

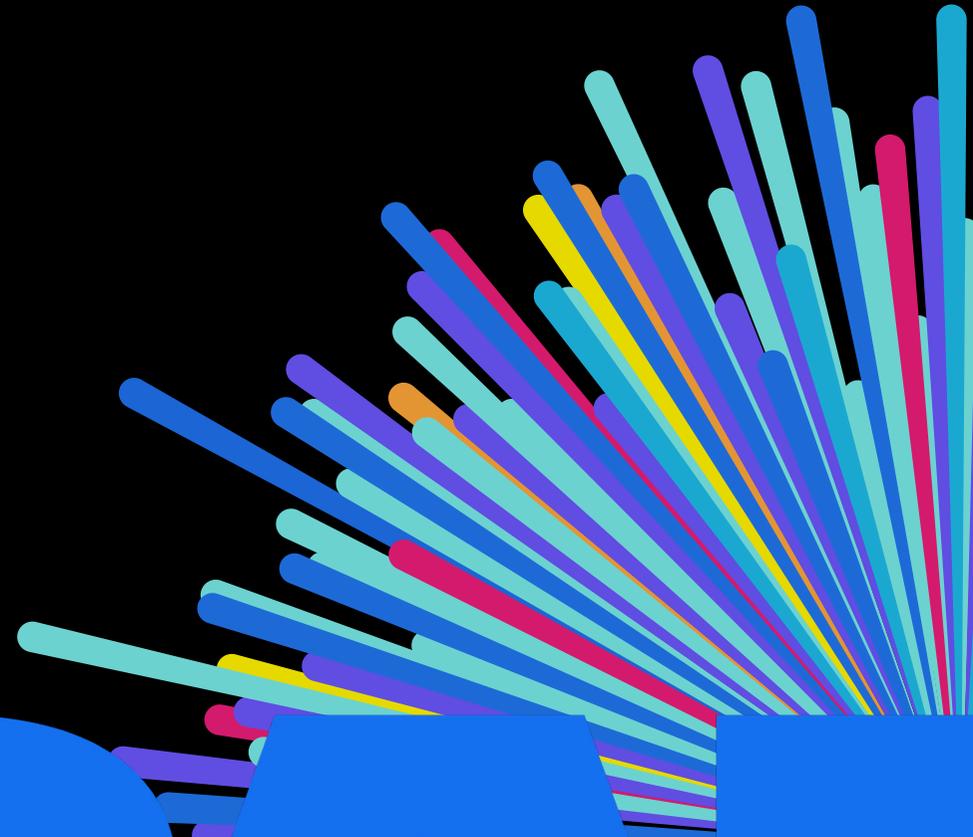
INGRAM MICRO[®]



Cisco Demand Gen as a Service

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Engage with us and watch your business grow



Index

Introduction	03
Why Demand Gen as a Service?	04
DGaaS Components Overview	05
Hype Days	06
Event in a Box	07
Pharos IQ	08 - 09
Eye-Sight Reports	10
How It All Fits Together	11
Next Steps	12

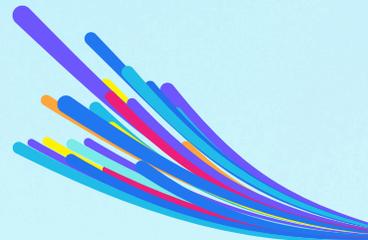


Introduction

Demand Generation as a Service (DGaaS) from Ingram

Micro brings together data-driven targeting, premium experiences, and actionable intelligence to help Cisco partners consistently build pipeline and accelerate growth.

Designed as a modular, always-on service, DGaaS supports partners at every stage of the buyer journey - from awareness and engagement to conversion and follow-up - while maintaining full alignment with Cisco and Ingram Micro branding standards.



Why Demand Gen as a Service?

Today's buyers are harder to reach, more informed, and expect personalised, relevant engagement. DGaaS removes the complexity of running fragmented campaigns by offering:

- A single, scalable demand generation framework
- Data-led audience creation and targeting
- Integrated digital and physical engagement
- Measurable outcomes and sales-ready insights

Partners benefit from predictable pipeline creation without the overhead of managing multiple vendors or tools.



DGaaS Components Overview

**Demand Generation as a Service
is built from four core pillars:**



Hype Days

Premium, in-person
Cisco events

Pharos IQ

AI-powered audience creation
and demand capture

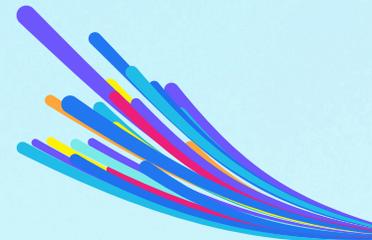
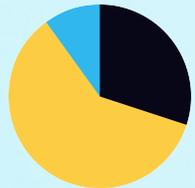
Event in a Box

Turnkey partner-hosted events

Eye-Sight Reports

OSINT-based security
and infrastructure insight

Each component can be consumed individually or
combined into a full-funnel programme.



