mea★
MARKETING EXCELLENCE
2021 AWARDS

CISCO SYSTEMS, INC.
CISCO IGNITES GROWTH AND CUSTOMER SUCCESS TOGETHER WITH PARTNERS DURING 'YEAR OF SCALE'

CISCO

PROJECT SUMMARY

When Cisco first embarked on its digital transformation journey, reshaping its business model for the services economy and aligning every aspect of the organization with customer experience, it knew it could not make the journey alone. With more than 90% of revenues flowing through its channel partners, Cisco's ability to deliver exceptional value and premium customer experiences required that partners also reimagine their own businesses around two key priorities: digital and the customer.

Leveraging its digital strength and partner focus, Cisco's Digital Experience (DX) team launched the "Year of Scale" initiative in 2020 to:

- Provide partners with new digital programs and automation capabilities to deliver one, guided customer experience across all Cisco products, partners, and motions, and

- Drive customer success and recurring revenue growth together with partners.

The DX team helped partners realign their businesses around digital and the customer by providing the digital journeys, a technology platform, and the data (telemetry and customer health) and insights (recommended actions) needed to progress customers through each phase of the lifecycle (onboarding, adoption, renewal, expansion) toward value realization.

Under the initiative, DX progressed partners through the following four stages of digital enablement to unify customer experience, scale customer success, and grow revenue:

1. **Digital Journeys:** To minimize the barriers of cost, expertise, and technology that prevent partners from going digital, Cisco created a methodology for designing and delivering comprehensive, connected customer journeys—all mapped to defined digital touchpoints across the entire product and service lifecycle. This engagement strategy was built to drive adoption, nurture the customer relationship over time, and ensure ongoing renewals by accelerating customers' success and profitable growth.

2. **Lifecycle Advantage:** Lifecycle Advantage began as an extension of Cisco's digital customer journeys and the foundation of its digital engagement program for partners. Once enrolled in Lifecycle Advantage, partners can orchestrate the customer experience through key lifecycle milestones using automated, digital notifications to progress product or service adoption or remind customers when it's time to renew. They can view opportunities, enrich data by adding custom contact information, view/price quotes, and digitally orchestrate the entire customer experience.

3. **Commerce Automation:** Last year's addition of Commerce Automation gave partners access to online transactional capabilities, where Cisco would automatically generate partner-branded quotes with partner-specific pricing and deliver it to the customer

on behalf of the partner. The process is a fully integrated delivery mechanism to send quotes to customers that are then fulfilled on the partner side when accepted by the customer. Additionally, Commerce Automation is equipped with the ability to set pricing preferences at the individual customer level, with options in 16 local languages and 25 local currencies.

4. **Success Program Insights:** Success Programs are a targeted adoption motion around Cisco solutions to ensure eligible customers realize the value of their investment with Cisco. Digital engagement is the foundation of the programmatic approach, which translates lifecycle insights into recommended actions to prioritize at-risk customers, allowing partners to drive targeted actions and, when needed, overcome adoption barriers, address customer risk, and assist customer progress through the lifecycle journey.

As proof of the "Year of Scale's" impact, Cisco's partner-focused Lifecycle Advantage digital engagement program delivered unprecedented scale and growth to partners. It doubled the number of partners enrolled to more than 6,000 worldwide and closed in on a goal of $1 billion in digital bookings in fiscal year 2021. The initiative also increased customer stickiness and loyalty, with customers on digital journeys having higher renewal rates while adopting products at a rate of two to two-and-a-half times faster than customers not on journeys. "Year of Scale" also helped reduce the time and friction associated with service renewals for both partners and customers, enabling Cisco to growing recurring revenue together with its partners.