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Small Business: Cisco finds new opportunity in an emerging marketplace.

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Small businesses are an important segment in a marketplace that has been rocked by a global economic crisis. According to the Small Business Administration, small businesses generate between 60 and 80 percent of new jobs, annually. For technology providers, business with less than 100 employees will spend \$7.3 billion on network infrastructure and voice products and services.

According to a 2008 Cisco study, the three top priorities for small business are customer acquisition, customer service, and cost reduction. IT priorities include equipment upgrades, web presence, and data storage. The five most important attributes that drive IT purchase decisions are price, product quality, and quality of service.

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A renewed commitment to a growing market

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Driven by this opportunity, Cisco has launched a new initiative—the Small Business Advantage—designed to provide small business users and Cisco partners with new solutions, service, support, and channel programs. The goal is to help small businesses improve productivity and gain a competitive advantage, while minimizing time spent managing technology.

With the acquisition of Linksys in 2003, Cisco renewed its small business effort, combining its proven technology, Internet expertise, and trusted name, with Linksys high value, small business friendly, point products. The combined forces of the Cisco and Linksys channel programs have helped to mobilize more than 9,000 'Select' certified partners and an additional 48,000 partners, to serve the small business segment.

Today, Cisco offers small businesses the broadest product portfolio in the industry, with over 100 products that are purpose-built, and designed for the needs of key segments. With over 30 percent market share in routing, 25 percent in LAN switching, 17 percent in wireless switching, and 10 percent in advanced technology areas, Cisco addresses 70 percent of small businesses' "Top 10" technology priorities, and virtually all networking and communications priorities.

Through a global network of partners, Cisco's goal is to make it easy for small business to acquire service offerings from dedicated in-person contact centers to online support and flexible warranty packages. Cisco's creation of a Small

Business Council in 2008 demonstrates it's confidence that the small business market will generate \$10 billion in revenues, and deliver new levels of profitability for its partners.

"Cisco recognizes that small businesses have a tremendous impact on communities around the world and on our global economy," Ian Pennell, senior vice president, small business technology group, Cisco. "With our broad product portfolios, service and support, we're delivering on our commitment to give small businesses technology that can solve business problems and help them gain a competitive advantage to succeed in these challenging times."

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Addressing the needs of Small Business segments

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For partners, Cisco has added new services to the Cisco Small Business series, designed to help partners build, install, and manage systems that address the evolving technology needs of small businesses. The Cisco Small Business effort covers a spectrum of customers, and includes three segments:

Cisco Small Business:

Formerly the Linksys by Cisco products, this offering is targeted at budget-conscious customers who need an immediate point product solution. Basic features and support options address the needs of most small businesses, while a trade-up option to other Cisco products protects the customer's investment.

Cisco Small Business Pro:

Designed to solve small business needs with a fully integrated solution and simple management, the Pro series offers advanced features and functionality. Partners act as trusted advisors by handling the design, installation, management and service.

Cisco SMB Classic:

Targeted at small and medium sized organizations with more advanced technology needs that want a long-term solution, growth and centralized management capability, these products are designed to integrate with other Cisco products making them easier to deploy and manage. Highly scalable, SMB Classic products grow with the customers business.

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Small Business partner programs and promotions

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Cisco Small Business partners can choose from product promotions, profitability and marketing programs to accelerate sales to small business. Cisco has created

small business programs and promotions that will both help partners increase revenue, and become the “trusted advisors” of their clients. Programs include:

- **Fast Track 4 Tracks:** Designed to sell into small business, Fast Track offers partners best-in-class products at compelling price points, with healthy margins. Fast Track 4 Tracks include Fast Track, Fast Track Accelerator/ Crazy Week (for CE), Fast Track Solutions, and Fast Track Trade-In promotions.
- **Small Business Performance Accelerator:** A new profitability program open to Cisco Qualified Partners in the Gulf region selling to small business, offering incentive payments tied to small business market development and investment.
- **Partner Development Funds:** A quarterly incentive program that rewards partners for their sales of Cisco SMB products through development funds, earmarked for marketing and demand generation activities, training, and demo equipment. For Select certified partners Cisco is offering increased rebates of up to \$25,000, until July 25, 2009.
- **Cisco Rewards:** Allows partners to earn points for qualified sales of Cisco SMB products, and redeem them, for travel prizes. Open to Account Manager or Sales Engineer employed by Cisco Select or Registered Partners in participating Emerging Markets countries.
- **Campaign Builder:** A tool that allows partners to create marketing campaigns targeting small business, through customizable e-mail blasts, postcards, ads, and flyers to build customer awareness and generate demand.
- **Channel Syndication program (Webcollage):** Provides up-to-date, accurate Cisco SMB product information to a partner’s website, plus product marketing materials, including video, to enhance the customer experience and increase Cisco sales.

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Benefits for Cisco Select partners

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Becoming a Cisco Select Partner offers a range of benefits. Cisco has created a profitability framework that delivers rewards at all levels of the small business initiative. Sales incentives, partner development funds, and new pricing offers will help partners reach their profitability goals.

In addition, partners can leverage the strength of the Cisco brand in their sales and marketing efforts, and stay on top of product developments with education and training.

The following is a list of benefits for Cisco Select Partners:

- Access to Branding as a Cisco Select Certified Partner
- Recognition as a Select Certified Partner in the Cisco Partner Locator
- Economic incentives
- Access to Partner Development Funds
- Participation in Partner Success Story Program
- Access to Partner Education Connection
- Access to Cisco customer satisfaction best practices and tools
- Access to restricted products
- Eligibility to sell Cisco Smart Care Services

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Partnering with Cisco can deliver rewards

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The Small Business Advantage initiative highlights Cisco's intent to elevate small business to an even standing with the company's highest business priorities. Partners are a crucial piece of the strategy, with 80 percent of small business revenues flowing through the channel. With Cisco's commitment comes a huge opportunity; and new ways for partners to participate in a vital part of the marketplace, with a new suite of leading products and services.

"Cisco sees a significant opportunity in the Gulf region, a region where small businesses continues to make up a growing part of the ecosystem. This marketplace has untapped potential at all areas of the product spectrum as small businesses continue to embrace the Internet as the foundation for their operations", Dorian Breakspear-Coyle, Distribution Manager, Africa and Middle East, Cisco.

For more on becoming a Cisco Certified Partner Kit, including sales tools, logos, guidelines, and information about Cisco certification and specializations, go to: <http://www.cisco.com/web/partners/program/certifications/select/index.html>