



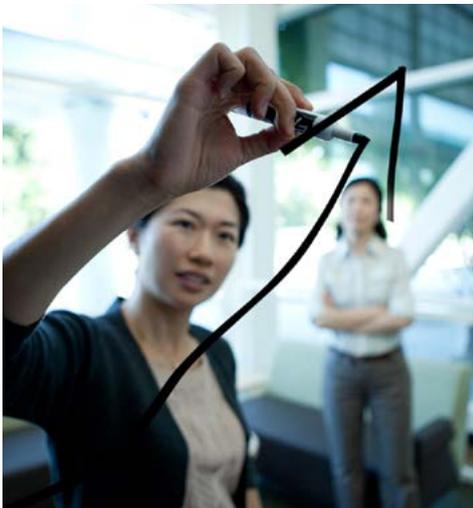
Evolve with Ingram Micro

...and fully realise the benefits of Cisco ONE Software

Cisco ONE™ Software Call Guide

Reason to Call

Cisco® ONE Software is the simple, flexible way for customers to get software for their data centre, WAN, and access domains. They buy a single Cisco ONE Software product with their choice of licencing options, and get more value from ongoing updates and lower TCO. As a result they get benefits across the entire lifecycle of the product.



Value to Partners

1. Ability for Partners to develop new services beyond just resell by moving their offerings and value up the IT stack. Partners can focus on delivering new services and driving business outcomes.
2. On-going revenue stream with annuity (SWSS).
3. Future pipeline – as well as the opportunity to drive usage and adoption of Software in the Cisco ONE Suite. Cisco ONE and SWSS, provide “ongoing innovation”, allowing new capabilities and software updates to be applied on an ongoing basis.
4. Increase pull through sales.
5. Expand deal size and get higher services attach rate.
6. Higher Cisco Value Incentive (VIP) rebates.



Value to Customers

When you are talking to customers, reinforce these key benefits:

1. **Logical bundles and better together pricing:** Software products are logically bundled to address customer use scenarios, enabling key business solutions at an attractive price point for better long-term value than individual purchases.
2. **Investment protection:** Software purchase with licence portability across hardware refresh cycles provides investment protection (SWSS required). Customers only pay the difference when they upgrade to a higher class of hardware.
3. **Ongoing Innovation:** Get access to software updates and upgrades from Cisco. As we incorporate new capabilities and features into Cisco ONE Software, existing customers would gain immediate access to the latest capabilities added to the solution.

Key Offers and Incentives

New Promotion for Cisco ONE Wireless LAN Controllers 8540/5520:

We are pleased to announce a new six-month wireless promotion to help drive wireless LAN controller (WLC) refresh to the new 8540/5520 controllers. In order to help customers get their networks ready for 802.11ac Wave 2. During Q1-Q4 FY17, we are removing the two-year restriction currently in place for brownfield, and discounting the price by up to 25%. The SKUs are orderable today, with the following two options:

Option:1	Option: 2
<p>If the customer has an existing Cisco wireless controller (with access point licenses) and PI Lifecycle they can purchase for \$150 per access point (previously \$200 per access point with two year restriction – 25% savings).</p>	<p>If the customer has an existing Cisco wireless controller (with access point licences) but does not have PI Lifecycle they can purchase for \$200 per access point (previously \$250 per access point with two year restriction – 25% savings).</p>
<p>What does the customer get?</p> <ul style="list-style-type: none"> • Access point licence (ported over from older controller) • PI Assurance • CMX Base (or MSE 8) • Cisco ISE base (25 endpoints per access point) • Licence portability and ongoing innovation for all features 	<p>What does the customer get?</p> <ul style="list-style-type: none"> • Access point licence (ported over from older controller) • PI Lifecycle • PI Assurance • CMX Base (or MSE 8) • Cisco ISE base (25 endpoints per access point) • Licence portability and ongoing innovation for all features

The ordering process is simple. When selecting options under C1-AIR-CT8540-K9 or C1-AIR-CT5520-K9, you'll notice the above two options under Cisco ONE Upgrade Promotion – simply select the appropriate option and enter the quantity equivalent to the number of currently owned access point licences that the customer wants to convert to Cisco ONE Software and port to the next-generation controllers. If the customer has a 5508 with 500 access point licences, but only 400 access points attached to it, they do not have to convert all 500 to Cisco ONE. They can just convert and port what they need.

