



Hybrid IT Practice Builder



Conceptsales®



CISCO
CISCO



HybridIT Practice Builder

- Part of IT Channel Company
- Private equity funded
- 150 fte's, € 50 mio revenue

- Business Transformation ICT companies
- Workshops, Training & Portal
 - Academies & training programs
 - Channel training & certification programs
- Microsoft:
 - Partner Development Center
- Cisco:
 - Business Learning Partner
 - Hybrid IT Practice Builder Program EMEAR(CMSPEP)
 - Cloud Readiness training PAM's Europe



<http://www.conceptsales.eu>

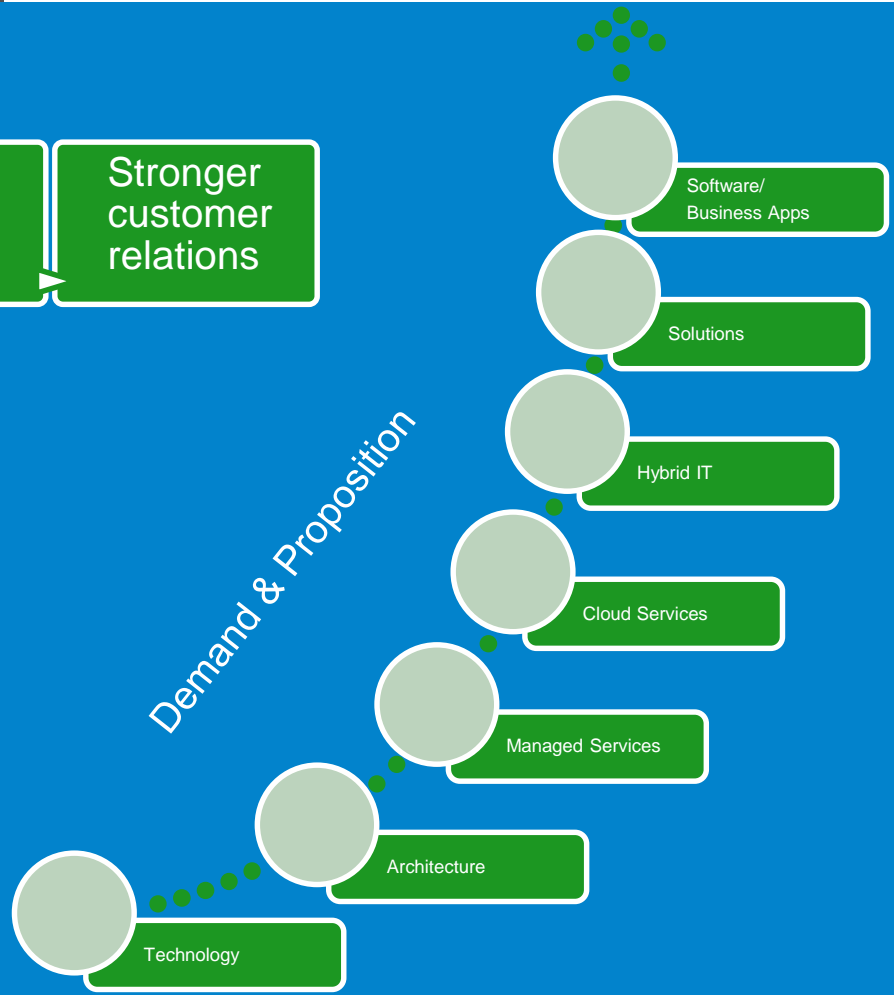
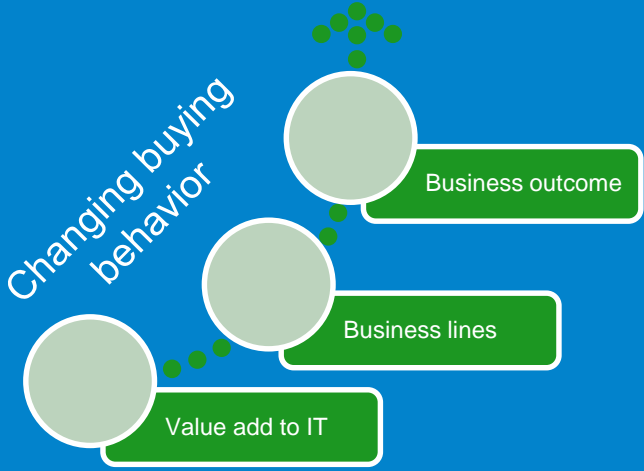
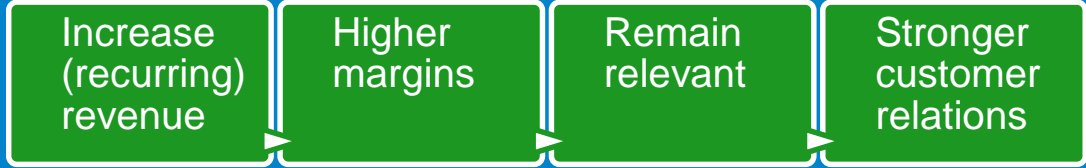
<http://www.hybriditpracticebuilder.com>

