

IoE Partner Playbook

Worldwide Partner Organization



Capture Your Share of a Multi-Billion Dollar Market



Overview

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The Internet of Everything (IoE) is a new market opportunity happening right here, right now. Smart products are connecting our world faster than ever before. It is projected that more than 50 billion objects will be connected by 2020.

This offers our partners the opportunity to capture their share of the IoE market. By understanding how to position and sell IoE products and related solutions from Cisco, you can begin reaping the benefits of the Internet's next big development.

This playbook provides you the tools to familiarize you with the benefits of IoE, so you can start selling and tap into your share of this multi-billion-dollar opportunity.



Networked Connection of People, Process, Data, and **Things**

People

Connecting People in More Relevant, Valuable Ways



Process

Delivering the Right Information to the Right Person (or Machine) at the Right Time



Data

Leveraging Data into More Useful Information for Decision Making



Things

Physical Devices and Objects Connected to the Internet and to Each Other for Intelligent Decision Making



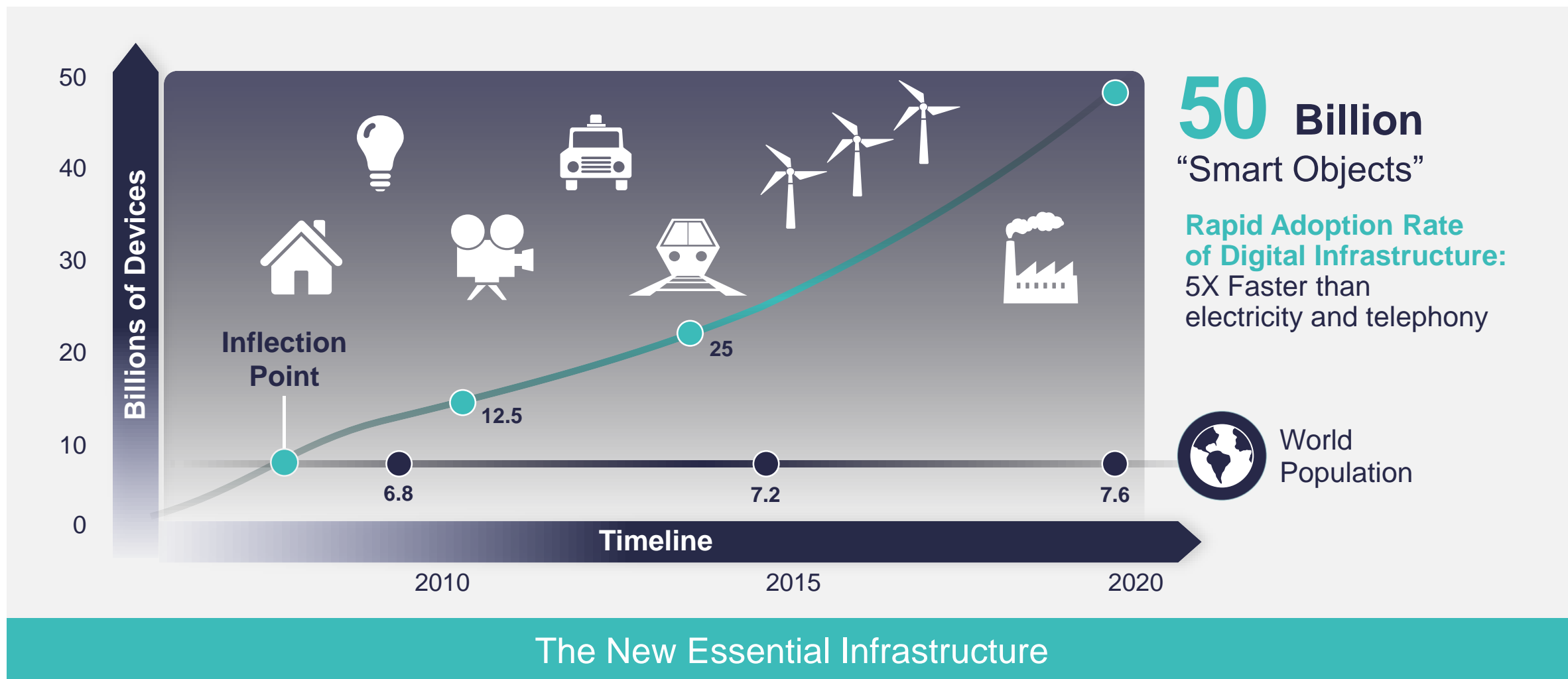
Why Should You Focus on IoE?

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- New buying centers with large budgets outside of IT
- The OT side of business is going through a major market transition



IoT Is Here Now – and Growing!

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IoE Decision-makers and Influencers Shift from IT



Overview

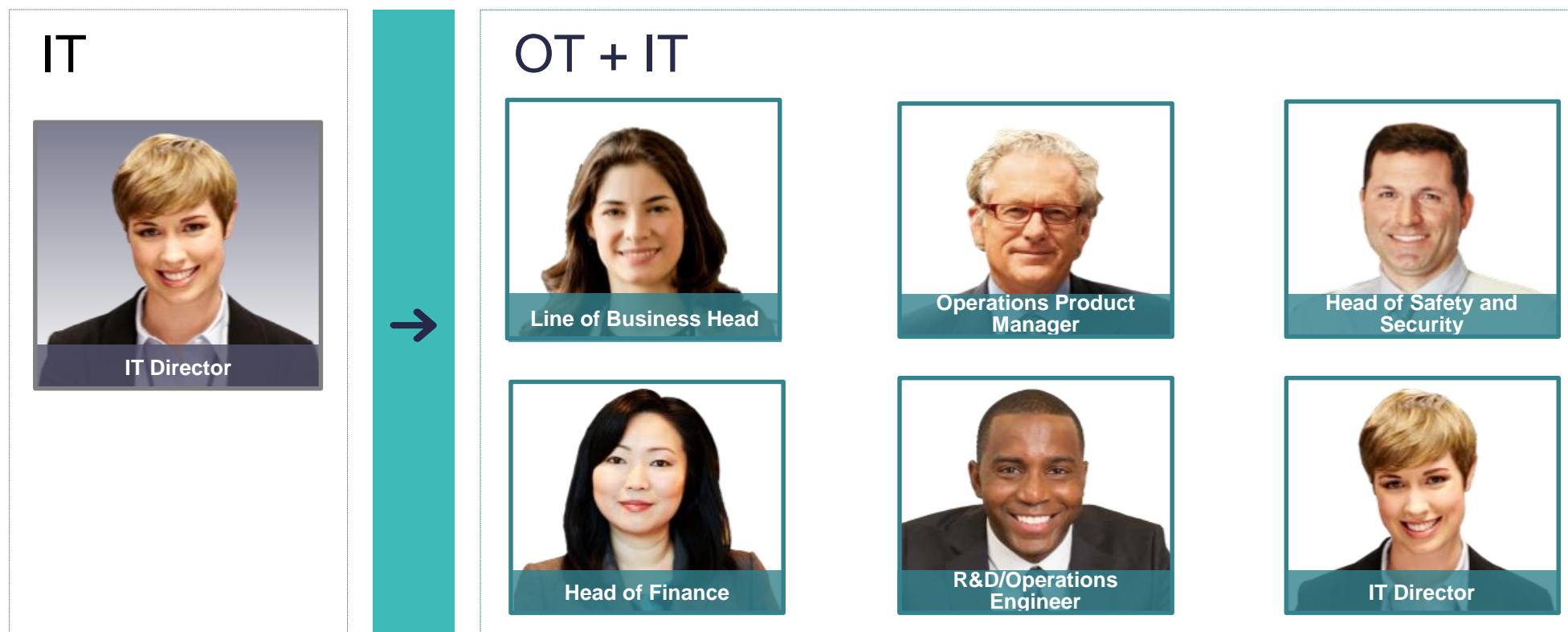
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To learn more, review IoT sales fundamentals module

http://tools.cisco.com/pecx/login?URL=searchCourse%3Fkeyword=Sales_Fundamentals

Internet of Things: New Places In the Network



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Information Technology (IT) Operational Technology (OT)

Data Center



Campus



Branch



Plant

Field

- Ruggedized
- Extremely High Scale
- Bandwidth Constraints
- Cyber Security
- Determinism/Reliability
- Standards Convergence

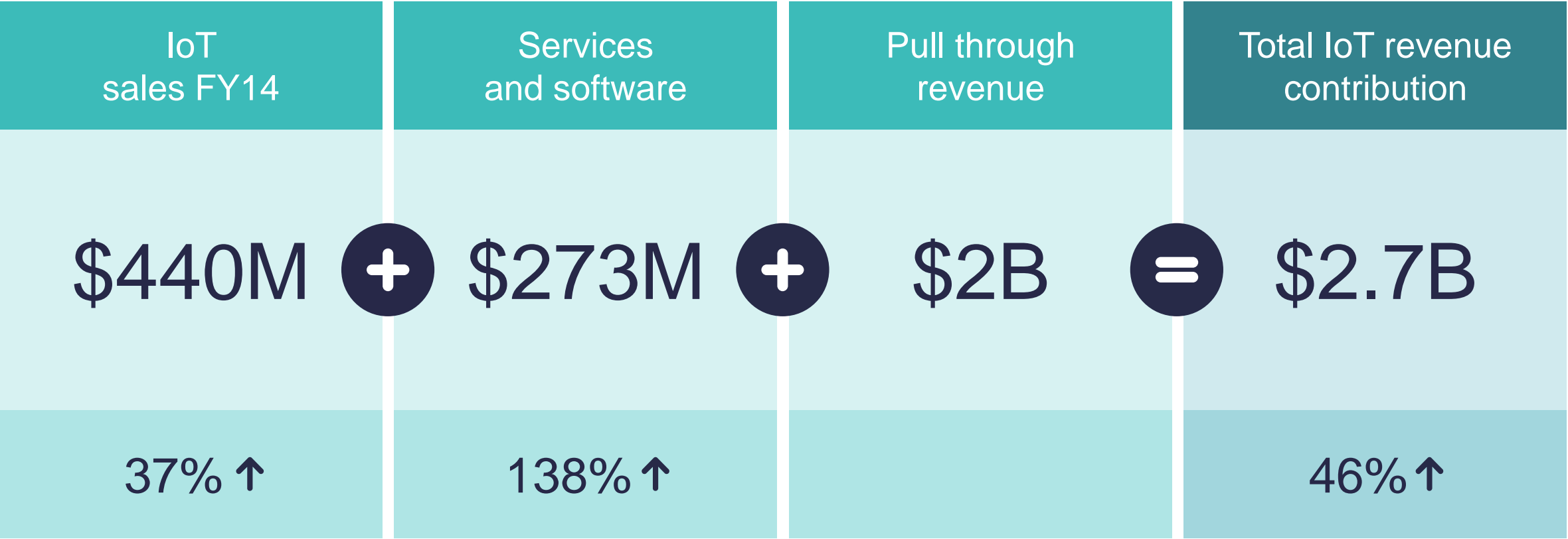
IoT



The ideal IoE target organization has the following attributes

- Focuses on automating processes, securing premises, and using customer information more effectively and efficiently
- Wants to remove silos by providing tighter integration across the business
- Wants to converge OT and IT systems to enhance communications and make business intelligence more actionable, in an effort to shorten time to market

