

Cisco Partner Marketing Resources

March 16, 2022



Housekeeping



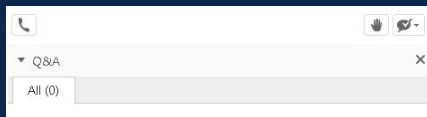
Mute

Everyone's lines are muted. We may unmute these for sections of the training.



Q&A

- 1) Open the Q & A panel.
- 2) On the Q & A panel, type your question in the text box.
- 3) (Optional) To edit your question, highlight the text you want to edit, and then right-click (Windows) or select ctrl and then click (Mac) to use the editing commands in the menu.
- 4) In the Ask drop-down list, select **All Panelists**, and then select **Send**.



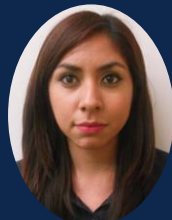
Chat

If you want to ask a question or add to a point, use the chat icon to send a message to the trainer in the training.



Nayeli Torres Carvente

Partner Marketing Programs
Manager, Cisco Canada



Mery Siboney Ordaz

MVL and MVV Americas Lead



Holly Valdez

MVC Americas Lead +
AMER Partner Comms

45 Minute Agenda

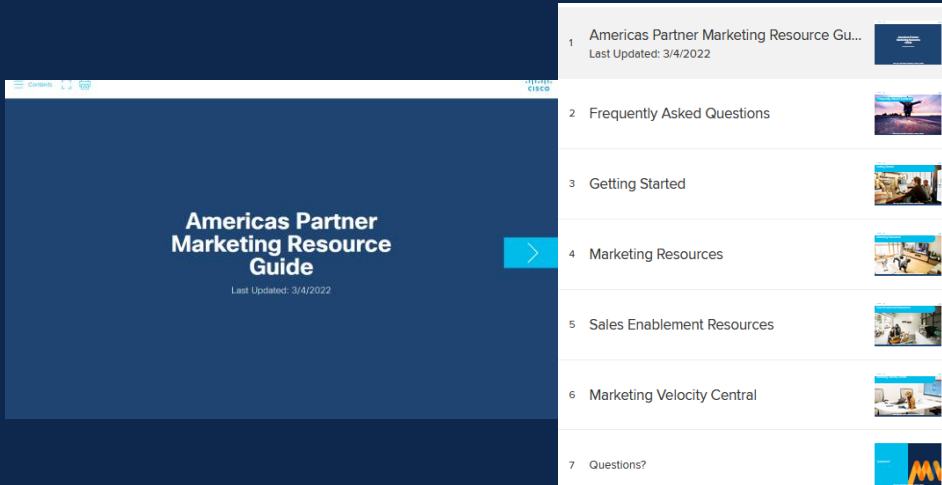


- 1** Partner Self Service (PSS) and Logo Builder
[Holly Valdez](#)
- 2** Partner News Hubs, BX, SalesConnect, Cisco Video Portal
Marketing Velocity Central + Demo
[Holly Valdez](#)
- 3** Marketing Velocity Learning and Voice
[Mery Ordaz](#)
- 4** Canadian MVC Pilot & Campaigns
[Nayeli Carvente](#)
- 5** Events & Resources

