



The Cloud and Managed Services Partner Enablement Program

The Challenge for Cisco partners

Many partners face difficulties transforming from traditional business models to delivering managed services, cloud services or high value solutions. Issues range from **business** (how to market cloud and managed services and how to make them profitable), **delivery** (how to deliver solid, reliable and efficient quality) to **sales** (how to change the sales skills necessary for selling cloud and managed services).

The need to transform is becoming more important because the trend is steadily moving away from product sales and solutions with reduced margins, to services (managed and cloud) with higher margins and higher customer retention.

Although the need to change is acknowledged, transforming a business to a new more profitable model can be a real challenge. The Cloud and Managed Services Partner Enablement Program (CMSPEP) has been developed by Cisco and Conceptsales to alleviate those challenges and offers a fast, secure and smooth transition to the business.

How does CMSPEP work?

Cisco and Conceptsales have co-developed the material and processes incorporated in this program to make participation as easy as possible.

1. Get familiar with the program via www.cmspep.com; pay special attention to the free sneak preview of the program's material
2. Sign up for the program via the website
3. Enrol on the training modules
4. Gain access to the portal, choose your services and retrieve the purpose built kits
5. Adapt to match your market and get free support
6. Start selling and get support while growing your new services

Reduction in margin (for traditional businesses)

Solutions:

- Very large volumes
- Specialisation on high margin products
- Business transformation to services

Business transformation is problematic

Adapting your business every 5 to 10 years is full of pitfalls and high cost trial and error.

Predefined models

Standard and bespoke solutions for

- Cloud Builders
- Cloud Providers
- Managed Services Providers
- Cloud & Managed Services Resellers
- Processes for any other (IT) services

Huge opportunity

Increase your market share now. The services market is growing rapidly!

What is the Program ? What is the Framework?

CMSPEP is a methodology and framework that supports a businesses transition from a solution to services led organisation, providing training and support.

The **Framework** delivers:

- A methodology for continuous business transformation;
- Portfolio management process for service creation, management and sales improvement, to continually deliver high margin added value;
- Tools and templates to go with the processes;
- Best-practices and predefined services for rapid creation of your new propositions that are immediately profitable;
- Purpose built sales kits and delivery kits to go with these best-practices and predefined services; all material is up to date and available via the CMSPEP portal, where new devices, services and business models are added regularly.

Support brings the availability of experienced portfolio managers and consultants who help solve business and portfolio issues with the execution of the program.

Training is necessary to use the materials correctly and make the most out of the program. Training is provided in local language.

- **Service Business Planning:** A workshop to develop the business case and draft the business plan.
- **Portfolio Training:** Provides detailed knowledge about the scope, content, deliverables and added value of the cloud managed services. It also explains how the tools are built and how to change the parameters to your situation.
- **Sales Training:** Provides knowledge for creating quotes and proposals for cloud and managed services. Explains the most effective approach of selling services, and teaches how to manage the sales cycle and use the tools from the Framework to improve sales result while reducing time spent.
- **Delivery Training:** Provides knowledge of organising cloud and managed services delivery. Explains how to organise and implement processes from the Framework. Teaches IT administrators the managed services processes and best practices, and explains how to act proactively to serve customers in less time by using the Framework materials.

Who will benefit

This program is suited perfectly to both new and existing Cisco partners and covers the following areas:

Commercial

- Resellers
- VARs
- Channel

Infrastructure solution providers

- System integrators
- Distributors

Service Providers

- Small and midsized service providers (not for large Telco's)
- Data centres

Transforming, standardising or improving

Value for partners wanting to transform, and also for partners that want to standardise or professionalise their cloud or managed services business.

Time-to-market

Staying in tune with the market requires a proven continuous change process with building blocks to rapidly bring new added value to your customers.

Why step into the program?

Partners transforming with the program do so in months instead of years. This proven methodology provides business with the information they need to avoid the pitfalls that are inherent in the transformation of a business. This program fully aligns with Cisco's MSCP & Cloud certification. The Cisco partner status gained with the MSCP and the certifications also brings extra discount on Cisco purchases, extra leads via Cisco's sales and marketing efforts. So if your margins are reducing and need a solution join the program and continually grow with the market trends without the internal development and trial and error costs.

For more information please visit cmspep.com or send an email to info@cmspep.com.