



THE ULTIMATE GUIDE FOR MSPs



**PRODUCTS, ENABLEMENT RESOURCES,
INCENTIVES AND MORE**

A LEVEL UP.

INCRAM MICRO[®]

A central collage featuring a man with a beard and arms crossed in a grey t-shirt. Surrounding him are various images and icons: a woman in a white polo shirt, a man in a black polo shirt holding two balls, a man in a white chef's hat, and a man in a suit sitting at a laptop. Icons include location pins, a house, a building, a laptop, a smartphone, a globe, and construction-related symbols like a crane and a hard hat. The background is a mix of light blue and white with abstract shapes.

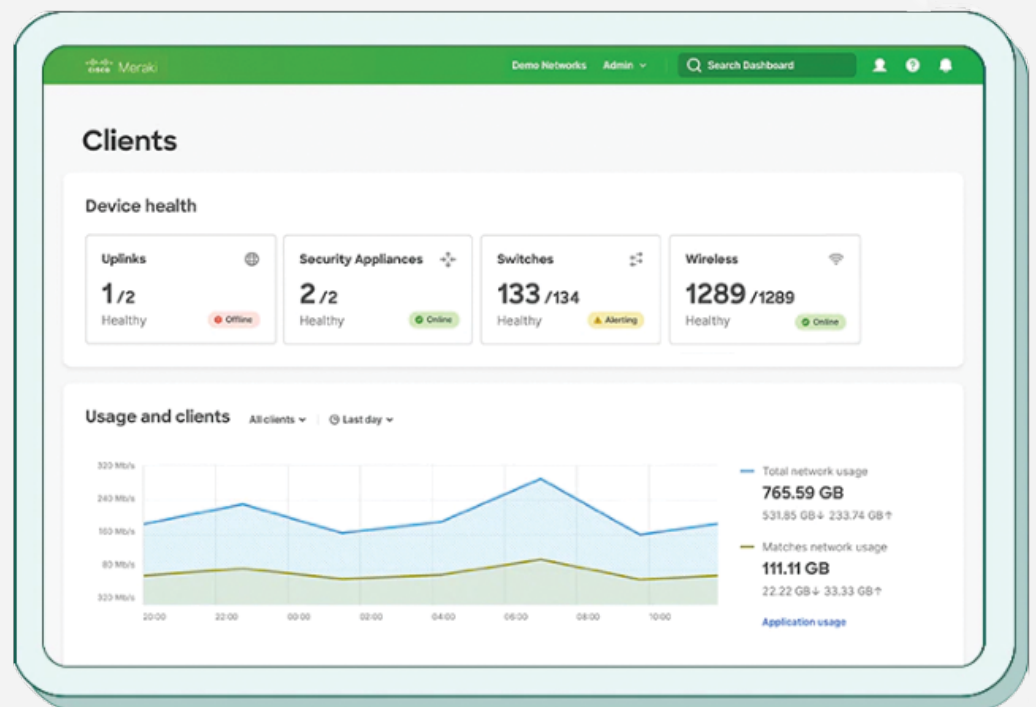
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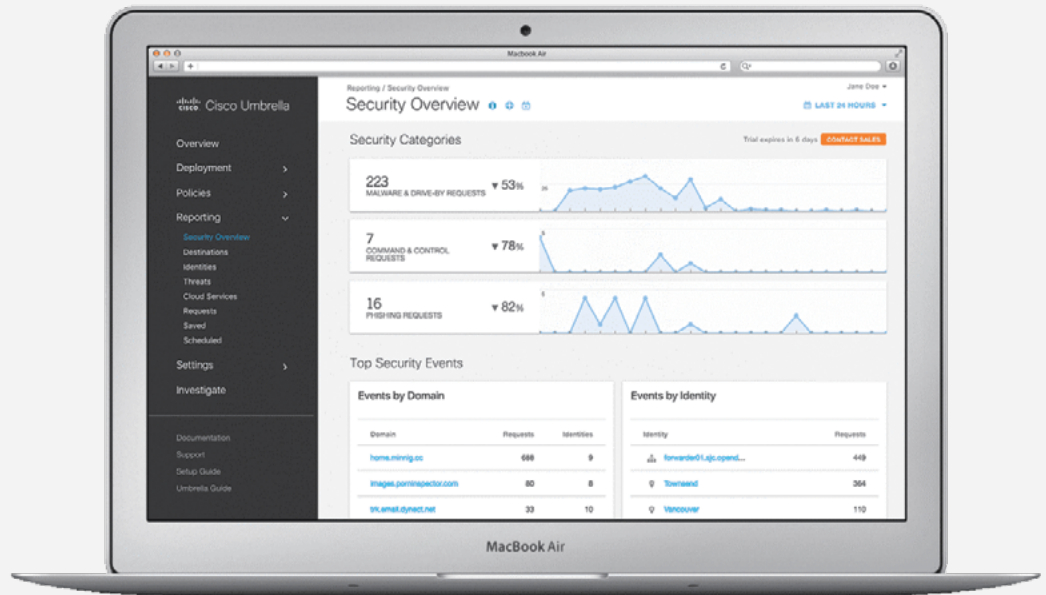
THE CISCO MSP SOLUTION PORTFOLIO

Selling managed services is easier with enablement resources offered by Ingram Micro.

