



# ENGAGE Partner Program

## Are you Cisco Ready?

The Engage Partner Program is designed to take the customer relationship beyond product selling and grow long-term and profitable Cisco business.

[Learn more](#)

[Start checklist](#)

# Build. Enable. Grow.

Exclusive program to help develop specialist knowledge and expertise whilst building a sustainable and profitable Cisco business.

**Leverage our value to enhance yours.  
With Ingram Micro you can take a proven journey  
to Cisco profitability.**



Ingram Micro provide many elements for my business, from training to consultancy. I can honestly say they have **revolutionised the way we do business** and think about business.



# Why Ingram Micro?

- Access **exclusive marketing** and **sales enablement tools** to understand Cisco and take solutions to market and sell effectively
- **Rewards, incentives** and **promotional pricing** to hit sales targets and **grow long-term revenue** and **profitability**
- **Training and certification, pre-sales & post-sales support** to expand Cisco knowledge and expertise

## Ingram Micro is the business behind the world's brands

- Amplify vendor and reseller activity by customizing and delivering highly targeted solutions and services
- Our vast global infrastructure enables business partners to operate more efficiently and profitably
- No other distributor delivers such a broad and deep spectrum of technology services to support partners globally

## Ingram Micro: Scale, Expertise, Innovation

### Leading Technology Distribution

Ships  
**850 MM+**  
units/year

Ability to serve  
**90%**  
of global population

Supporting Circular Economy through Global IT Asset Disposal (ITAD) and Reverse Logistics & Repairs (RLR) capabilities

### Global Scale & Reach

**\$48.1 BN**  
2023 Net Sales

Operates in  
**57**  
Countries

**134**  
Logistics and service centers

**24K+**  
Full-time associates

### Diverse Portfolio of Customers & Vendors

**>161K+**  
Customers

**1,500+**  
Vendors

Sales in close to  
**200**  
Countries

### Track Record of Digital Innovation

**40+**  
Acquisition worth ~\$2 BN since 2012

**52 MM+**  
Software seats managed on CloudBlue Platform

## Ingram Micro UK

### Huge Partner Impact

Dynamic and  
**growing portfolio**

### Growing Support Asset

**50+ (and growing)**  
in our UK Cisco Team

### Local Team, Global Reach

Make up  
**10%**  
of Cisco's global revenue

Ingram Micro UK  
**HQ in MK**

# Why Cisco?

- Showcase your Cisco expertise with the **latest technology innovations** with **extensive training, enablement resources** and **specializations and certifications**
- Valuable **AI-driven data insight**, to discover trends and uncover opportunities
- Gain the **competitive advantage** with **financial incentives and promotions** designed to improve sales and build long-term customer relationships
- Leveraging **Cisco-logo opportunities to improve credibility** and **trust**, and grow long-term business

## Who are Cisco?

- **A global technology leader** delivering innovations in networking, security, collaboration, and cloud management
- Cisco boasts the **world's largest data lake** with their technology touching nearly every connection and end-point
- **Empowers organizations** to transform infrastructure, secure operations, and reach sustainability goals

## Let's get you Cisco Ready!

## Cisco securely connect everything to make anything possible

### Accelerate digital transformation

- Hyperconnected including multi-cloud, is the new normal
- Hybrid work is here to stay
- Sustainability is a must
- Security is paramount
- Applications are growing in complexity

### Unify experiences and deliver superior outcomes

- Simplify the customer experience
- Speed to business value
- Accelerate innovation
- Improve business outcomes
- Reduced risk

## Cisco securely connect everything to make anything possible

### More Devices, More Data

**46B**

installed IoT devices in 2025,  
translating into 67 zettabytes of IoT  
data generated

### Work from Anywhere

**\$1.2T spent**

on Future of Work technology and  
services in 2025

### Surging AI Workloads

**117M terabytes**

of data from AI-lifecycle workloads  
in 2025

### Market Opportunity

**\$23.6B**

European network market

**\$48.0B**

European security market

**\$161.0B**

Global managed services market

**\$13.6B**

European collaboration market

### Growing App Complexity

**750M**

new applications by 2025

### Expanding Attack Surfaces

**\$10T cost**

of global cybercrime in 2025

### The AI Opportunity

**97%**

of customers believe they need  
to adopt AI

# Ingram Micro & Cisco – focused for growth

## Align partner capabilities to opportunity

- Secure Networking
- Security / Observability / Splunk
- SMB
- AI portfolio readiness, digital resilience, future-proofed workplaces

## Maximize potential via Routes to Market

- Cloud Marketplaces
- Managed Services

## Maximize potential via Routes to Market

- Software & Services
- Program, Incentives & Investments
- Customer Experience (CX)



Excel.



Grow.



Enable.



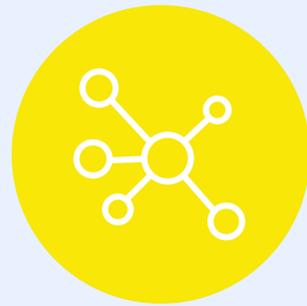
Build.

# Six technology pillars to greater profit

The growth program is designed to help you access exclusive services and incentives built to address your individual business needs. Our teams of experts are here to guide you every step of the way and maximise long-term profitability.



