

Cisco Partner Plus



Helping You Capture Your Share of the Midmarket

Enormous opportunities exist today in the midmarket. Product and services revenue is estimated at over \$55 billion worldwide. It's critical for you to evolve your business quickly and capture your share.

We know what it takes to gain momentum and achieve growth. We can help you balance business demands and capitalize on market transitions. We have what you need to be ready to accelerate your midmarket business—faster and more profitably.

Get the Most with Cisco Partner Plus

Our focus is on you. That's why we've evolved our Partner Plus program to bring you even greater

advantages. Fast growth and improved margins are just a start. You'll emerge as the company your customers trust for all their technology and support services needs.

Our new three level benefit model helps you progress from where you are—to where you want to grow. As your commitment, engagement, and performance scales higher—so do your benefits.

The right tools will help your productivity climb so you can outpace the competition:

- Business Enablement to help you **prepare, build, and expand**.
- Marketing and Demand Generation to **attract customers and increase sales**.
- Incentives and Rewards that **recognize and encourage your success**.



What Partner Plus Can Do for You

Here's what some of our partners have gained using Partner Plus in their midmarket business:

"Cisco distribution has allowed us to grow our Cisco business by 400% and the financing programs that they have allow us to engage in much larger deals than we ever would before."

Brian Lee, CEO
Forte Systems, Cisco Premier Partner

"As a Partner Plus partner we now realize a 35% growth by maximizing our incentives dollars on big bet marketing activities, education and events."

Patrick Hempele, Chief Sales and Marketing Officer
Netcloud, Switzerland, Cisco Gold Partner

"Increased our Cisco business by about 30%. The service revenue growth has been substantially higher at close to 600%."

Simon Jacobson, Head of Marketing
Axonex, United Kingdom, Cisco Silver Partner

"Datacom Australia grew 37% year over year as a result of Partner Plus and the investment made in this partnership."

Tim Fitzgerald, Business Development Manager
Datacom Systems, Australia, Cisco Silver Partner

Cisco Partner Plus



Benefits Promote Your Growth

By partnering with us and Cisco Authorized Distributors, you gain access to greater training resources, marketing, and rewards to help you be more profitable.



Partner Plus Aspire

First, start by accessing all the resources available to partners through our [midmarket partner website](#). Next, engage with us and Cisco Authorized Distributors to take full advantage of benefits that accelerate your midmarket growth:

- Close more sales with Sales Excellence training, tools and presales support.
- Create new opportunities using marketing campaigns.

Partner Plus Prestige

Receive Partner Plus Aspire benefits, plus:

- Expand your midmarket business with our help and Cisco Authorized Distributors.
- Receive Cisco supported pre-sales support through Cisco Authorized Distributors.
- Take advantage of Cisco marketing experts, trainings, and resources.
- Launch full-service marketing programs and campaigns with us and Cisco Authorized Distributors.
- Use our customer intelligence analytics for cross-sell, up-sell, and last-day-of-support opportunities.
- Receive Cisco-generated leads and prospects including customer wallet share and propensity to buy.
- Earn tangible returns when your company meets and exceeds revenue growth targets.
- Get recognition and rewards for your individual sales representatives.

Partner Plus Elite Benefits

Receive all Partner Plus Aspire and Prestige benefits, plus:

- Use virtual wallet funds for demand generation and enablement activities.
- Access escalated second-level presales support through Cisco Partner Help Plus.
- Receive professional marketing strategy, planning, and execution services.
- Gain rewards for your sales representatives with Cisco Rewards.
- Qualify to attend Cisco Winner's Circle with our executives.

Join Us

The opportunity in the midmarket is available now. We want to help you create the business outcomes you've always dreamed of. And be the trusted expert customers rely on.

Commit to working closely with us. Grow your midmarket business. Meet the qualification requirements and we'll help you excel to higher levels. Together, we can serve customers and thrive.

The Cisco Partner Plus program is part of a partner ecosystem that offers a broad spectrum of advantages to you. We put you—our partners—at the center of a new world of opportunity. The Cisco Partner Ecosystem connects you to advanced architectures, solutions, software, and services. Take a step forward with us.

For more information on the Cisco Partner Plus program, go to: www.cisco.com/go/partnerplus.