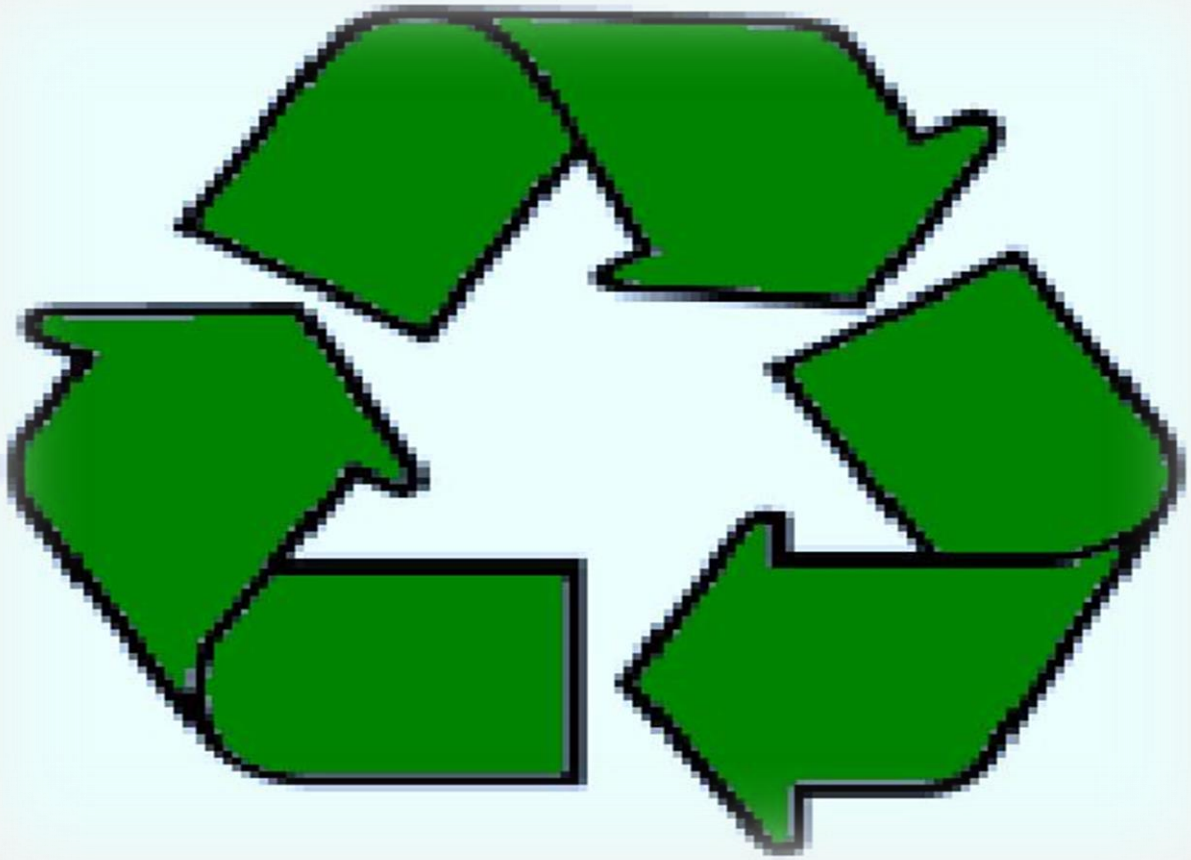
Cisco Services & the $4B Installed-Base Opportunity with Comstor

Topics

- Best-in-Class Annuity Service Sales
- Living on the EDGE with Cisco Services
- The Hidden Value of Cisco SMARTnet
- OppFinder – Comstor Engine for New Logo's & Customer Lifetime Value