Cisco is Anticipating Significant IoT Revenue



* FY'14 Forecast and YoY growth

With 3X Partner Revenue



* FY'14 Forecast and YoY growth

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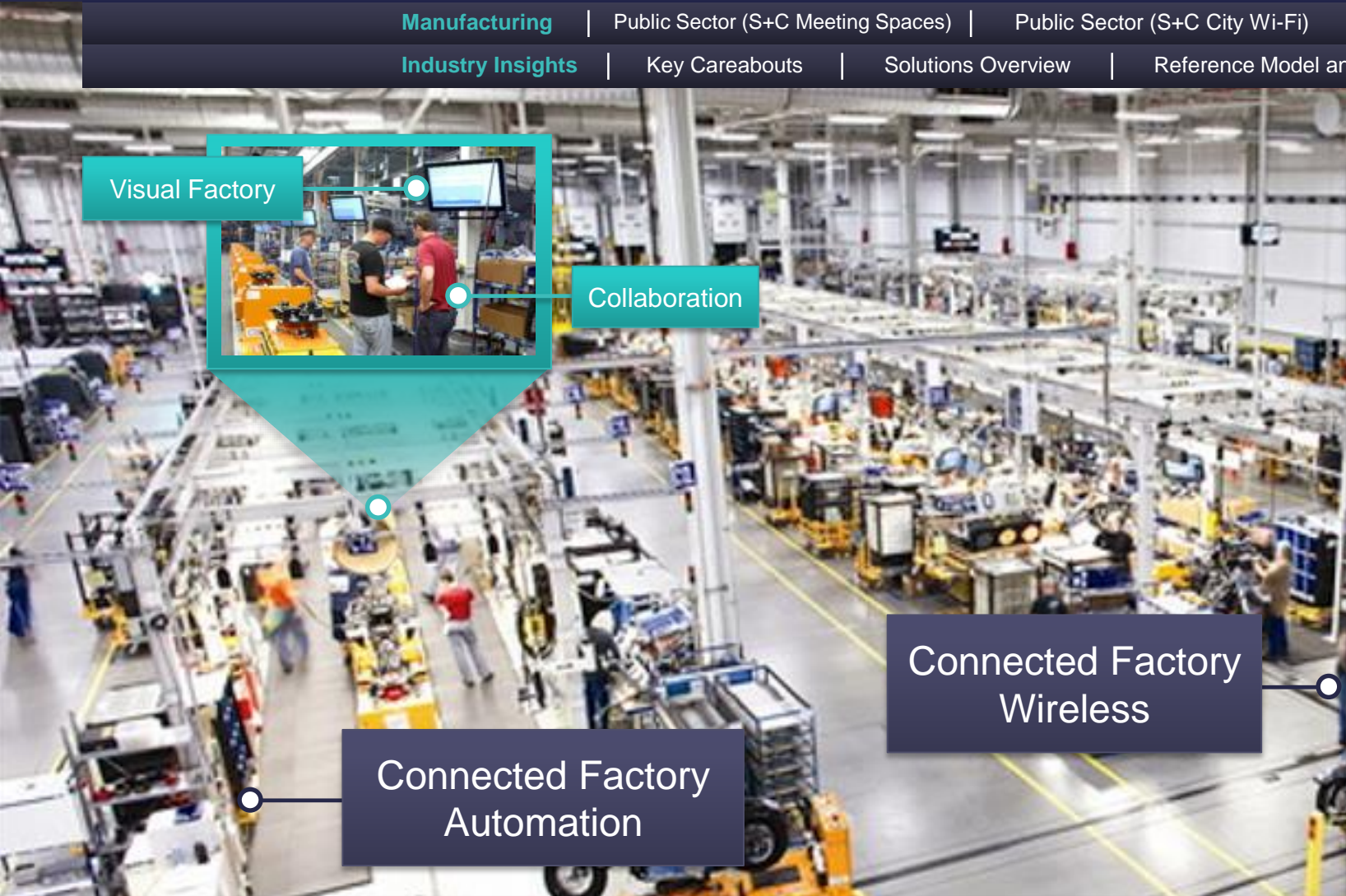
Manufacturing



Manufacturing Solutions Infographic



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Connected Factory vs. CPwE

Cisco Connected Factory is the Cisco branded solution while Converged Plantwide Ethernet (CPwE) is the jointly branded and developed Cisco/Rockwell Automation solution (and design guide).

Cisco Connected Factory builds on the many years of joint innovative experience and expertise from two market leaders—Cisco and Rockwell Automation.

Please lead with the CPwE name when dealing with a Rockwell Automation shop, i.e. customer with RA products. Use Cisco Connected Factory otherwise.

Typical Manufacturing



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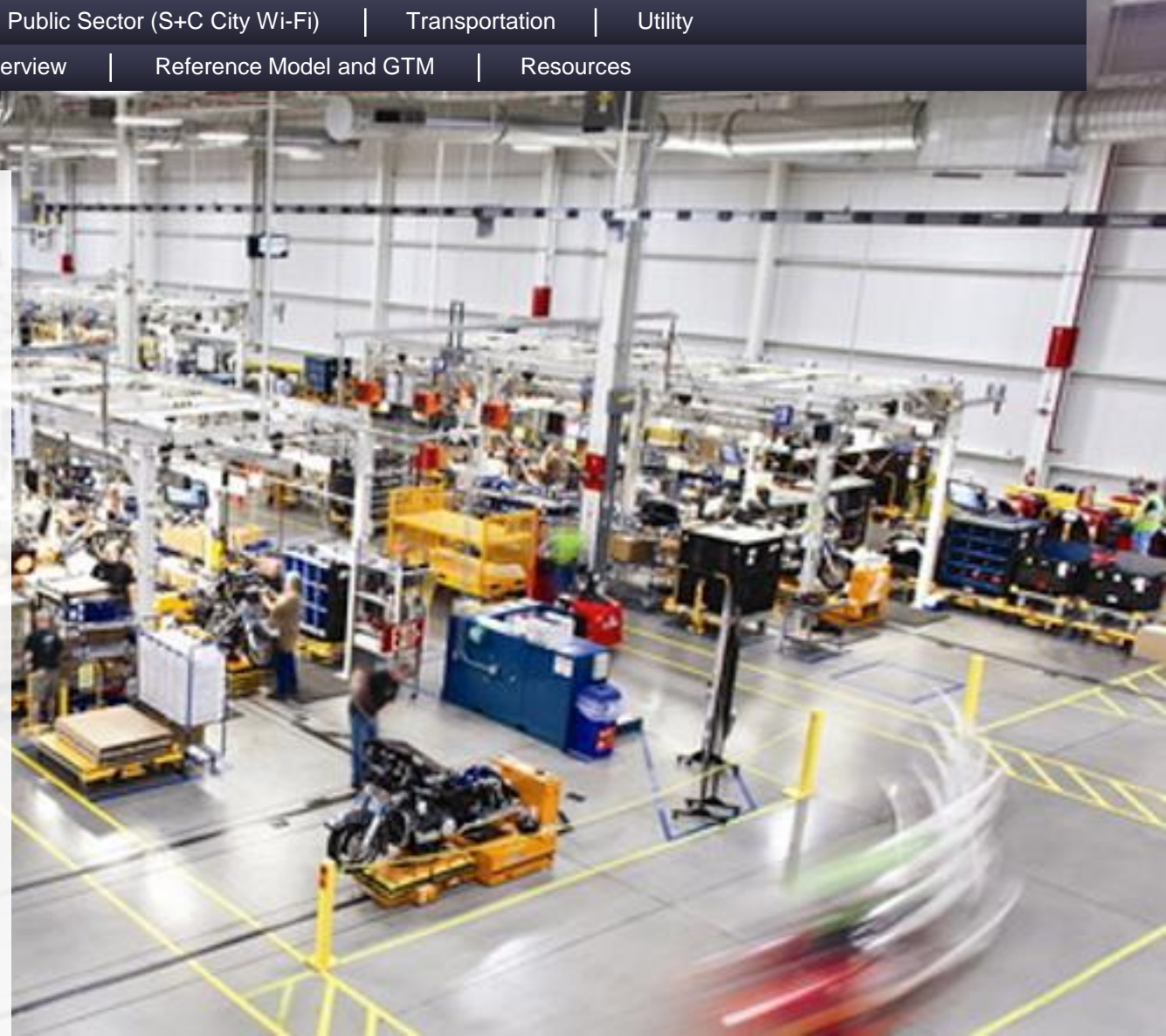
Resources

Harley York Plant Example

- 400 motorcycles built each shift (1 every 80 seconds)
- 2 shifts a day, organized in teams of 6
- 120 different configurations

Key Business Challenges

- Unpredictable downtime
- Inflexible manufacturing – weeks to reconfigure production line
- Cost pressures
- Energy costs, especially peak loads

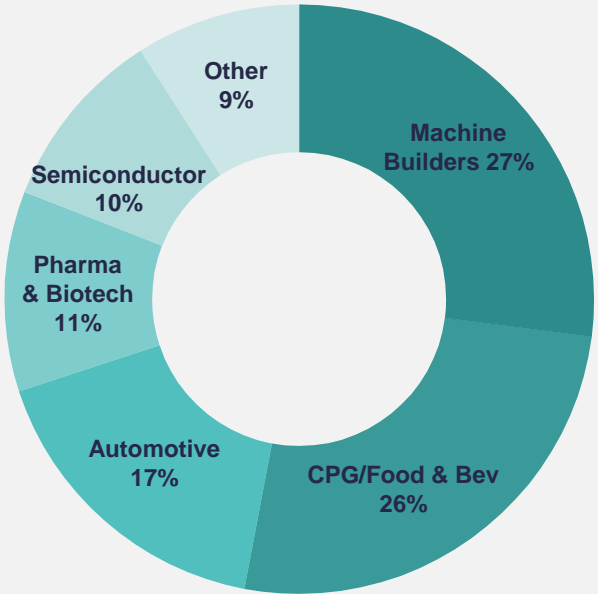


Manufacturing Sales Potential



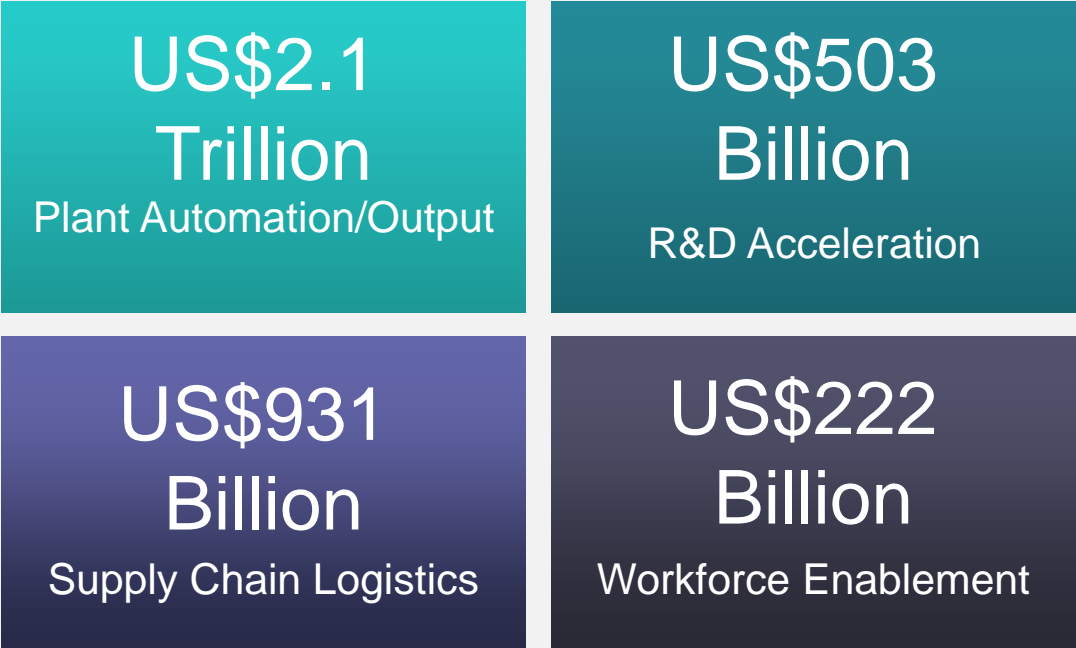
Connected Factories

Connected Enterprises



27% Manufacturers potential claim of the IoE enterprise value by implementing killer apps
Source: Percent of total Industrial Ethernet device shipments (ARC)