[Click to learn more](#)

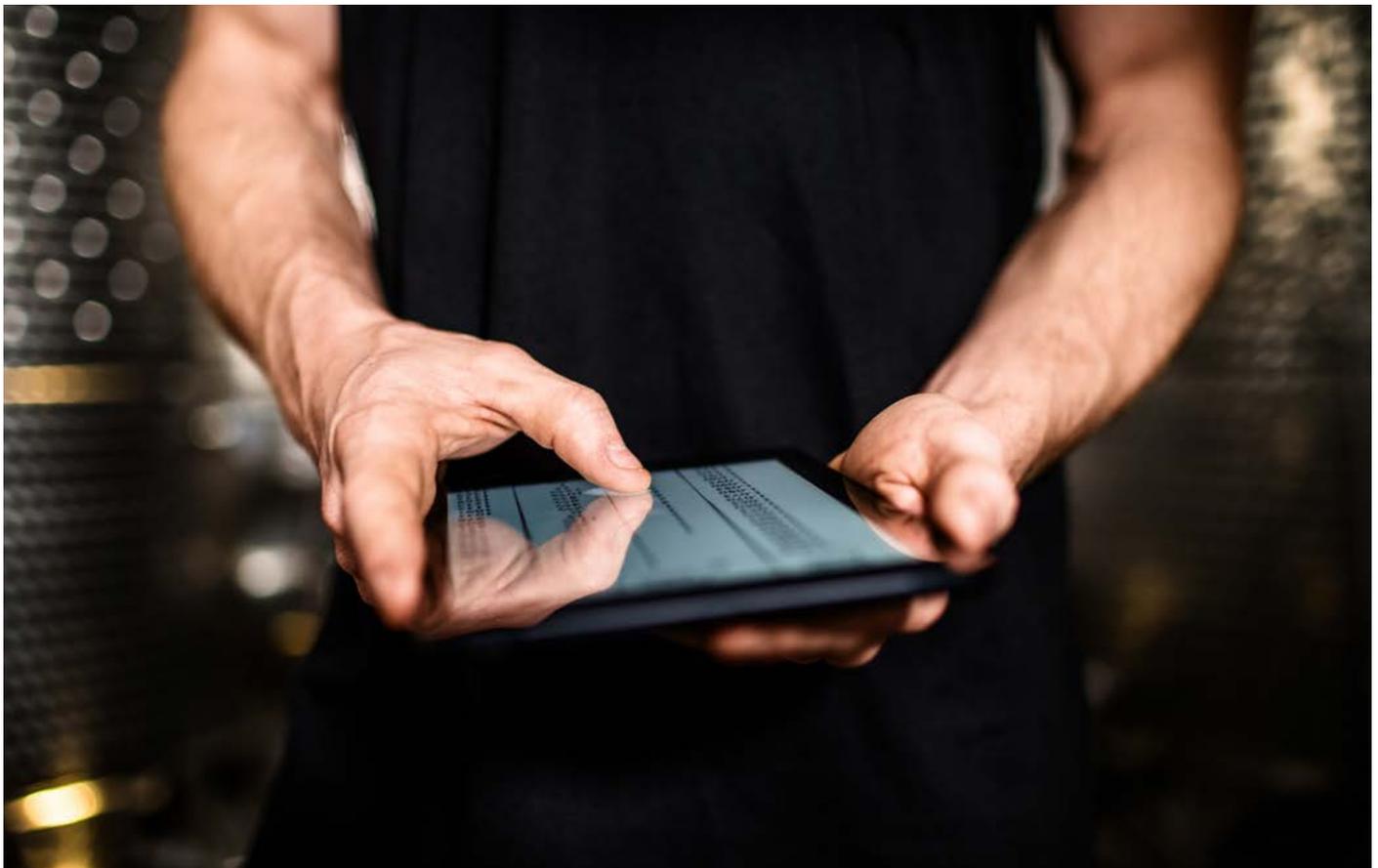
Where to Find Opportunities

Target **network** and **operations buyers** as well as Cisco customers (data centre, WAN, or access domains) who are:

- Not fully using all that Cisco has to offer (only using basic or single software features)
- Tired of “throwing away money” at every network refresh by having to repurchase software
- Interested in using more modern networking software, but have shied away due to cost
- Desiring more predictable IT spending on their networking and data centre purchases
- Seeking to reduce CapEx and operationalise more expenses
- Wanting to stay compliant and maintain their security
- Looking for competitively-priced solutions

