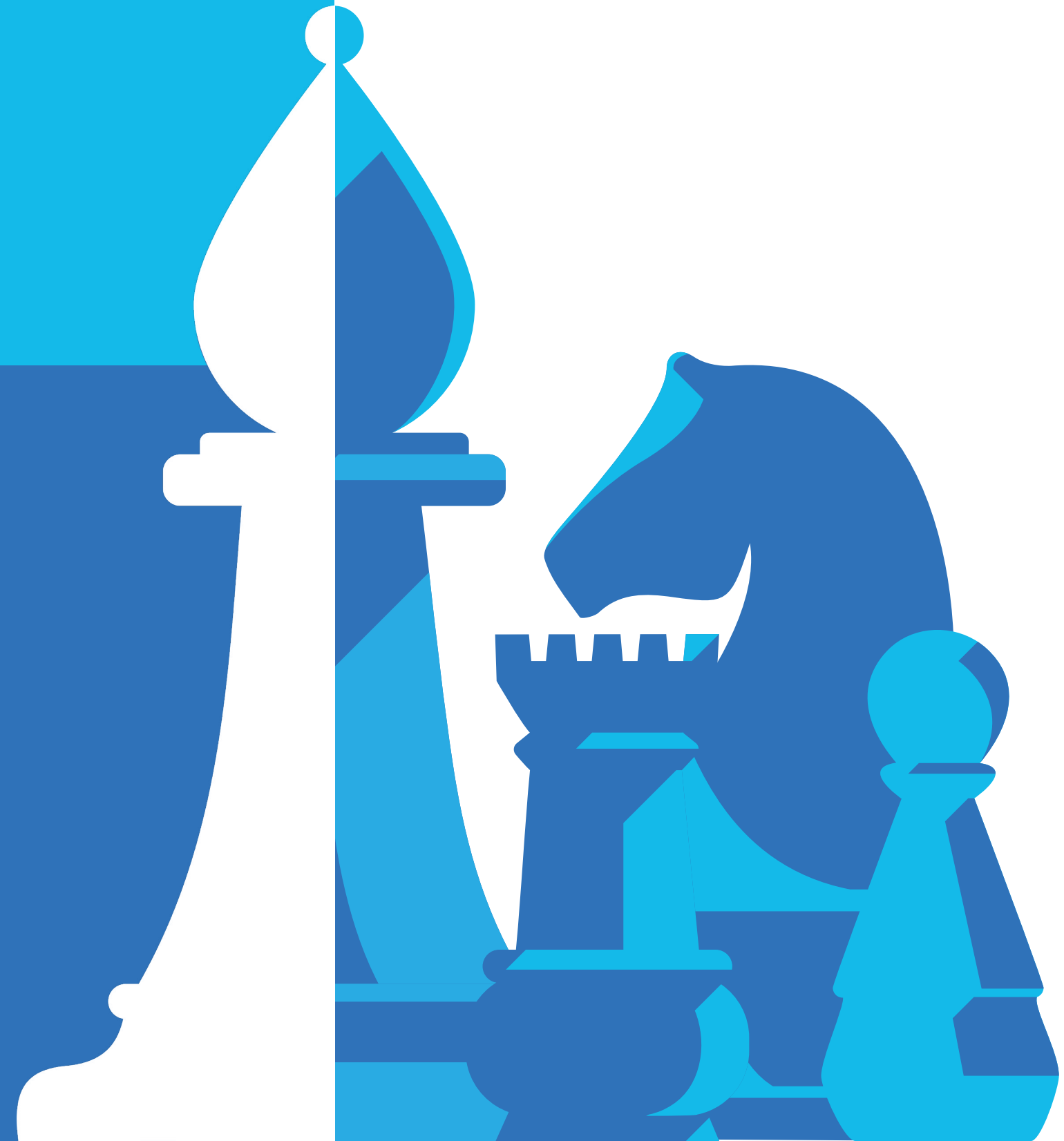INGRAM MICRO®

CISCO Distributor

MAKE THE RIGHT MOVES

Cisco Customer Experience (CX) with **Ingram Micro**

CX offers hold tremendous value for customers who are increasingly moving to a Software-as-a-Service (SaaS) model.