Connected Factory Key Benefit Drivers



Key Careabouts and Buyers



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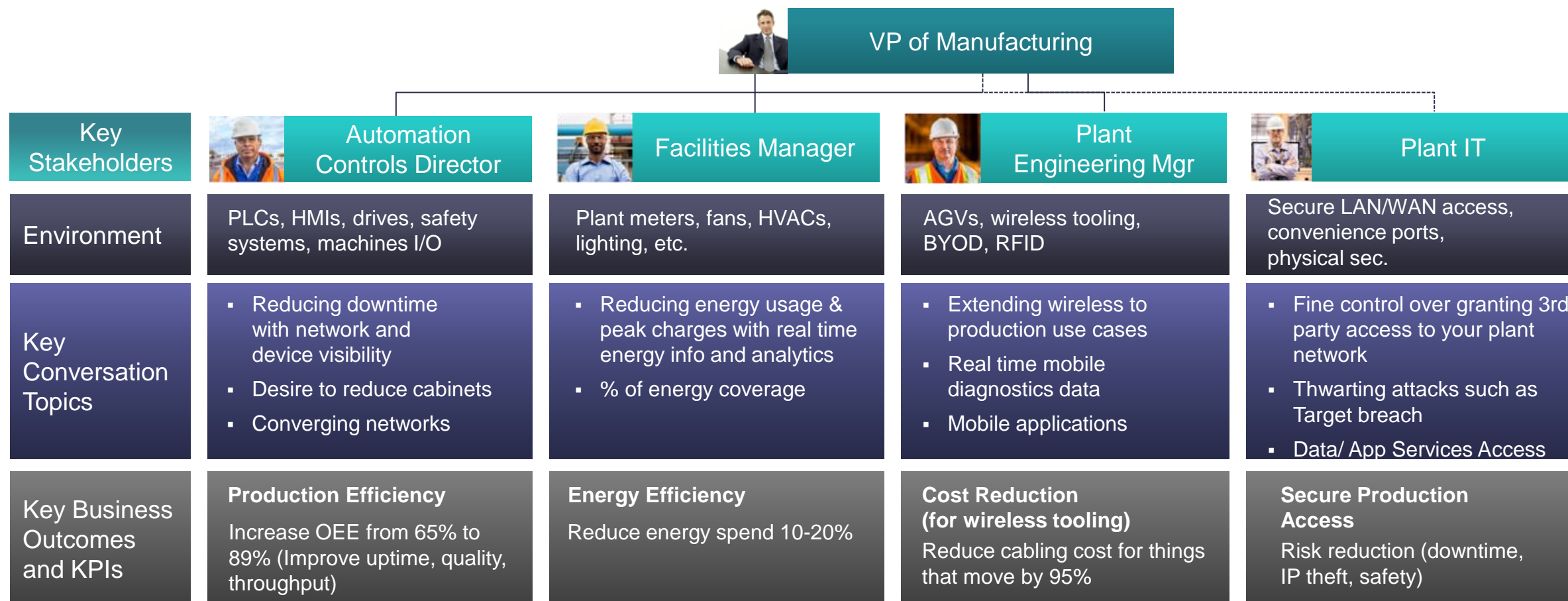
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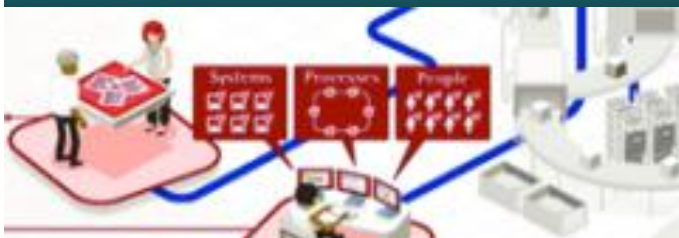
Resources



Solutions and Use Cases

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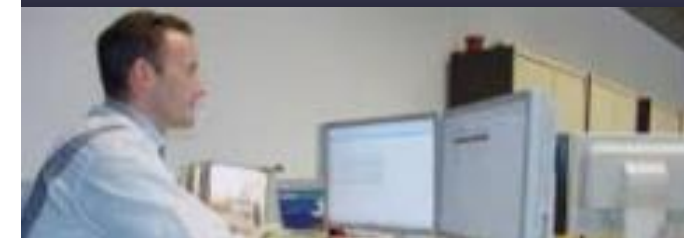
Connected Factory Automation



Connected Factory Wireless



Connected Factory Security



Business Outcome

Production Efficiency

Key Capabilities

Factory Automation

- REP (resiliency)
- Zero touch deploy
- Converged NWs (cost)
- Rapid fault isolation
- Flexible manufacturing
- App and data integration

Solution Video



Cost Reduction

Factory Mobility

- Mobile controls visibility
- Wireless tooling
- Wireless I/O
- Asset management
- Mobile video
- Mobile applications



Secure Production Access

Factory Security

- Identity services
- Physical security
- In-line machine and controls security
- Secure remote access
- Data/ App service access



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Architecture Overviews

- [Factory Automation](#)
- [At-A-Glance](#)

White Paper

- [Powering a Renaissance in Manufacturing](#)

Case Studies

- [Stanley Black & Decker Video](#)
- [General Motors Improves ROI](#)
- [Aluminum Smelter Benefit from New Approach to Networking](#)

CVDs

- [Factory Automation](#)
- [Factory Automation \(REP\)](#)

Factory Automation

Enterprise Network

Levels 4–5

Industrialized Demilitarized

Zone (DMZ) Firewalls

Manufacturing Zone

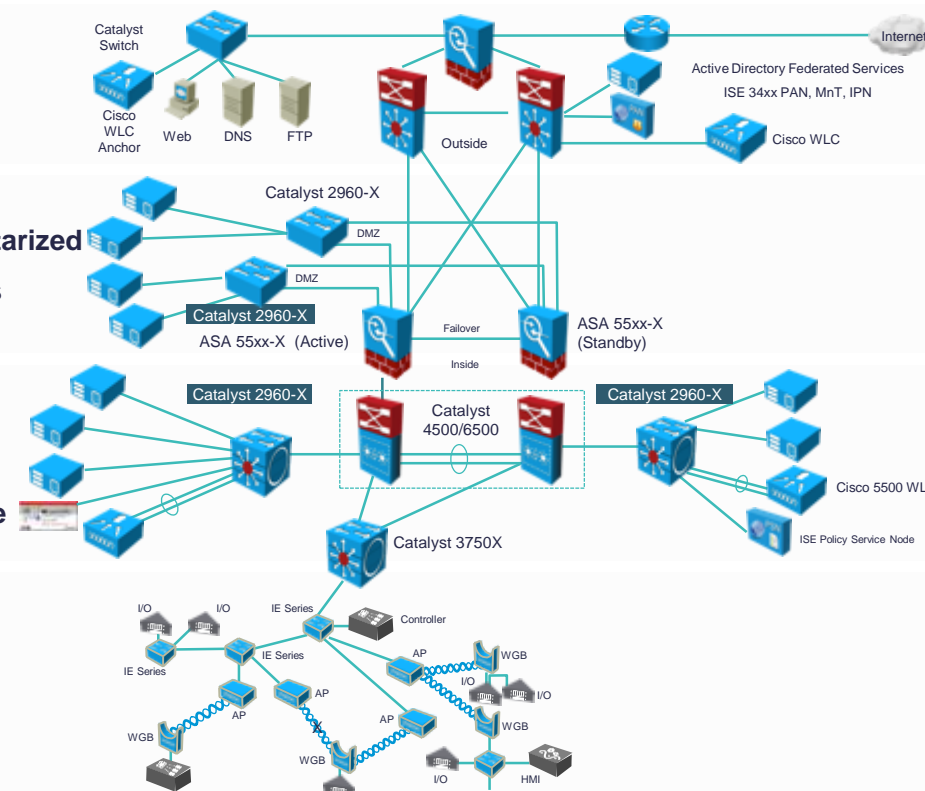
Level 3

Distribution and Core

Cell/Area Zone

Levels 0–2

Layer 2 Access



Reference Model and GTM

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Architecture Overviews

- [Factory Wireless](#)
- [At-A-Glance](#)
- [Cisco Service AAG \(Starter Kit\)](#)
- [FAQ](#)

White Paper

- [Powering a Renaissance in Manufacturing](#)

CVDs

- [Factory Wireless](#)

Factory Wireless

Enterprise Network

Levels 4–5

Industrialized Demilitarized Zone (DMZ) Firewalls

Manufacturing Zone

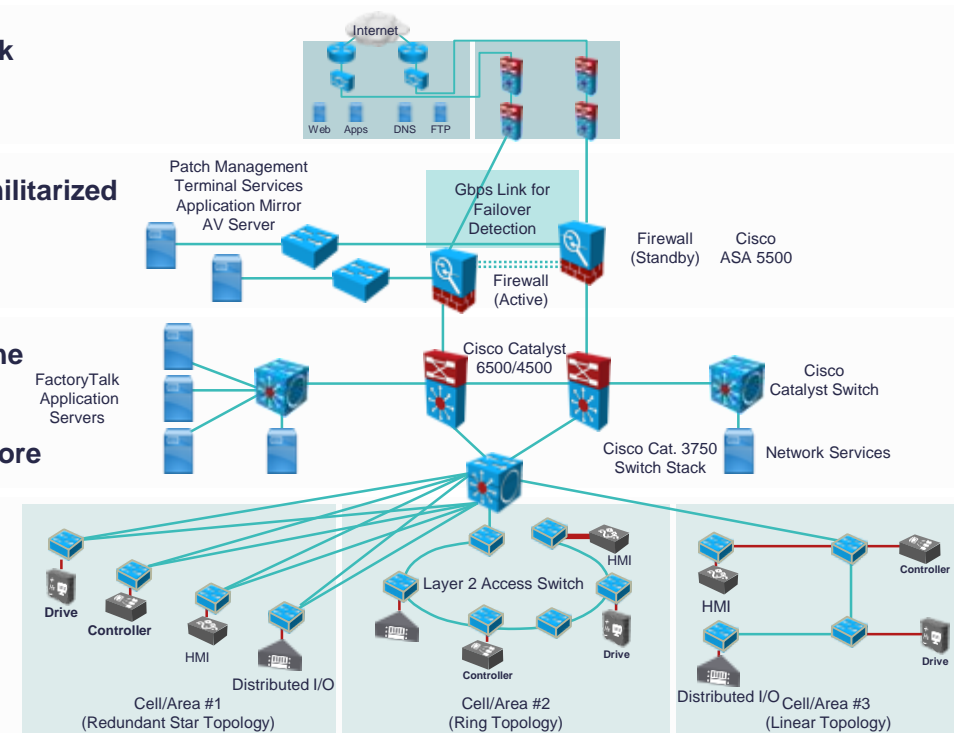
Level 3

Distribution and Core

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Levels 0–2

Layer 2 Access



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Training

Sales

- IoT Sales Fundamentals: [E-learning](#)
- Cisco IoT Manufacturing Sales: [E-learning](#)

Engineering

- IoT Manufacturing Systems Engineer Representative: [E-learning](#)
- Managing Industrial Networks with Cisco Networking Technologies (IMINS): [Instructor-led](#)
- IoT Manufacturing for Systems Engineers: Available Q4

Resources

Websites

- [Advanced Internet of Things Specialization – Manufacturing](#)
- [Advanced Internet of Things Specialization - Industry Expert](#)
- [Advanced IoT Specialization – Connected Safety and Security](#)
- [Authorized Technology Provider – IP Interoperability and Collaboration System](#)

Promotions and Incentives

- [Value Incentive Program \(VIP\)](#)
- Cisco GROW IoT (check with your distributor)
<https://www.ciscodistributioncentral.com/programs-and-promotions/promotion/grow-iot>



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Public Sector (Smart+Connected Meeting Spaces)



Smart+Connected Meeting Spaces Infographic

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Collaborative

Social

Focused



Bridging the gap between physical and digital Spaces:

- Find a colleague
- Find a workstation
- Auto extension mobility
- Review some reports
- Quick video call
- Schedule a WebEx
- Find a meeting room
- Room wakes up
- Release room
- Room goes to sleep

Typical Smart Spaces Environment

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EMC2: Looking to consolidate offices into one centralized, environmentally sustainable and energy efficient facility providing a productive work environment for employees

Key Business Challenges

- Growing employee headcount
- Need to consolidate and centralize offices
- Looking for new site to provide best-in-class workplace services
- Special focus on making it easier for people to collaborate and manage guests

Solution

- Cisco Smart+Connected Personalized Spaces (SCPS),
- Cisco Smart+Connected Meeting Spaces (SCMS),
- Cisco Digital Media Players (DMPs) and Cisco IP phones

Benefits

- Enhanced employee experience by making it easy to find, reserve and use meeting rooms
- Helps save employee time and enhancing productivity.
- Personalized workplace environments for guests
- Improved visibility and insight into how the facility resources are being utilized, reducing energy consumption in conference rooms.

