



# Partner Enablement Guide



# Welcome to Cisco's LatAm Partner Enablement Guide!

This document has been designed to specifically aid YOU, as a Cisco Partner, set your own expectations and identify the best suited Training Initiative for each job role, audience or technology focus.

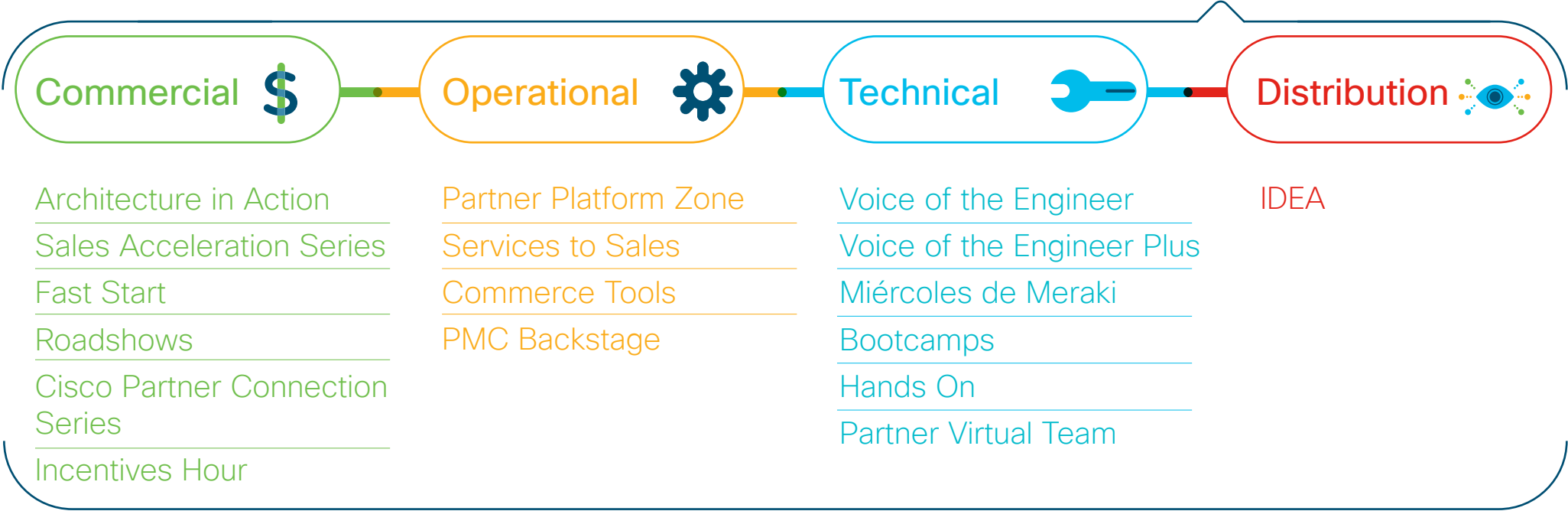




# PARTNER ENABLEMENT GUIDE

INDEX

## Initiatives distribution per role



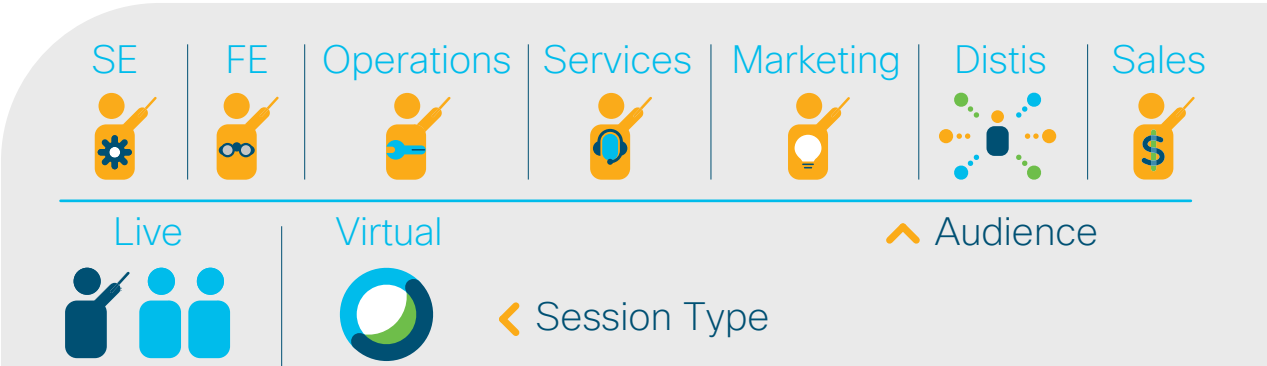
Initiatives per role

Initiatives Calendar

Relevance of Initiatives by Role



In order to simplify the reading of your guide, we explain the following signs conventions for you to interpret them.







# PARTNER ENABLEMENT GUIDE



INDEX


Initiatives per role

Initiatives Calendar

Relevance of Initiatives by Role

## > Architecture in Action

Releases, promotions and tools, covering all architectures from Cisco's Portfolio

 Tuesdays at 10:00 AM (Mex time)

 Tuesdays at 10:00 AM (Bra Time)




Weekly

Open to Registered Partners



## > Sales Acceleration Series

Series of weekly WebEx sessions with Technical and Commercial content focused on accelerating sales and providing a Deep Dive for a specific solution.

 Wednesday at 10:00 AM (Mex time)

 Wednesdays at 10:00 AM (Bra Time)



Weekly

Open to Registered Partners



Sales, Marketing or SE

## > Voice of the Engineer

Positioning, deep diving, design considerations and tools needed to fully comprehend Cisco's Technologies and Solutions

 Thursdays at 10:00 AM (Mex Time)

Weekly

Open to Registered Partners



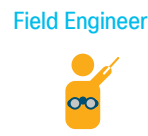
## > Voice of the Engineer Plus

Post Sales session, focused on troubleshooting, Common Issues and Support Information for a specific solution

 Friday at 10:00 AM (Mex Time)

Bi- Weekly

Open to Registered Partners





# PARTNER ENABLEMENT GUIDE

INDEX

