



Accelerate Line-of-Business Opportunity and Differentiate with Cisco Digital Capabilities



Enhance the Customer Experience

Strengthen customer loyalty, and increase upsell and cross-sell opportunities.

Customer Experience uses technology and business process innovation to create a 360-degree view of the customer. This enables an outstanding brand experience across every touch point and service path that anticipates customer needs and is both effortless and delightful.

Every country, city, industry, and business is becoming digital in order to leverage the unprecedented opportunities possible from rapidly expanding connectivity around the globe. New digital capabilities allow companies and organizations to transform their operations, customer and workforce experiences.

To align with this market evolution, Cisco now offers the Business Solutions Framework for Partners. It goes well beyond technical solution architectures of the past. This go to market (GTM) framework is comprised of multiple investments and assets to help you build a successful practice and make it easier for you to sell and deliver business outcomes for customers. These validated business offers are purpose-built, based on actual use cases, and bring together hardware, software, services, and Cisco partner technologies to deliver specific business outcomes that are critical to line-of-business (LoB) buyers.

As we look at LoB needs and our ability to deliver unique business impact, we focus on delivering Digital Capabilities in Workforce Experience, Customer Experience, Business Operations and City Operations.

Practice Areas

Workforce Experience—Increase innovation, productivity and satisfaction by providing workers a better experience

Customer Experience—Increase customer loyalty, drive sales and deliver continuous operational improvements

Business Optimization—Enable customers to protect assets, mitigate risk, and deliver predictive insights

City Operations—Create continuity for the operations and communications in support of citizen services

Create a Better Workforce Experience

Provide workers with a flexible, highly secure, and collaborative environment anywhere they need to work.

There are four factors driving change in the post-digital workplace: unprecedented growth of personal devices, consumerization of IT, globalization, and changing workforce demographics. The new digital workplace is optimized for the mobile worker, and balances technology and process innovation to make the most efficient use of the physical real estate. The digital workplace is the keystone strategy to attracting and retaining the best talent.

Join Us and Transform Your Customer Value and Market Potential

1. Start by visiting www.cisco.com/go/solutionsframework and accessing the partner readiness assessment tool
2. Review the assets available on Sales Connect
 - [Digital Capabilities Overview](#)
 - Customer Experience
 - [Cisco Mobile Expertise Business Offer Global Sales Kit](#)
 - [Cisco Virtual Expertise Business Offer Global Sales Kit](#)
 - [Cisco Workforce Experience Global Sales Kit](#)
3. Have a conversation with your Cisco partner account manager
4. Learn more: www.cisco.com/go/solutionsframework