“We needed an expert partner – someone who had taken this journey themselves – someone who understood the idea of employee centric workplace at ground level.”

Murali Nair, Head Infrastructure Projects, EMC2 Corporation

Smart+Connected Meeting Spaces Overview

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Improve Office Space efficiency and enabling future workplace experience

- 50% - the observed utilization of corporate office space. Static allocation of workspace is inefficient
- \$1000- cost of gross rent per employee per month assuming 175 sq. ft. per employee and gross rent of \$68 per sq. ft.
- 2011 Cisco Connect World Technology Report
 - 66% of employees globally place workplace flexibility over salary
 - 54% of employees are classified as mobile



Smart+Connected Meeting Spaces

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Reserve



- View Office/cubicle space availability
- Quick select from among the favorites
- Search based on workspace attributes like type, equipment
- Reserve one time or over multiple days

Locate



- View neighborhoods (zones) on floor plan
- View available/in-use workspaces
- Locate colleagues, searching by name/id to see where they are sitting
- View Jabber Status of colleagues

Experience



Check-in using mobile/IP Phone

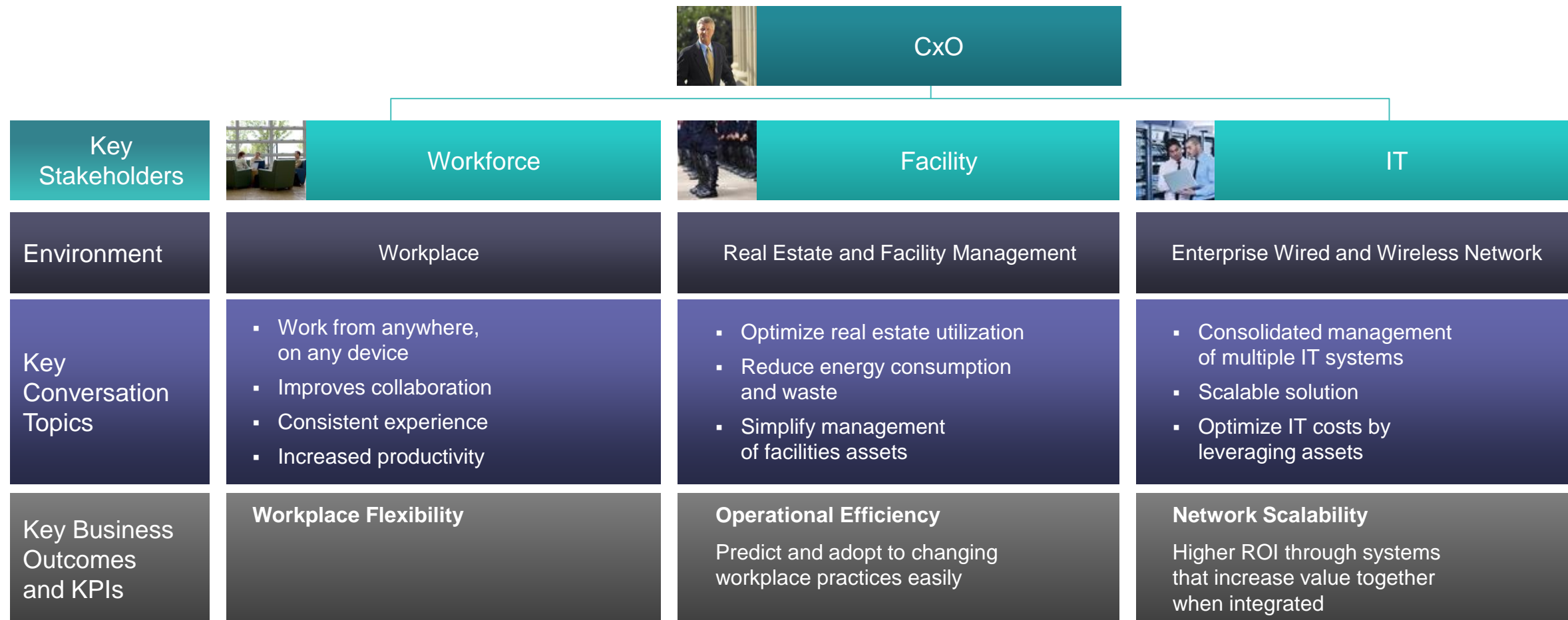
- User's digital and comfort settings take effect
- Calendar and RSS feeds show on personal signage
- IP Phone extension updates, personal signage displays pictures, calendar, RSS feeds etc.

Use the IP phone to

- Confirm / Cancel / Extend the reservation
- Manage space resources
- View meeting & Join webex with one-click

[Administration](#)[Internationalization & Localization](#)[Role Based Access Control](#)[Reports & Business Intelligence](#)

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Enhanced Experience

- Improved productivity for employees resulting in time & cost savings
- Easy scheduling and location of workspaces and collaborative spaces
- Direct impact on talent attraction & retention

Reduced Real Estate Costs

- Save up to 35% on real estate costs
- Increased adoption of hot-desking/flex working practices
- Energy savings to the tune of 7% to 8% in the office

Increased Business Value

- Higher ROI in investments in Cisco Collaboration and EN technologies
- Increased use of existing non-Cisco investments
- Minimize need for additional devices and sensors in the workplace



Arrive @ office



Find Colleagues & Workspaces



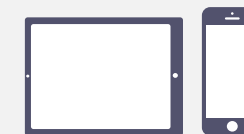
Find & Book Meeting Rooms



Learn & Stay in Touch with new developments

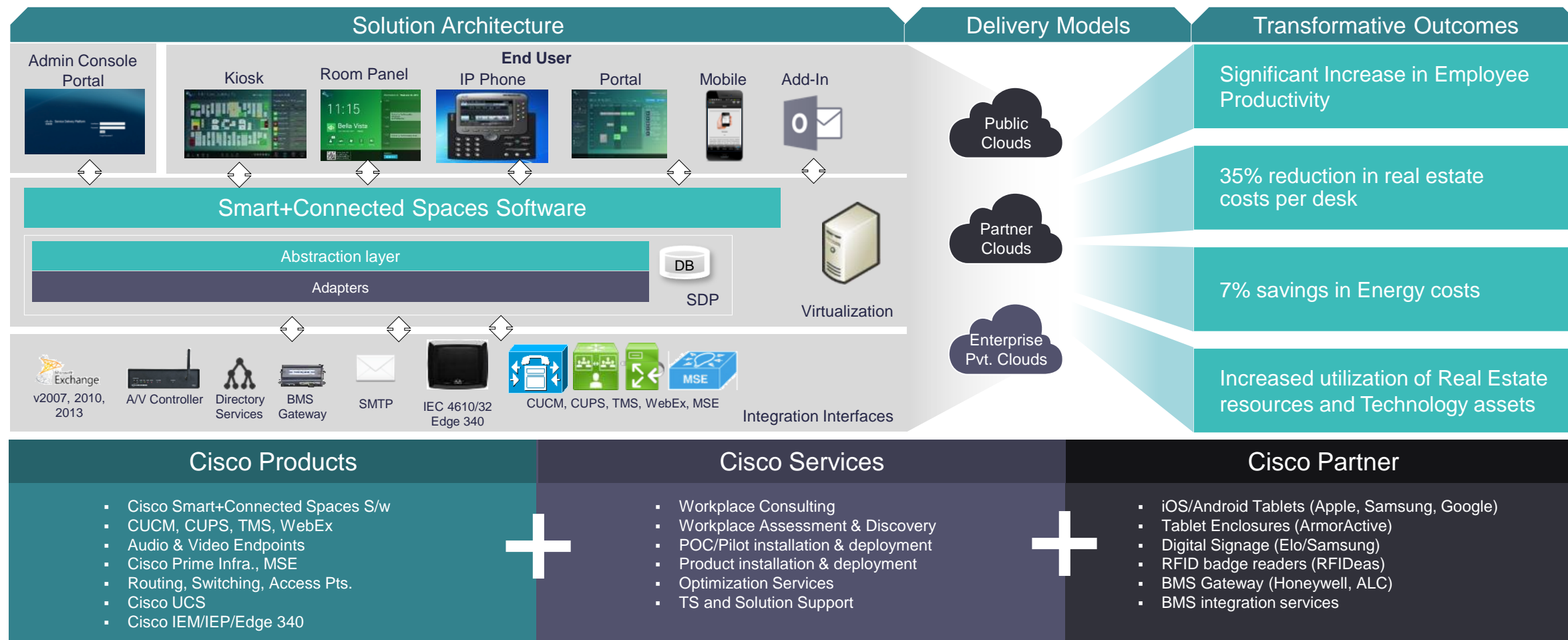


Auto setup of Video meetings



Anytime, Anywhere Access

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Training Programs

- Other programs
 - [Advanced IoT Specialization – Connected Safety and Security](#)
 - [Authorized Technology Provider – IP Interoperability and Collaboration System](#)

Promotion and Incentive

- [Value Incentive Program \(VIP\)](#)
- Cisco GROW IoT (check with your distributor)
<https://www.ciscodistributioncentral.com/programs-and-promotions/promotion/grow-iot>

Architecture Overviews

- [Cisco Smart+Connected Meeting Spaces At-A-Glance](#)
- [Cisco Smart+Connected Meeting Spaces Datasheet](#)
- [Cisco Smart+Connected Meeting Personalized Spaces At-A-Glance](#)
- [Cisco Smart+Connected Meeting Spaces EBC](#)
- [Cisco Smart+Connected Meeting Spaces Technical Overview](#)

Case Study

- EMC2: <http://youtu.be/KTfP4jLTzn8>

Videos

- Introduction to Cisco Smart Spaces: <http://youtu.be/Wr78FyerOi4>
- Customer Case Study: Transforming EMC's Office with Cisco Smart Spaces: <http://youtu.be/KTfP4jLTzn8>
- Improve Collaboration and Productivity with Cisco Smart+Connected Meeting Spaces (concise version): <http://youtu.be/lwXZgysiyw8>
- Cut Real Estate Costs, Boost Productivity with Cisco Smart+Connected Personalized Spaces: <http://youtu.be/8a--tmHPGpl>
- Why Cisco for Smart Spaces: http://youtu.be/AO4DrfKq_IA
- Improve Collaboration and Productivity with Cisco Smart+Connected Meeting Spaces (full version): <http://youtu.be/mh-7NgApPTA>
- Demo of Smart Spaces Room Panel with Enclosure: <http://vimeo.com/113954683>

Proposal Information

- [Sizing Guide](#)
- [BOM and Sizing Tool](#)
- [Ordering Guide](#)
- [Benefits Calculator](#)

Public Sector (Smart+Connected City Wi-Fi)



Smart+Connected City Wi-Fi Infographic



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Smart+Connected City Wi-Fi Infographic

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City of Barcelona uses Wi-Fi network and location information to increase service levels and create great experiences.