Initiatives per role

Initiatives Calendar

Relevance of Initiatives by Role

## > Partner Virtual Team

TOP Technical Expertise Partners training.  
Deep dive technology update, competitive  
and design sessions.

By Invitation Only

Field Engineers



SE



Expert Level



Live



## > Bootcamps

Specific solutions: Positioning. Technical Focus.

By Invitation Only

SE



Sales



Live



Virtual



## > Hands On

Experience in several Cisco solutions. Unites all  
different Cisco lab offers including dCloud Labs,  
SRE Labs or Local Labs.

By Invitation Only

SE



Field Engineers



Live



Virtual



## > Miércoles de Meraki

Updates, resources and selling tools to equip your  
team and to help you accelerate your business with  
Cisco Meraki.

 Wednesdays 10:00 AM (San Francisco Time)

Weekly

Open to All  
Registered Partners

Sales



SE



Virtual





# PARTNER ENABLEMENT GUIDE



INDEX




Initiatives per role

Initiatives Calendar

Relevance of Initiatives by Role

## > Fast Start

Quarterly programs and promotions, multi architecture, LATAM's Priorities.

 Second Tuesday of the Q 10:00 AM (Mex time)  Second Tuesday of the Q at 10:00 AM (Bra Time)  Second Tuesday of the Q at 3:30 PM (EST)

Quarterly

Open to All Certified Partners

 Sales

 SE

 Marketing

 Virtual

## > Roadshow

Specific solutions: Positioning. Sales Focus.

By Invitation Only

 Sales

 SE

 Live


## > Incentives Hour


Incentives programs. Rebates, CLC, points, rewards, are waiting for you.


 Thursdays at 12:00 PM (Mex time)  Thursdays at 3:00 PM (Bra Time)

Weekly

Open to All Certified Partners

 Sales

 Operations

 Virtual on demand


## > Cisco Partner Connection Series


Commercial Message, focused on connecting Cisco's Partners With Independent Software Vendors (ISVs) that offer Cisco's integrated solutions.