Building a Successful SMARTnet Annuity Practice

Talent
Process
Systems

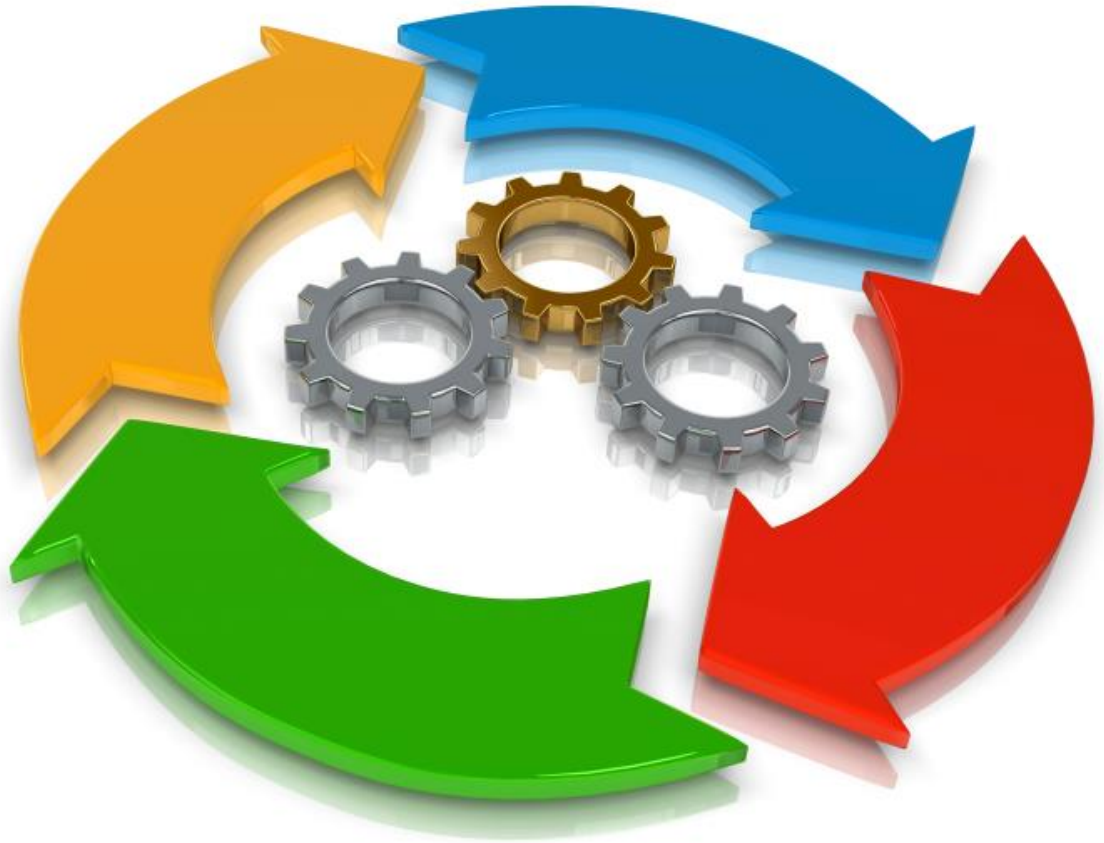


Talent

- Expertise on Cisco Tools
  - CCW
  - CSCC
- Specialization / Exceptional Focus
  - Contract Duration
  - Service Levels
  - Geographic Limitations
  - Co-Termination / Consolidation
- Executive Sponsorship