**Security**



**Collaboration**



**Cloud  
Networking**



**Annuity**



**SMB**

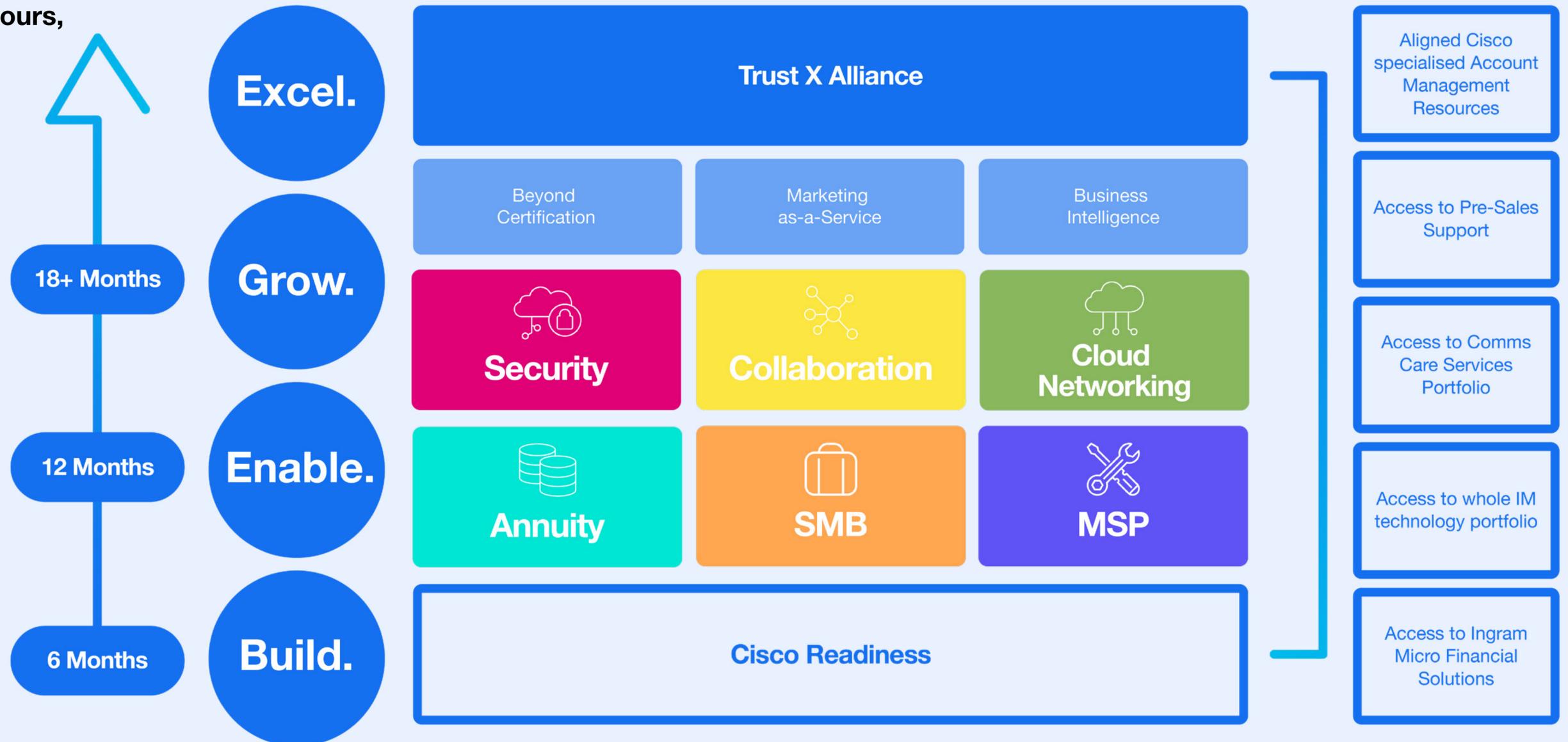


**MSP**

# Build. Enable. Grow.

Our exclusive program will help develop your specialist knowledge and expertise whilst building a sustainable and profitable Cisco Business.

Leverage our value to enhance yours, Ingram Micro help you reach Cisco profitability.



# Cisco Security

Our Security Practice supported by our Specialist BDM's, Solution Architects, Sales Teams and Centre Of Excellence is one of the most accredited and motivated in the channel.

- Security Deal Clinics
- Sales & Technical Enablement
- Subscription Ready Sessions
- Soft entry to Provider Program
- EA 3.0 Ready Sessions
- Ingram Micro Centre of Excellence
- Partner Planning Session
- Eyesight Reports
- See, Try, Buy



## Build.

**Build the foundations for your Cisco go-to-market strategy:**

- Initial planning sessions to understand your business drivers
- Identify target customers
- Enrol in the correct Cisco programs
- Access the necessary Cisco platforms and resources



## Enable.

**Enable your teams to:**

- Run technical and enablement sessions
- Analyse data to unlock business insights and opportunities
- Access the Center of Excellence to execute best-in-class Security
- Support commercial goals with offers, rebates and promotions
- Open the Ingram Micro portfolio to your entire business operation



## Grow.

**Watch business grow:**

- Leverage Cisco Concierge Services and Competitive Win Center
- Engage with Ingram Micro to execute sales activities, SPRINT's and incentives to motivate sales teams
- Put business plans into action to feed your sales pipeline
- Align with Cisco profitability programs



# Cisco Collaboration

We offer deep technical Cisco knowledge and professional services to support the architecting, deployment, maintenance and management of collaboration solutions through educational and resource tools and innovative initiatives.

- CX Ready Sessions
- Subscription Ready Sessions
- Annuity Ready Sessions
- Profitability – How To
- Collaboration Deal Clinics



## Build.

### Build the foundations for your Cisco go-to-market strategy:

- Initial planning sessions to understand your business drivers
- Identify target customers
- Enrol in the correct Cisco programs
- Access the necessary Cisco platforms and resources



## Enable.

### Enable your teams to:

- Run technical and enablement sessions
- Analyse data to unlock business insights and opportunities
- Access the Center of Excellence to execute best-in-class Collaboration
- Support commercial goals with offers, rebates and promotions
- Open the Ingram Micro portfolio to your entire business operation



## Grow.

### Watch business grow:

- Leverage Cisco Concierge Services and Competitive Win Center
- Engage with Ingram Micro to execute sales activities, SPRINT's and incentives to motivate sales teams
- Put business plans into action to feed your sales pipeline
- Align with Cisco profitability programs



# Cisco Cloud Networking

We're a strategic partner recognised as Cisco's Distributor of the Year 3-years running, giving you access to best-in-class resources and a dedicated team of Cisco experts there to support and drive your Cisco profitability.

- Cloud Networking Lead Generation via PXP
- Soft entry to Provider Program
- Cloud Networking Ready Sessions
- FY25 Sprint Support
- Profitability – How To
- In House Cloud Networking Sales and Technical Enablement
- Cloud Networking Deal Clinics
- White labelled Cloud Networking Services
- Ingram Micro CoE
- Subscription Ready Sessions
- See, Try, Buy



## Build.

**Build the foundations for your Cisco go-to-market strategy:**

- Initial planning sessions to understand your business drivers
- Identify target customers
- Enrol in the correct Cisco programs
- Access the necessary Cisco platforms and resources



## Enable.

**Enable your teams to:**

- Run technical and enablement sessions
- Analyse data to unlock business insights and opportunities
- Access the Center of Excellence to execute best-in-class Cloud Networking
- Support commercial goals with offers, rebates and promotions
- Open the Ingram Micro portfolio to your entire business operation



## Grow.

**Watch business grow:**

- Leverage Cisco Concierge Services and Competitive Win Center
- Engage with Ingram Micro to execute sales activities, SPRINT's and incentives to motivate sales teams
- Put business plans into action to feed your sales pipeline
- Align with Cisco profitability programs



# Cisco Annuity

We're an ideal channel partner for annuity-based models with strengths in flexible and customizable financial solutions, help you develop long-term Cisco recurring revenue generated by subscription selling and provide significant incremental financing to support.