Key Business Challenges

- Stimulate local economy and enhance quality of life
- Improve communications among city departments
- Minimize government costs and improve service delivery

Solution

- Built foundation for mobility with Cisco wireless network
- Captured location of people and things to improve city planning and provide new citizen services
- Connected sensors for parking spaces, environmental monitoring, garbage bin fill levels, and more

Results

- Revitalized city to attract businesses and events
- Improved access to information about the city for residents and city employees
- Reduced costs by increasing efficiency of parking, waste collection, street lighting, and other processes



Smart+Connected City Wi-Fi Overview

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A unified foundational network that converges urban services

- All city departments and citizens leverage common platform for data and services (provides foundational network for \$2T Urban Services Industry)
- Improves city planning process with network and people-flow analytics (40% of traffic is caused by people trying to locate a parking space)
- Adds impetus to local commerce by improving experience in retail and business districts
- Enables intelligent sensor-based IoE innovations in transportation, utilities, public safety, and environment (20-30% cost reduction through consolidated infrastructure)
- Provides citizens Internet access to create a more inclusive experience to citizens and tourists

Infrastructure Services

(Transportation, Utilities,
Public Safety, Environment)

Citizen Services

(Access, Participation)

City Services

(City Information, Planning)

Business Services

(Local Commerce)



Smart+Connected City Wi-Fi

Key Careabouts and Buyers



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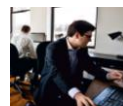


City Leaders

Key Stakeholders



City Operators



City Development and Planners



CIO, IT Directors

Environment

Infrastructure Services

Business, Citizen & City Services

Enterprise Wired & Wireless Network

Key Conversation Topics

- Smart Traffic
- Smart Parking
- Smart Street Lighting
- Smart Waste Management

- Population density/utilization (people flows)
- Ubiquitous connectivity to enables citizen services
- Boost local commerce

- Access, Participation
- Local Commerce and economic development
- Extending Network to Edge
- Security

Key Business Outcomes and KPIs

Operational Efficiency
Better decision making, higher productivity & improved quality of services
Drives investment consolidation

Improved Quality of Life
Assist city planning with location and people-flow analytics
Improved city revenues through services

Network Reliability
Network Efficiency at 99%
Wireless platform for delivering smart services
Provide ubiquitous connectivity and enable citizen services

Solutions and Use Cases

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Business Outcome

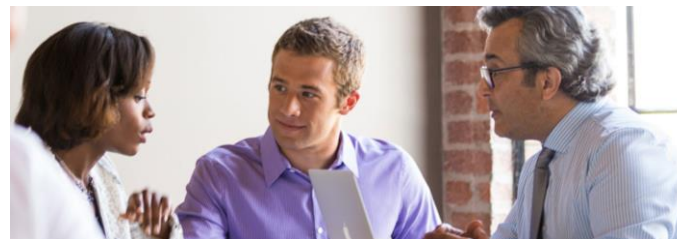
For City

Key Capabilities

- Improved productivity and service quality
- Standardized applications, infra-structure
- Better city planning and development
- Lower OPEX
- Unification of city infra-structure Smart Services

Solution Video

City of Barcelona



For Citizens

- Access to connectivity and city information
- Digital Inclusion and better quality of life
- Bridging the gap between government and citizens through technology

City of Nice



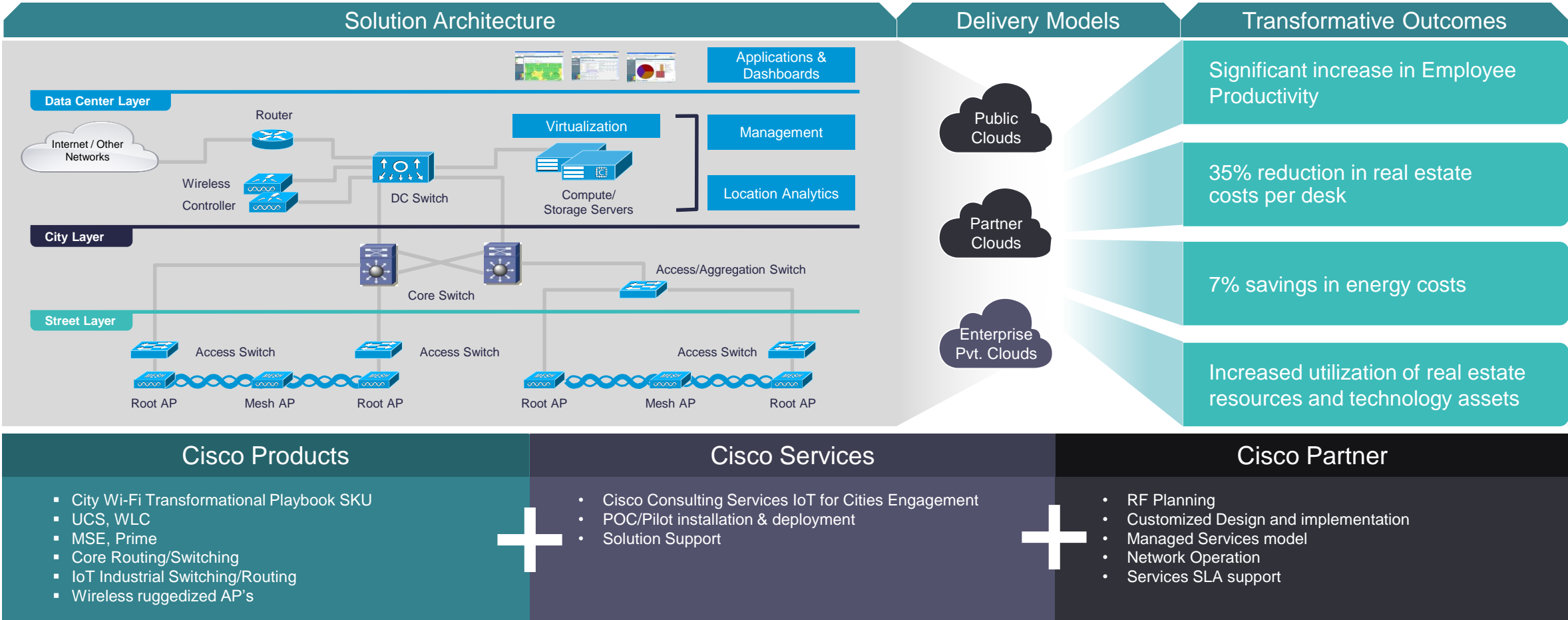
For City Operators

- Managed Services Expertise in partnership with cities
- Added revenues for city Wi-Fi and infrastructure management
- Data offload from ISP's to Wi-Fi Network

City of Chicago



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Smart+Connected City Wi-Fi Network

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Enabling Multiple Smart City Use Cases

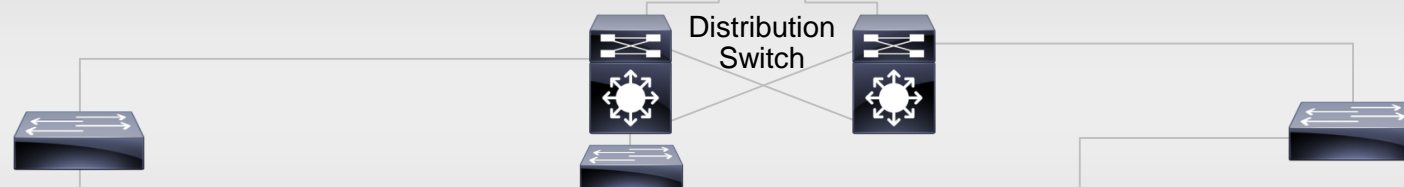


Applications and
Dashboards

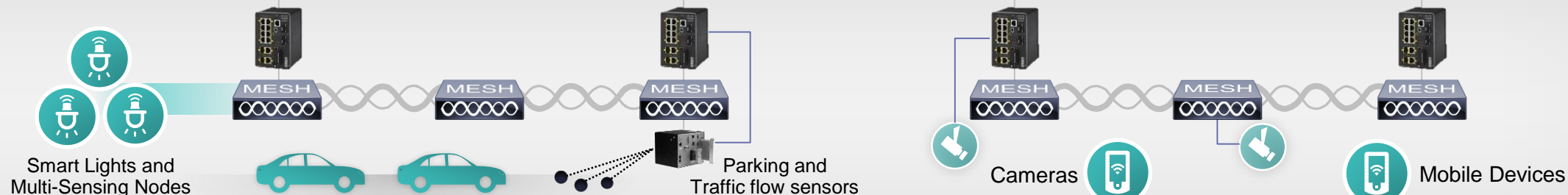
Data
Center
Layer



City
Layer



Street
Layer



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- [Cisco Smart City Wi-Fi BDM](#)
- [Cisco Smart City Wi-Fi Customer Presentation](#)

Case Study

- City of Barcelona
https://www.youtube.com/watch?v=TCbvxb5t5_8
- City of Hamburg
<https://www.youtube.com/watch?v=FoEPIE8Pg7I>
- City of Nice
<https://www.youtube.com/watch?v=neVyOTXB4eI>
- City of Chicago
<https://www.youtube.com/watch?v=K9N6IB2Mz94>
- City of Brisbane
https://www.youtube.com/watch?v=nELVe_Y9p7s

CVDs & Transformational Playbooks

- For access to Cisco Smart+Connected City Wi-Fi CVD and Transformational Playbook, please contact scc-pm@cisco.com



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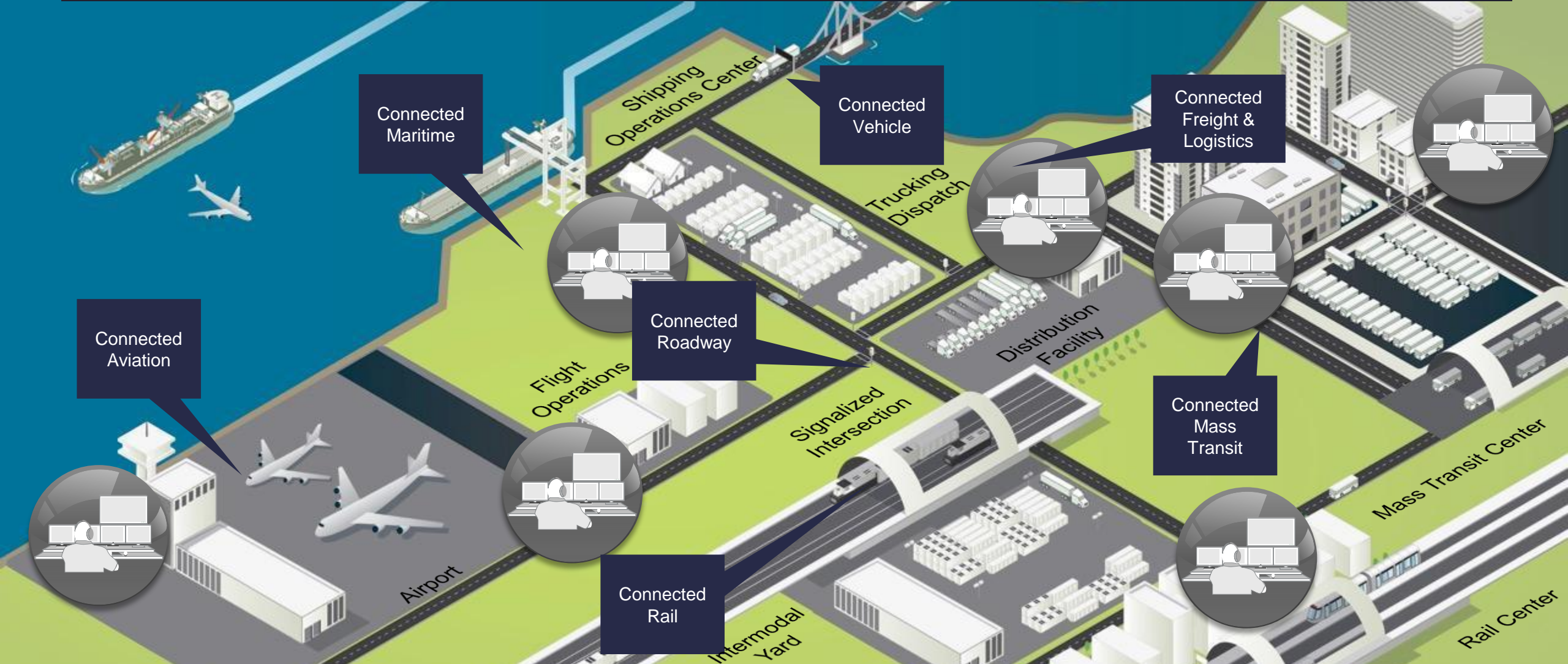
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Transportation