Cisco Meraki enables managed service providers (MSPs) to manage all their customers' orgs with the branded MSP dashboard, which allows different elements of the end-customers' dashboard to be customized. Meraki manages two million active networks worldwide with the most intuitive networking solutions available. Did you know 60% of customers who try Meraki buy Meraki, and they go on to invest 3.3x their initial purchase and have a 91% renewal rate? Plus, Meraki makes it easy to reduce operational costs, ticket noise due to solution incompatibility and your staff's training burden.



THE CISCO MSP SOLUTION PORTFOLIO



Cisco Umbrella provides zero-latency, DNS and IP layer enforcement, protecting users anywhere they access the internet, on or off your network. Umbrella reduces malware infections by 80%, runs in the cloud and is the most straightforward security product you'll ever deploy or manage. Umbrella for MSPs offers unique features such as a multi-tenant dashboard to keep your clients separated, co-branded console—branding your logo with Cisco's—so your clients see your branded experience, as well as flexible consumption options.

Cisco Duo helps MSPs easily include two-factor authentication and access controls within their service offerings, reducing the risk of a data breach and protecting clients against phishing threats. Duo can even ensure a user's devices meet predefined security standards before granting them access, safeguarding against vulnerable or potentially compromised endpoints.

[Learn More](#)

INGRAM MICRO CISCO PORTFOLIO ENABLEMENT

Selling managed services is easier with enablement resources offered by Ingram Micro.

Business Transformation Center (BTC)

The BTC brings the value of technology to life through immersive working solutions. This enables our partners to become more proficient, relevant and successful. Simply put, those who utilize the BTC can sell strategically and close more deals.



- Take a tour—take a 3D virtual tour led by one of our BTC specialists or set up your own self-guided tour, going room by room exploring the data center, healthcare space, gaming area and more.
- Get a demo—the BTC and Cisco Experience Center offer live, in-person and remote demos on Cisco solutions. Hosted by tenured engineers to give you a better understanding of Cisco technologies to position them to your customers.
- Get the CARE you deserve—our Customer Adoption Renewal Experience (CARE) team will work with you to ensure your clients are utilizing the solution they purchased to the fullest value, ensuring they achieve their desired business outcomes.

Solution Design & Services (SD&S)

The Ingram Micro SD&S team provides the support you need to win deals. In fact, MSP partners that work with SD&S [increase sales by up to 65%](#). With our help, you can build and deliver best-in-class, end-to-end solutions to your customers to help win the sale and increase the breadth of your product offering.

INGRAM MICRO CISCO PORTFOLIO ENABLEMENT

Voyage and CVL

Rather than leaving partners on their own to navigate endless search engine rabbit holes for information, Ingram Micro and Cisco developed a much more effective (and free) offering for Cisco training and enablement—The Voyage Program and Cisco Virtual Learning (CVL).

CVL is the Cisco resource center on [Ingram Micro Xvantage™](#).

The Ingram Micro Voyage Program takes you on a “voyage” through all of Cisco’s architectures: Collaboration, Data Center, Enterprise Networking, Meraki and Security, as well as CX. Your Voyage journey begins with completing a set of foundational modules followed by selecting a specific architecture. This program has a unique blend of the following:

- Enjoy engaging sales training led by Cisco-certified experts with 10+ years of industry experience.
- Get the latest sales and technical content available.
- The program includes a milestone model that tracks and analyzes your progress automatically.
- You’ll earn up to \$500 in Reseller Reward Points for completing milestones and voyages.

As you work through the various voyages, you’ll learn different ways you can expand your Cisco offerings and use a business-outcome sales strategy to meet the needs of your customers and close more deals.

[Start Your Voyage](#)



WHY CISCO? SELECT AND PREMIER PROVIDER ROLES AND BENEFITS

To help its partners capture their share of the [\\$113 billion managed services total addressable market](#), Cisco is reducing friction in its sales motion by enhancing “managed-ready” offerings that MSPs or “provider” partners can offer, protecting managed services deals and simplifying requirements.