- Annuity Ready Sessions
- Monthly PXP and CSPP Review
- EA 3.0 Ready Sessions
- CX Ready Sessions
- Profitability – How To
- Subscription Ready Sessions
- CSPP Clinics
- Annuity Deal Clinics
- Teams to support Global Services



## Build.

**Build the foundations for your Cisco go-to-market strategy:**

- Initial planning sessions to understand your business drivers
- Identify target customers
- Enrol in the correct Cisco programs
- Access the necessary Cisco platforms and resources



## Enable.

**Enable your teams to:**

- Run technical and enablement sessions
- Analyse data to unlock business insights and opportunities
- Access the Center of Excellence to execute best-in-class Annuity
- Support commercial goals with offers, rebates and promotions
- Open the Ingram Micro portfolio to your entire business operation



## Grow.

**Watch business grow:**

- Leverage Cisco Concierge Services and Competitive Win Center
- Engage with Ingram Micro to execute sales activities, SPRINT's and incentives to motivate sales teams
- Put business plans into action to feed your sales pipeline
- Align with Cisco profitability programs



# Cisco SMB

We're able to offer specialized programs, tailored resources, training and support specifically designed to grow SMB profitability. We are even able to extend credit and financing options to help your customers manage cash flow and make future technology investment.

- SMB Ready Sessions
- SMB Deal Clinics
- SMB On Tour
- SMB Quarterly POD Days
- FY25 Sprint Support
- Ingram Micro CoE
- SMB Pipeline Walk and Talks
- Profitability – How To
- SMB Lead Generation via PXP
- Ingram Micro Financial Solutions
- Sales & Technical Enablement
- Subscription Ready Sessions
- See, Try, Buy



## Build.

**Build the foundations for your Cisco go-to-market strategy:**

- Initial planning sessions to understand your business drivers
- Identify target customers
- Enrol in the correct Cisco programs
- Access the necessary Cisco platforms and resources



## Enable.

**Enable your teams to:**

- Run technical and enablement sessions
- Analyse data to unlock business insights and opportunities
- Access the Center of Excellence to execute best-in-class SMB
- Support commercial goals with offers, rebates and promotions
- Open the Ingram Micro portfolio to your entire business operation



## Grow.

**Watch business grow:**

- Leverage Cisco Concierge Services and Competitive Win Center
- Engage with Ingram Micro to execute sales activities, SPRINT's and incentives to motivate sales teams
- Put business plans into action to feed your sales pipeline
- Align with Cisco profitability programs



# Cisco MSP

We're a reliable and valuable partner for MSP's looking to innovate and expand their service offerings through a comprehensive program of support services, and give you first-access to cutting-edge technology advancements in Cloud, AI, IoT, Security and beyond.

- MSP Deal Clinics
- MSEA Ready Sessions
- Sales & Technical Enablement
- Service Creation Workshops
- Profitability – How To
- See, Try, Buy



## Build.

### Build the foundations for your Cisco go-to-market strategy:

- Initial planning sessions to understand your business drivers
- Identify target customers
- Enrol in the correct Cisco programs
- Access the necessary Cisco platforms and resources



## Enable.

### Enable your teams to:

- Run technical and enablement sessions
- Analyse data to unlock business insights and opportunities
- Access the Center of Excellence to execute best-in-class MSP
- Support commercial goals with offers, rebates and promotions
- Open the Ingram Micro portfolio to your entire business operation



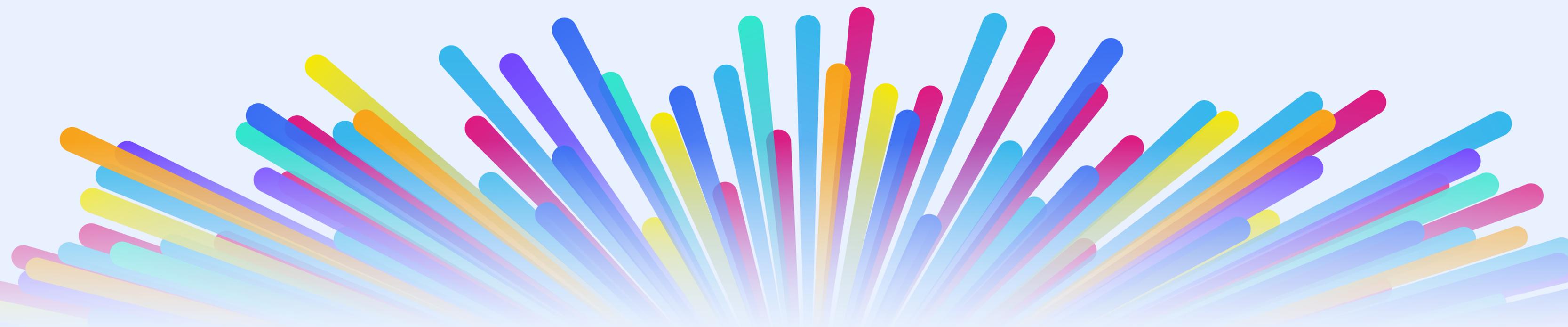
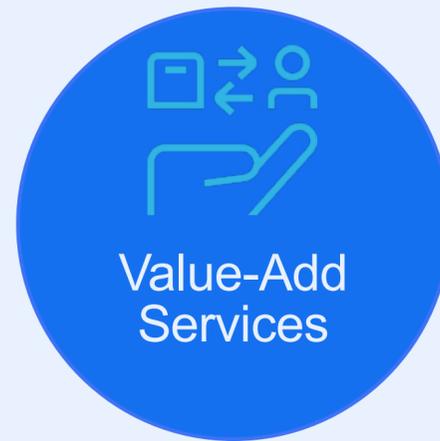
## Grow.

### Watch business grow:

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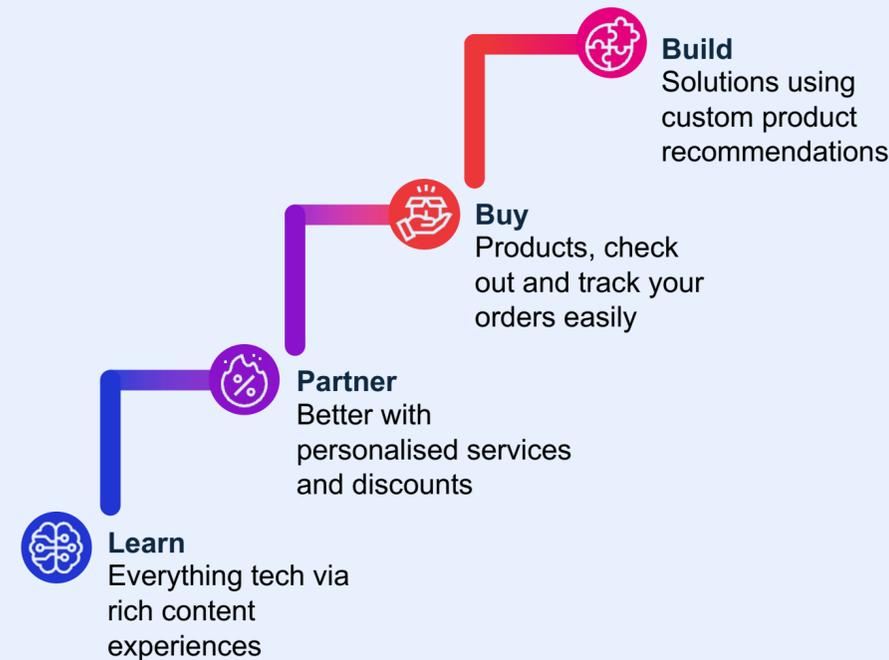
# Ingram Micro Tools, Services & Profitability