Connected Transportation Sectors



Typical Transportation Environment

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Network Rail

- 20,000 Miles of track
- 2,519 Stations
- 8,200 Commercial properties
- 34,000 Employees
- 6.2 BN Pounds revenue

Own and operate the U.K. National Passenger and Freight Rail Infrastructure

Key Business Challenges

- Maintain high level of safety
- Improved asset utilization
- Increasing maintenance costs



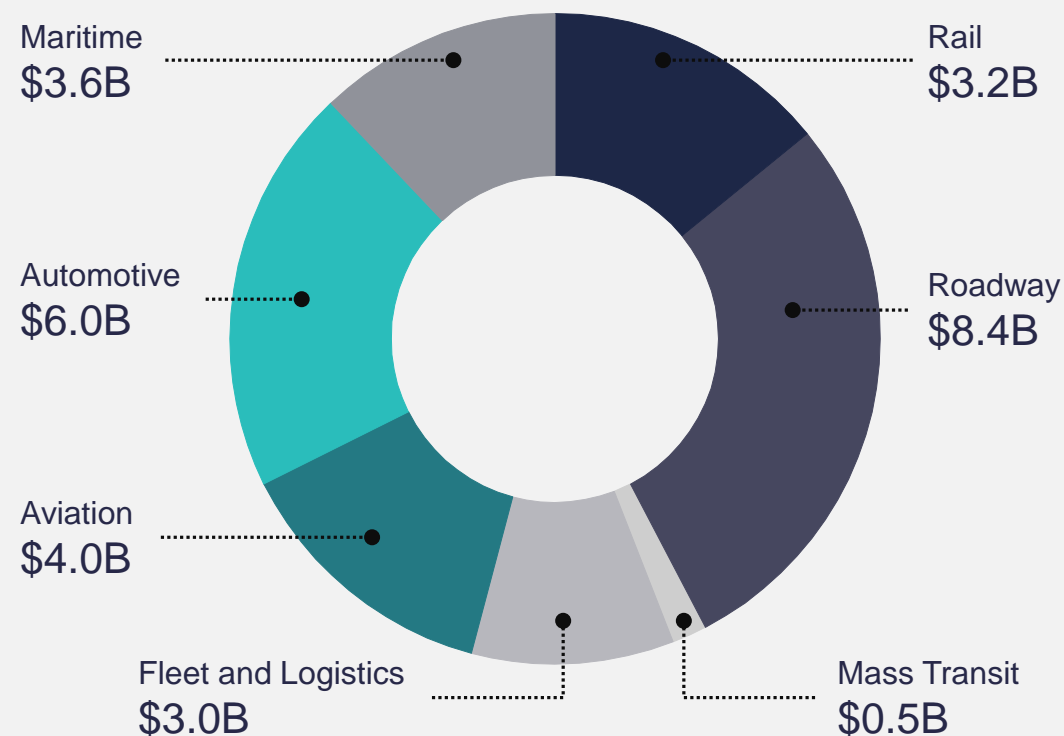
Transportation Sales Potential

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Key Drivers Value at Stake

- Asset utilization \$13.5 billion
- Employee productivity \$5.0 billion
- Reduced operations cost \$3.8 billion
- Customer experience \$7.4 billion

Addressable Market



Key Careabouts and Buyers



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Connected Train



Business Outcome

Increased Ridership

Key Capabilities

- FOG/Sensors
- Identity
- Mobility
- WAN/Access
- Security – cyber and physical

Solution Video



Connected Trackside



Safety Mandate

- FOG/Sensors
- Identity
- Mobility
- Collaboration
- Data center
- WAN/Access
- Cloud
- Security – cyber and physical



Connected Station



Asset Utilization

- FOG/Sensors
- Identity
- Collaboration
- Data Center
- WAN/Access
- Cloud
- Security – cyber and physical



Connected Roadway



Safety and Mobility

- FOG/Sensors
- Identity
- Mobility
- Collaboration
- Data center
- WAN/Access
- Cloud
- Security – cyber and physical



Reference Model and GTM



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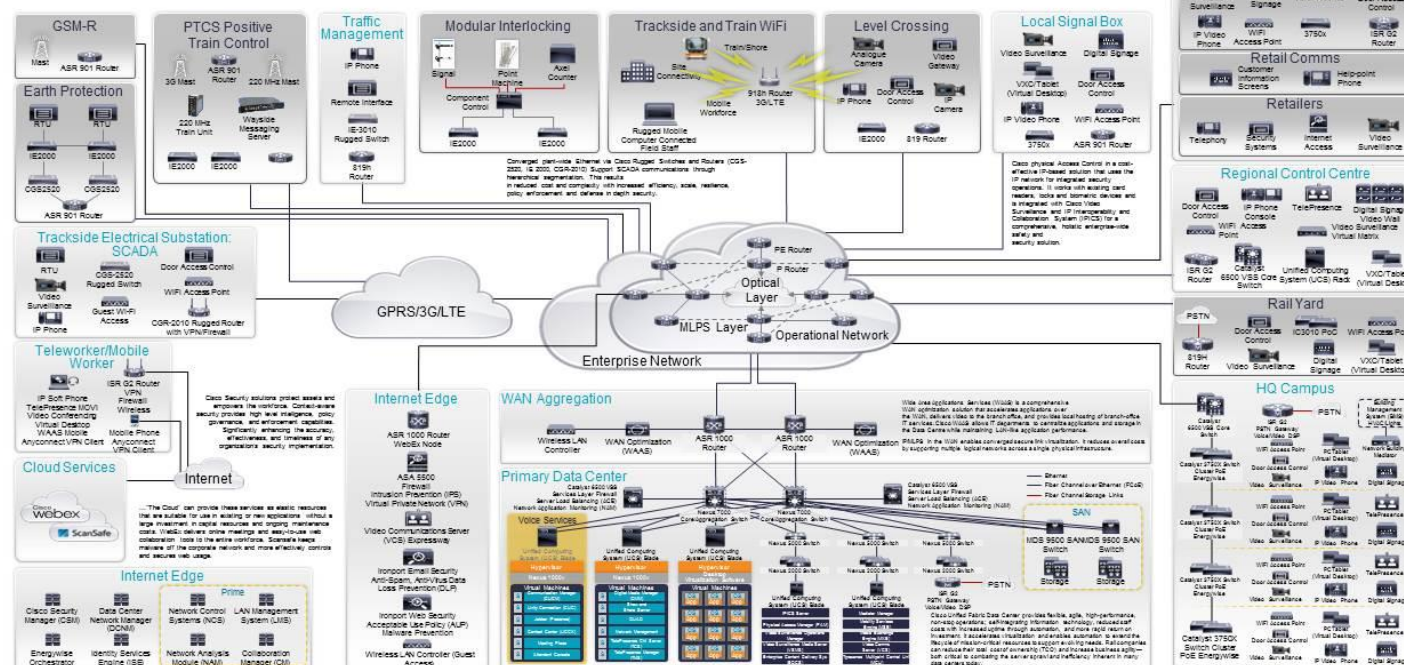
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Rail Reference Architecture



Architecture Overviews

Cisco Transportation Smart Solution

- [Solution overview](#)
- [At-A-Glance](#)

Connected Rail

- [Solution overview](#)
- [At-A-Glance](#)
- [Connected Rail System Overview 1.5](#)

Positive Train Control

- [Solution Overview](#)
- [At-A-Glance](#)
- [Connected Transportation System 1.0 \(Positive Train Control\)](#)

Rail Reference Model

- [Download](#)

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Training Programs

- [Sales Partner Webinar](#)
- [IoT Sales Fundamentals: E-learning](#)

Other Programs

- [Advanced IoT Specialization – Connected Safety and Security](#)
- [Authorized Technology Provider – IP Interoperability and Collaboration System](#)

Promotion and Incentives

- Value Incentive Program (VIP)
https://www.cisco.com/web/partners/incentives_and_promotions/vip.html
- Cisco GROW IoT (check with your distributor)
<https://www.ciscodistributioncentral.com/programs-and-promotions/promotion/grow-iot>

At-A-Glance

- [Cisco Services for Transportation Smart Solution](#)

CVDs

- [Connected Transportation System 1.0 \(Implementation Guide\)](#)
- [Connected Transportation System \(CTS\) 1.0 Design Guide](#)





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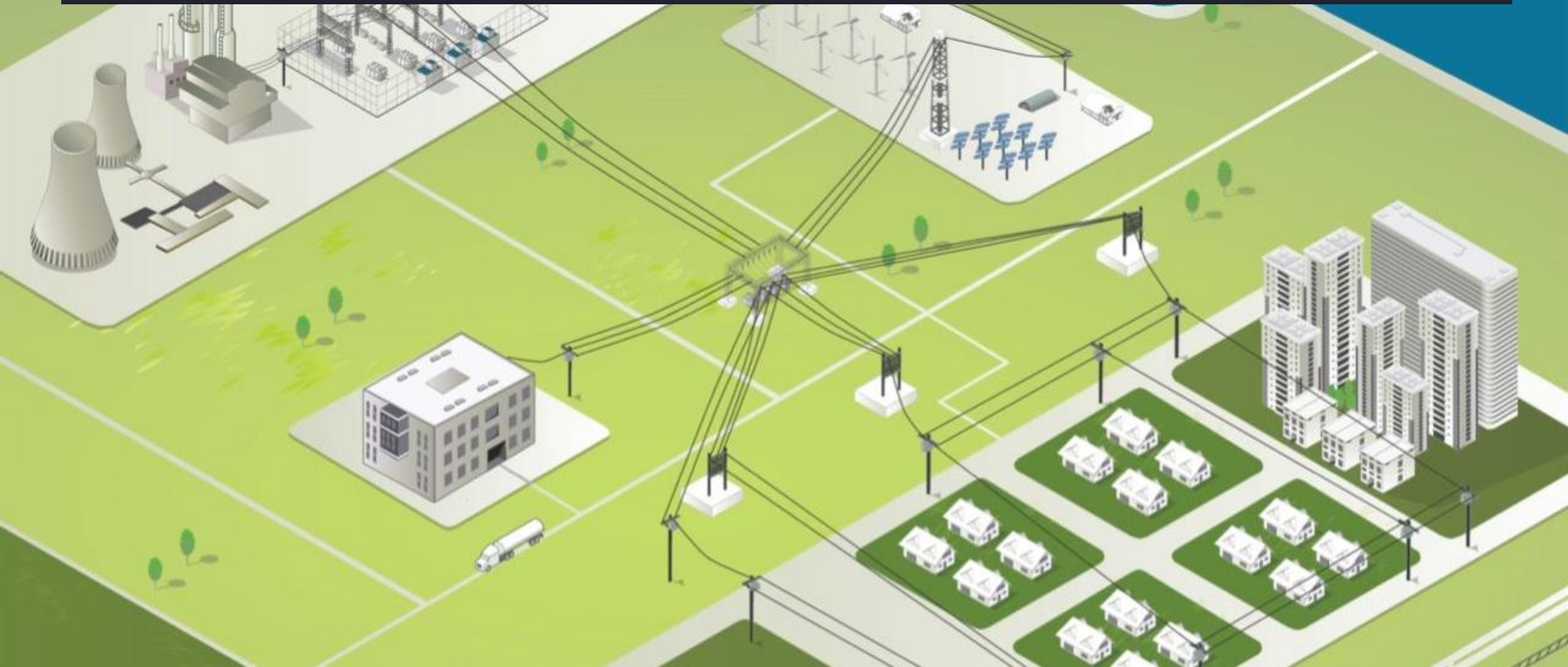
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Typical Utility Environment

