

# The more intuitive way to work.

## Partner call guide

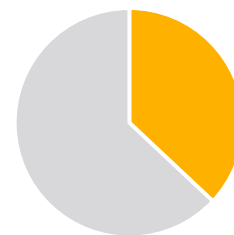
For Partner use



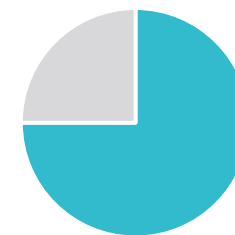
# This is the age of teams

“Agility plays a central role in the organization of the future, as companies race to replace structural hierarchies with networks of teams empowered to take action.”<sup>1</sup>

Today more than ever, business wins depend on teamwork. And the teams that make things happen are bigger, more diverse, and more distributed than ever. People are working at home, in coffee shops, and on the road. They span multiple time zones. They use every imaginable device, relying heavily on their mobile phones. With so much to manage, people are challenged to be truly present and focused in the moment. To make the most of each opportunity and maintain business momentum, they need tools that allow them to work intuitively. Effortlessly. That fade into the background, leaving them free to keep focused, stay engaged, get inspired, innovate. That allow them to connect as if they were in person, when they're not.



37% of employee time is spent in meetings.<sup>2</sup>



72% of executives rated effective team communication as the top aspect of collaboration that drives business success.<sup>3</sup>

# Discovery questions (1 of 2)

- 1 How easy is it for your team to collaborate with remote employees and/or dispersed teams? Would more effective communication improve your team's decision-making time?
- 2 How does your company currently communicate with one another, customers, vendors, and business partners? Does this vary across teams?
- 3 Are your employees using collaboration tools/services today? If so, which ones?
- 4 Do you feel your teams collaborate effectively? What workflows are you trying to solve for / would you like to improve with better collaboration tools? What's at stake if your collaboration is not improved?
- 5 Is it easy to join and participate in meetings from any room using video endpoints? Or is dated communications technology affecting meeting room effectiveness and team collaboration?



# Discovery questions (2 of 2)

6 Are you responsible for managing and deploying your communication tools? If yes, how easy is it to manage and deploy those tools?

7 Does your existing collaboration infrastructure allow you to scale as your business grows? Does the infrastructure exist on-premises and if so, do you have a migration plan to the cloud?

8 How important is it that your collaboration tools/services integrate with third party technologies?

9 How important is security and compliance to your organization? How secure are your collaboration tools? Do they comply with government regulations and meet industry standards?

10 How important is artificial intelligence (AI) in facial/voice recognition and video in your meeting environment today for more intuitive ways to meet?



# Conversation guide

## Did you know? Proof point

### The benefits of collaboration services?

- 84% of enterprises say collaboration technologies have improved the productivity of individual employees.<sup>4</sup>
- 48% of employees spend at least 30% of their time away from their primary workspace.<sup>5</sup>
- 76% of organizations that implement BYOD report an increase in employees' responsiveness and decision-making.<sup>6</sup>
- 87% of remote users feel more connected to their team and process when using videoconferencing.<sup>7</sup>

### The customer benefits of Cisco Webex, the single cloud platform for the Cisco Collaboration Suite?

- **Increases productivity:** Helps customers make better decisions faster to improve team agility with tools available before, during, and after meetings.
- **Enhances engagements:** Enables customers to build relationships and trust with a lifelike video experience, just as though they were meeting in person.
- **Captures creativity:** Users can draw and annotate ideas using a whiteboard connecting physical and virtual meeting spaces.
- **Improves effectiveness:** Customers can run highly effective meetings by adding agendas, capturing notes and action items, and circulating them to improve team accountability.
- **Accelerate results:** With a continuous collaboration work stream (instead of disparate messages and channels), teams can share ongoing updates and continue to propel work forward from one centralized place.



# Conversation guide

## Did you know? Proof point

### The capabilities of Cisco Webex?

With **Webex Meetings**, joining meetings is easy, audio and video are clear, and screen sharing is easier than ever. You can meet face to face wherever you are, share your screen, and schedule and join meetings from anywhere.

With **Webex Teams**, get continuous teamwork with video meetings, messaging, file sharing, and whiteboarding. Start a meeting with a touch of a button from anywhere, switch devices seamlessly, send important information via direct and team messages, share files with anyone anytime, and whiteboard or draw on your phone or device.

Cisco's **award-winning devices** allow your customers to work with a swipe of a button with the Webex platform so their teams can meet, create, and share.

Cisco Webex is an **open platform** that allows customization and integration of features into your customers' own unique workflow.

**Enterprise-grade security** provides end-to-end data encryption and protection keeps all work safe.

### Cisco Webex is the most widely trusted and adopted meeting service on the market.

- 30+ million meetings hosted a month
- 6+ billion global meeting minutes a month
- 116+ million meeting attendees a month
- 19 Red Dot design awards

# Conversation guide

## Did you know? Proof point

### Cisco Webex is secure

Everything you share, say, and type is protected by end-to-end encryption. Authorized administrators can manage and enforce security policies. And thanks to Cisco's high security standards, Webex products are some of the most secure collaboration tools available.