Provider partner minimum eligibility requirements

Each level within the provider role has been designed to reward and recognize partners throughout the different stages of their Cisco-managed service-practice lifecycle. Here are the minimum requirements for each level:

Select—Eligibility begins when you offer any managed service based on Cisco technology such as Meraki, Cisco Security, Collaboration or Enterprise Networking.

Premier—Eligibility begins when you offer a single Cisco Powered service.

[Apply to Be a Provider Partner](#)

WHY CISCO? SELECT AND PREMIER PROVIDER ROLES AND BENEFITS

Benefits of investing in the provider role

The provider role offers several benefits to support partners throughout their managed services journey, such as:

- 1. Market development funds (MDF)**—these are an excellent resource for funding business development, sales acceleration and demand generation activities, and they're an exclusive benefit to partners in this role.
- 2. Provider pricing**—partners in this role receive upfront discounts, enabling efficient and profitable quoting of managed service deals.
- 3. Cisco Powered services**—to help partners get to market faster and balance the risk of solution development, Cisco created [10 strategic Cisco Powered services](#) (login required), spanning connectivity, collaboration, data center and security.

[Explore Your Benefits](#)

AGENCY INGRAM MICRO MDF BUNDLE OFFERS

Who are we? Agency Ingram Micro (AIM), your Ingram Micro in-house marketing agency

How can we enable your sales cycle? We offer Ingram Micro partners demand generation services that include a mix of inbound and outbound marketing that goes beyond short-term, quick-fix strategies like an e-blast or blitz campaign. Our marketing services feature a variety of content, plus SEO (paid and organic), ads (static, video, GIF), emails (newsletters, campaigns, 1:1), social (networks, photos, videos) and events (virtual, hybrid, in person). Each integrated and co-branded campaign is customized to your unique offerings and committed to long-term results.

Marketing Concierge Program—Leveraging curated content, AIM will build out a marketing plan to reach target audiences, increase brand awareness, generate demand and identify opportunities. AIM will execute an integrated campaign on your behalf via the marketing automation platform to drive target prospects through the sales funnel.

Go-to-Market Hub—This one-stop complimentary partner enablement and marketing tool helps partners:

- Learn about manufacturer products
- Create and execute branded marketing campaigns
- Access customizable sales enablement resources and industry insights

Digital Presence Package—This package includes an infographic and animated video designed to present technology information quickly while focusing on telling a story with business benefits. In addition to custom content, the package also includes banner ads and social content to immediately begin driving traffic to the content.

AGENCY INGRAM MICRO MDF BUNDLE OFFERS

LinkedIn Package—Our LinkedIn package includes virtual training, audience building, content creation, post execution, a profile refresh and concentrated social media support through LinkedIn.

Blogs as a Service—Fill your blog writing gaps or accelerate your ability to write more blog content with a simple, by-the-word pricing structure.

Infographics—Let us tell your story in a visually compelling, dynamic and engaging way.

One-pager—This is an excellent way to describe your solutions in an easily digestible format that tells a story about the challenge it solves, the benefits and your differentiators.

Animated videos—Animated videos are 12x more likely to be watched than text is to be read; they allow your audience to engage with your story in a unique and memorable way.

Appointment setting and outcall services—Let us help you uncover warm leads by following up with prospects that participate in your awareness programs. After qualifying a prospect, we can also help schedule a phone call or in-person meeting with your company.

Email the AIM team: IMPartnerpromos@ingrammicro.com

Visit our website: www.promoplace.com/impartnerpromos

Fill out our Partners Pulse Check

MSLA CONSUMPTION-BASED SALES OPTION

Managed Services License Agreement (MSLA) Program

The MSLA program provides MSPs with a simple way to consume software and deploy solutions to their end customers in a postpaid model.

The MSLA's customizable model simplifies software purchases to fit your needs, giving your business a more competitive advantage.

KEY BENEFITS:

- Ease of use and reporting through the portal
- Agility and flexibility within offerings and finances
- Pay only for what you use when you use it
- Allows for scalability for partners and end users
- Greater customer retention
- Operational simplicity
- Option to reuse and redeploy licenses if necessary

Please review the product roadmap for eligible solutions:

[Review Roadmap](#)

Please contact our team at CiscoSoftware@ingrammicro.com today to learn more.



INGRAM MICRO MSP FINANCING

Discover new ways to offer technology as a service, get access to working capital and get your customers to “yes” sooner with Ingram Micro financial resources:

- **71%** of solution providers agreed their customers acquire more product and service lines when they had monthly payment options.
- **85%** of solution providers increased margins by 5% or more with financed deals vs. deals that were paid for with cash.
- **41%** of end users say monthly payments make it easier for them to keep technology current and updated.

