



I am an Accedian Partner So What Now?

Sergio Bea, VP Global Enterprise and Channels, Accedian
Stan Monnier, MIG Channel GTM, Cisco



ACCEDIAN

Accedian and Our Partners

2023



Funnel Add
150% Growth

2018-
2023



New Partner
Growth
18%

2023



Deal
Registration \$\$
159% Growth

2018-
2023



Channel
Revenue
Growth
100%

Thank You!



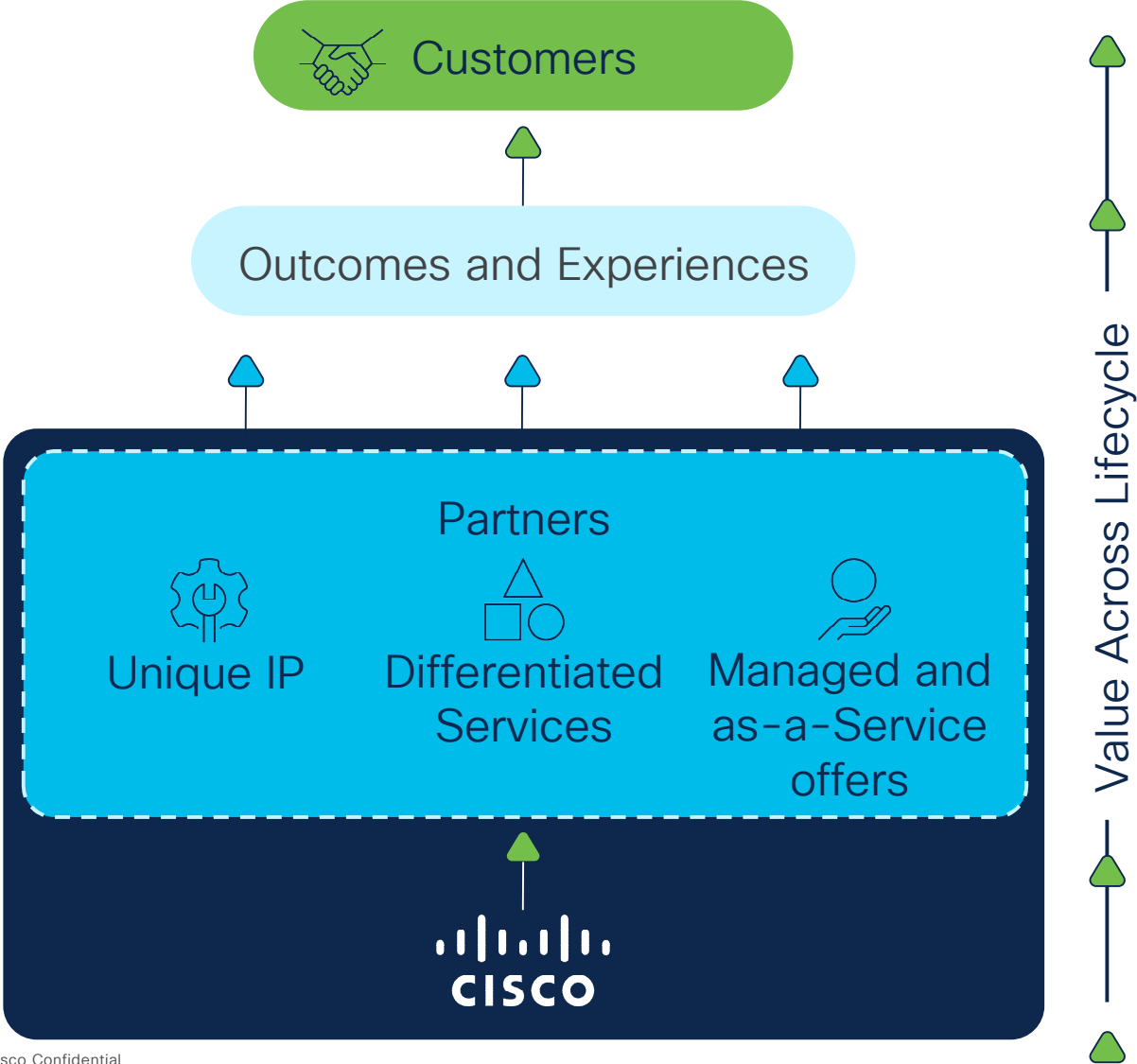
Why Partners Matter at Cisco



Acquisition Summary

<p>1993</p> <p>1994</p> <p>1995</p> <p>1996</p> <p>1997</p>	<p>1998</p> <p>1999</p>	<p>2000</p>	<p>2001</p> <p>2002</p> <p>2003</p> <p>2004</p>	<p>2004</p> <p>2005</p> <p>2006</p> <p>2007</p> <p>2008</p>	<p>2006</p> <p>2009</p> <p>2010</p> <p>2011</p>	<p>2012</p> <p>2013</p> <p>2014</p>	<p>2015</p> <p>2016</p> <p>2017</p>	<p>2018</p> <p>2019</p>	<p>2021</p> <p>2022</p> <p>2023</p>
--	---------------------------------------	--------------------	---	--	---	--	--	---------------------------------------	--

Cisco's Partner Model



Partners are Essential to Cisco

“Our partners are not only critical in helping us reach new markets, but they also provide unique capabilities and solutions to deliver more value to our customers, making them critical to Cisco’s business and strategy.”