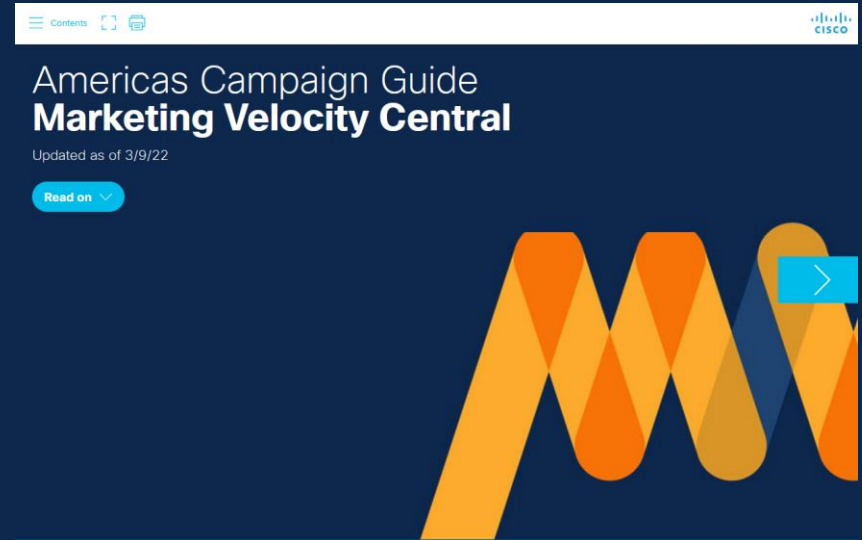


Two Resources

- Find everything that we are going to cover, and more, in the [Cisco Partner Marketing Resource Guide](#)



- Get the latest campaigns in MVC (updated regularly)
- [Americas MVC Campaign Guide](#)



Partner Self Service

What is it?

Partner Self Service is the convenient way to maintain your company, contacts and location information. It gives you the ability to manage your Company information, Location details and administer your Contacts for access association and proper communication about policies and program changes.

When do you use it?

- Basic Information
- Change Location
- Delete or Merge Cisco.com User IDs
- Cisco Testing Information
- Opt-in/Opt-out of Cisco Communications

My Profile	Access Management	Company Details	Location Management	Association Request	Contact Management
Manage Corporate Email Domain	Accountable Program Contacts	Reports	Manage My Reward Programs	Distributor Details	Help / Support

Opt-in/Opt-out of Cisco Communications

Cisco communications:

Occasionally, Cisco sends communications about products, programs, special offers, services, support, or invitations to participate in market research. Your personal information will be used in accordance with Cisco's privacy statement.

I would like to receive Cisco communications by email: Yes No

1. **Partner User/Admin** can "Opt-in/Opt-out of Cisco Communications" Choose "My Profile" from the left side navigation menu.
2. Scroll to the Cisco Communications section.
3. Choose the Radio button Yes/No corresponding to whether you would like to receive Cisco Communications
4. Clicking on Yes, Choose the areas you are interested in.
5. Review and Submit.

1. Scroll to the Cisco Communications section

2. Choose any of the Radio Button

3. Check/Uncheck the areas

4. Click Submit

Please select the areas that are relevant to your business:

- Technology Interests
 - Cloud
 - Enterprise Software
 - Security
- Communications Interests
 - Case Studies
 - Competitive
 - Marketing Campaigns & Events
 - Partner Program Information
 - Training
- Verticals and Industries
 - Education - Public / Private
 - Government
 - Manufacturing
 - Real Estate
 - Wholesale/Distribution
- Subscriptions, Vendors, and Sites
 - Internet of Everything (IoT)
 - Services
- Data Center / Virtualization
 - Mobility
 - Software / SaaS
- Cisco Capital & Financing
 - Cisco Vision & Thought Leadership
- Events, Webinars
 - Interviews, Discourse, Release, Presskits
- News, Analysis, & Strategic Research
 - Product, Launches, & End-of-Sale
 - Support & Tools
- Energy/Utilities
 - Health Care
 - Media/Entertainment
 - Retail
- Finance Services
 - Healthcare / Health & Life Sciences
 - Industrial Services
 - Transportation

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[Click here to access Partner Self Service.](#)

Cisco Partner Logo Builder

1. Select your logo color

The screenshot shows the 'Partnership Logo Builder' interface. It is divided into three main sections:

- Step 1: Select your Cisco partnership logo**: This section offers four color options for the Cisco Partner logo: White, Black, Gray, and Cisco Blue. The Cisco Blue option is currently selected and highlighted with a blue border. Below these options is an orange banner with text: 'All Certifications, Specializations, Authorizations and/or CMSP designations with an anniversary date between March 16, 2020 - September 16, 2020 have been extended for one year. View the full announcement.' Below that is a blue banner with text: 'Please note that recently approved designations can take up to 4 hours to appear.'
- Step 2: Select your credentials (Max 3)**: This section contains a grid of credential options. A 'Clear Selection' button is located at the top right of this section. The grid includes: Advanced Customer Experience Specialized, Advanced DevNet Specialized, Cloud and Managed Service Provider, Customer Experience Specialized, DevNet Specialized, Distribution Partner, Financing Provider, Global Gold Certified, Gold Certified, Integrator Partner, IoT Authorized, and Learning Partner.
- Step 3: Preview logo**: This section displays a large preview of the selected Cisco Partner logo in Cisco Blue. Below the preview is a note: 'Note: Please read the Partner Guide to Branding with Cisco for usage guidelines.' At the bottom of this section are two download buttons: 'Download' (with file format: PNG and SVG) and 'Download EPS' (with file format: EPS).

2. Select your credentials

Note: Any time you are creating an asset with your logo on it, you MUST use the Cisco Partner logo if you are adding a Cisco logo. [Click here for more information.](#)

3. Download

[Launch Cisco Partner Logo Builder](#)

Partner News Hub



The screenshot shows the top navigation bar of the Cisco Partner News Hub. It includes the Cisco logo, a 'Subscribe' button, and three dropdown menus: 'News Hubs for My Role', 'News Hubs for My Company Type', and 'Training'. Below the navigation bar is a hero section with a blue circular icon containing a white cursor arrow. The main heading reads 'Partner News Customized for You'. To the right, there is a link for 'The War in Ukraine - Supporting customers, partners and communities >' and a sub-headline 'Accelerate your success with news, resources, and opportunities - all in one place'. A green horizontal bar contains the text 'Updates for Partners, All in One Place'. Below this, a paragraph states: 'Whether you are a business leader or a busy sales professional, you need to stay abreast of new opportunities and the latest information. That's why we've created a single destination with aggregated news and tech trends, Cisco resources, and much more—all customized to what's relevant to you.' At the bottom of the hero section, a dark blue bar contains the text: 'Subscribe to one or more news centers to stay up-to date on the latest trends and opportunities'.

Subscribe News Hubs for My Role News Hubs for My Company Type Training

The War in Ukraine - Supporting customers, partners and communities >

Partner News
Customized for You

Accelerate your success with
news, resources, and
opportunities - all in one place

Updates for Partners, All in One Place

Whether you are a business leader or a busy sales professional, you need to stay abreast of new opportunities and the latest information. That's why we've created a single destination with aggregated news and tech trends, Cisco resources, and much more—all customized to what's relevant to you.

Subscribe to one or more news centers to stay up-to date on the latest trends and opportunities

<https://transform.cisco.com/news/subscribe>

News Hub Overview – Email Subscriptions

- **Subscribe** to one or more Hubs
- Choose from bi-weekly or monthly cadence
- Single dynamic email based on choices

Partner News Customized for You

Accelerate your success with news, resources, and opportunities - all in one place

Updates for Partners, All in One Place

Whether you are a business leader or a busy sales professional, you need to stay abreast of new opportunities and the latest information. That's why we've created a single destination with aggregated news and tech trends, Cisco resources, and much more—all customized to what's relevant to you.

- News for Sellers
- News for Technical Engineers
- News for Executives
- News for Marketers
- News for Distributors
- News for Admin/Ops and Program Leads
- News for Managed Service Providers
- News for Service Providers
- Black Belt Academy News Hub

Subscribe to one or more news centers to stay up-to date on the latest trends and opportunities

Email Address*
First Name*
Last Name*
Company*
Country/Region*
Job Role
Job Level

How often would you like to receive updates?
 Bi-weekly
 Monthly

What updates would you like to receive?
 Updates for Sellers
 Updates for Technical Engineers
 Updates for Executives
 Updates for Marketers (monthly only)
 Updates for Operations and Partner Admin
 Updates for Distributors
 Updates for MSPs (monthly only)
 Updates for Services Providers
 Updates for Black Belt News Hub

*required fields

Submit

News Hubs Overview



9 Global News Hubs
5 Personas, Distributors, SPs, MSPs and Black Belt News



Content is submitted by Architectures team and others across Cisco (CX team, Regional leads, etc.) – over 100 submitters



Dedicated Audience Managers actively review and curate content, ensuring relevance for audience, 45 day expiration



Visitors driven to News Hubs via email, email “ad space,” web, social, blogs, PXP integration/news feed. Subscription available and monthly send.