 Quarterly at 10:00 AM (Mex Time)

Quarterly

Open to Registered Partners

 Sales

 SE

 Virtual



# PARTNER ENABLEMENT GUIDE



INDEX


Initiatives per role


Initiatives Calendar

Relevance of Initiatives by Role

## > Partner Platform Zone

Cisco Platforms and programs for partners daily usage.

 Tuesdays at 12:00 PM (Mex Time)

 Tuesdays at 03:00 PM (Bra Time)

Weekly

Open to All Certified Partners


Audience:  
Varies by theme,  
Audience specified  
in the calendar

Virtual  
  
On demand

## > Services to Sales

Services value proposition: Smart Services, High Value Services, Solution Support, Software Support, Business Critical Services, etc.

 Thursday at 10:00 AM (Mex time)

 Thursday at 03:00 PM (Bra Time)

Monthly

Open to All Certified Partners


Sales  



Services  


Virtual  


## > Commerce Tools

How to use the sales Cisco purchase tools & features (CCW)

 Fifth week of each Quarter at 10:00 PM (Mex time)

 Sixth week of each Quarter at 3:00 PM (Bra Time)

By Quarter.

Operations  


Sales  


Virtual  
  
On demand curriculum [here](#)

## > PMC Backstage

Series of sessions that help Partners marketers have a deeper knowledge in Cisco's marketing campaigns offer and then take action by activating them through Partner Marketing Central.

Open to All Certified Partners

Marketing  


Sales  


Virtual  






# PARTNER ENABLEMENT GUIDE

INDEX

Initiatives per role

Initiatives Calendar

Relevance of Initiatives by Role

## > IDEA

Distributor's space. Tools, promotions, marketing resources and programs, product overviews and launches.

 Mondays or Wednesdays 12:00 PM (Arg Time)

Monthly

Latam Distributors



Virtual







# PARTNER ENABLEMENT GUIDE

INDEX

Initiatives per role

Initiatives Calendar

Relevance of Initiatives by Role

Monday

Tuesday

Wednesday

Thursday

Friday

1

Architecture in action

2

Partner Platform Zone

Sales Acceleration Series

3

Miércoles de meraki

Voice of the Engineer

4

Incentives Hour

Voice of the Engineer Plus

5

Commerce Tools

8

Architecture in action

9

Commerce Tools  
Fast Start

Sales Acceleration Series

10

Commerce Tools

Voice of the Engineer

11

Commerce Tools

12

15

Architecture in action

16

Partner Platform Zone

Sales Acceleration Series

17

Voice of the Engineer

18

Incentives Hour

Voice of the Engineer Plus

19

IDEA

22

Architecture In Action

23

Sales Acceleration Series

24

IDEA

Voice of the Engineer

25

Services to Sales

26

29

Architecture in Action

30

Sales Acceleration Series

31

## Calendar

The LatAm focused sessions are presented to you in the following calendar:

LatAm Calendar

The complete America's calendar can be found at:

Americas Enablement Calendar

Commercial Message

Technical Message

Operational Message

Distribution



# PARTNER ENABLEMENT GUIDE

INDEX

Initiatives per role

Initiatives Calendar

Relevance of Initiatives by Role

		Sales	SE	Field Engineer	Marketing	Operations	Executive
Commercial	Architecture in Action	●●●	●●			●●●	
	Cisco Partner connection Series	●●	●●				●●●
	Roadshow	●●●	●●				
	Sales Acceleration Series	●●●	●●●				
	Incentives Hour	●●●	●●				
	Fast Start	●●●	●●●		●●		●●●
Technical	Voice of the Engineer		●●●	●●			
	Voice of the Engineer Plus			●●●			
	Miércoles de Meraki	●●●	●●●				
	Bootcamps		●●●	●●●			
Distributors	Hands On		●●●	●●			
	PVT		●●●	●●●			
	IDEA	●●●	●●●			●●	●●
	Services to Sales	●●●	●●	●●●	●	●●●	●
Operational	Commerce Tools	●●●	●●●			●●	
	Partner Platform Zone	●●	●●	●●	●●	●●	●●
	PMC Backstage				●●●		



Audience Intended



Extremely Relevant



Beneficial