The ultimate guide for MSPs

Products, enablement resources, incentives and more

INGRAM MICRO®

CISCO
Distributor

The North American managed services market is nearly $67 billion in 2024 and expected to reach $108 billion by 2029, growing at a compound annual growth rate (CAGR) of more than 10% during the forecast period.

By 2025, Cisco foresees that nearly half of all customers will embrace outcomes delivered through managed services. Cisco partners will play a central role in delivering value and tangible results to these customers, infused with Cisco's innovative spirit.

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

Cisco Meraki is a 100% native cloud managed platform supporting network infrastructure, security and IoT solutions. All Meraki products are managed by the same cloud hosted dashboard delivering network management, observability and troubleshooting. A Forrester Consulting survey highlighting how services built on Meraki and Umbrella deliver high-performance networking with built-in analytics and reliable security found:

- 50% growth rate in won deals for Meraki and Umbrella-based managed services.
- 20% increase in average deal size and more than double gross margins by year three.
- Increased MSP brand perception by leveraging Cisco's best-in-class solutions.

LEARN MORE

Cisco Umbrella offers flexible, cloud-delivered security, combining multiple security functions into one solution, so managed security service providers (MSSPs) can extend data protection to devices, remote users and distributed locations anywhere. Umbrella provides customers with on and off network protection from cyberattacks, stopping threats before they ever reach their network or endpoint targets. Umbrella is simple to deploy and easy to manage, relieving partners from complex product management.

📄 aag-cisco-umbrella-1.pdf

📄 Umbrella-mssp-overview.pdf

The Cisco MSP solution portfolio

Cisco+ Secure Connect is a turnkey, unified secure access security edge (SASE) as-a-service offer that simplifies the way companies can securely access applications and resources hosted across public and private clouds from any location—on and off network—at any time. This cloud-managed solution can be set up in hours and offers an intuitive dashboard that makes it easy to set up Meraki security and SD-WAN appliances.

📄 Cisco_Secure-Connect-AAG-One-Pager-20230201-english.pdf

📄 Cisco_Secure_Connect.pdf

Cisco Secure Endpoint is a cloud-enabled solution, delivering robust protection, detection and response to threats. It also enables customers to recover from attacks while reducing remediation times by as much as 85%.

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LEARN MORE

Ingram Micro Cisco portfolio enablement

Selling managed services is a lot easier with these enablement resources.

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.
- **See 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.

Contact the BTC

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.

Contact SD&S

Ingram Micro Cisco portfolio enablement

Advanced Solutions Integration Lab (ASI Lab)

The ASI Lab is a Cisco-focused virtual environment where partners can demonstrate how various cybersecurity products and solutions work together to defend against and respond to real-world security incidents utilizing actual tools used by bad actors. The lab features a pre-configured ecosystem of on-premises hardware, virtualized software instances and cloud resources, including the Cisco User Protection Suite (Cisco Secure Access, Cisco Duo, Email Threat Defense and Cisco Secure Endpoint). It also features Cisco XDR, Cisco Secure Firewall and Firepower Management Center and cybersecurity solutions from other vendors.

Dedicated MSP support

We have a dedicated person who works directly with MSP partners, providing training, education and enablement to accelerate their success. Contact Ingram Micro MSP Solutions Development Executive Dave Williams for more information.

Cisco Virtual Learning (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—CVL.

Dive into Cisco Virtual Learning

CVL is the Cisco resource center on Ingram Micro Xvantage™. Through CVL, you can participate in engaging sales training led by Cisco-certified experts with 10+ years of industry experience. Available to all partners, these live enablement sessions specialize in need-to-know industry trends and future forward content. CVL also gives you access to blogs and podcasts where 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.

Get the latest sales and technical content available and earn partner incentives for joining our live enablement sessions like the Cisco MSP and Security Acceleration Programs:

Cisco MSP Acceleration Program
Register and attend our monthly MSP Acceleration Program sessions: How to Sell Cisco Managed Services, where you will gain a competitive advantage, deepen your knowledge of Cisco's MSP portfolio and unlock the potential for increased sales and profitability.

Cisco Security Acceleration Program
Register and attend our monthly Security Acceleration Program sessions:

- How to sell Network Security
- How to sell user and device security
- How to sell cloud and applications security
- Competitive landscape
- Demos to close sales

Scan or click this QR code.

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.

Explore Your 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 up-front discounts, enabling efficient and profitable quoting of managed service deals.

3. **Cisco powered services**—to help premier partners get to market faster and balance the risk of solution development, Cisco created 10 strategic Cisco powered services, spanning connectivity, collaboration, data center and security.

Provider Benefits—Overview by Level

Benefit	Select	Premier	Gold
Provider Programmatic Pricing	✓	✓	✓
Managed Services Deal Registration	✓	✓	✓
Flexible consumption / MSLA integration	✓	✓	✓
Provider MDF	$	$ $	$ $ $
PIF	$	$ $	$ $ $
Marketing Benefits	$	$ $	$ $ $
Branding: Provider & Cisco Powered	Regional	Global	Global
VIP Annuity - Provider Parity	⊘	✓	✓
VIP Gold Provider Bonus	⊘	⊘	✓
VIP Cisco Powered Service Bonus	⊘	✓	✓
Perform Plus	✓	✓	✓
CSPP	✓	✓	✓
Life Cycle Incentive - Provider Parity	✓	✓	✓
NFR Provider Parity	✓	✓	✓

Ingram Micro MSP

Managed services license agreement (MSLA) consumption-based sales option

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

Umbrella and Secure Endpoint MSSP require completion of an online training to transact. For more information, please contact CiscoSoftware@ingrammicro.com

Managed service enterprise agreement (MSEA) volume-based sales option

The Cisco MSEA 3.0 brings our enterprise software and services portfolio under a single agreement to scale rapidly and provide managed service provider partners with a premium purchasing experience, offering more agility and value.