Cisco partners are concerned about:

1. Profitable revenue growth
2. Transforming their businesses
3. What do they sell today?
4. What should their role be in Cisco Intercloud
5. How does digitization affect them today

HybridIT Practice Builder covers issues 1 to 4!!

Partner's objectives



- Should Cisco Partners:
- Be compliant with Cisco requirements:
 - Gold partners: 4 Hybrid IT services(Cisco Cloud/Powered)
 - 1 Business Value Practitioner(3 roles Business Value Practitioner, Specialist and Analyst)

Or.....

- See and pursue the huge opportunity of Cloud & Managed services and take the **strategic** decision to become successful in this fast changing market!!

Improve your cloud business
with Cisco
Hybrid IT Practice Builder

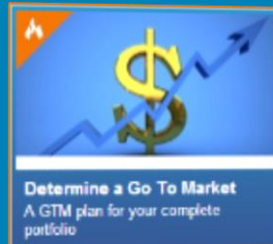
Business Workshop

Management consult to review strategy and accelerate decision making and execution

2-day in-house

Self-consultancy

Examples, best-practices, templates and self consulting tracks



Portal access

Sales Training

Skill training to develop individuals and anchor change



2-day in-house

Service providers

- Experienced in cloud business model
- Less experienced in IT
- Less experienced in higher value add

System integrators/VAR's

- Cloud is new business model
- Experienced in IT
- Less experienced in higher value add

MSP's/CSP's

- (very) experienced in Cloud business
- Experienced in IT
- Less experienced in GTM strategy, building business & business outcome

