

Cisco Partner Summit 2018

November 13 – 15 • Las Vegas, NV



Impact Session Titles and Descriptions

Impact Session Title	Description	Takeaways/Track
IS01 - Grow Predictable, Profitable Revenue Streams and Differentiate Yourself with Lifecycle Services	To meet evolving customer demands, Cisco has worked with partners to co-create a “lifecycle first” customer experience (CX) partner model. In this session, we will discuss how to differentiate and build predictable, profitable revenue streams using the four elements of the model: 1) A simplified CX portfolio that enables you to upsell new lifecycle and professional services; 2) New roles that will help you move your customers from choosing to using to loving us; 3) Investments in practice building that will help you evolve your existing lifecycle capabilities; and 4) Value exchange that will accelerate your transition. You’ll hear from peers who are currently benefiting from lifecycle services, business critical services, and digital Intelligence capabilities.	<p>Find out how CX creates new opportunities so you can differentiate yourself with Lifecycle Services</p> <p>Leverage Cisco Lifecycle offers that will help you expand business and professional services pull-through</p> <p>Understand how Cisco is invested in co-developing and jointly delivering Lifecycle Services with partners</p> <p>Track: Partner Practice Evolution</p>

<p>IS02 - Partner Transformation: Journeys to Success</p>	<p>Change is hard. But constant. To meet customer needs today and prepare for success tomorrow; partners need to evolve. Analysts from IDC will present insights from recently completed research. They will share how the channel is transforming, help you capitalize on major market opportunities, and give you the key to unlock greater customer value. Cisco partners will talk about how their business is changing, challenges they face, and how they deliver business outcomes while ensuring growth and profitability. Learn what Cisco is doing to help you make the necessary transitions that will drive growth today and prepare for continued customer success in the future.</p>	<p>Understand the key customer changes and market opportunities driving change for your business</p> <p>Learn from peers how they are transforming, and what challenges and successes they have experienced</p> <p>Learn what tools and enablement Cisco has to help you evolve, succeed, and grow</p> <p>Track: Partner Practice Evolution</p>
<p>IS03 - Accelerating Transformation with Cisco Partner Programs</p>	<p>As you transform your business and your talent, to drive innovation for your customers you need to remain profitable. Cisco understands the balance required and continues to evolve our programs to support your transition. We're investing in your success by evolving our programs and tools to power your profitability, innovation, and differentiation. Learn how our programs help to power your growth and extend your market relevance by focusing on your profitability.</p>	<p>Leverage programs and tools to drive profitability and support through the digital transformation</p> <p>Programs enable your business and talent to move to recurring revenue by offering tools and resources</p> <p>Enable your company to deliver value to our customers at every stage of the lifecycle</p> <p>Track: Partner Practice Evolution</p>

<p>IS04 - Value Beyond Connectivity: Winning the Next Phase of Intent-based Networking Together</p>	<p>Intent-based networking dominated FY18. Core networking has returned to center stage with huge growth. We are taking our customers on the journey from complexity to simplicity and value beyond connectivity. Our vision and execution has opened up customer wallets, driving investments that deliver real differentiation. Our DNA Center platform offers unique value: open development, network simplicity, and OpEx savings. Find out why automation, security, and analytics are our top focus and how new innovations will fuel double-digit revenue increase, larger deals, and more managed services. Discover the programs to maximize your profitability when you follow us to software selling. FY19 will be a defining year. Let's lead and win together.</p>	<p>Understand Cisco's intent-based networking strategy and how it accelerates digital business</p> <p>Why you have a strong competitive advantage with the Cisco DNA portfolio</p> <p>Understand how to align your business with Cisco and invest to maximize your profitability</p> <p>Track: Technology Architecture</p>
<p>IS05 - Security Above Everything: Leading Together in FY19</p>	<p>Awesome news! Your customers have more data, devices, and users than ever. Uh oh. That's more to protect, and there are more threats, becoming more sophisticated every day. How are customers defending themselves? Buying more security solutions from more vendors, leading to more cost, complexity, and gaps in protection. Enough already. It's time for a different approach to security. One where we deliver networks that are more intuitive, constantly learning, and evolving to stay ahead of more bad guys. It's time we integrated customers' complex security environments. It's time to help them see the entire threat landscape and detect and block more threats. Join us to discover security that only Cisco and you can deliver together in FY19.</p>	<p>Learn how Cisco's comprehensive, integrated security is foundational to our partners and customers</p> <p>Understand how Talos threat intelligence is a major competitive advantage</p> <p>See how security strengthens customer relationships and increases partner profitability</p> <p>Track: Technology Architecture</p>

