

Breach Readiness and Response Partner Sales Accelerator

Accelerating Your Security Sprint



How can we help?

- **Understand your customer needs** for Breach Detection and Response
- **Leverage these enablement resources** and start building a strong security posture to meet your customer's needs
- **Use our Profitability programs** to maximize your profits

Why is it important?


Data is at the heart of everything your company does: it is your intellectual property, your next big break, your customer records, your revenue. Therefore, a breach costs much more than just fixing outages and damaged systems. Building a strong security posture can help protect your reputation.

Cisco offers the right Breach Readiness solutions you can easily position with your customers. You can easily win deals with Advanced Malware Protection (AMP) for Endpoints, Cisco Umbrella and Incident Response as a Service. All this in the most profitable way!

What customers can you easily address?

1. Customers with Advanced Malware Protection (AMP) for Networks on either their Firewall, Email Security or Web Security but no Advanced Malware Protection (AMP) for Endpoints or Umbrella
2. Customers with 2 or more Security products but no Advanced Malware Protection (AMP)
3. Customers with AnyConnect but no Umbrella or Advanced Malware Protection (AMP) for Endpoints
4. Every organization should conduct continual security vulnerability/posture assessments in order to provide confidence in to the LOB to move to digital. Each organization should also have a plan of how they will respond to and remediate from a security incident; this plan should encompass the people processes and technology. Our suite of incident response services addresses these challenges and provides assurances.

Develop your capability with Cisco Security Enablement Resources

1. Start your enablement journey with easy on-demand trainings.  SalesConnect

- [Find and Contain Problems Fast](#)
- [Protect Users Wherever They Are](#)

Find more resources and see [How to Sell Cisco Umbrella](#) and [How to Sell Advanced Malware Protection \(AMP\)](#)



2. Grow your Expertise with the [Fire Jumper Program](#)
 - Enroll in the program for Cloud & Content Security and Advanced Threat to develop your pre-sales skills on Cisco Umbrella and AMP for Endpoints. Contact us at stage1234-emeear@cisco.com
 - Complete the self-service training modules and validate your knowledge by passing a short COLT exam.
 - Once these straight-forward first stages are complete, you can take it to the next level by attending one of the [Base Tour training sessions organized throughout EMEAR](#).



3. Open the door with Cisco Incident Response Services
 - Leverage the [Cisco Security Incident Response Services Partner Playbook](#) to understand your customer needs for Detection and Remediation.
 - Educate yourselves with the [Incident Response Video](#)
 - Keep up to date with the latest content on [SalesConnect Partner Hub](#)
 - Use the [partner presentation](#)
 - Read [Cisco Blogs](#) for more information on the advancing threat landscape
 - Incident Response Services on average drive Incremental product and services (\$1 or IR drives \$7 in product and Partner services)
 - Conduct call campaigns and Earn Partner Plus reward points for selling Incident Response Services

- Receive a 800.000 points reward when selling Incident Response Retainer
- Receive a 100.000 points reward when selling Incident Response Emergency
- Receive a 50.000 points reward when selling Incident Response Pro-active assessment

Incident Response – Advisory Services



Incident Response Services				
I want to know I have a team standing by	I need to know what is in my network	I need to know if I can respond appropriately	I need a plan for when a data breach occurs	I need help now
Incident Response Offers	Proactive threat hunting	Readiness assessment	Tabletop exercises	Emergency response
Incident Response Retainer CON-AS-SECADV	✓	✓	✓	✓
Incident Response Emergency ASF-CORE-IN-RESP	✓			✓
Incident Response Proactive ASF-CORE-IN-RESP-S		✓	✓	

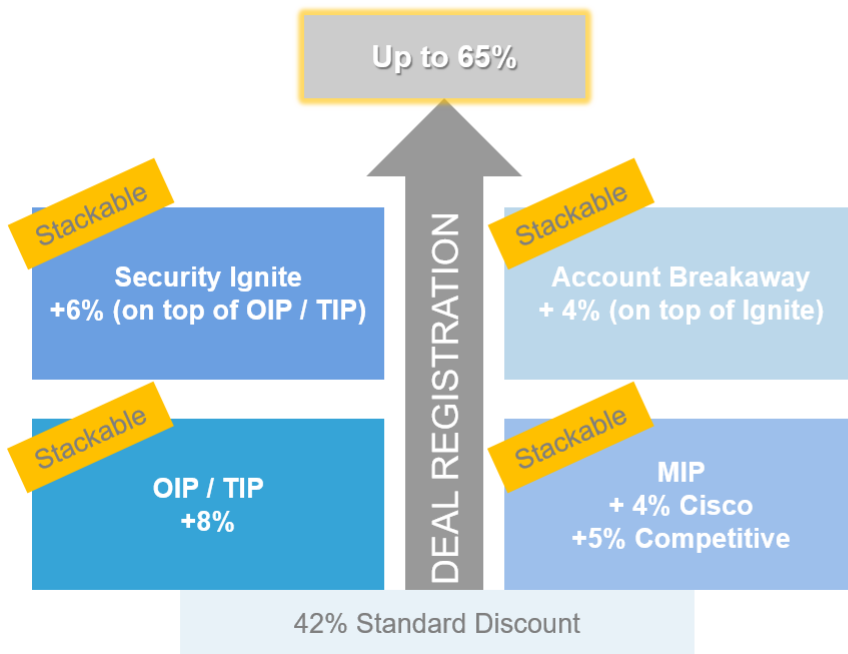
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4. Demo the solutions to your customers and perform Proof-of-Values