# INGRAM MICRO XVANTAGE™

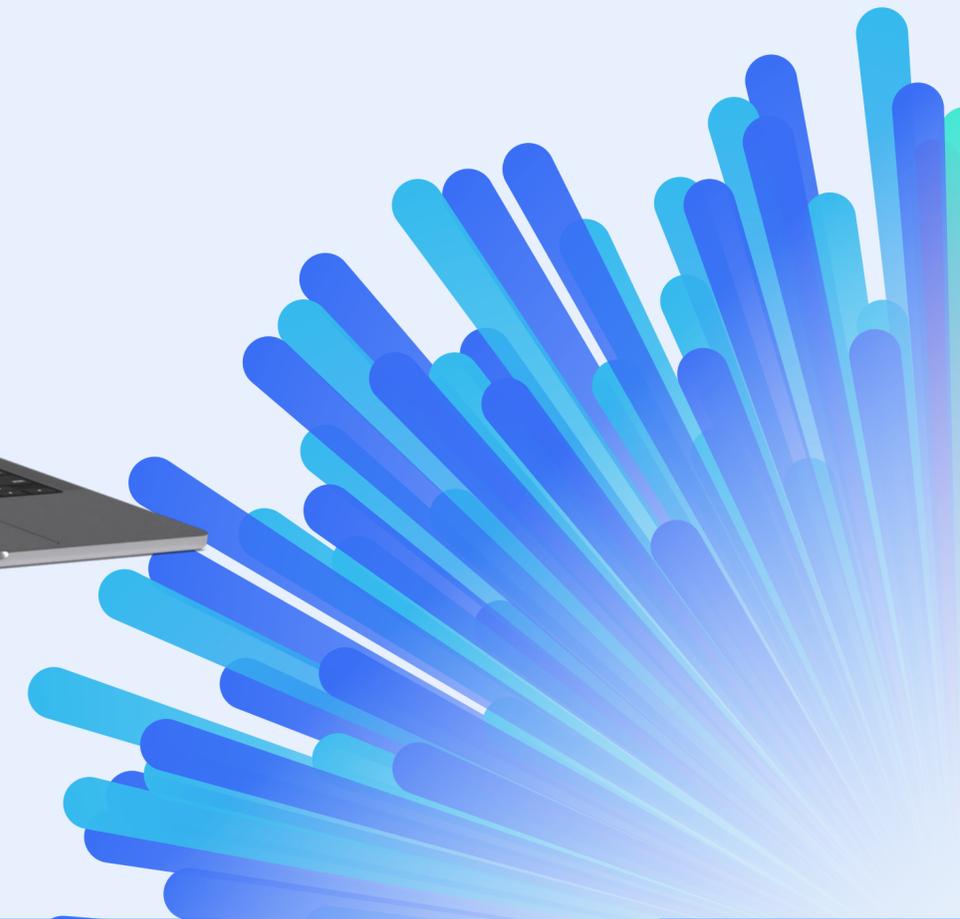
Our AI-driven digital IT platform that support IT providers and resellers transform and grow their business operations, through a single pane.

- Data-driven insights, intelligence and automation
- Streamline operations
- Comprehensive digital marketplace
- Delivers personalized experiences
- Enhances support beyond product selling



## Partner Experience Platform (PXP)

- Simplify and personalise your business with Cisco
- Unique data and insights about your business to support planning, monitor operational health—all in one place
- Identify and analyse Cisco business behaviour, activity and performance
- Make data-driven decisions to grow Cisco business and lock-in recurring revenue
- Highlight renewal opportunities and guidance on how to build and expand your Cisco practices
- Manage competencies and specialisations



# Cisco 360 Partner Program

One ecosystem. Shared success.

- Focus on long-term success by driving unique Cisco outcomes and expanding reach
- Rewards partners who can specialize in a specific portfolio or across multiple portfolios
- Access data-driven tools, back-end financial incentives, and more tailored benefits and rewards based on the value you deliver
- Increase differentiated partner value proposition and drive customer awareness and preferences
- Success based on defined outcome-based metrics including measurement of Cisco practice maturity, capabilities, performance and engagement

Success factors will be based on defined outcome-based metrics and will contribute to a value index. Unlock benefits, including Cisco Partner Incentive, customer-facing branding, and a broader range of non-financial benefits.



## Foundational:

Measures practice maturity for lifecycle as well as managed services

### Metrics:

- Customer Experience Lifecycle Practice Maturity
- Managed Services Practice Maturity



## Capabilities:

Measures investment in technical skills, training, and resourcing in line with each portfolio

### Metrics:

- Cisco Certified Internetwork Expert (CCIE)
- Cisco Certified Network Professional (CCNP)
- CyberOps certification
- Black Belt certified individuals



## Performance:

Measures ability to land, retain, expand, and grow the customer base within each portfolio

### Metrics:

- Total Contract Value (TCV)
- Annual Contract Value (ACV)
- Managed Services flagged bookings mix
- Buying Program penetration rate



## Engagement:

Measures engagement along the customer journey and within the partner ecosystem within each portfolio

### Metrics:

- Activities influencing and/or driving customer outcomes (including alignment activities with Cisco sales team), deployment, adoption and usage (from Lifecycle Incentives 2.0 data)



# Cisco Customer Experience (CX)

“A CX strategy must serve as a roadmap to actualise, deliver, and measure progress toward the customer-centric goals of the business.”

- Aid customer retention and build long-term relationships
- Automate renewals for predictable revenue streams
- Understand customer needs to deliver better professional services
- Drive end user consumption in line with Cisco’s focus as a software vendor
- 100% channel focus only – no conflict of interest
- Identify additional revenue streams - licensing, adoption services, PS, MS, increasing footprint
- Increase chance of increased revenue bookings up to 15% higher
- Partners investing in a lifecycle practice have a 2x higher growth for recurring business (CX and software)

# Cisco Provider Program

Delivered by Cisco. Empowering and rewarding partners who are pursuing growth, differentiation, and service creation in the managed service market.

Backed by Ingram Micro.