- Require less up-front investment

- Help realise individual customer needs

- Expand recurrent revenue business

- Get support with deep technical expertise

- Earn additional rebates

INGRAM MICRO®

CISCO
Distributor

How **Ingram Micro** support
Partners with CX deals

- Being Cisco CX Specialised,
  we are here to help support our
  Partners with the process

- We can help our Partners
  strengthen their portfolio to create
  more sales opportunities

- Having specialised CX knowledge
  helps us ensure our Partners
  obtain the correct information from
  their customers to complete a deal

- Our dedicated Customer Success
  Team provide the expertise through
  the CX lifecycle

3 moves to Cisco CX success
with Ingram Micro

1

The Opening Move

Partner move

>$50k

Pipeline review to identify whether the deal is eligible*, **$50k minimum on eligible products**.

To provide this information, Partners should fill out the **Lifecycle Incentives (LCI) - Adopt Engagement Form** to establish eligibility.

Ingram Micro's move

We will discuss with you the background of the deal opportunity.

These will include topics such as your relationship with the end user and what rebates you could receive.

*Enterprise Agreement deals are eligible for CX as long as the minimum amount of eligible product included in the deal.

2

Create the Strategy: Customer Success Plan

Partner move

Use the **Customer Success Plan (CSP)** to **establish the information for the deal**, pinpoint the **business outcomes or measurable KPI's** and **propose the best way to achieve this**.

Partners must be able to show how the selected products **will directly benefit the business outcomes** of their customers. In order to do this, it is important for the outcomes or measurable KPI's to be **specific to the deal**.

Ingram Micro's move

We will **support you during this stage** of compiling the Customer Success Plan.

We can **attend your customer meeting**, assist in **identifying relevant KPI's** for the solution and **answer any questions** you may have.

Once completed, **we will submit the CSP** on your behalf to be approved by Cisco.

3

Final Move: Business Outcomes

Partner move

Business outcomes or measurable KPI's can be added to the CSP already created or provided additionally.

Partners must be able to show how the selected products **will directly benefit the business outcomes** of their customers. In order to do this, it is important for the outcomes or measurable KPI's to be **specific to the deal**.
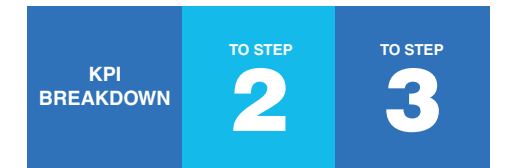
Ingram Micro's move

Once completed, we will **submit the business outcomes** on your behalf to be approved by Cisco. Rebates will be issued subject to eligibility**

**rebates will be awarded at a local level
***once business outcomes are approved by Cisco, rebate will be issued for non-EAs

flyHigher
Partner Program

Here's a **useful resource** to help you **understand Cisco KPI's**

| KPI BREAKDOWN | TO STEP 2 | TO STEP 3 |

To help your customers get the most out of your Cisco CX support it's important to assess and measure the outcomes they want to achieve. When setting out your business objectives, keep in mind **SMART; Specific, Measurable, Achievable, Relevant and Time-bound**.

Following these principles gives your customer's KPI's the best chance of success. KPI's can be complex and it is imperative to get them right.

Remember, the Ingram Micro team are here to help you at every step of the process.

There are several factors that you can base measurable KPI's on, which will help your customers maximise the benefits of their deals.

Business Growth: Achieved either by boosting the revenue of the business with greater product sales or service income, or by increasing profitability through minimising costs. E.g., Save $480/month by consolidating third-party platform management tools to {Cisco solution}.