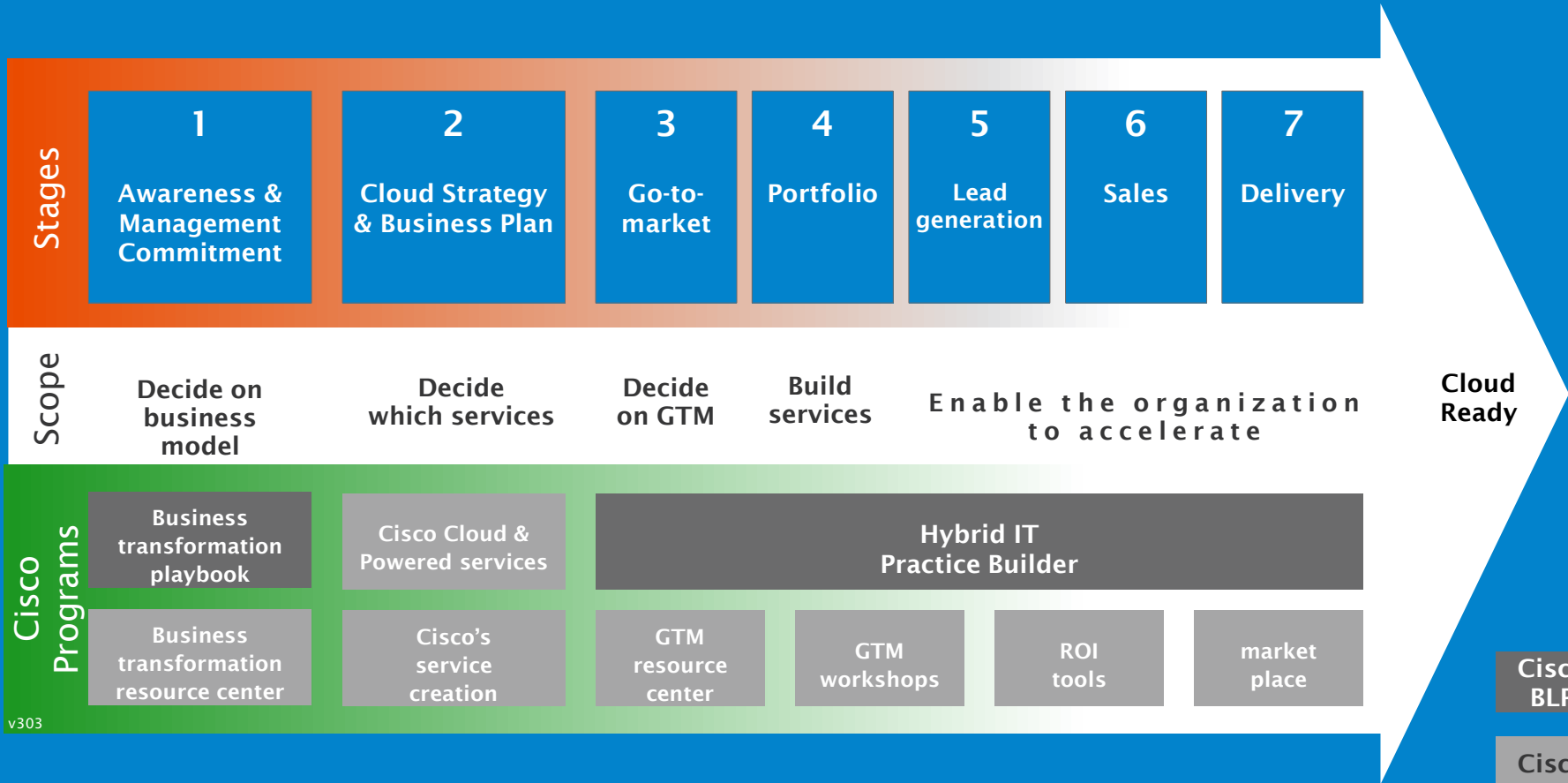
TRANSFORM

Cloud Provider/Reseller/Aggregator

Delivering flexible IT on recurring basis
Cisco Cloud/Powered Services

Business Workshop Objectives:

- Update partners on the market trends, Cloud market opportunity and TAM
- Advise on and help partners transform their traditional business model to a Cloud business model.(recurring)
- To get a clear understanding of the impact and organizational consequences of the Cloud Business transformation
- Align different stakeholders in transformation process
- Optimize partner's (sales)performance throughout their organization
- Discuss partner's specific challenges & issues and find solutions to solve these
- Reduce go-to-market time of new HybridIT portfolio
- Define an action plan



Chain of success



Right focus,
direction and
commitment

Value proposition
that fits to
company profile

Qualified leads
that match with
proposition

Sales sells value
that match with
delivery

Quality and
satisfied
customers

Integral approach

You are here: Trackstore ▶ Recommended  help for this page ▶

Recommended

All

Recommended tracks



Determine a Go-To-Market

Do you have a clear proposition that perfectly fits with your target market, excellent sal..



Lead Gen Plan in 8 Steps

Realizing more business is what we all want. To accomplish this we need (a) new customers ..



Define new value prop

This track helps to develop a new value proposition from ready-to-use materials.



Documents

Search documents 

Filtered view

Structured view

New tracks



Define new value prop
22 May 2014



Business outcome sales
28 Apr 2014



Lead Gen Plan in 8 Steps
07 Mar 2014



Determine a Go-To-Market
04 Jun 2013

News & blog

IT and Telecom companies have poor services innovation

- **Collaboration:**

- Unified Communications

- HCS
 - Hosted UC

- **Data Center and Virtualization:**

- Unified Computing

- Flexible business server (IaaS)
 - Build Private Cloud

- **Borderless Networks:**

- Routers
 - Switches
 - Security
 - Firewalls
 - Wireless

Telekom Denmark(TDC)

Cisco HCS

Telkom South Africa

Cisco HCS

AT&T Europe

Cisco HCS

Safaricom Kenya

Cisco HCS

KPN The Netherlands

Cisco HCS

Danube IT Austria(MSP)

Cisco Powered Services

Elit Technologies France(CSP)

Cisco Powered Services

NetCloud AG, Switzerland

Cisco Powered Services

Vosko The Netherlands

Cisco Powered Services

A1 Austria

Cisco Powered Services

Average
evaluation
score: 4.65
(scale of 5)



Excellent
feedback
Cisco Cloud
& MS team
EMEAR



Partner
breakthrough:

- Awareness
- Willingness
to change



Better
prepared for
development
of Cloud
portfolio



As a result:
more
Partners
become
successful
with Cisco
Cloud
business!