- Designed to support and reward partners who offer managed services and as-a-service solutions across Cisco’s portfolio
- Deliver better business outcomes for customers of all sizes
- Differentiate your business and create new revenue streams by offering specialist services
- Provides extensive resources, training, certifications and marketing support
- Your investment in Integrator, Developer, and Advisor roles recognized and rewarded
- Support to help customers adopt as-a-service models and build recurrent revenue practices

# Cisco Competitive Win Center (CCWC)

Build a winning deal strategy and accelerate the decision-making process.

- Help customers understand and out-perform competitor
- Access a range of competitive resources and assets including strategies, tools and insights
- Support across all Cisco architectures to ensure you have the necessary information to win deals
- Available 24 hours a day, five days a week
- Access detailed competitive analysis and strategic guidance to enhance sales pitches and improve your chances of growing existing business and winning new business
- Join a partner community that shares best practices and success stories

# Ingram Micro Private Commercial Offering

- Access customized IT solutions designed to meet your grow and flex with your unique requirements
- Get dedicated support and resources that ensure you receive the assistance you need to effectively manage your Cisco IT
- Enhance and optimizing your IT investments through product selection, flexible pricing and service options
- A wide range of support services, from hardware and software procurement to cloud solutions and managed services

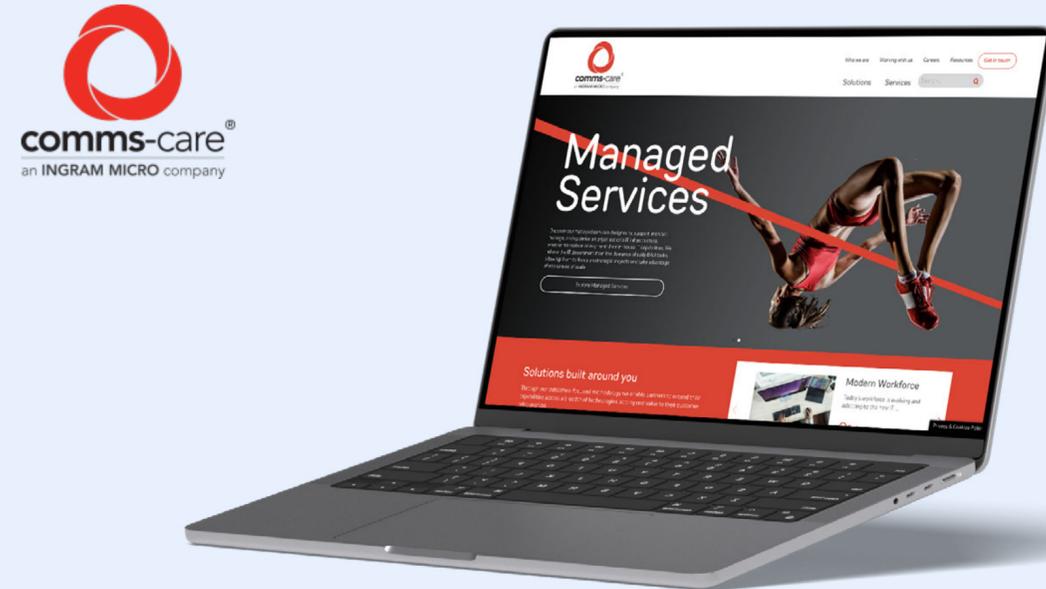
# Cisco Value Incentive Program (VIP)

Comprehensive back-end incentive designed to increase your margins when you resell strategic hardware and software offers, or solutions.

- Incentive-based program designed to increase margins and maximize deal size
- Hit your sales targets for specific products and solutions to enhance your Cisco profitability
- Helps you take a more strategic and cross-architectural approach to selling Cisco
- Get access to the latest market trends and Cisco's strategic priorities to ensure you stay one step ahead of your competition

# Comms-Care

- Work smarter and more profitably by delivering technology and value-added services
- Access a global marketplace, expertise, solutions and enablement programs to empower your business to better configure, provision and manage Cisco technologies
- Increase Services reach with our award-winning technology support team
- Customizable and highly effective financial options
- Protect customers' financial objectives and your reputations



# Marketing as-a-Service

Develop and nurture the entire Cisco customer journey to transform your marketing capabilities and achieve long-term growth.

- Generate leads, increase sales pipeline and grow your Cisco business
- Create customised marketing assets
- Extend reach to capture new selling opportunities
- Access to a team of data scientists and data analysts to effectively target new & existing customers – improving growth and loyalty
- Create upsell and cross-sell opportunities
- Using transactional data and over 25 third-party intent data sources to compile **deep customer buying behaviour insights**



# Ingram Micro and Cisco Financing

We're able to offer a range of payment solutions to help customers start their Cisco journey by boosting cash-flow and opening credit lines.

- With payment terms of up to 5+ years available, create customizable and highly effective deal structures for every stage of IT lifecycle
- Provide customers with flexible payment options right for their business needs
- Deploy technology innovation while protecting both customer financial objectives and your reputations
- Introduce periodic payment structures to reduce credit and foreign exchange risk
- Close larger, more profitable deals while your customers get an affordable way to pay for the Cisco technology

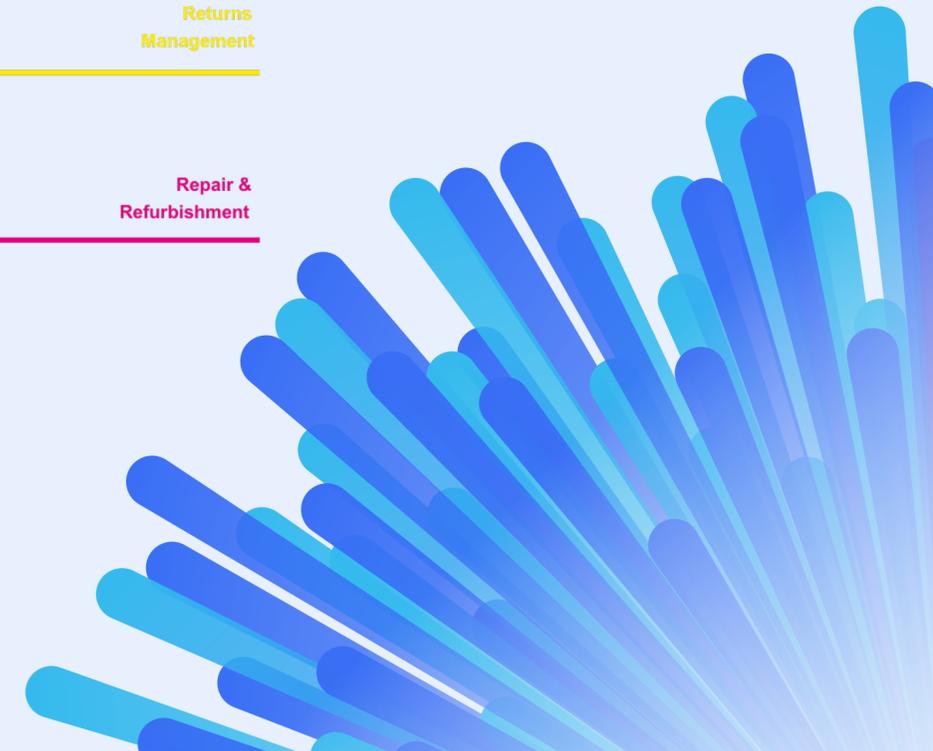


“Ingram Micro has been instrumental in helping us take on larger projects, stretching those payment terms and keeping our credit facilities available. It's a very intimate relationship we have with them, really helping us further develop our Cisco portfolio and our Cisco business.”

