directions

Strengthen



- ✓ Enabling Connected Business
- ✓ Services Aggregation
- ✓ Customer Empowerment

Simplify



- ✓ Simplified organisation
- ✓ End-to-end integrated solutions
- ✓ Bundled 'All in 1' for the customer

Grow

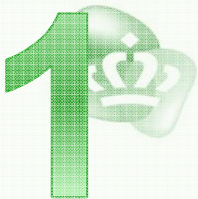


- ✓ Customer driven innovation
- ✓ Vertical approach
- ✓ ICT packaged solutions for SMB



ÉÉN: integrated solutions for Telecom and IT

1 single point of contact, 1 contract, 1 helpdesk, 1 invoice, 1 portal



ÉÉN KPN

- ✓ Single Point of Contact Customer
- ✓ Business relevance
- ✓ Teamwork



KPN EENvoud

- ✓ Simplified solutions
- ✓ Simplified customer processes
- ✓ Simplified organisation



KPN ÉÉN

- ✓ Taking care
- ✓ Applications from the cloud
- ✓ Security & Support inside



Cisco Relationship Highlights

Starting points & focus

Starting points

- * KPN has invested in HCS and IaaS, based on the Flexpod-platform
- * KPN is certified as Resale Gold Partner and CMSP Master with 2 Cisco Powered designations for HCS and IaaS
- * Cisco views KPN as The Cloud Provider for selling cloud services next to on-premise collaboration & networking solutions

Focus

- * Focus on KPN BM with growth in HCS (as module or part of KPN ÉÉN) and UH2
- * Strengthen the cloud based services practice
- * LANaaS-offering
- * Continue to Improve sales & marketing alignment & execution

Cisco G2M Program Characteristics

Workstream	Description
Partner GTM Strategy	KPN's GTM strategy to include partner value proposition (market facing and cisco facing), target markets (geos, segments, verticals, etc.), offer description, objectives, etc.
Cisco/Partner Support Model	Create a mapping of how Cisco will support the partner including in region resources (management team, PAMs, BDMs, PSSs, Marketing Managers, etc.) as well as partner programs and credentials to support the offer in market.
Governance Model/Cadence	Create the joint governance model based on Cisco best practices template. Create the cadence for post Summit alignment and execution including alignment calls, pipeline management reviews, monthly and quarterly management and executive readouts, etc.
Business Metrics	Create the partner and joint metrics that will measure the success of the GTM engagement. Include financial and sales objectives, operational goals, and any relevant relationship metrics.
Sales Enablement - Training	Create a training and messaging plan for the partner sales and Cisco sales teams (includes overlays and direct teams as applicable). Determine who gets trained, how it will be done, who leads, content requirements, etc.
Sales Enablement - Tools & Resources	Define tools and Resources needed to support joint selling efforts. Can include ROI tools, sales simulators, pricing tools, BDM/TDM presentations, value prop decks, collateral, VoDs, sales guides and playbooks, etc.
Sales Enablement - Incentives	Define any incentives that need to be created to help jumpstart the selling efforts.
Field Alignment	Define the field sales alignment process - how do we engage the sales teams for partner initiated deals and Cisco initiated deals. Define the process for managing the joint pipeline, mapping and qualifying accounts for joint alignment, and building joint funnel.
Joint Marketing	Define the joint marketing plan including demand generation, awareness, and communications tactics.

Benefits of KPN Cisco Joint G2M


Hard Benefits

- * Executive support from both sides
- * Simplified access to best practices
- * All disciplines involved; the complete value chain is on-boarded
- * Very strong focus on execution from both sides
- * Improved Time To Market

Soft Benefits

- * Working together closely creates winners mentality
- * No excuses allowed, everyone accountable
- * Maximized attention





KPN believes customers benefit today
when given access to tomorrow's
solutions



Cisco Powered Cloud Services