

## About Cisco Lifecycle Advantage

Cisco Lifecycle Advantage is a simple, effortless customer engagement program for partners that promotes adoption, simplifies renewals, and upsells to higher value solutions.

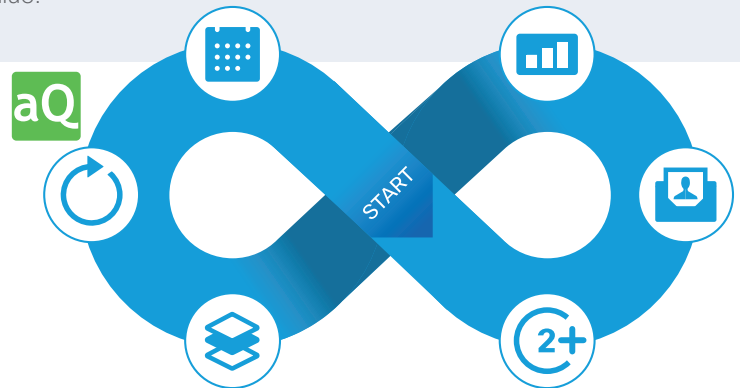
In today's competitive subscription economy, customers who do not see value from their investment will quickly switch providers. Because the economic value of a customer is realized over time, continued success will depend on how well the service contributes to a customer's business outcomes.



Success begins with demonstrating value while actively enriching the customer experience. Creating an outcome-focused conversation starts the partner on the path to realizing a customer's lifetime value.

Cisco Lifecycle Advantage centers on important milestones in the life of a customer and uses action-triggered email automation to provide partners with a simple, efficient customer engagement model.

Let's take some time to explore each stage and understand the customer journey.



### Second Chance Attach

Remind customers who have recently purchased Cisco equipment of the value of attaching Cisco Services.



### Welcome

Acknowledge the customer transaction by confirming purchase information, while explaining benefits and providing resources such as a getting started checklist and support user guide.



### Adopt

Help customers see value in their recent investment by promoting usage and sharing information about benefits, best practices, and tips/tricks.



### Expand

Demonstrate commitment to a customer's business objectives by suggesting complementary solutions designed to improve network performance.



### Renew

Start the renewal conversation prior to service and software expiration by providing renewal recommendations. At this stage, there is also an option to integrate AutoQuote to simplify the transaction.



### Refresh

Use information on products approaching last day of support (LDOS) to help customers migrate to new technology.

## Questions? Ready to sign up?

Contact us today for more information: [lifecycleadvantage@external.cisco.com](mailto:lifecycleadvantage@external.cisco.com)