KEY BENEFITS

- Ease of license management via EA Workspace
- Enterprise-wide coverage across Cisco's portfolio (networking, applications, security, collaboration and services)
- Predictable pricing for the term of the agreement
- Periodic True Forward billing allows customers to grow without retroactive billing
- 15% growth allowance in security and collaboration suites

MSEA is available to Cisco Premier and Gold Provider partners. Ingram Micro partners who do not hold Premier or Gold Provider status can still transact MSEAs through our Empower EA program. Empower EA allows partners to use Ingram Micro's expertise and knowledge to meet requirements and say "yes" to more Cisco sales.

For more information on Empower EA, please reach out to our onboarding team: empowerea@ingrammicro.com

MSEA Hub on SalesConnect: https://salesconnect.cisco.com/softwarebuyingprograms/s/msea

Ingram Micro MSP

Ingram Micro MSP bundle and financing

Ingram Micro and Cisco are launching a new offering in 2024: The Ingram Micro MSP as a Service (MSPaaS) bundle. This extraordinary new offering alleviates many of the former challenges of selling Meraki and Cisco as-a-service offerings. For starters, it includes customization opportunities, consolidated monthly billing and the option to add Ingram Micro's Meraki Managed Services.

Ingram Micro is offering Meraki hardware and licensing, Cisco security and optional Ingram Micro Meraki managed services as a bundle. The bundle is financed for a term of 36 months and billed monthly in a single consolidated invoice. Special requirements to quote and order this offer are outlined below.

    Required: Meraki hardware options (select at least 1)
- MX Hardware + 3Y license
- MS Hardware + 3Y license
- MR Hardware + 3Y license

Required: security subscription options (select at least 1)
- Cisco + Secure Connect 3Y subscription
- Umbrella for MSSPs 3Y subscription

Optional: supplemental security subscription
- Duo 3Y subscription
  Duo is a two-factor authentication solution that helps organizations boost security by verifying user identity, establishing device trust and providing a secure connection to company networks and applications.

Optional: Ingram Micro Meraki Managed Services
- Priced per device, per month for 3Y term

LEARN MORE

📄 MSP Partner Bundle Finance Offer (PDF)

📄 MSP Bundle Data Sheet (PDF)

How to place your orders

Cisco Meraki

Quoting process

- Create a Deal ID through Cisco Commerce Workplace with the products you wish to order.
- Select managed services as the intended use to ensure best pricing.
- Pull the quote directly through Ingram Micro Xvantage[1] for any order that's associated with a Cisco Deal ID or send a quote request to your Ingram Micro sales rep.

[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 seamlessly integrated to allow people to connect, collaborate and learn—faster.

Ordering process

- Place your Meraki orders directly through Ingram Micro Xvantage with your Cisco Deal ID or send a PO to your Ingram Micro sales rep.

Cisco Umbrella, Secure Connect and Secure Endpoint

Quoting process

- Create a Deal ID through Cisco Commerce Workplace with the products you wish to order.
- Select managed services as the intended use to ensure best pricing.
- Pull the quote directly through Ingram Micro Xvantage 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 enrollment 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.

Digital 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 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 Promotor Score (NPS) of 100.

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

Ingram Micro Meraki managed services

Acting as a seamless extension to your team, Ingram Micro provides managed services for Meraki devices, combining the best people, processes and technology and lending technical expertise across your customers' entire infrastructure portfolio.

A managed service operating 24/7 on your behalf to proactively and reactively manage and monitor your customer's network and systems. The Meraki Managed Service is designed to provide the expertise to ensure these solutions are working for the customer to resolve their business challenges. Day-to-day monitoring is conducted as well as proactive service components, which include capacity management and regular proactive checks to ensure that the systems are operating within expected parameters and identify issues before failure.

Ingram Micro MSP offerings

Lite Services—Lite is a 24/7 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 reactive managed service providing monitoring and limited management. Basic management is included as part of your customer's 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 customers to resolve their business challenges. Day-to-day management is conducted as within the 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

Dedicated MSP support

MSP Solutions Development Executive Dave Williams works directly with MSP partners, providing training, education and enablement to accelerate their success.

The portfolio

The Cisco MSP Portfolio (Meraki, Umbrella and Cisco Secure Endpoint)

Cisco Secure Connect

Portfolio enablement

Solution Design & Services (SD&S)

Cisco Virtual Learning (CVL)

Business Transformation Center (BTC) or btc@ingrammicro.com

Cisco Partner program levels

Cisco Select and Premier

Financing

Ingram Micro MSP Bundle Financing—Reach out to your Ingram Micro Sales Team for additional information or call our dedicated Cisco team at (800) 456-8000, ext. 76471.

How to place your orders

Meraki—Go to Xvantage or send a PO to your Ingram Micro sales rep.

Cisco Secure Connect, Cisco Secure Endpoint or Umbrella—Send a quote request or PO to ciscosoftware@ingrammicro.com.

MSLA—Refer to the MSLA Ordering Guide.

Digital transformation solutions

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

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