



## Everybody Wins

Enabling Greater Value in a Partner Ecosystem

With customer buying patterns changing and a focus on digital transformation, a new world of opportunities lies ahead for the channel. But no one company can take it on alone. It takes the strength of a thriving partner ecosystem to design new offers, sell and plan outcomes, and facilitate partner-to-partner connections that deliver the business outcomes your customers demand. To understand why an ecosystem is necessary, let's first look at what is driving this business complexity.

The **Internet of Everything** is disrupting industries, countries and businesses globally. To understand the Internet of Everything and the opportunities it provides, you must first understand the Internet of Things.

**The Internet of Things (IoT)** is increasing the connectedness of people and physical objects or “things” on a scale that once was unimaginable. These “things” are changing everything—including ourselves. This may seem like a bold statement, but consider the impact the Internet already has had on human history.

**The Internet of Everything (IoE)** builds on IoT to connect people, processes, data and things to further enhance the power of the Internet and create business outcomes that ultimately make people's lives better.

The truth of the matter is that the opportunities and potential are vast and cannot be appreciated fully at present. Look at it this way: In 2003, there were approximately 6.3 billion people living on the planet and 500 million devices connected to the Internet.<sup>1</sup> Looking to the future, Cisco predicts that more than 50 billion devices will connect through IoT by 2020. And, everything is becoming digitized. In addition, by 2022 Cisco believes the total savings and sales recognized will amount to \$19 trillion in value.

**The Internet of Everything** has the potential to grow global corporate profits by 21% in aggregate by 2022.<sup>2</sup>

<sup>1</sup> U.S. Census Bureau, 2010; Forrester Research, 2003.

<sup>2</sup> Bradley, Joseph; Barbier, Joel; Handler, Doug. (2013). Embracing the Internet of Everything To Capture Your Share of \$14.4 Trillion. Retrieved from [http://www.cisco.com/web/about/ac79/docs/innov/loE\\_Economy.pdf](http://www.cisco.com/web/about/ac79/docs/innov/loE_Economy.pdf)

At its most basic level, IoE has virtually limitless applications that can affect most aspects of modern life. For those that are first to market with IoT propositions, a huge competitive advantage awaits, while those that delay risk missing out on a significant opportunity.

One thing is for certain in the IT channel—change is necessary and change is constant. If you don't change, you go the way of the floppy disk, mainframe and the PBX. To be successful, traditional solution providers and VARs must change their way of thinking and evaluate their current vendor ecosystem to ensure they have access to the right pool of partners and solutions for future success.

## A Brighter Future Together: Creating Better Business Outcomes

When it comes to creating a partner ecosystem, no one does it better than Cisco. To help its partners seize the vast opportunities tied to IoE and embrace related market transitions, it has created the [Cisco Partner Ecosystem](#). This ecosystem emphasizes the connections and importance of relationships among a network of trusted partners and the solutions they jointly create and deliver.

In addition to traditional solution providers and VARs, the [Cisco Partner Ecosystem](#) includes a much broader set of partners like Independent Software Vendors (ISVs), developers, integrators, life-cycle advisers, consulting firms and more. Together, these partners provide solutions that address changing market conditions, enable flexible consumption models and deliver the business outcomes that will help you grow, simplify, connect and secure your business.

According to IDC research, the [Cisco Partner Ecosystem](#) is poised to experience 11 percent growth over the next four years, reaching \$242 billion in revenue.<sup>3</sup> This ecosystem of partners is working together to create solutions in strategic growth areas like cloud, big data, social business and mobility—areas where most customers will spend in IT. Those partners that adapt to these new trends, shift business models, and deliver high-value services and solutions will generate significantly higher revenue relative to Cisco products, solutions and services.

<sup>3</sup> IDC Infographic, sponsored by Cisco, The Cisco Partner Ecosystem: Value and Opportunity, 2014.

## Value Provided by the Cisco Partner Ecosystem

- ✓ Global access to new markets
- ✓ Profitability via solutions sales and incentives
- ✓ Business process innovation
- ✓ Portfolio diversification
- ✓ Increased brand recognition
- ✓ Access to line-of-business buyers
- ✓ Delivery of business outcomes
- ✓ Marketing, sales and technical enablement

Together, these partners are building business practices around Cisco technology, embracing new or different consumption models, taking advantage of untapped markets, and creating new opportunities with and for each other. In the ecosystem, you can choose what business outcomes will make you the most successful in the world of IoE. No matter what your focus is, there's a place in the [Cisco Partner Ecosystem for you](https://partners.cisco.com/).

## How to Make Connections and Create the Outcome

The [Cisco Solutions Showcase](#) allows partners to connect with leading software vendors that create the latest innovations in IoE and beyond. The Showcase has more than 100 channel-ready solutions based on Cisco technologies like security, collaboration, mobility, big data and more. Having found the right solution, you can create an impactful outcome for your customer, differentiating your business and putting it ahead of competitors.

We give these solutions our highest endorsement—they are Cisco Compatible—and we make no secret of it. They come with seller enablement materials and, depending on your relationship with Cisco, we'll provide a discount on each one you register and then sell—helping you increase margins and profitability.

When you take advantage of our Showcase, your customers will know you've got some of the world's best solutions available.

### Take the Next Step in Bringing Your Business to a Higher Level

When you connect the unconnected, everybody wins. So form a lasting connection with Cisco and take advantage of what our ecosystem of partnerships can offer. For more information about the Cisco Partner Ecosystem, visit [here](#). Visit the Cisco Solutions Showcase [here](#).

Take your first step to joining the Cisco Partner Ecosystem: [www.cisco.com/go/partnerecosystem](http://www.cisco.com/go/partnerecosystem).