

**CLIENT: CISCO SYSTEMS**

**PROJECT: CHANNEL PARTNER PROGRAM**

**Background:**

Cisco Systems is the leading global supplier of enterprise data networks. Cisco recognizes the critical role of channel partners in its Go-to-Market Strategy and is committed to being acknowledged as the channel's networking vendor of choice.

**Challenge:**

Cisco's channel strategy is to strengthen and grow relationships with key partners in the enterprise and service provider segments. Cisco's channel programs are designed to build partner readiness to sell end-to-end networking solutions and to help partners develop long-term, profitable customer relationships.

**Solution:**

NewLeaf participated in facilitating a recent Cisco channel program for the company's channel partners worldwide. The sessions enabled the partners to recognize changes in the channel and define a sales strategy focused on the right sales targets to create a more profitable business model. Based on that success, Cisco engaged NewLeaf Partners to provide a follow-up program to help aggressively move channel partners into the selling and delivering value model.

**Result:**

The Cisco Channel Partner initiative represented a critical step toward capturing significant partner "mind-share," strengthening channel relationships and defining additional programs that create partner value. Channel partners now exhibit increased confidence when collaborating with customers to plan and design high impact networking solutions that address business requirements.