Chuck Robbins

Chair and Chief Executive Officer



Partner Roles in the Cisco Partner Program

Partners of all types deliver value based on the role(s) they play

Integrator

Build solutions that solve customer business problems, based on your unique expertise.

Provider

Deliver as-a-service and managed solutions with flexible consumption options, powered by Cisco.

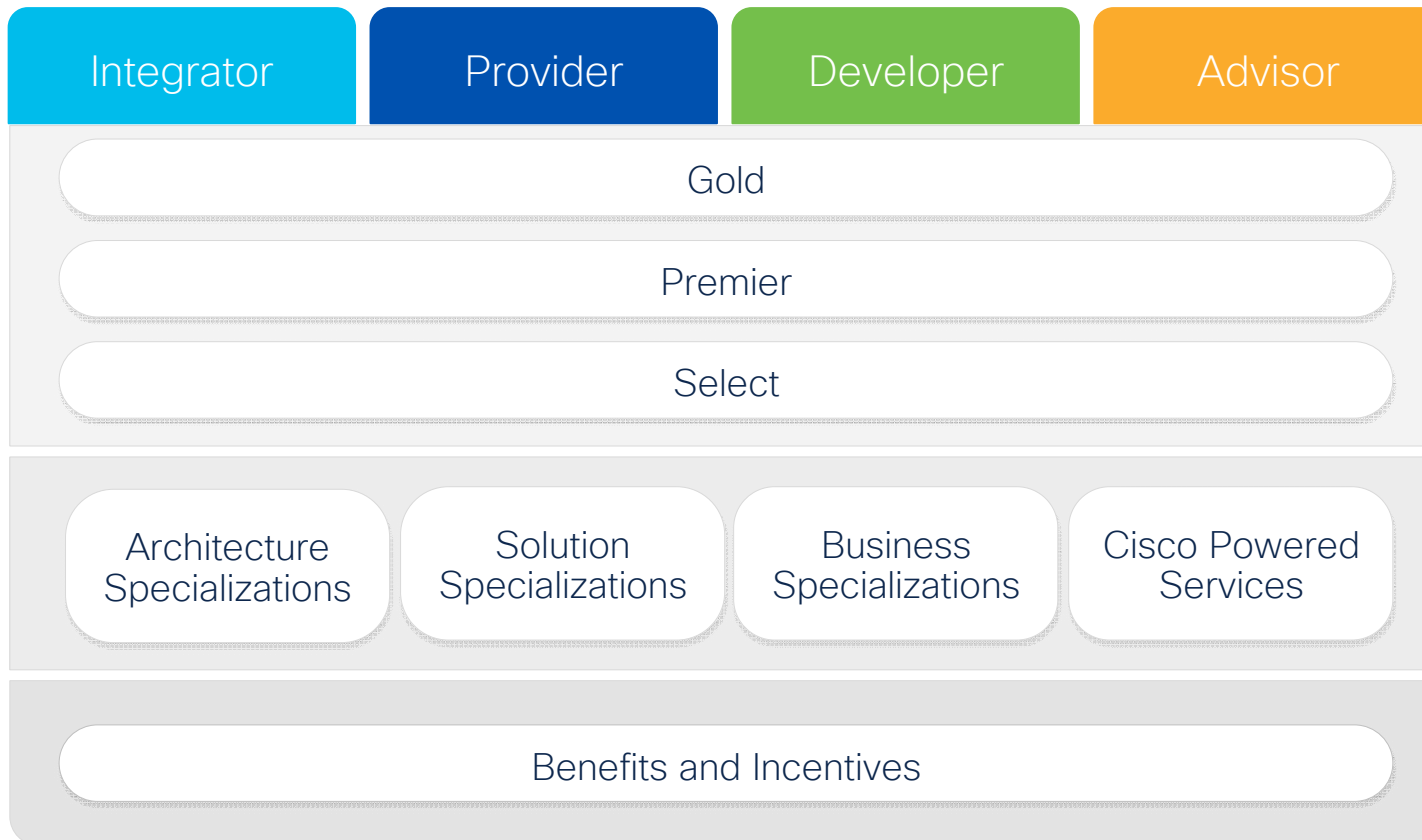
Developer

Build unique solutions and applications on Cisco platforms to deliver customer-specific business outcomes.

Advisor

Provide our mutual customers with expert market and business consulting services across the sales cycle.

Partners Select Their Recognition and Reward Level



◀ Roles showcase how partners engage with their customers

◀ Levels represent the breadth of expertise across Cisco solutions

◀ Specializations reflect a partner's Cisco practice and expertise

◀ Each of the above unlocks discounts, rebates and incentives

Showcase Your Expertise with Specializations



A complete portfolio that fully recognizes your technical and business capabilities

Partner Next Steps

Partners that are:

Both Accedian
and Cisco

- Continue to purchase on Accedian GPL under the Accedian contract
- Follow Cisco Indirect Commerce Partner Agreement (ICPA)

Accedian only

- Register as a Cisco partner via ICPA (Not later than 100 days after close)
- Transact opportunities through your Accedian contract on Accedian GPL

Cisco only

- Contact Cisco alias PartnerAccedian@cisco.com

More details will be shared as we go through the transition process

The Cisco Partner Program



Bookmark the Cisco Partner Program partner landing page

cisco.com/go/newpartnerprogram



View the Cisco Partner Program ebook

<https://ebooks.cisco.com/story/the-new-cisco-partner-program/>



Read the latest news

<https://transform.cisco.com/l/opsadmin>



Thank you!