Hybrid IT
Practice Builder

The Cisco Partner Journey to Cloud

Increasing Cloud Capability
in the Channel

Conceptsales

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

- **Business Transformation ICT companies**

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

Business Learning Partner (BLP)

http://www.conceptsales.eu

http://www.hybriditpracticebuilder.com

Conceptsales

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)
    - CMSP certification

Or…….

- See and pursue the huge opportunity of Cloud & Managed services and take the **_strategic_** decision to become successful in this market?

Answer: It should be both!

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 5!!

Business Workshop

Management consult to review strategy and accelerate decision making and execution

1:1

2-day in-house

Self-consultancy

Examples, best-practices, templates and self consulting tracks

Determine a Go To Market
A GTM plan for your complete portfolio

FREE

Portal access

Sales Training

Skill training to develop individuals and anchor change

In-company

2-day in-house

Conceptsales

Conceptsales

Main issues

Sense of urgency to change

"Old School" management

Lack of experience in building business

Impact unknown

No clear business plan and GTM strategy

Main issues

No compelling value proposition

Own offering and/or resell

How to differentiate the proposition

What to do with traditional portfolio

Main issues

Marketing should be responsible for lead generation

Number of qualified leads is low

Wrong marketing tools(push/pull)

Websites don't meet today's requirements

New buying cycle

Main issues

Budget shift from IT to LOB management

Shift to business outcome sales

C-level sales required

New sales cycle

Lack of sales process and tools

Main issues

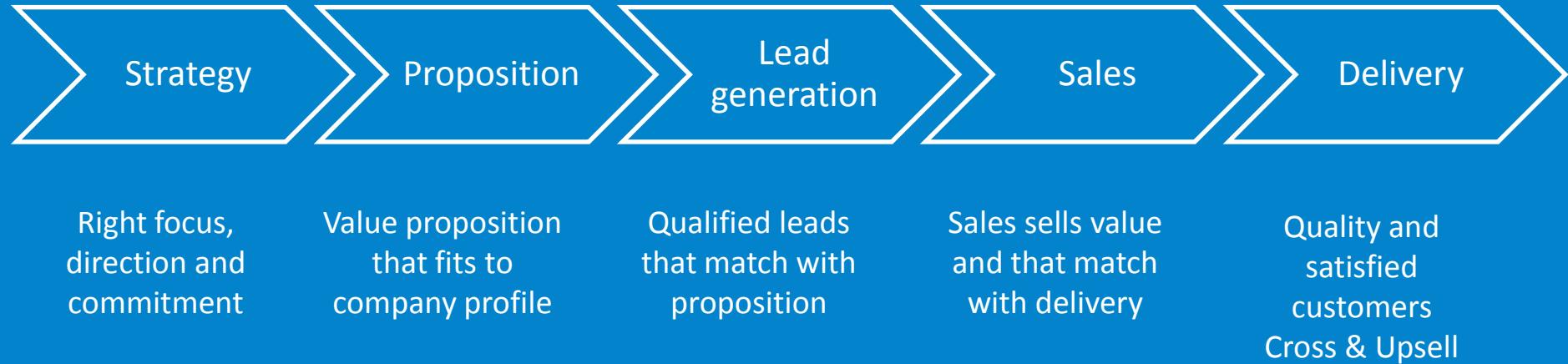Quality issues

Poor customer satisfaction

Poor efficiency

Non standard solutions

Shift from re-active services to pro-active services

Business → **Portfolio** → **Marketing** → **Sales** → **Delivery**

Conceptsales

Stages	1 Awareness & Management Commitment	2 Cloud Strategy & Business Plan	3 Go-to-market	4 Portfolio	5 Lead generation	6 Sales	7 Delivery
Scope	Decide on business model	Decide which services	Decide on GTM	Build services	Enable the organization to accelerate		

Cloud Ready

Cisco Programs							
Business transformation playbook	Cisco Cloud & Powered services	Hybrid IT Practice Builder					
Business transformation workshop	Cisco's service creation	GTM resource center	GTM workshops	ROI tools	market place		

v303

Cisco BLP

Cisco

Conceptsales

Chain of success

Strategy	Proposition	Lead generation	Sales	Delivery
Right focus, direction and commitment	Value proposition that fits to company profile	Qualified leads that match with proposition	Sales sells value and that match with delivery	Quality and satisfied customers Cross & Upsell

Integral approach

- Update management on the Cloud Market trends, Cloud market opportunity and TAM
- Advise on and help management 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 business transformation process
- Optimize partner's (sales)performance throughout their organization
- Discuss partner's issues and find solutions to solve these
- Reduce go-to-market time of new HybridIT portfolio
- Accelerate CMSP certification
- Define action plan

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

Hybrid IT
Practice Builder

Conceptsales

Partner journey to cloud

www.hybriditpracticebuilder.com

Rob
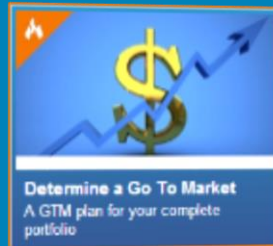
Hybrid IT
Practice Builder

The Journey to cloud with Cisco   For Cisco Partners   For Cisco employees   LOGIN – Self Consulting Portal

Improve your
journey to cloud
with Cisco

10:47
22-6-2015

- **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

Examples & Trackstore:

Business kit:
- Business plan & Business case, 3 year P&L, GTM plan

Marketing & Sales kit:
- ROI tools, Lead generation plan, Value proposition(business outcome)

Delivery kit:
- Service description, SLA, Contract, on-boarding procedure

Conceptsales

Quote tools

Presentations

Service Level Agreements

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

Conceptsales

Average evaluation score: 4.65 (scale of 5)

Conceptsales

Funding possibilities:

1. BAB(Partner plus)
2. MDF
3. Learning Credits

If you need help or have questions:

1. Website: **www.hybriditpraticebuilder.com**
2. Email: **r.wennekendonk@conceptsales.nl**
3. Local PAM or Cloud Lead

Thanks!