During these challenging times, we’ve extended \$100 million in additional credit to our channel partners. We’re enabling you to provide your customers longer payment terms with our [flexible payment solutions](#)—up to 60 months for select technology. Choose from monthly payment options to help you sell more technology.

[Learn More](#)

MANAGING YOUR QUOTES AND ORDERS THROUGH INGRAM MICRO

Cisco Meraki

Quoting process

- **Create a Deal ID through Cisco Commerce Workplace with the products you wish to order**
- Pull the quote directly through Ingram Micro [Xvantage](#)¹ (formerly Partner Go) for any order that's associated with a Cisco Deal ID

OR

- Send a quote request to your Ingram Micro sales rep

Ordering process

- Place your Meraki orders directly through Ingram Micro Xvantage (formerly Partner Go) with your Cisco Deal ID

OR

- Send a PO to your Ingram Micro sales rep

Cisco Umbrella and Duo

Quoting process

- Create a Deal ID through Cisco Commerce Workplace with the products you wish to order
- Pull the quote directly through Ingram Micro [Xvantage](#)¹ (formerly Partner Go) for any order that's associated with a Cisco Deal ID

OR

- Send a quote request to your Ingram Micro sales rep

Ordering process

- Send a PO to ciscosoftware@ingrammicro.com

MSLA

The MSLA must be done in the [Partner Program Enrollment \(PPE\)](#) tool before an order can be placed.

Please contact CiscoSoftware@ingrammicro.com to initiate a quote or order.

1. With Xvantage, Ingram Micro is applying the functionality of the B2C experience to B2B technology, making it easier and more effective for our associates, channel and vendor partners to consume and build on the business value distribution offers. It's all seamlessly integrated to allow users to connect, collaborate and learn—faster and all under a single platform. Get your quotes in minutes rather than days.



BUSINESS TRANSFORMATION SOLUTIONS

Ingram Micro provides managed services that combine the best people, processes and technology, lending technical expertise across all technology categories. These services act as a seamless extension to your team, enabling you to be more efficient and save time.

End-Customer Management

Capability—We offer 24/7/365 support in English, Spanish and Portuguese as well as a self-service portal and knowledge base.

Certification and training—The engineers in our Managed Services group maintain over 50 advanced certifications.

Project management—All of our engagements include a project kickoff call, cadence touchpoints as needed and a project conclusion call.

Customer service—We maintain a customer satisfaction (CSAT) rating of 97% and a Net Promoter Score (NPS) of 100.

Experience—Ingram Micro provides support services to more than 1,200 customers.



BUSINESS TRANSFORMATION SOLUTIONS

Ingram Micro MSP Offerings

- **Lite Services**—Lite is a 24/7/365 reactive managed service providing remote monitoring of systems. Basic electronic alerting is included to provide visibility into systems and proactive notifications. This service is the base service that our more comprehensive offerings are built on.
- **Essential Services**—Essentials builds on the Lite and is a 24/7/365 reactive managed service providing monitoring and limited management. Basic management is included as part of your customers' contract enabling them to utilize Ingram Micro resources for delivering limited changes on their managed systems.
- **Premium Services**—This service provides the expertise to ensure your solutions are working for your customer to resolve their business challenges. Day-to-day management is conducted as within the Managed Essentials service with the addition of proactive service components which include capacity management and regular proactive checks, ensuring the systems are operating within expected parameters and identifying issues before failure.

Contact the [Ingram Micro Digital Transformation Solutions team](#) to learn more.

OVERVIEW OF CISCO MSP RESOURCES

The Portfolio

The Cisco MSP Portfolio (Meraki, Umbrella and Duo)

Portfolio Enablement

Solution Design & Services (SD&S)

Voyage and CVL

Business Transformation Center (BTC)

Cisco Provider Partner Program Levels

Cisco Select and Premier

MDF Offers

Email the AIM team: IMPartnerpromos@ingrammicro.com

Financing

Ingram Micro Flexible Financing

How to Place Your Orders

Meraki—Use Ingram Micro [Xvantage](#) or send a PO to your Ingram Micro sales rep

Duo or Umbrella—Send a quote request or PO to ciscosoftware@ingrammicro.com

MSLA—Refer to the [MSLA Ordering Guide](#)

Business Transformation Solutions

MSP Offerings (Lite to Full)—Contact the [Ingram Micro Digital Transformation Solutions team](#)

Additional Questions

Contact the Cisco Market Development team at ciscovoyage@ingrammicro.com or call (800) 456-8000, ext. 76471.