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Duke Energy

- 7 million customers over 6 states (104,000 square miles)
- 32,300 miles of transmission lines
- 261,700 miles of distribution lines
- 49,626 MW of generation capacity
- Long asset life in the field
- Technical employee base with strict codes and practices
- Regulated business (5 different regulators)
- Revenue based on CAPEX
- Annual CAPEX budget \$5.8-\$6.1 billion (24% of annual operating revenue)
- Careabouts: reliability, safety, environmental, innovation

Key Business Challenges

- Aging workforce (53% baby boomers, 34% Gen-X, 13% millennials)
- Cyber and physical attacks
- NERC/CIP compliance
- Increasing government renewable mandates



Utility Industry Overview

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Key Drivers Value at Stake Aging Infrastructure (US only)

- 300K miles of transmission lines
- 3M miles of distribution lines
- 48K substations
- Much of this is over 70 years old

Capital Intensive Industry

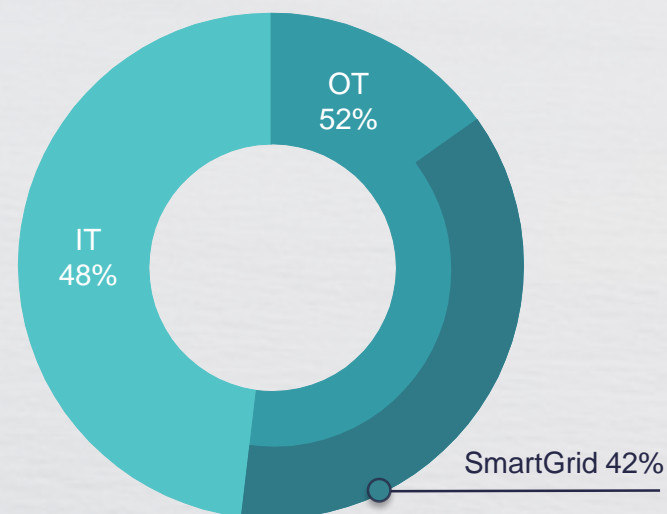
- Will need to invest \$1.5 - \$2 Trillion by 2030 to maintain CURRENT operational requirements

WHO BENEFITS

Connected Utility provides lower TCO, OPEX
Reductions, and Revenue Generation

Operations

Enterprises

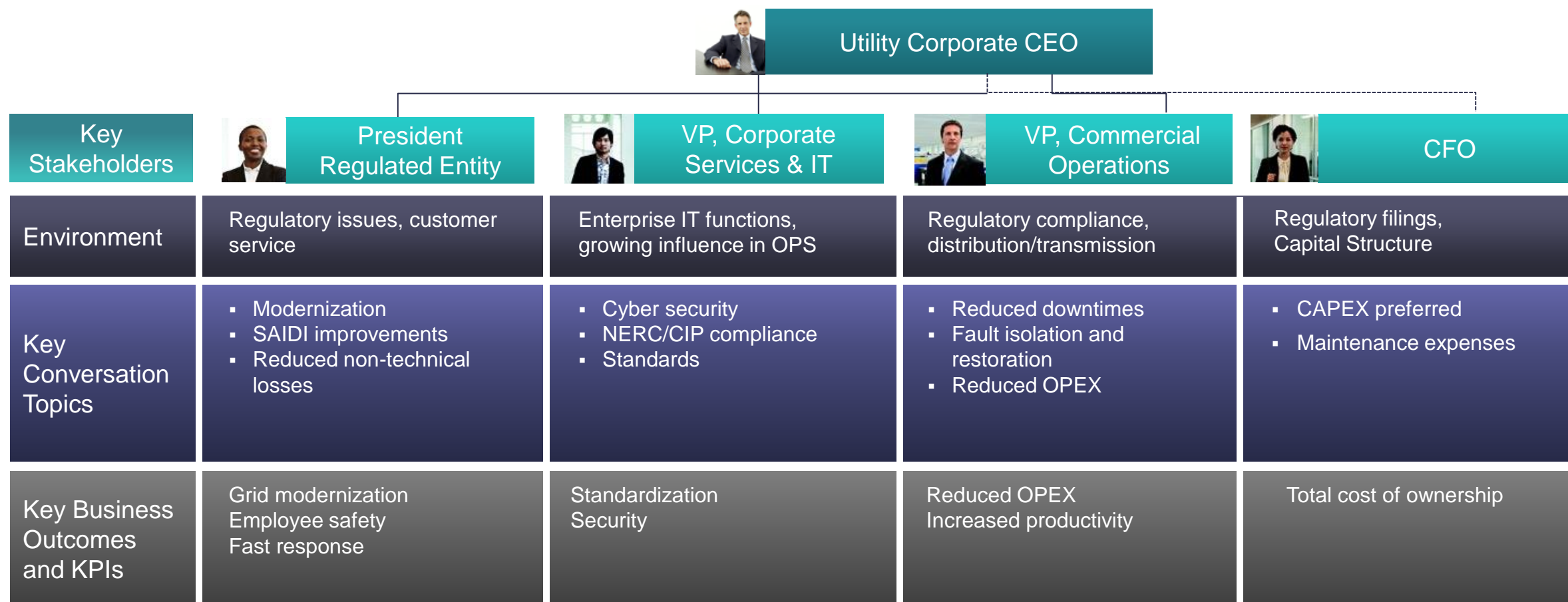


Utility COMS
Spend to 2030

\$145 - 250
Billion

Source: Brattle Group

Key Careabouts and Buyers

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Solutions and Use Cases



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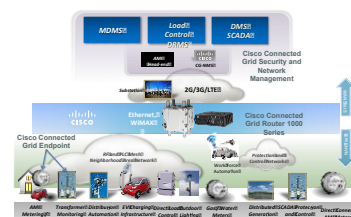
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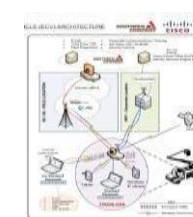
Field Area Network



Distribution Automation



Connected Field Workforce



Substation Automation



Business Outcome

Cost Reductions New Business Model

- Reduced energy theft
- Reduced downtime
- Zero touch deployment
- Converged NWs (cost)
- Rapid fault isolation (uptime)

Key Capabilities

Cost Reduction

- Flexibility in network design
- Media agnostic network services
- Scalability and interoperability

Workforce Efficiency

- Data uploaded in seconds with 4G/LTE
- Handles multiple wireless laptops, smartphones, tablets simultaneously
- Machine-to-machine communications for Background, Telogis, Next step tasks while field crews are working

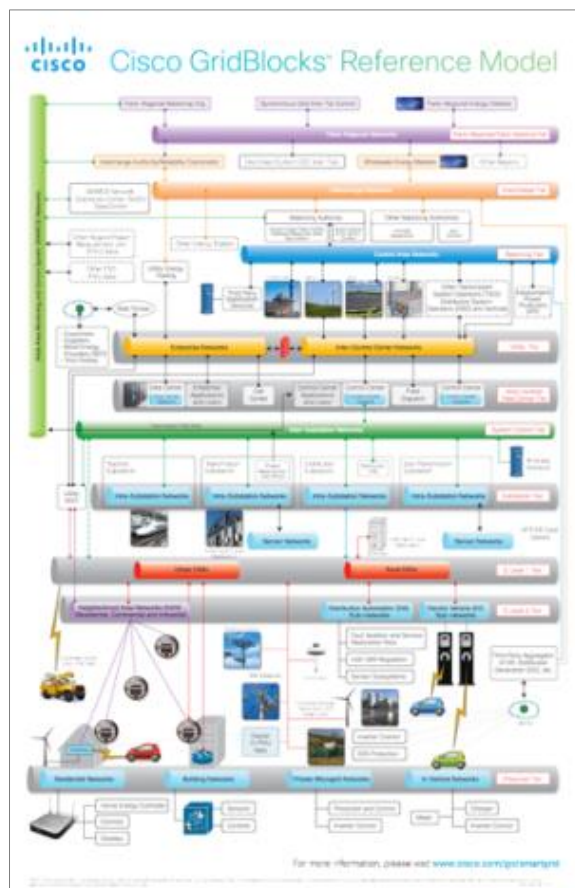
Operating Efficiency

- Upgrade legacy SCADA systems
- Scale network to support growing number of telemetry devices
- NERC/CIP, IEC 61850-3 and IEEE 1613 compliance

Solution Video



Reference Model & GTM

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Architecture Overviews

- Network Based Architecture for Distributed Control
http://www.cisco.com/web/strategy/docs/energy/network_based_architecture_di.pdf
- GridBlocks Architecture Overview http://www.cisco.com/web/strategy/docs/energy/overview_gba.pdf
- Cisco GridBlocks Reference Model Poster
http://www.cisco.com/web/strategy/docs/energy/gridblocks_ref_model.pdf
- Connected Grid Services http://www.cisco.com/web/strategy/energy/connected_gridservices.html
- Connected Grid Design Suite Solution Overview
www.cisco.com/web/strategy/docs/energy/connected_grid_design_suite_overview.pdf
- Cisco Services for Transmission and Distribution Substation Networks At-a-Glance
http://www.cisco.com/web/strategy/docs/energy/substation_architectures_1115.pdf

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Programs

- Authorized Connected Grid
http://www.cisco.com/web/partners/partner_with_cisco/channel_partner_program/resale/ap/connected_grid.html

Training

- Account Manager
http://www.cisco.com/web/partners/partner_with_cisco/channel_partner_program/resale/ap/connected_grid.html#am
- System Engineer
http://www.cisco.com/web/partners/partner_with_cisco/channel_partner_program/resale/ap/connected_grid.html#se
- Field Engineer
http://www.cisco.com/web/partners/partner_with_cisco/channel_partner_program/resale/ap/connected_grid.html#fe

Promotion and Incentives

- [Value Incentive Program \(VIP\)](#)
- Cisco GROW IoT (check with your distributor)

Other Programs

- Advanced IoT Specialization – Connected Safety and Security
<http://www.cisco.com/web/partners/specializations/iot-safety-security.html>
- Authorized Technology Provider – IP Interoperability and Collaboration System
<http://www.cisco.com/web/partners/pr11/atp/ipics/index.html>

Case Studies

- [Australia Gets Smarter Substations](#)
- [Ausgrid](#) can now achieve security and operational efficiency for substation automation.