# ITAD and Lifecycle Services

As leaders in extending the lifecycle of high-end technology devices, we offer state-of-the-art solutions to address the lifecycle management, return, refurbishment, repair, and remarketing of high-end technology products.

- Extend the lifecycle of high-end technology devices
- Address the lifecycle management, return, refurbishment, repair, and remarketing of high-end technology products
- ITAD services that protect your company's end-of-use IT assets in a secure and environmentally compliant manner



# Professional Services

From planning and solution design to migration and deployment, our technical capabilities can supplement your skills and core offering, enabling you to fully meet your customers' requirements & deliver quality solutions.

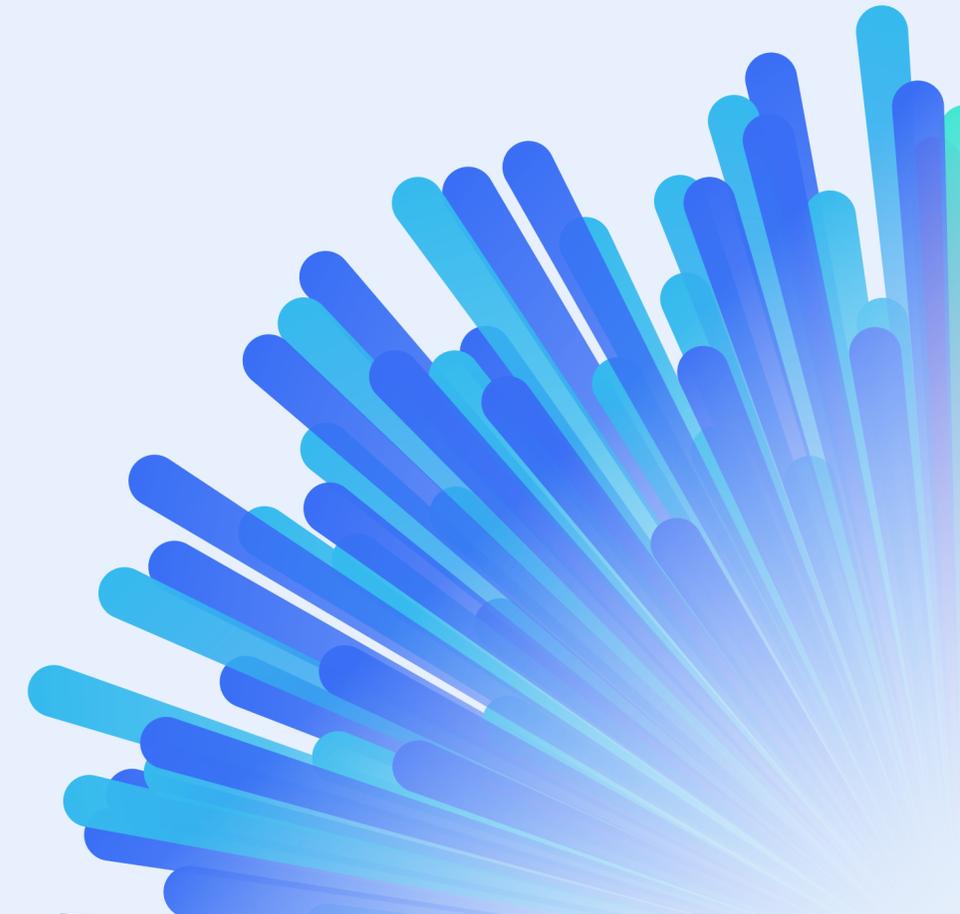
- Enables you to fully meet your customers' requirements and deliver quality solutions
- Get access to expert accredited Cisco architects, technical leads and delivery consultants
- Focus on SME, corporate and enterprise-scale projects
- Backed by project management and Governance team
- Complimentary pre-sales service support



# Ingram Micro Value-Add Services

Support and strengthen the value you provide to your customer base by leveraging our value-add services. Open doors to additional business, maximise revenue and accelerate your Cisco profitability.

- Stay ahead with everything from configuration and maintenance, to lifecycle support services
- Access non-standard service contracts and utilize Ingram Micro support services
- Deep expertise in offensive security services and managed network propositions
- Forward logistics to provide order fulfilment into growing markets around the world
- Leverage cloud-based order management software for real-time visibility and control over your inventory



# Technical Training

We offer a comprehensive range of IT certification and professional development courses designed to enhance technology skills and increase profitability.

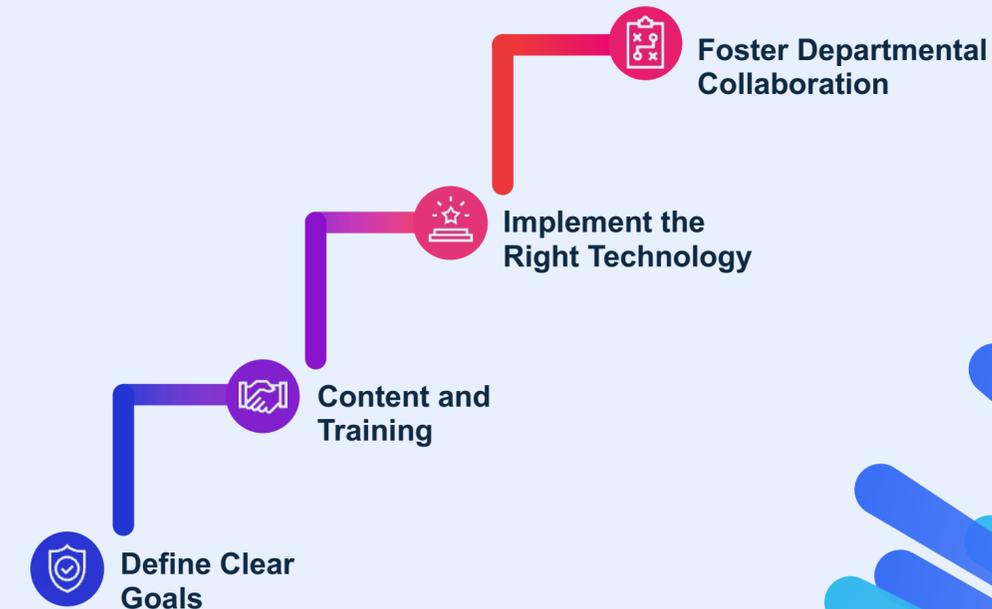
- Gain and develop skills and knowledge about Cisco products and solutions, across all architectures
- Virtual and onsite instructor-led & eLearning
- Access training that counts towards Cisco Certifications & Specializations
- Exclusive resources, tools, support and incentives
- Increase profitability and differentiate yourself in the market



# Sales Enablement

In-depth technical support and knowledge to help you to grow your business and maximise opportunities.