Hype Days

Host a Cisco Hype Day at Your Office

Hype Days are exclusive, high-impact Cisco events hosted at partner or customer locations, designed to spark senior-level conversations and accelerate opportunity creation.

Key Benefits

- Executive-level engagement with Cisco thought leadership
- Curated agendas aligned to Cisco priorities
- Premium experience that elevates partner credibility
- Strong pipeline influence through face-to-face interaction

What's Included

- Event planning and coordination
- Cisco-aligned content and speakers
- Branded invitations, email templates, and social assets
- Registration and attendee management



Hype Days are ideal for targeting strategic accounts and progressing mid-to-late funnel opportunities.



Event in a Box

Events, Simplified

Event in a Box enables partners to deliver professional, Cisco-aligned events without the logistical burden.



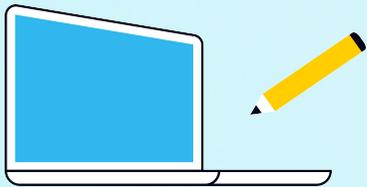
What's Included

- Pre-built event agendas and content
- Customisable invitations and follow-up templates
- Digital and physical marketing assets
- Guidance on execution and post-event nurturing

Use Cases

- Customer briefings
- Technology update sessions
- Vertical-specific roadshows

Event in a Box ensures brand consistency while giving partners the flexibility to engage their audience locally.



Pharos IQ

Build Your Audience, Then Your Pipeline

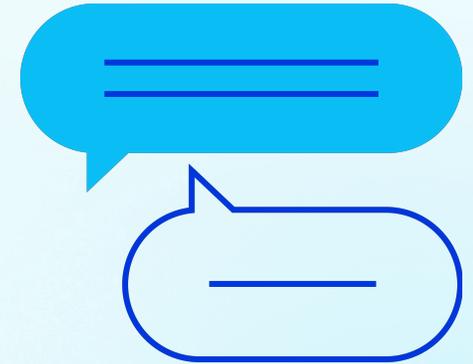
Pharos IQ underpins DGaaS with AI-powered audience creation and engagement tracking.

AI Signals Engine

Pharos IQ uses an always-on, vendor-agnostic signals engine that tracks real buyer intent across:

- Content consumption
- Peer review engagement
- Topic and keyword triggers
- Competitor research
- Confirmed email delivery

This ensures campaigns target accounts actively in-market - not static lists.



Pharos IQ

Key Capabilities

IQSyndicate – Content Syndication

- Engagement-led, demand-driven B2B syndication
- Lower cost per lead through proven interest targeting
- Higher conversion rates and better timing

IQConvert – Sales-Ready Leads

- Tele-qualified, down-funnel leads
- Insights beyond basic BANT
- Typical conversion rates exceeding 20%
- Ideal for post-event or post-campaign follow-up

IQDirect – Direct-to-Desk Mail

- Combines in-market signals with physical engagement
- Custom incentives and calls to action
- Up to 10x pipeline ROI

Pharos IQ ensures every lead delivered has demonstrated genuine buying intent.

Eye-Sight Reports



Turning Public Data into Security Conversations

Eye-Sight Reports provide non-intrusive, OSINT-based insights into a customer's publicly visible digital footprint.

Using the same reconnaissance techniques as threat actors, Eye-Sight highlights potential risks without scanning or disrupting customer environments.

What Eye-Sight Reveals

- Breached email accounts
- Outdated or vulnerable software
- Exposed infrastructure and sensitive ports
- Email security gaps (DMARC, M365)
- Web reputation and malicious URL associations
- Identity and cloud posture indicators

Why It Matters

- Creates immediate, relevant security conversations
- Positions partners as trusted advisors
- Supports identity, email, network, and cloud security discussions

Eye-Sight is designed as a door-opener, not a penetration test - making it ideal for early-stage engagement.





How It All Fits Together

Demand Generation as a Service is most powerful when components are combined:

- **Pharos IQ** identifies and nurtures in-market audiences
- **Hype Days & Event in a Box** convert interest into engagement
- **Eye-Sight Reports** personalise follow-up with real-world insights
- **IQConvert** accelerates conversion to meetings and pipeline

This creates a continuous, measurable demand engine.

Next Steps

Activate Demand Generation as a Service today and turn engagement into predictable pipeline.

Contact your Ingram Micro Business Development Manager to:

- Build a bespoke DGaaS programme
- Launch your first campaign
- Combine multiple services into a full-funnel strategy

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