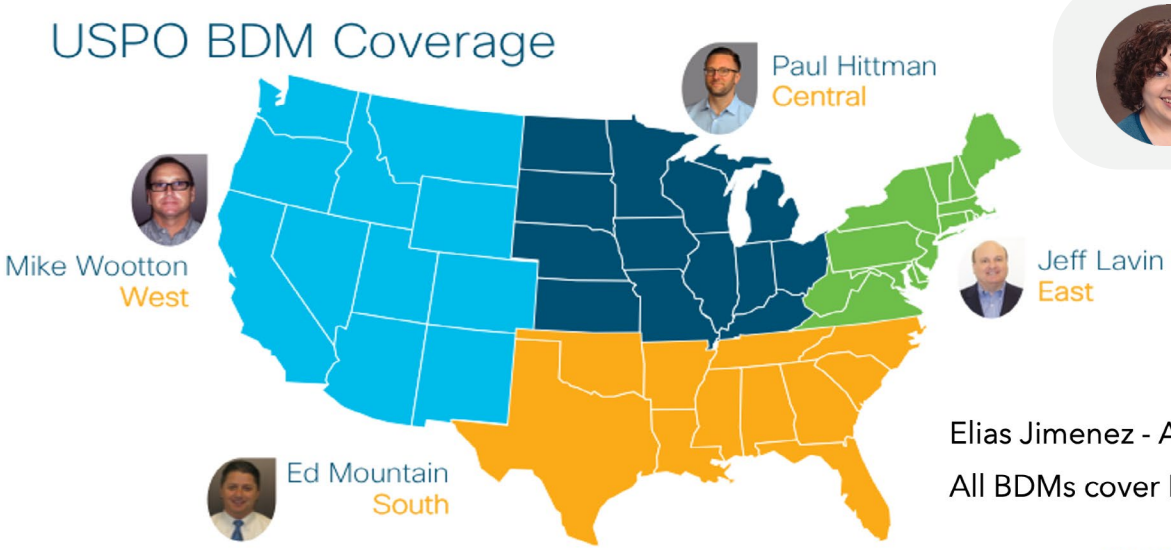
Cisco Digital Solution Integrators (DSI)

Created for non-resellers that specialize on complex solutions around digital initiatives, the Cisco DSI program's primary objective is to complement traditional partners that focus on product sales and don't have the the necessary expertise.

Key Personnel

The DSI program offers special funding to accelerate DSI partner engagements and is managed internally by the Xentaurs Program Owner while other key Cisco DSI personnel can be seen below:



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Xentaurs Program Owner

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All BDMs cover Private & Public Sectors

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Xentaurs DSI Offerings

The following are the activities funded through the DSI program:

Explorer
1-3 Day Workshop
$10k - $20k

Accelerate
ACI/Tetration xStart
$30k

Demand-Gen
Marketing Activities
$2.5k - $30k

Subsidy
Cost of the SOW
Up to $30k

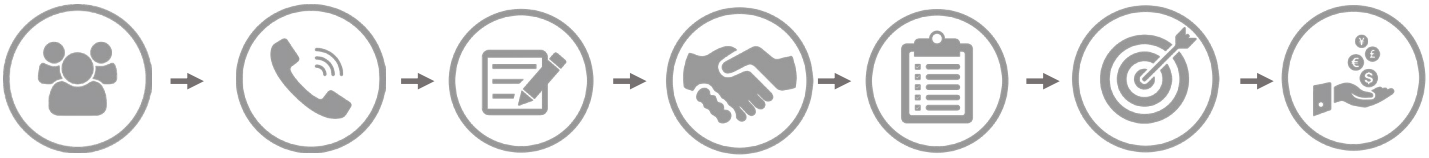
General Guideline: DSI partners are not expected to create "channel conflict", meaning we don't represent a threat to resellers. Therefore Cisco is comfortable bringing us into accounts where a VAR is already engaged selling the product. Of course, this is not as ideal as it sounds, some VARs have competing services capabilities and might see us as a threat. We must be as channel friendly whenever we can.

Cisco Partner
Business Enablement Partner

XENTAURS

Cisco DSI Process

Xentaurs DSI Engagement Process



Engagement: Cisco DSI BDM contacts Xentaurs to qualify and schedules initial call with Cisco Account Team, VAR, BDM. xTeam meets internally and decide Go/No-Go. xSales creates Salesforce opportunity with "Business Select" stage and close date 2 weeks out.

Scoping Calls: xSales, xEngineer, xPM & Cisco account team gets on a call with customer to confirm the scope, deliverables, and expectations with customer. xPM schedules call with Cisco, customer, xSales and xEngineer to confirm expectations and walk through the engagement details. Start dates to start engagement are confirmed.

SOW: Based on customer discussion, xSales creates & xEngineer reviews DSI SOW from template with scope & deliverables and sends to xPM.

SOW Feedback: xPM sends DSI SOW to Cisco DSI BDM & Account Team to get feedback. Then sends to customer for alignment.

Registration: xPM submits DSI registration and form on DSI portal once workshop date has been confirmed with customer. xSales changes Salesforce opportunity to "Closed Won", this triggers an Invoice to be created by xFinance. xPM gets SO# or DealId# from Cisco to track ROI.

Delivery: Project is delivered according to SOW keeping in mind the conversion opportunity.

Conversion Planning call: led by x-Sales with all relevant X-team to uncover next opportunity.

POP: X-PM tracks and submits Proof of Performance (POP) documents through Cisco DSI portal and notifies Vicky so she can update Invoice date. Invoice Due Date should be 30 Days from date when POP is accepted.

Handoff to Conversion Activity: xSales/xEngineer use last session as jumping point for bigger deal. Look for any new/future SO#s

Suggested Engagements

For your reference these are the suggested engagement scenarios when converting DSI to follow up services:

1. We manage to sell DIRECT. Try to stay neutral for as long as we can without involving a VAR, but ultimately is Cisco's call since they bring us in. It is IMPERATIVE xSales rep has good relationship with the Cisco account team and they are aware and OK with us going DIRECT.

2. We sell our services leveraging Cisco Learning Credits. This doesn't require any legal paperwork with customer and typically doesn't create any conflict.

3. We partner with the strongest VAR in the account and sub-contract under them. Typically there are several VARs selling to same customer different products, not all the times the Cisco reseller is the strongest in the account so we might want to wait until we see if they have a strong presence and relationships.

4. We partner with the Cisco reseller and help build that relationship and ours there.

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