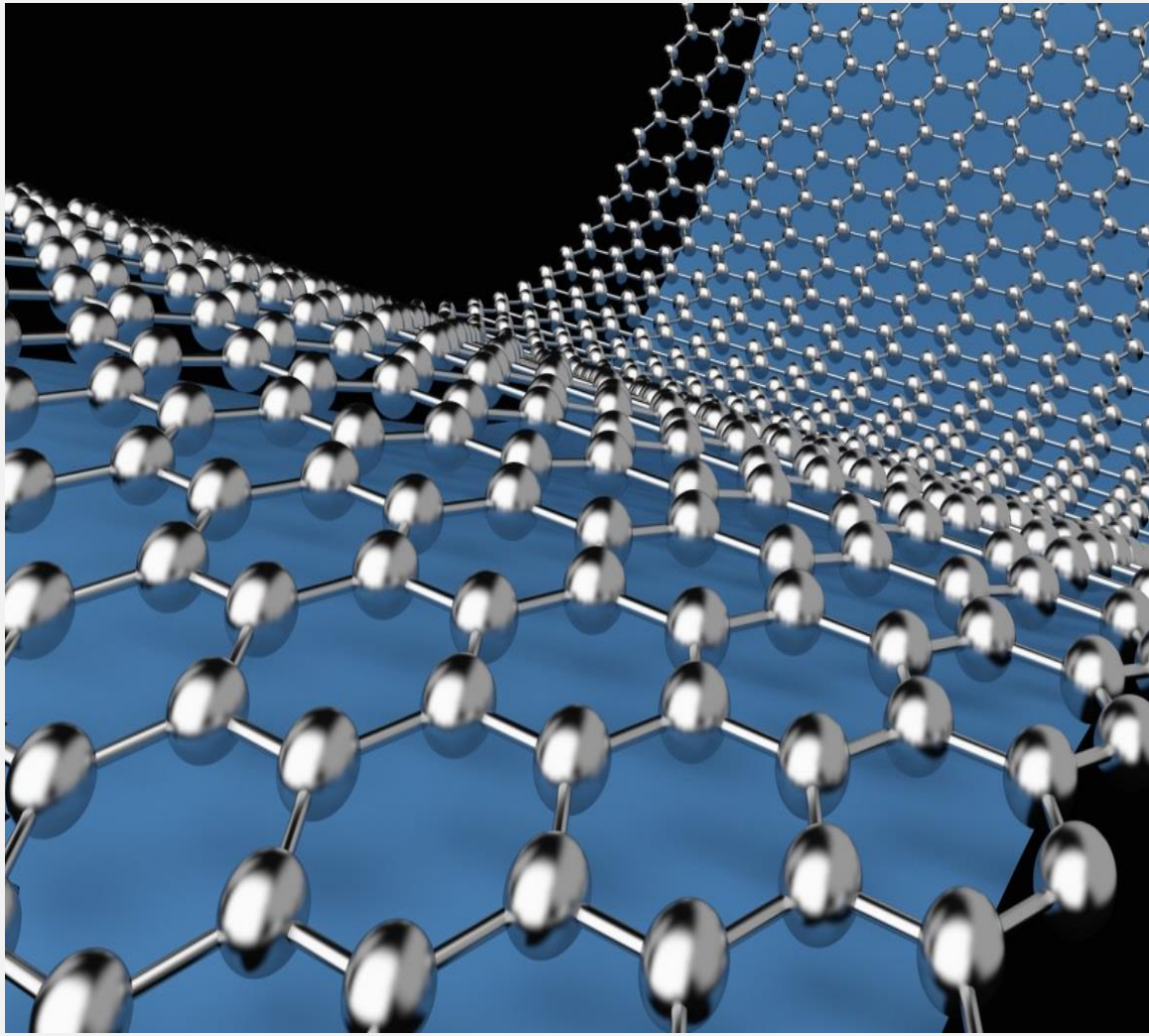
Process

- Published Policy for Service Attach
- Rigorous Oversight
- Workflow for Unsolicited Service Quotes
- Frequent Publication of Attach Metrics
  - By Region
  - Sales Professional
  - Customer
- Simplified View for Executive Review



Systems

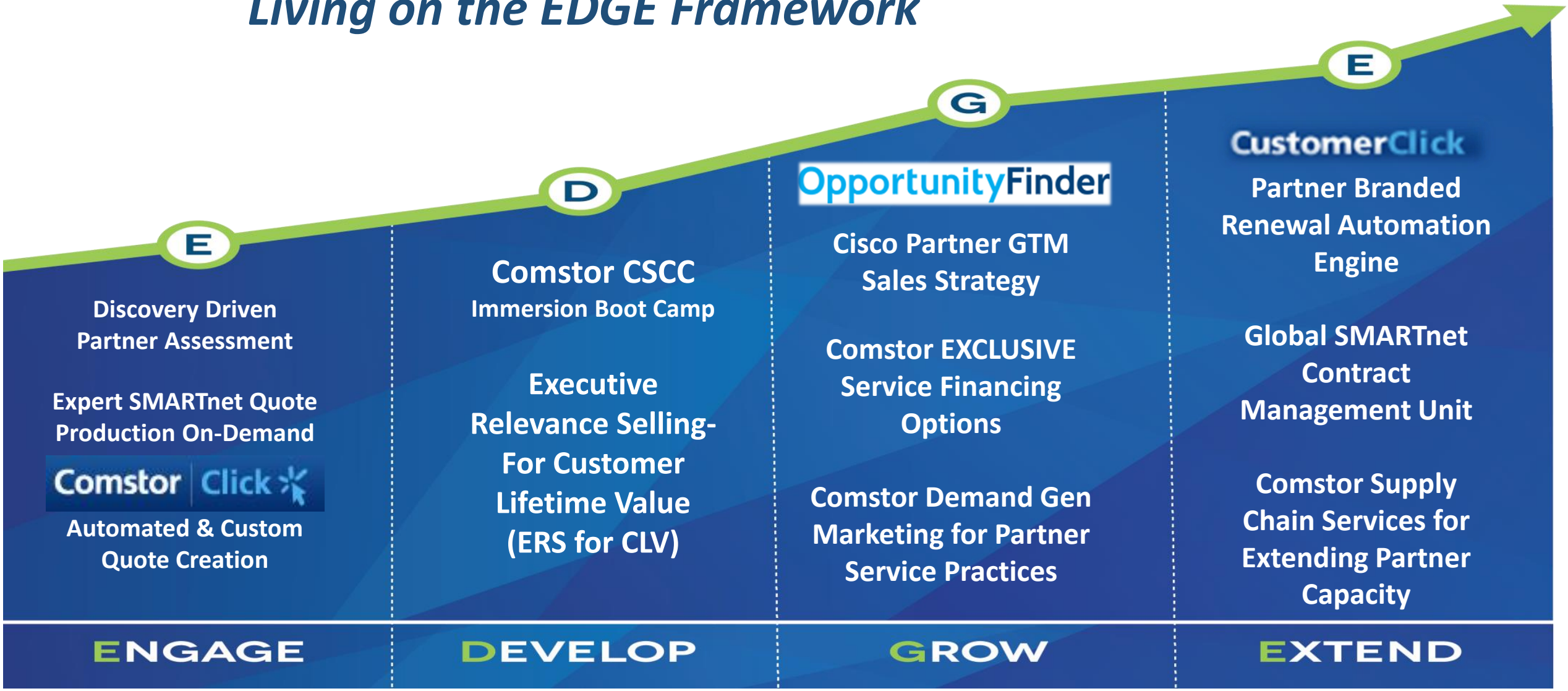
- Consolidated and Segmented View of Contract Success and Status
- Visibility Into Product Refresh Opportunities
- Automation for No-Touch / Low-Touch Renewal Opportunities
- Ability to Integrate Partner Marketing Messages