BX/SalesConnect + Video Portal Demos



Marketing Velocity Central



How to Access MVC

1. Acquire a Cisco.com UserID (CCO ID) and password if you do not have one. [If you do not have one, click here for instructions.](#)
2. Attach your CCO ID to your employer's company account in Partner Self Service. [Click here for instructions.](#)
3. Access Marketing Velocity Central.
 - Go to marketingvelocitycentral.cisco.com, enter your CCO ID and password – you will see a "Navigation Error"
 - **Allow 24 – 48 hours after your first login attempt for your account to be created in MVC**
 - Login again at marketingvelocitycentral.cisco.com after 24 – 48 hours

Note: If you have Cisco access in PSS, but do not have MVC access, you will need to work with someone at your company with MVC admin access. The contact with admin access will need to use PSS and update the new contact to give them MVC marketing and/or admin access.

Capabilities of MVC

- Download marketing content
- View and use allocated marketing funds for Cisco Marketing Velocity
- Connect social media accounts and automatically post to followers
- Install web plugins to syndicate personalized content to their own web properties
- Create co-branded marketing assets
- Upload contact lists and send customized email journeys

[Click here to access Marketing Velocity Central.](#)

Effective Dates

Oct 17, 2021 - Nov 2, 2022

Campaign Goal: This campaign will help you generate demand for customers looking to empower their people to work on site, off site, and in mixed modes.

Products: Collaboration, security, and infrastructure products.

Sales motion: Upsell, cross-sell, new buying centers, new customers.

Target Audience: HR, people management, COO, CDO, and facilities personnel.

Customer Opportunity: 96% of employees want to improve their work environments with intelligent workplace technology. (Embracing the Hybrid Workplace eBook)

STEP ONE
Partner Campaign Kit includes

- Copy book for signifiers, persona, and architecture
- Email copy
- Social media
- Landing page copy
- Customer shared content

STEP TWO

Explore the live campaign resources.

- Email Journey (Workflow)
- Hybrid Work Microsite (Web Plugin)
- Social Syndication (Social Media Posts)
- Images (Reference Material)

Need help activating campaign assets? Visit Marketing Velocity Learning.

STEP THREE

Review the SalesConnect cycle.

Related Campaigns: Use Webex and SaaS campaigns to better tailor your marketing activities to your customers' needs.

[View Editing Actions](#)
[Language](#)
[Feedback](#)
[My Downloads](#)
[Logout](#)
[Return to Cisco Systems...](#)

All items are selected by default.

Select or deselect to customize your campaign then click Continue.

[Select all](#) | [Select none](#)

Workflows


 Power Hybrid Work Email journey
[More Details](#)

Web Plugins


 Hybrid Work Microsite
[Preview](#) | [More Details](#)

Social Media Posts



This campaign contains 4 Social Media posts.

Reference Materials


 Hybrid Work Images
[Preview](#) | [More Details](#)


Marketing Velocity Central (MVC) + demo



Marketing
Velocity
Learning



Build your marketing practice

Marketing Velocity Learning, is an-always on educational gateway that will help you develop your marketing skills and modernize your marketing approach achieving better marketing results.



Marketing
with Cisco

- Branding with Cisco
- MVC training
- Architecture eBooks
- Case studies



Marketing
Skills

- Digital marketing
- Marketing Strategy
- Content creation
- Campaign planning



Thought
Leadership

- Marketing Trends
- Event replays
(Marketing Velocity
Digital)

<http://cs.co/MarketingVelocityLearning>

Preparing for a cookie-less world

Find out what cookies are, why they're going away, and how to prepare for this fundamental change in digital marketing on MV Learning. Discover three steps to becoming more resilient marketers and then share what you learned on MVV.