CVDs

- Smart Grid Substation Automation Design and Implementation Guide
<http://www.cisco.com/c/dam/en/us/solutions/collateral/enterprise/design-zone-smart-business-architecture/smart-implementation-guide.pdf>

Why Cisco for IoE

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- End-to-end network architecture
- Resilient, scalable, manageable
- Based on open standards Proven network security and identity management
- Greater mobility (even in harsh environments)
- Enables new business models and services



Delivers end-to-end monitoring and network control

Building an IoE Ecosystem

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Verticals



Manufacturing



Mining



Energy Utility



Oil and Gas



Transportation



City

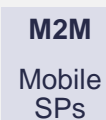


Automatics



SP/M2M

Industry Partners



IoT Enablers

Time Sync

Pervasive
Cyber
Security

Scalable
Routing

Deterministic
Ethernet

Guaranteed
Delivery

Big Data
Management

SP
Services

Ruggedized Products



Ruggedized
Wireless AP



Industrial Routers
and Switches



Industrial
Security



Hardened Mobile
M2M Gateway



IP
Cameras



Video
Surveillance

Cisco's Approach to IoE

“Customer-In” Approach

- Understanding of key business care about and pain points
- Relevance to LoB leaders / CXOs

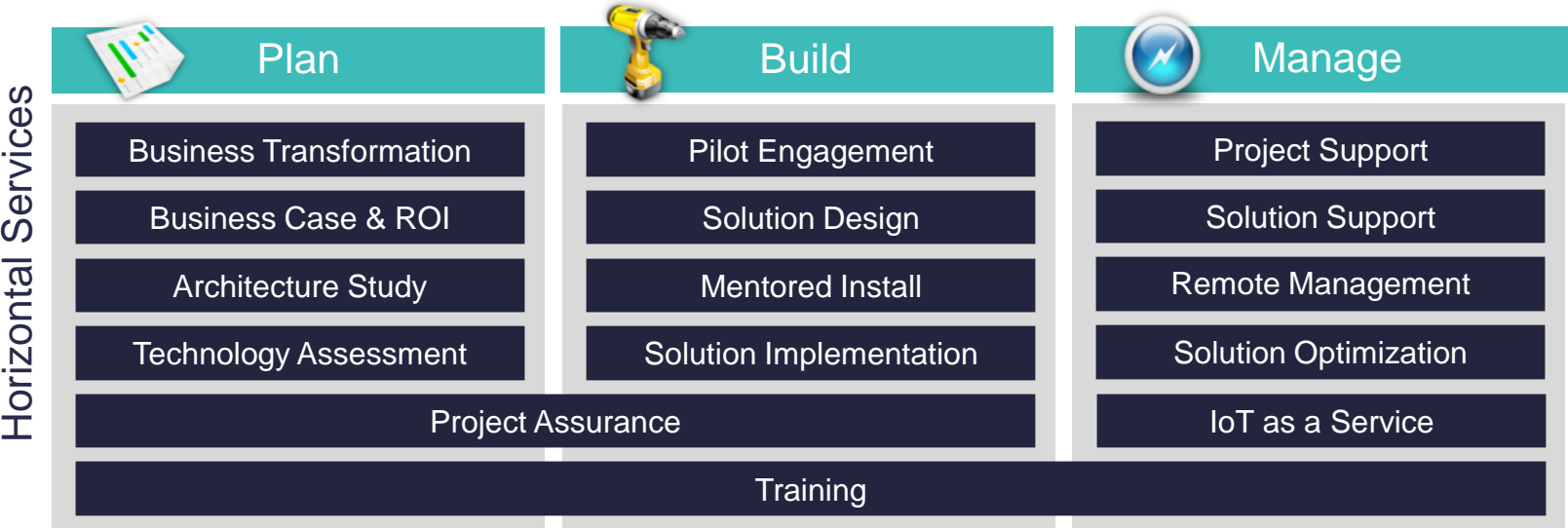
Products/Technologies

- Best-in-class ruggedized products
- Smart solutions for verticals
- IoT architectures

Strategic Partnerships

- Industry partners
- Vertical software / service partners
- Service providers

IoE Services Portfolio Helps Build Services Revenue



Horizontal solutions and technical architectures are selected for specific vertical solutions.

Architectures	Secure Ops Network and Facility	Collaborative Operations	Video Business Intelligence	Wide Area Network	Control/ Ops Center
	Connected Safety and Security	Connected Vehicle	Industrial Wireless	Field Area Network	Data Center

IoT Vertical Solutions And Use Cases

- Connected Factory
- Connected Mine
- Connected Rail
- Connected Fleet
- Connected Utility
- Connected Oil and Gas
- Connected City
- Connected Defense
- Connected IoT Service Provider

For more information on these vertical solutions please visit: www.cisco.com/go/iot

Meeting Customer Needs with Flexible IoE Services

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Develop and sell your own branded IoE Services

- Build own expertise and value to fully address total customer needs
- Offer multi-vendor solution support
- Provide personalized customer services



Use the combined strength of Partner and Cisco IoE Services

- Develop integrated solution offerings that offer the best of both worlds
- Accelerate your IoE services growth using Cisco's IoE expertise where you need it
- Improve your IoE Service skills through mentored installs



Resell Cisco IoE Services

- Gain traction in IoE Services fast by benefitting from Cisco's investments in IoE competencies
- Frequently update intellectual capital to incorporate new learnings

Increase Your Sales with Cisco Capital

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- Differentiate yourselves and retain your margins with special financing offers from Cisco Capital
- Cisco Capital has developed multiple offers to support your selling opportunities, accelerate deal closure, and grow your deals
- Go to: http://www.cisco.com/web/ordering/ciscocapital/channel_partners/offers.html



Cisco Capital Customer At-A-Glance
3 Month Deferral

Acquire the technology you need today, and pay for it later!

Adopting new technology helps ensure your company is as competitive, profitable and efficient as possible. Cisco Capital financing allows you to acquire Cisco solutions with a large upfront cash investment. We are helping to make it even easier and more affordable to ensure the technology your business needs with no payments or interest for the first three months.

Support your business' technology needs on your terms and timeframe—not the ones dictated by your budget.

Offer Details*

Turn a large upfront investment into predictable monthly or quarterly payments with this special offer:

- 3 months free from payments and interest
- Available for all Cisco hardware, software, and bundled services
- Applies to all S1 and PMV financing
- 3 months included within term
- U.S. and Canada customers eligible
- Offer valid through July 31, 2014



Cisco Capital Customer At-A-Glance
3.0% SMB Customer Financing

The easy way to invest in the right technology for your business.

Designed specifically for small and medium-sized businesses, Cisco Capital's low-rate financing provides you with single-line credit to acquire the equipment you need, when you need it—all while giving you the peace of mind that comes with regular, predictable payments.

With straightforward, flexible terms, competitive rates and fast credit approvals, Cisco Capital financing is a simple way to fund a Cisco solution for your business. From hardware and software to services and support, you'll enjoy immediate purchasing power and the convenience of paying for your solution over time.

Offer Details*

- 30-year term
- Available for U.S. small and medium-sized businesses; customers only (excluding Direct, Channel, Service Provider, and Public Sector customers)
- Credit worth all Cisco hardware, software, and bundled services from Cisco hardware is not eligible
- Offer provided through July 31, 2014
- Offer valid through July 31, 2014



Cisco Capital Customer At-A-Glance
0% for Small and Mid-Market Customer Financing

The Easy Way to Invest in the Right Technology for Your Business

Designed specifically for small and mid-market businesses, Cisco Capital's low-rate financing provides you with single-line credit to acquire the equipment you need, when you need it—all while giving you the peace of mind that comes with regular, predictable payments.

With straightforward, flexible terms, and fast credit approvals, Cisco Capital financing is a simple way to fund a Cisco solution for your business. From hardware and software to services and support, you'll enjoy immediate purchasing power and the convenience of paying for your solution over time.

Offer Details*

- 30-month Capital lease customer term solution at the end of the lease term (with 12-month payment, 30-month term) (see Cisco Capital lease purchase program at the Market place at the end of the lease term)
- Available for Cisco SMB and mid-market customers only (excluding Direct, Channel, Service Provider, and Public Sector customers)
- Good with all Cisco hardware, software, and bundled services from Cisco hardware is not eligible
- Offer provided through July 31, 2014



Visit the IoT Website for a complete list of promotions available in your region:

- **IoT Promo Disti Central:**
<https://www.ciscodistributioncentral.com/programs-and-promotions/promotion/grow-iot>
- **IoT Promo Partner Central:**
http://www.cisco.com/web/partners/incentives_and_promotions/grow-iot-promotion.html
- **Internet of Things - OT Buyers:**
<https://www.ciscopartnermarketing.com/Orgs/Initiative.aspx?id=2637>
- **Additional Distributor Incentives and Promotions:**
<https://www.ciscodistributioncentral.com/programs-and-promotions>
- **Smart Net Total Care Acceleration Promotion – Americas:**
Discounts between 70% and 80% are available to all US, Canada, and LATAM distributors. <https://www.ciscodistributioncentral.com/programs-and-promotions/promotion/smart-net-total-care-acceleration-promotion-americas>
- **Value Incentive Program (VIP):**
Partners can receive up to 10% discount when selling Cisco IoT products.
http://www.cisco.com/web/partners/incentives_and_promotions/vip.html?North%20America
- **Opportunity Incentive Program (OIP):**
Partners receive special pricing when finding and registering new-value-incremental Cisco opportunities.
http://www.cisco.com/web/partners/incentives_and_promotions/oip.html
- **Solution Incentive Program (SIP):**
Partners can receive special pricing when developing and selling solutions that integrate vendor partner business applications and services using Cisco technology.
http://www.cisco.com/web/partners/incentives_and_promotions/sip.html
- **Technology Migration Program (TMP):**
Partners can receive trade-in credits for most major products offered by Cisco and for select competitive products. Use when upgrading a customer's existing Cisco network or migrating a customer's network to a Cisco networking solution.
http://www.cisco.com/web/partners/incentives_and_promotions/tmp.html

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Visit the IoT Website for a complete list of resources, case studies and infographics:

<http://www.cisco.com/web/solutions/trends/iot/resources.html>

Case Studies

- [Zones and Del Papa Beer Distributing](#)
- [Axians](#) (Cisco Certified Gold Partner, Netherlands based)
- [University Leverages Internet of Things to Improve Campus Safety and Security Video](#)
- [Beer Distributor Improves Security, Shipping Capacity, and Service Video](#) | [PDF](#)
- [School District Protects Students and Staff on Open Campuses](#)
- [Power Company Modernizes Substation with Standards-Based Networking](#)
- [Norway Utility Modernizes Power Grid](#)

Infographics

- Why is the IoT Growing So Fast?
<http://www.cisco.com/web/solutions/trends/iot/docs/iot-infographic-growing-fast.pdf>
- Meet your IoT Buyer
<http://www.cisco.com/web/solutions/trends/iot/docs/iot-infographic-meet-buyer.pdf>
- Capitalize on the Growing IoT Market
<http://www.cisco.com/web/solutions/trends/iot/docs/iot-infographic-capitalize-iot.pdf>

eBook

- “Seven Ways to Develop and Grow an IoT Practice”
<http://www.cisco.com/web/solutions/trends/iot/docs/iot-ebook.pdf>

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IoT Research

- <http://www.cisco.com/c/en/us/products/cloud-systems-management/data-analytics/index.html>

Other Programs

- IoT Specialization. Become Cisco IoT Specialized and Differentiate Yourself in the IoE Market
https://www.cisco.com/web/partners/partner_with_cisco/channel_partner_program/resale/specializations/iot-specialization.html

Sales Enablement Resources

- Distri-to-Partner Marketing Materials
<https://www.ciscodistributioncentral.com/programs-and-promotions/promotions/grow-iot>
- IOT Demand Gen Program for OT Buyers
<https://www.ciscopartnermarketing.com/Orgs/Initiative.aspx?id=2637>

Training

- Videos
<http://www.cisco.com/web/solutions/trends/iot/videos.html>
- Webcasts <http://www.cisco.com/web/solutions/trends/iot/online-events.html>

Webinar Series

- IoT Partner Webinar series—Reviews the market opportunity, product portfolio, and more
https://learningnetwork.cisco.com/community/it_careers/internet-of-things-webinar-series

Questions? Email: IoEPlaybook@cisco.com

Next Steps



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- Work with [your Cisco Rep](#) to pull in an IoE specialist and discuss how you can accelerate your growth in IoE.
- Get the sales and technical training you need and obtain market recognition with the [new IoT Specializations](#).
- Contact Cisco's [Plan, Design, Implement Support Help Desk](#), for eligible service support, including IoE technologies.
- Use the [Solution Partner Program](#) to connect with independent software and hardware vendors, channel partners and customers to test, market, and sell end-to-end solutions based on Cisco products and services.
- Brand eligible solutions on [Cisco Marketplace](#)
- Leverage [Partner Marketing Central](#) to support your business growth in IoT and learn about the [IoT Demand Gen Program for OT Buyers](#).
- Attach Cisco Branded or [Partner Branded Support Services](#)
- Visit Cisco's [Industry Solutions](#) page to learn about specific Cisco solutions.



Thank you.