- [dCloud Cisco Umbrella demo](#)
- [dCloud AMP for Endpoints demo](#)
- Use the [PoV Best Practices guides](#)
- Leverage the [14-day Free Umbrella trial](#) offer
- Leverage the [Free AMP for Endpoints trial](#) offer
- [dCloud Cisco Ransomware Defense Solution](#)

How can you sell these solutions in a profitable way?

Maximize Your Profitability when selling AMP for Endpoints & Cisco Umbrella



VIP Backend Rebates

- **Security Track** up to 8% rebates
+2% Account Breakaway Bonus
+2% Migration Bonus
- **Cloud Security Annuity** track 2% rebates
+2% Land/Expand Bonus
+2% Renewal Bonus

AMP4E & Umbrella Bundle

AMP4E-UMB-BUN 12% off list price (until end of Q2)

Security Dynamic Bundles

Including AMP4E with up to 6% incremental discount (until end of Q2)

Individual Incentive for AM / SE / FE:

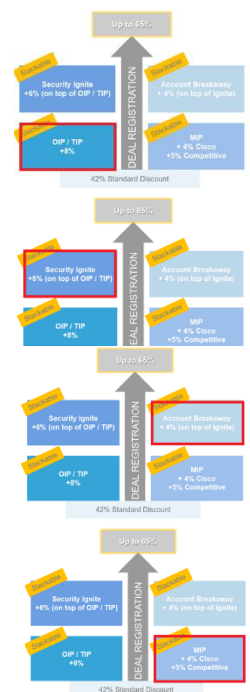
Cisco Rewards Points for

- Enablement
- POV
- Bookings of Registered Deal

* These discounts assume direct purchase from Cisco. For all purchases via distribution (2-Tier), final pricing must be negotiated directly between the Distributor and the reseller

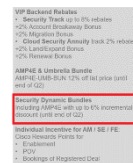
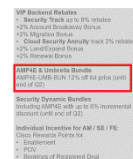
1. Use our stackable Deal Registration programs to grow your margin

- [Hunting or Teaming](#) (OIP or TIP) protect your new business opportunities with 8% additional discount
- [Security Ignite](#) rewards Security Specialized partners with 6% additional discount on top of OIP/TIP
- [Account Breakaway for Security](#) applies on top of OIP/TIP and Security Ignite to reach a total of up to 60% discount for new accounts
- The new [Migration Incentive Program \(MIP\)](#) will add to all previous stackable discounts an additional 4% or 5% when refreshing customers' old equipment (Cisco or Competitive)



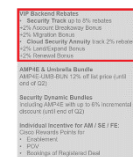
2. Take advantage of limited time bundle offers

- AMP for Endpoints **AND** Umbrella Insights or Platform Bundle (AMP4E-UMB-BUN) offers 12% discount off List Price
- [Security Dynamic Bundles](#) offers up to 6% incremental discount when selling Security as an Architecture



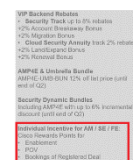
3. Maximize Profits with the [Value Incentive Program \(VIP\)](#)

- Enroll in the Security Track and receive up to 8% Backend Rebates when selling multi-year subscriptions
- Become eligible for a +2% Account Breakaway Bonus and a +2% Migration Bonus on registered deals
- Enroll in the Cloud Security Track and receive 2% Base Rebate on Cisco Umbrella license subscriptions
- Become eligible for a one-time +2% Land/Expand Bonus when selling and upselling new contracts
- Become eligible for a one-time +2% Renewal Bonus when renewing existing subscriptions



4. [Earn Cisco Rewards](#)

- Book a registered and approved deal equal to or greater than 25K\$ net and earn up to 100.000 points
- Receive a 50.000 points bonus when adding Cisco Umbrella to a qualifying deal
- Earn 80.000 points when participating in the Fire Jumper program and becoming Stage 4 Proficient
- When recognized as Stage 4 in the Fire Jumper program, you can earn up to 100.000 points when completing a PoV



In Summary

- ✓ Understand the customers you should position Breach Readiness and Response solutions with
- ✓ Educate yourself and become a knowledgeable trusted advisor for these customers
- ✓ Maximize profitability by leveraging our incentive offers
- ✓ Partner with your local Cisco Security team
- ✓ Leverage all available demand generation resources we have built to help you in your journey
 - For Partners: <http://cisco.pmclinks.com/6LACB> (Advanced Malware Protection / Breach Readiness & Response)
 - [SalesConnect Partner Briefcase](#)
- ✓ Ultimately, drive sales – Statistics tell us 90% of customers taking a demo and a trial result in a purchase decision.