The bridge to possible

Marketing
Velocity
Voice





Connect

Share

Develop

Marketing Velocity Voice was designed to enable **real interactions** with your peers, in real time

Marketing Velocity Voice

Voice is Cisco's **digital partner marketing community** where partner marketers can network and connect, elevate their marketing practice and accelerate demand generation. So, grab your coffee or tea, learn something new and connect with your marketing peers in a more informal way.

Marketing Velocity Voice Principles



Community built on trust; **open, human and honest**.



A platform that is **easy to navigate** and makes communication simple.



A place to **connect, engage, build relationships** and have some fun!



Strengthen **marketing skills and get access** to the brightest minds in marketing.



Recognize and **reward** engagement.



Real People. Real Interactions. Real time.

When you're in Voice, we want you to have that Friday-feeling every day. So, grab your coffee or tea, learn something new and connect with your marketing peers in a more informal way.



Nayeli Torres Carvente

Partner Marketing Programs Manager, Cisco Canada

Campaigns available in FR-CA



Solutions de sécurité
Cisco pour petites
entreprises.
ENG: Cisco Security for
Small Business



Le SASE à votre façon
ENG: SASE your way



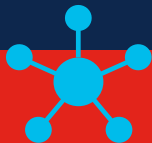
Protection contre les failles



Solutions de sécurité
Cisco pour petites
entreprises. ENG: Cisco
Security for Small
Business



Sécuriser le premier
vecteur de menace et
le service de courriel
en nuage de Microsoft
365.



Zero Trust pour le
personnel, les
charges de travail
et le lieu de travail



Repenser le pare-feu
ENG: Rethink the firewall



La sécurité simplifiée –
Cisco SecureX

Stay tuned...

Power Hybrid Work

Stay tuned!



The bridge to possible



Marketing Velocity Canada Games.

The more you play, the more you win.



Upcoming Events *and* Resources



Future (and Past) Meetings

www.cisco.com/go/partnerenablement

Events and Training

Your simple view into all Americas enablement. Customize by architecture, delivery method, date, and vertical. Subscribe to receive personalized updates based on your technology interest and role.

Upcoming Events

All Events Collaboration DC Networking EN Routing/Switching Security Show More

Date	Event
March 15, 2022 and 2 more dates	Americas Data Center Partner VT - March 2022 (3 events) Computing Systems / Virtual The Data Center Partner VT provides technical updates, positioning and design training, and competitive differentiation to our top technical partner sellers in the Americas.
March 15, 2022	Cisco Security: Catch the Wave Security / Virtual Security messaging, architectures and unified roadmap information for partners.
March 15, 2022	Partner Rise and Shine - March, FY22 Collaboration / Virtual Partner enablement on Cisco's Success tracks and related service offerings.
March 15, 2022 and 8 more dates	FY22 EN Nuggets Series (9 events) Enterprise Routing / Virtual EN Nuggets is a 45 minute session twice a month focused on our Go To Market Strategy, Solutions, and Promotions.
March 15, 2022 and 2 more dates	Collaboration Voice of the Account Manager (3 events) Collaboration / Virtual This series will help you understand the changes and updates to our Collaboration portfolio and programs.

Showing 1 - 5 of 45

Routing/Switching Security Show More Show Filters

- Computing Systems
- Customer Experience (CX) & Services
- IoT
- Marketing
- Meraki
- Monitoring and Analytics
- Multi Architecture
- Network Services
- Partner Enablement
- Service Provider
- Wireless

Register Now

Register Now

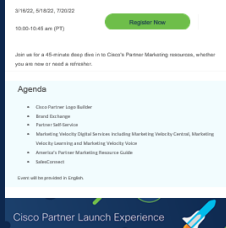
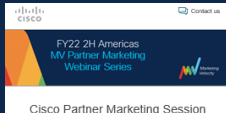
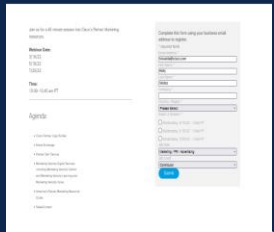
EN Nuggets Series (9 events)

45 minute session twice a month focused on our Go To Market Strategy, Solutions, and Promotions.