Cost Efficiency: The act of saving money by performing an activity in a better way. In the case of CX services, this could be the amount of time saved or maintenance costs reduced by the use of a solution. E.g., Reduce time to deploy roll out of software updates/patches in Q2 by 16%.

Reputation, Credibility and Security: Although less tangible, business credibility is an important measurable factor as it relates to the amount of trustworthiness or expertise that customers perceive your business to have. E.g., Reduce number of network security incidents reported to IT Support by 10% in H1.

Time to Market: Length of time taken in the product development process from product idea to the finished product. It is a critical component of time-based competition. E.g., Improve time to communicate with Supplier X, through use of call logging ahead of launch on 02/04.
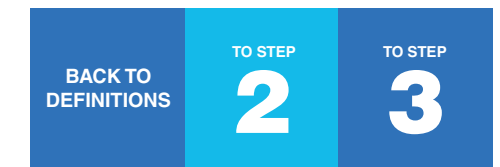
Employee Satisfaction: The extent to which an individual is happy with their job, role and environment and how it plays into their life. E.g., Increase attendance at weekly team Webex catch-up meeting by 30% by the end of May.

Environmental Sustainability: The maintenance of the factors and practices that contribute to the quality of environment on a long-term basis. E.g., Implement hybrid working model to reduce office space by 230 sq/ft in next Financial Year.

Risk Management: The identification, analysis, assessment, control, and elimination of unacceptable risks through proper management of future events. E.g., Improve incident response time by 8 minutes, through on-site monitoring system.

Here's a **useful resource** to help you **understand Cisco KPI's** (continued)

Business growth Initiative	Key Performance Indicators	How to measure	Relevancy/examples
Corporate Rev	Top line revenue	Quarterly financial report from CFO	$x M revenue increase, x% revenue increase
Geographical spread for rev growth	# of presences: Country, Region, City, Town	Sales data, Register entities	Sales Revenue growth by Geographical area by $14 M/ Reduction of real estate by 20 %
Standardization/ consolidation of capabilities	# products per capability	IT technology roadmap, Capabilities matrix, Telecom costs, Supports costs per technology	Simplification to reduces costs and usability, Example: standardise Web conferencing reduced IT costs by 7,000/month, $30,000 reduction in telephony bills, Reduced support costs
Increase productivity	Reduce # hours 'dead' time to travel, Reduce time to resolution	As Above, What was done instead? Record, Existing process time to resolution	Dead time is created from unnecessary movement between building and floors in buildings especially for short meetings. Example: PMO office was able to follow up 30 projects more effectively and less time
Consistent high quality video (attracts talent/reputation)	Reason for accepting position, Subjective feedback, QoS report	Product Metrics, Call Manager, Telemetry, Survey	Sharing our ethos of technology and working practices increased our pipeline of talent by 15%
Connect every time-first time	# failures to connect	IT Support cases, Product Metrics, Call Manager, Telemetry	Survey of recruiting experience and on boarding experience
Reduce time to market	Time (x) to market	Project management office data reports, Operational investment data financial reports	Product development to launch improved by 1 month = $2.5M saving
Faster problem resolution	Time to resolution with partner/supplier	Helpdesk data per product, Process dependency on product	Manufacturing plant operational improvement average time to fix improved by 1hr 20mins, (Average rate for 1 minute of manufacturing time cost $30,000)
Reduce C02	Amount of CO2/time	Co2 Measurements per regulatory requirement	Common to all companies, Government guidelines on targets where applicable
High quality interaction	Subjective survey feedback, complaints/cases	Survey	Happiness in employees enables higher productivity, lower attrition and higher innovation.
Reduce time to react to incident	Time from reporting incident to first action	Incident reports and tracking data	Accurate and fast responses, on site visibility enables better decisions and faster resolution

Discover how Ingram Micro can help you realise this Cisco CX opportunity for your business

Contact your <u>Ingram Micro CX Specialist</u> to get started

Let's talk