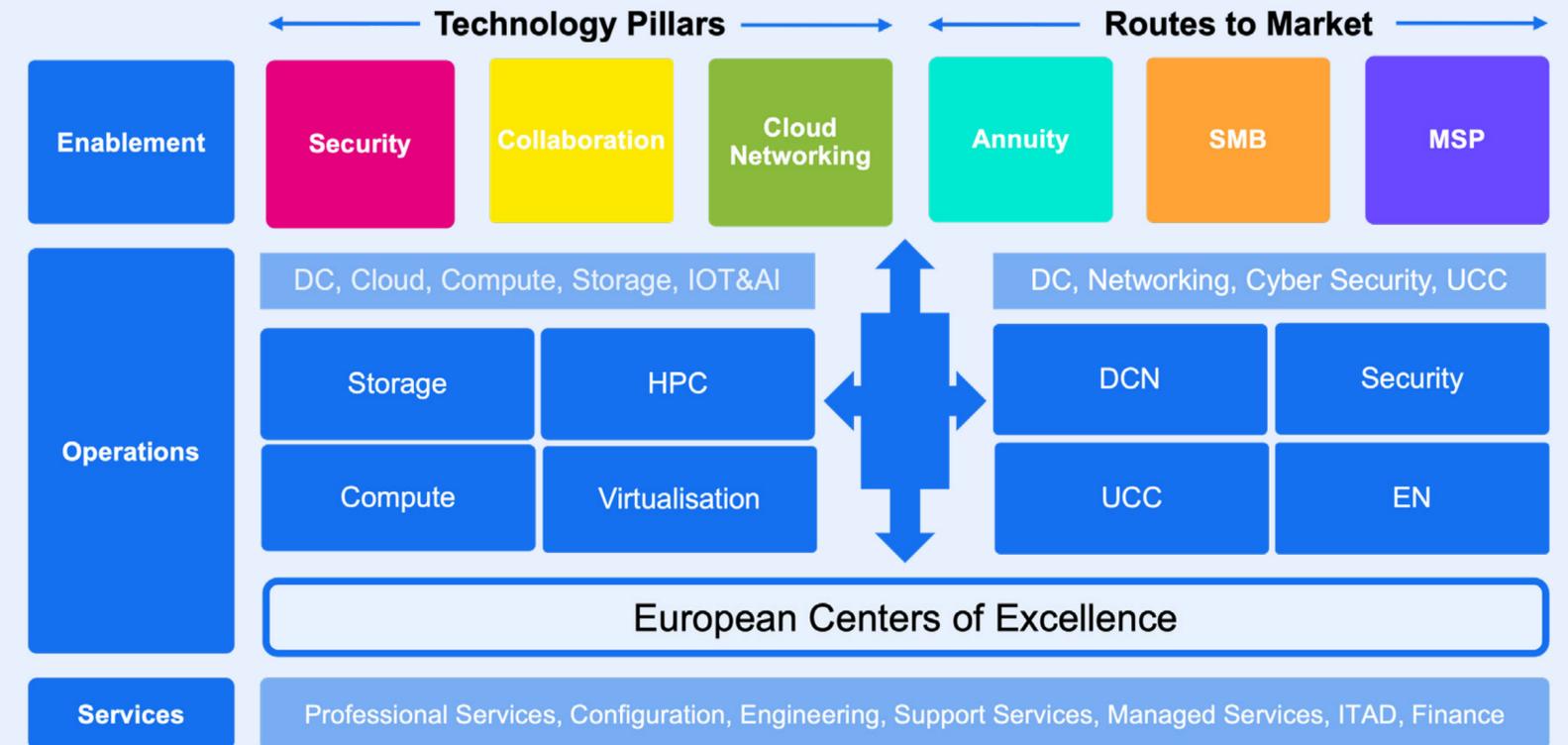
- Access high-impact sales enablement designed to support your Cisco business growth
- Learn how to deliver first-class customer value
- Create new opportunities
- Earn additional rebates and recurring revenue
- Strengthened customer loyalty



# Certification and Accreditation

- Programs to help you provide tailored solutions and support and deliver Cisco technologies and services
- Become a recognised expert in any or all areas of the Cisco product portfolio
- Equip teams with specialist knowledge to deliver and accelerate Cisco business
- Increase your value to customers and earn additional revenue
- Certification ensures that you have the necessary skills technical skills and knowledge of the entire Cisco portfolio

# Ingram Micro Capabilities



# Stage 1 – Let's get started...

## 1. Open an Ingram Micro account

<https://uk.ingrammicro.eu/one-im-b4/registeruk>

## 2. Agree credit facility and payment terms

Submit your most recent Full Year Accounts and last 2 months Management Accounts to [new.accounts.uk@ingrammicro.com](mailto:new.accounts.uk@ingrammicro.com) & [Isabelle.Amos@ingrammicro.com](mailto:Isabelle.Amos@ingrammicro.com)

## 3. Apply to become a Cisco Registered Partner

<https://www.cisco.com/site/us/en/partners/index.html>

1. First, you'll need to create an online account (CCOID)
2. Your Partner Application will be routed to Isabelle Amos for approval

Please note - the person that completes the Cisco Partner Registration form becomes the Cisco Administrator for the Company named

3. Complete onboarding call with Isabelle Amos

## 4. Indirect Channel Partner Agreement

This is the Terms and Conditions of being a Cisco Channel Partner / Reseller

Verify that the ICPA agreement is signed and available in both PPE and PMA systems

## 5. Cisco Platforms Checklist

Ensure access and compatibility with key Cisco platforms:

### A. PMA - Program Management and Application Platform - [cisco.com/go/pma](https://cisco.com/go/pma)

This is where your applications are made to the various Cisco Partner Programs

### B. PPE - Partner Program Enrolment platform - [cisco.com/go/pma](https://cisco.com/go/pma)

This is where you enrol into various Cisco programs that you are eligible for

### C. PXP - Partner Experience Platform - [cisco.com/go/pxp](https://cisco.com/go/pxp)

PXP provides you with a variety of tools and resources, including:

- Practice Maturity
- Growth Finder and Whitespace & Wallet Share
- Cisco Services Partner Program (CSPP)
- VIP Optimiser
- Cisco Partner Journeys
- Partner Relationship Management (PRM) experience, Cisco Black Belt Academy, Lifecycle Practice Journey, enablement framework, and partner-led strategy

### D. CCW & CCW-R - Cisco Commerce Workspace - <https://apps.cisco.com/Commerce/guest>

This is a platform that allows you to configure, price, quote, and order Cisco products, software, and services

You can;

- Submit deal registrations and create quotes
- Configure Bills of Material's
- Manage contracts
- Renew subscriptions

### E. Sales Connect is a platform that provides access to Cisco sales content - <https://salesconnect.cisco.com>

Including:

- Training
- Collateral
- Demos
- Proposals
- Collaboration ordering guides
- Security product comparative analyses
- Industry and vertical solutions
- Sales skills training
- Power training
- Interactive demonstrations

## 6. Cisco Partner Program Resources

Review Cisco Partner Program documentation:

- Interactive Guide to the New Cisco Partner Program
- Cisco Partner Program Main Website

# Stage 2 – Getting you organised

## 1. You will have determined your Cisco Business Type on Application from these 4 role types:

- **Integrator** - Reselling Cisco Products and Solutions
- **Provider** - Providing a Managed Service from your business to your Cisco customers
- **Developer** - Rewarding and recognising partners who design and build innovative customer solutions with tight integration to Cisco platform technology
- **Advisor** - Rewarding and recognising partners who offer a wide variety of independent consulting services and customer solution recommendations based on deep industry knowledge

## 2. Complete your Business Profile and/or Plan for Cisco with Ingram Micro

Contact [Isabelle.Amos@ingrammicro.com](mailto:Isabelle.Amos@ingrammicro.com) for a business plan template if required

## 3. Identify Target Market

- SMB
- Commercial
- Public Sector
- Education
- Enterprise

## 4. Consider your current vendor and technology portfolio

What vendors are already included in your portfolio?

Opportunities for cross-sell / up-sell with Cisco and are there any Cisco complimentary vendors?

i.e. Security, Networking, UCC, Data Center etc

# Stage 3

Now connect with your assigned Cisco Business Development Manager and Sales Specialist to discuss current position and future goals:

## 1. Assess Technical Expertise

What current technical exams have your organisation completed?

Who is this technical qualification aligned to within your organisation?

Discuss current Technical position and future goals, including Cisco Professional Certifications, with your BDM and Sales Specialist

## 2. Organisational Structure

Provide an overview of your organisation, including size and departmental breakdown

Talk through your structure growth goals and how Cisco and Ingram Micro resource investment can help achieve them

## 3. In-House Services

Consider your additional service offering; such as managed services, support, or professional services

Talk these through with your BDM and see if Ingram Micro's portfolio or Cisco's resources can help take these to market

## 4. Receive your in-depth welcome pack from Ingram Micro Engage, this will include:

- Engage Program value proposition centred on Ingram Micro's Resource and Cisco's technology portfolio
- Links to all the relevant Cisco Websites and Platforms
- Xvantage Information and access to the Cisco page
- Subscription to the Engage Newsletter

## 5. Define Technology Pillars and Routes to Market

Choose the appropriate architecture from the 6 pillars below to guide your business strategy:

- Security
- Collaboration
- Cloud Networking
- Annuity
- SMB
- MSP

## 6. Reassess your Role and Requirements

Perform a quick check on the requirements based on the desired role (Integrator or Provider)

Is the track still right for you?

Would you like to consider an additional track?

## 7. Profitability Programs

Work with your BDM and specialist resources at Cisco to understand the in-depth profitability of the programs available to you and how to maximise them

[https://www.cisco.com/c/en\\_in/partners/partner-with-cisco/benefits/opportunities-across-the-lifecycle.html](https://www.cisco.com/c/en_in/partners/partner-with-cisco/benefits/opportunities-across-the-lifecycle.html)

You'll need to enrol into each program that you want to earn in

You'll need to assign a rebate co-ordinator in order to claim your rebates – decide who this is early on to make life easier for yourselves!

Grant DPV access into your PXP account so that Ingram Micro can help you achieve and organise your rebate programs

# Stage 4

## 1. CCW Training with our Cisco Operations Manager

Our commitment to you upon completion

Technology Pillars			Routes to Market		
Security Ready	Collaboration Ready	Cloud Networking Ready	Annuity Ready	SMB Ready	MSP Ready
Completed Cisco Readiness	Completed Cisco Readiness	Completed Cisco Readiness	Completed Cisco Readiness	Completed Cisco Readiness	Completed Cisco Readiness
Introduction to Security BDM & Account Team	Introduction to Networking BDM & Account Team	Introduction to Collaboration BDM & Account Team	Introduction to Annuity BDM & Account Team	Introduction to SMB BDM & Account Team	Introduction to MSP BDM & Account Team
DPV access granted to PXP	DPV access granted to PXP	DPV access granted to PXP	DPV access granted to PXP & CSPP	DPV access granted to PXP	DPV access granted to PXP
Introduction to Ingram Micro Centre of Excellence	Introduction to Ingram Micro Centre of Excellence	Introduction to Ingram Micro Centre of Excellence	Introduction to Services team at Cisco	Introduction to SMB Team at Cisco	Introduction to MSP Team at Cisco
Completion of Subscriptions Ready Session	Completion of Subscriptions Ready Session	Completion of Subscriptions Ready Session	Completion of Subscriptions Ready Session	Completion of Subscriptions Ready Session	Completion of Subscriptions Ready Session
Understand see, try, buy	Understand see, try, buy	Understand see, try, buy	Commit to book in monthly review with BDM	Enabled on FY25 SMB SPRINTs	Completion of Provider application
Stock vs. Direct Orders	Stock vs. Direct Orders	Stock vs. Direct Orders	Achieve Disti Enabled EA Status	Understand Ingram Micro's Xvantage platform & stock profile	Completion of MSP Expressway Workshop
Introduction to Solutions Architect	Introduction to Solutions Architect	Introduction to Solutions Architect	Achieve CX Certification	Completion of SMB Specialisation Boot Camp	Completion of introduction to Cisco Powered Services
Completion of Core Security Specialisation	Completion of Meraki 360 Training (technical & sales)	Completion of Collaboration Lunch & Learn	Training on CCW & how to Flag a Deal	Complete CCW Training	Training on CCW & how to Flag a Deal

Commitment to QBR

Commitment to event participation



# Get in touch with our teams

Start your Cisco growth journey with Ingram Micro

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