Qualifying Questions

Question	Solution
Are you consolidating vendors?	Purchasing software from Cisco and our competitors? Focus on displacing competitors.
Are you seeking new buying models?	Has the customer had a compelling event causing a need to refresh existing products or services? Focus on consumption model and outcomes (capabilities, return on investment (ROI))
Do you currently consume anchor services?	Does the customer already use one or more of these? <ul style="list-style-type: none"> • WAN – at least one Cisco TrustSec, unified communications, AES license, or Cisco Unified Border Element • Access switching – IP base, full L3 routing, features, FNF • Access wireless – WLC, Cisco Prime Infrastructure Lifecycle Licence • Data centre networking – Enterprise LAN or SBUN • Data centre compute – Cisco Unified Computing System™ Director or Central, Intercloud Focus on establishing value.
Do you feel you are “throwing away money” at every network refresh by having to repurchase software?	Focus on the value offered by Cisco ONE Software.
Are you interested in using a more comprehensive range of networking software?	Focus on the value Cisco ONE Software offers by purchasing a combined package of software and the business value it will add.



Discovery Questions - General

Question	Response
<p>Each domain in the Cisco ONE Software model offers a “Foundation” bundle. What is “Foundation,” and is it the same for all products?</p>	<p>Foundation products are a collection of the most common software-licensed capabilities for each area of the network, data centre, and cloud; WAN; and access. Capabilities will differ depending on which area of the network is being addressed. In general, Foundation products deliver the capabilities that most customers need, including basic networking, security, and systems management.</p>
<p>Each domain in the Cisco ONE Software model offers an Advanced Application product. What is an Advanced Application product, and are they the same for all domains?</p>	<p>Advanced Applications for Cisco ONE Software address a broader range of customer use cases and differ by architecture. For example, the ability to deploy advanced voice and video solutions is enabled by the Cisco ONE WAN Collaboration product. Cisco ONE Advanced Mobility Services allow customers to customise their wireless environment to deliver a tailored experience, which is a valuable benefit for retail and branch offices.</p>
<p>How does my customer migrate equipment and software that they already own to the new Cisco ONE Software licencing model?</p>	<p>Cisco is developing promotional offers to extend credit to customers for existing software licence purchases when moving to the Cisco ONE Software model. These will be managed as campaigns to accelerate their migration to Cisco ONE Software. (Also see question on Mid-cycle Refresh.)</p>
<p>What is licence portability?</p>	<p>Licence portability is a key benefit of the Cisco ONE Software model. Previously, software application licences were node-locked to a specific device. When you need to move to a different device, licence portability entitles you to move your software licences to that new product. You can leverage your existing investment in Cisco software and you may not need to repurchase licences when doing a hardware refresh. Depending on the feature set you use, this can lead to significant savings.</p>
<p>What are the customer’s financial benefits for buying Cisco ONE Software?</p>	<p>There are several advantages over the current licencing model:</p> <ul style="list-style-type: none"> • Licences are portable between generations of hardware, eliminating the need to repurchase software when upgrading to new hardware • Costs can be amortised over the lifetime of the software and paid from the more flexible OpEx budget instead of the more strictly-controlled CapEx budget • “Better together” pricing can provide lower initial costs and reduce your TCO over the software lifecycle. In a typical unified access refresh use case, you could save 9% in software costs over a five-year refresh lifecycle with Cisco ONE Software
<p>How does your customer intend to secure and manage the box in question?</p>	<p>Cisco ONE Software enables you to holistically look at what the customer is trying to achieve and move away from a box by box discussion.</p>
<p>How do customers ensure they are correctly licensed with Cisco ONE Software?</p>	<p>Cisco offers Smart Accounts which allow your customers to manage their software and licence compliance in real time.</p>