Upcoming Partner marketing webinars in 2H FY22

Partner Marketing Resources

- 3rd Wednesday every odd month; 45 minutes
- 5/18 and 7/20
- [Reg Page](#)



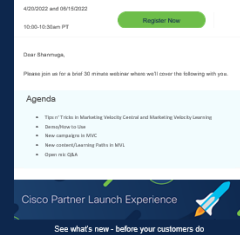
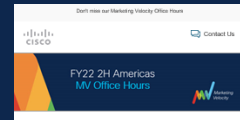
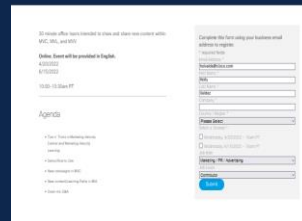
See what's new - before your customers do
Partners, check out this quarter's latest launches and announcements - all in one place.
[Visit Launch Hub](#)



See what's new - before your customers do
Partners, check out this quarter's latest launches and announcements - all in one place.
[Visit Launch Hub](#)

Partner Marketing Office Hours

- 3rd Wednesday every even month; 30 minutes
- 4/20 and 6/15
- [Reg Page](#)



Resources for opting into “To Partner” Communications



NEWS

News Hubs

- Hubs for partner types, personas & regions
- Always-on: content refreshed *continuously*
- Accelerate your success with news, resources, and opportunities...all in one place
- [Get partner program updates](#)

<https://transform.cisco.com/news/subscribe>



Digital

- [Cisco.com](#), [SalesConnect](#), [Communities](#)
- Long-term pages, hubs or discussion boards
- Short-term promotional banners
- [Collaboration Partner Sales page \(News & Events\)](#)
- [Partner Launch Experience](#) (~quarterly updates)

Use “subscribe” buttons (usually top right)



Training/Enablement

- Simple view of *all* Americas enablement
- Receive customized trainings by architecture, delivery method, date, and vertical
- Personalized updates based on your technology interest and role
- Choose updates either 1x or 2x/month

<https://partnersuccess.cisco.com/trainings/trainings>
and <https://partnersuccess.cisco.com/trainingsbr>
<https://partnersuccess.cisco.com/trainingsmx>
https://partnersuccess.cisco.com/trainings/fr_can



Email

- Single or multi-touch
- Regional newsletters
- Targeted by profile, preference, behavior
- Recommend partners update [the Partner Self Service PSS tool \(user guide\)](#) to ensure their settings are accurate for to receive personalized comms (ie marketer persona)

<https://partnersuccess.cisco.com/newslettersub> AND
<https://partnersuccess.cisco.com/marketingvelocitysub>
INTERNAL ONLY:
<https://partnersuccess.cisco.com/internalnews>

Subscriptions

Persona/
Newshub



<https://partnersuccess.cisco.com/news-subscribe>

Partner
Programs



<https://transform.cisco.com/news/opsadmin?industry=partner-program-updates>

Training &
Enablement



US <https://partnersuccess.cisco.com/trainings>

Brazil <https://partnersuccess.cisco.com/trainingsbr>

LATAM <https://partnersuccess.cisco.com/trainingsmx>

Caribbean <https://partnersuccess.cisco.com/trainings>

Canada https://partnersuccess.cisco.com/trainings/fr_can

Marketing
Velocity



<https://partnersuccess.cisco.com/marketingvelocitysub>

AMER
Newsletter



<https://partnersuccess.cisco.com/newslettersub>

Resources

Marketing Velocity

www.cisco.com/go/marketing

Partner Marketing Resource Guide

<https://ebooks.cisco.com/story/cisco-partner-marketing-resource-guide-amer/>

Brand Exchange

<https://bx.cisco.com>

Partner Logo Builder

<http://cisco.com/go/partnerlogo>

Marketing Velocity Central
Campaign Guide

<https://ebooks.cisco.com/story/apo-mvc-guide>

Polling Questions



- Please rate today's session
- Please rate the content
- Did today's session increase your knowledge (did you learn something new)?
- What topics would you like to see covered in the future?