<p>IS06 - Unleash Growth with Collaboration</p>	<p>Let's lead together using our powerful collaboration portfolio to capture the transitions to subscription, cloud, and hot new markets. Win the hearts, minds, and wallets of our customers for the long term and profit like never before. Meet customers where they are today and take them where they want to go with Cisco. See how the integration of cloud calling and Webex Meetings, Webex Teams, and devices creates an unparalleled user experience. Learn how Cisco Collaboration Flex Plan simplifies sales and recurring revenue. Discover the innovative new products that will help capture high-growth markets. We will share the investments, programs, and incentives that will support you as you expand your collaboration practice and unleash incredible growth in FY19 and beyond.</p>	<p>Learn how Flex Plan (including BroadSoft) helps you lead the transition to cloud and recurring revenue</p> <p>Find out how to put best-in-class Webex video into any size meeting space</p> <p>Understand how to align your business with Cisco and maximize your collaboration opportunities for FY19</p>
<p>IS07 - Fuel Your Profit Engine with Key Data Center Opportunities</p>	<p>Your key revenue opportunity today is in the data center. Learn how to create value and stickiness with your customers by shaping the future of their business: ruled by data, driven by applications, and driven by the ability to make better business decisions, faster with artificial intelligence. IDC estimates that by 2021, consulting services for worldwide data center infrastructure will reach \$19.7B, integration services \$39.7B, for a total of almost \$60B in service revenue. We are helping customers to double down in three primary areas: increased automation, on-ramp to multicloud, and pervasive security. Learn how to realize your fair share with Cisco's intent-based networking, compute, and storage for the data center.</p>	<p>Embrace the profitable opportunities created by Cisco data center solutions</p> <p>Explore the unique value we jointly bring to our customers by monetizing multicloud environments</p> <p>Take action with the tools and assets you will need to gain competitive advantage</p> <p>Track: Technology Architecture</p>

<p>IS08 - Unlock the Power of Software for Profitable Growth</p>	<p>Now more than ever, partners can play a vital role in their customers' digital transformation. This session is designed to help you unlock new value, grow profitable recurring revenue, and sustain customer loyalty. A software-led engagement puts you in the driver's seat to deliver the technologies to meet customers' rapidly evolving needs. Change creates new pressures and obstacles that sometimes delay our results. Attend this session to learn about our new streamlined software-buying model that was built to clear the roadblocks and accelerate your business transformation. Highlights include the evolution of Cisco's software portfolio and the Cisco Enterprise Agreement buying model.</p>	<p>Deliver on promise of partner-friendly offers</p> <p>See how Cisco is investing to help you build profitable software-led practices</p> <p>Understand the strong alignment between Cisco Sales and partner go-to-market</p> <p>Track: Partner Practice Evolution</p>
<p>IS09 - Everyone Owns the Customer Experience: How Organizational Alignment Impacts Profitability</p>	<p>Join Cisco executives for a conversation around the role customer experience plays in every organization. You'll hear why it's critical for marketing and sales to be completely integrated in order to deliver amazing customer experiences, and ultimately impact profitability. The panelists will discuss what Cisco is doing differently, the recent decision to bring sales and marketing together under one leader, and how we can help partners deliver amazing customer experiences at every point in the buying cycle.</p>	<p>Hear how amazing customer experiences are critical to the success of every organization</p> <p>Understand how tight integration of marketing and sales positively impacts profitability</p> <p>Learn how marketing plays a critical role in managing the customer through the entire lifecycle</p> <p>Track: Partner Go To Market</p>

<p>IS10 - Winning the Cloud Opportunity Together!</p>	<p>The multicloud opportunity is here for the taking. It's not just a concept or a marketing message. Multicloud is the new normal, and it's changing how our customers plan, build, and manage their IT strategy. And that change is creating complexity and incredible opportunity. No one is better equipped to simplify that complexity than us: you and Cisco. We lead the market in networking, security, data center, management, and orchestration. Everything your customers need to simplify how they connect, protect, and consume clouds in a multicloud world. The opportunity is now. The portfolio is here. Let's lead together.</p>	<p>Hear how our portfolio simplifies cloud experiences for customers and takes the complexity out of hybrid IT</p> <p>Find out how cloud equals recurring and expanded revenues, while helping you access new buyers and new budgets</p> <p>Recognize how customers adopt hybrid IT over pure public cloud and that it's critical to have choices and flexibility</p> <p>Track: Partner Go To Market</p>
<p>IS11 - Building for the Future on the Meraki Platform</p>	<p>Join us to see specific use cases for the Cisco Meraki platform, as we launch new APIs to showcase enhanced developer opportunities, highlight our managed services capabilities, and outline how integration with third-party tools can create better customer and employee experiences. In addition, you'll receive an overview of how the platform can help drive accelerated growth for your business, along with an annuity through our evolving recurring offers.</p>	<p>Understand how Meraki fits into Cisco's intent-based networking and holistic security strategy</p> <p>Drive business differentiators with new Hardware and API launches</p> <p>Explain new and evolving consumption models to enhance partner profitability</p> <p>Track: Technology Architecture</p>

<p>IS12 - Cisco IoT is the Name of the Game: We're In It To Win It, Together!</p>	<p>Every account and every customer is an IoT opportunity. And we're one of Cisco's fastest-growing businesses. As the only company delivering end-to-end networking, security, and data control, we are the foundation for your customers' IoT business, edge to cloud. Adapt your current skills to win in remote locations, across mobile assets, and throughout the extended enterprise, from warehouses, outdoor campuses, airports, and beyond. Innovate alongside your customers and get to business outcomes faster. Grow revenue, profitability, and value as customers use data for competitive advantage. With an industry-leading architecture, simplified selling motions, new partner programs, and expanded use cases, we're ready to lead with you in 2019.</p>	<p>Learn how to grow your business and profitability with Cisco IoT, bottom- and top-line benefits</p> <p>Understand the three key sales motions to monetize Cisco IoT today with multiple entry points</p> <p>Hear about new programs and resources that build on your current capabilities</p> <p>Track: Partner Go To Market</p>
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