- **End-to-end encryption:** Your messages, documents and whiteboard drawings are encrypted from your device to theirs, and everywhere in between. Your information is protected from the impact of any breach.
- **Secure search:** Secure search keeps you protected while still making information findable. Searches are encrypted, keeping search terms and results from hackers, governments, or even from Cisco.
- **Lock and moderation controls:** Keep teamwork private by locking spaces. Only moderators can add people to a space. Spaces with members who are outside your company are marked.

### Cisco Webex is flexible to meet your workflow needs

Webex Integrations connect the tools you already use to ensure work moves smoothly. Or, create custom integrations to fit right into your existing workflow.

Check out the [Webex App Hub](#) to see all the apps we work with.



# Conversation guide

## Did you know? Proof point

Cisco Webex excels in capabilities, video quality, and more in the market?

See how Cisco Webex Meetings and Cisco Webex Teams stack up against other vendors' team collaboration products:

[Online Meetings Products Comparison](#) & [Team Collaboration Comparison](#)

Cisco received a 2018 Gartner Peer Insights Customers' Choice for Meeting Solutions (Web Conferencing)?

With Gartner Peer Insights, people (like your customers) evaluate the products they're using within their own organizations. Gartner, the world's leading research and advisory company, vets the reviews to ensure there's no vendor bias, no hidden agendas, just the real voices of enterprise users.

Based on the high ratings from end users for Cisco's meeting solutions, Gartner recognized our products as a [2018 Gartner Peer Insights Customers' Choice](#).

Cisco is named as a leader in the Gartner Magic Quadrant for Meeting Solutions?

The [2017 Gartner evaluation](#) brings together web conferencing and group video system markets under a single grouping. Gartner's definition is clear but comprehensive: "Meeting solutions blend communications, collaboration and content to enable real-time group work from anywhere."

- Cisco's product offerings demonstrate the broadest set of features and supported standards, strongest parity between mobile, desktop and meeting rooms, and most significant integrator partnerships of the vendors in this Magic Quadrant.
- Cisco supports vertical industries more deeply than competitors do, with offerings for customer care, healthcare, financial services, education and the public sector.
- Cisco reference customers surveyed for this Magic Quadrant identified the vendor's video quality as a compelling strength.



# Closing

## Buying stage

## Customer needs

## Customer offer / call to action

<b>Awareness</b>	Establish relationship: Customer is learning about Cisco Webex.	<ul style="list-style-type: none"> <li>• <a href="#">eBook: Ignite Innovation with Cisco Webex</a></li> <li>• <a href="#">5 Reasons Why Webex</a></li> <li>• <a href="#">Cisco conferencing site</a></li> </ul>
<b>Consideration</b>	Provide needs analysis and demonstrate value: Customer needs to better understand Cisco Webex and how it compares to the competition.	<ul style="list-style-type: none"> <li>• <a href="#">Case Study: Jerry Bruckheimer Films</a></li> <li>• <a href="#">Case Study: IBM Norway</a></li> <li>• <a href="#">Compare meetings vendors</a></li> <li>• <a href="#">Compare team collaboration vendors</a></li> <li>• <a href="#">Gartner Magic Quadrant for Meetings Solutions</a></li> </ul>
<b>Design</b>	Provide design resources: Customer wants to understand what resources are available to help with design and implementation.	<ul style="list-style-type: none"> <li>• <a href="#">Cisco Webex Security and Privacy</a></li> <li>• <a href="#">Cisco Webex Hybrid Services Design Guide</a></li> </ul>
<b>Purchase</b>	Close sale: Customer is ready to purchase Cisco Webex.	<ul style="list-style-type: none"> <li>• <a href="#">30-Day Free Trial: Webex Meetings and Webex Teams</a></li> </ul>

# Key partner offers

## Collaborate Everywhere

The primary partner promotion for selling Cisco collaboration solutions. It provides attractive discounts and a wide variety of opportunities across the collaboration portfolio. Please note that it does not offer discounts on Cisco Webex Teams (previously Cisco Spark) or hardware priced on market category (MSRP). ([Learn more](#))

## Webex Teams Partner Pricing

An easy way for you to sell with a simple volume-sales model through exclusive discounts and promotions. We provide customizable marketing package to quickly increase demand with your own brand and reach new and existing customers with low cost and little effort. ([Learn more](#))

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1. "Introduction: Rewriting the rules for the digital age," Deloitte, Feb. 2018. <https://www2.deloitte.com/insights/us/en/focus/human-capital-trends/2017/introduction.html>
  2. "\$37 billion per year in unnecessary meetings, what is your share?" MeetingKing, Oct. 21, 2013. <http://meetingking.com/37-billion-per-year-unnecessary-meetings-share/>
  3. Kim Austin, "Attention Leaders: Today's Teams Need New Tools," Cisco blog, Feb. 6, 2017. <http://blogs.cisco.com/collaboration/todays-teams-need-new-tools>
  4. "2016 Connected Enterprise Report: Collaboration Trends, Insights, and Strategies in the Digital Age," Dimension Data, 2016. <https://blog.dimensiondata.com/2016/02/key-findings-from-the-2016-connected-enterprise-report/>
  5. ZK Research
  6. Forrester
  7. "Analyst Report: Why videoconferencing is critical to business collaboration," Gigaom. <https://gigaom.com/report/whyvideoconferencing-is-critical-to-business-collaboration/>

