

CISCO DESIGNED

Win Big in Small Business

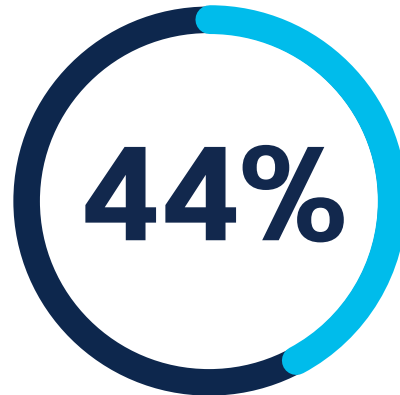
There is nothing small about small businesses.



Employ 2/3 of the global workforce¹



Create 1/2 the world's GDP¹



Account for 44% of all IT spending²



The TAM in Small Business is a **MULTI-BILLION DOLLAR** opportunity, and growing!



Capture your share of this opportunity
with the new Cisco Designed portfolio

CISCO DESIGNED

Cisco Designed is a curated portfolio of products is specifically designed for small business to deliver simple, secure and flexible products at the right price for small businesses to thrive. As well as profitable opportunities for you.



Connect

Meraki MR/MS/MX
Meraki GO
Catalyst 1K Switch
Small Business
Switches and
Routers
Cisco Business APs
Aironet APs



Compute

Hyperflex Edge
UCS Rack
Intersight



Collaborate

Webex Teams
Webex Meetings
Hand/Headsets
Room Systems
BE4K
WebEx Calling
UCCX WebEx CC



Secure

Duo
Umbrella
AnyConnect ASA/
Firepower
Advanced Malware
Protection (AMP)

Products and Services Designed and Curated for Small Businesses

Cisco is Committed to Partner Success in Small Business

Whether you are just starting a small business practice or already growing in this segment, we have the resources and support to help every Partner become more profitable in this important market.



Profitability

- OIP - Rapid deal approval, protection and reward for hunting new business
- Simple IT - rebate for bundling Meraki, security, and collaboration
- Perform Plus - Rebates for selling to into SMB
- CMSP - Cisco's MSP Partner Program
- Fast Track - Competitive pricing to help close deals faster
- Seller Rewards - incentives for individual Partner sellers
- Cisco Capital - 0% financing over 3 years (not available everywhere)
- X-Sell/VDC - Seller Training and Lead Generation*



Marketing

- Marketing Velocity Central (MVC) - Cobranded campaigns and assets
- Lead generation, Radius Program*
- Joint Marketing Funds (JMF)*
- Content Syndication*
- eCommerce tools*



Support

- Cisco and Distributor sales support
- Small Business Cisco partner events*
- Community events with Cisco executives*



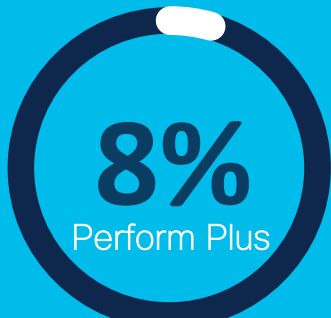
Enablement

- SMB Specialization
- Training, webinars, demos and trials
- Sales Connect
- Cisco Partner Community

*May not be available in all regions and to all Partners

Unlock big incentives and rewards with Cisco's Express Specialization, SMB Track

Earn up to:



rebate* and bonuses
for growth and
x-architecture sales



discount* for
new business



rebate* when you
displace Cisco
competitors

Get Started

*Discount and rebate may vary by region

Source: 2. SMB Group, November 2018. 3. Salesforce, November 2016. 4. Small and Medium Business Trends Report, SalesForce Research.