Objection Handling

Objection	Response
My customers only buy what they need from Cisco. They don't need extra stuff.	That's still an option, but with Cisco ONE Software they get added capabilities and security. Cisco's suites are designed to help deliver business outcomes for the most valuable customer use cases.
Our customers buy what they want, when they need it.	That makes sense, but there will be times when they need to procure and implement software faster than usual. With Cisco ONE Software, they have access to all features in the product whenever they need them. This solution also simplifies tracking their licences, because there are fewer of them.
Our customers have been burned before by having to buy software that was tied to the hardware and then paying again for the same capabilities when they refresh.	This is precisely the reason for Cisco ONE! With Cisco ONE Software, licences are portable as long as they maintain the software support service agreement, allowing them to use the software with any compatible new hardware.
Aren't you just trying to get them to spend more money?	They are getting more; licence portability and access to ongoing innovation, as well as software. Cisco's providing more value and more capabilities and simplifying the procurement process. They are taking the core features necessary to deliver business outcomes, and making them available in an offer that is easier to order and consume. Customers will get more from the investments they've already made as they expand and enhance their overall IT capabilities.
Why should my customers buy Cisco ONE Software versus à la carte products?	<p>The Cisco ONE Software model realises double-digit savings over the traditional à la carte model—from 9% to 55%. Cisco ONE Software has been able to deliver that savings due to “better together” pricing, access to ongoing innovation, and software licence portability. It is the right purchasing model for today's digital era because it helps customers to better manage their network. An example would be a unified access use case where a customer has 500 branches and a five-year refresh cycle. Under the current à la carte model, the cost for annual hardware and software support, plus the cost for refreshing all branch hardware in the fifth year, would total approximately \$16 million. With the Cisco ONE Software model, costs over the same period would only be \$14.5 million, for a savings of 9%.</p> <p>Customers will receive other significant benefits in this example:</p> <ul style="list-style-type: none"> • Lower first-year start-up costs if the customer buys a subscription model • Cost savings in the fifth year as a result of licence portability • Greater value because the product includes advanced capabilities that would cost more if licenced in the existing à la carte model
Not interested in vendor consolidation....	<p>Cisco ONE Software interoperates well with third party solutions. Customers are under no obligation to replace their existing vendors. However, many Cisco customers have found that the capabilities in Cisco ONE Software provide similar capabilities to those provided by other vendors and perform at least as well, if not better.</p> <p>In addition, they get all the traditional benefits associated with vendor consolidation:</p> <ul style="list-style-type: none"> • Fewer devices to manage and fewer purchase orders to request • One services contract rather than many • One technical support contact • Less “finger-pointing” when something goes wrong

<p>How often will our customers get updates from the “ongoing innovation” feature (part of Software Support Service (SWSS))? Can you guarantee that they will be getting “frequent” updates?</p>	<p>As part of the Cisco SWSS contract, customers are entitled to ongoing software updates and upgrades. As Cisco incorporates new products and features into Cisco ONE Software, they will have immediate access to the latest capabilities. Cisco plans to regularly add more capabilities into these products to create more ongoing value for their purchase.</p>
<p>The value of portability is very low to our customers; they will only use this once every 5 to 6 years.</p>	<p>Cisco ONE Software is attractive beyond portability as it includes:</p> <ul style="list-style-type: none"> • Logical bundling to address their most important use-cases • Ongoing innovation so their investment in Cisco ONE Software grows over time • Ordering and management simplicity of software licences
<p>Our customers are often looking for a like for like replacement?</p>	<p>The environment when they made their initial decision has changed dramatically. Think of how Security alone has changed in the past 3 to 5 years. Like for like replacement simply isn't appropriate for today's landscape.</p>
<p>Why would our customers need Smart Accounts or Smart Licencing for Cisco ONE Software?</p>	<p>Smart Accounts give customers additional benefits from their Cisco ONE Software purchases. Cisco has optimised the setup process to allow Partners to configure their Smart Account either before or after the Cisco ONE Software purchase. Cisco recommend that you proactively set up a Smart Account now to avoid delays when you need to complete an order, activate a product, or use a service. Smart Accounts are the focus and foundation for Cisco's long-term, strategic approach to software. Partners and customers who set up their Smart Accounts sooner rather than later will benefit from immediate visibility into their utilisation as well as improved licence and asset management. Allowing you to have more strategic conversations with your customers.</p>

Further Resources:

- [Cisco ONE Software At-a-Glance](#)
- [Cisco ONE FAQs](#)
- [ZK Research Analyst Paper on Cisco ONE Software Total Cost of Ownership: Cisco ONE Software Delivers Better Business Outcomes.](#)
- [Infographics](#)
- [IDC Analyst Paper of Cisco ONE Software: Driving Better Business Outcomes in the Third Platform Era of IT: Cisco's Software Strategy.](#)

For more information contact your Cisco Account Manager

Cisco ONE Upgrade Promotion Available today! **BUY 3 Year multi-year SWSS, FREE Cisco ONE Foundation Upgrade**

(available from 1st March 2017 to 29th July 2017)

Cisco network functionality is evolving into software and cloud features such as StealthWatch security, Umbrella security, analytics, management and location based services; these are included in Cisco ONE offers.

SWSS protects your investment in Cisco ONE with access to support 24x7, all minor & major upgrades and new features and license portability so you can repurpose licenses as your network dynamically evolves.