Comstor | ServicePulse

Delivering Results Together

Living on the EDGE Framework



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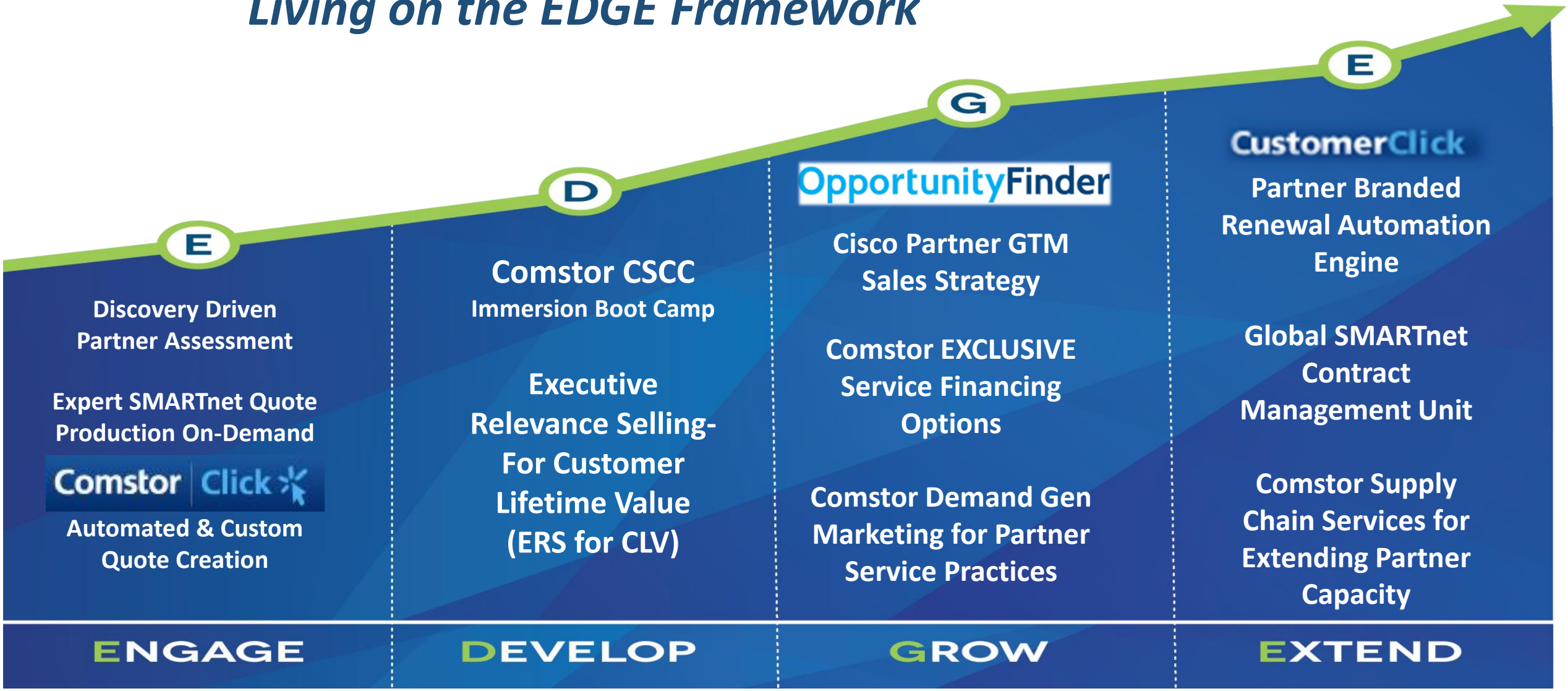

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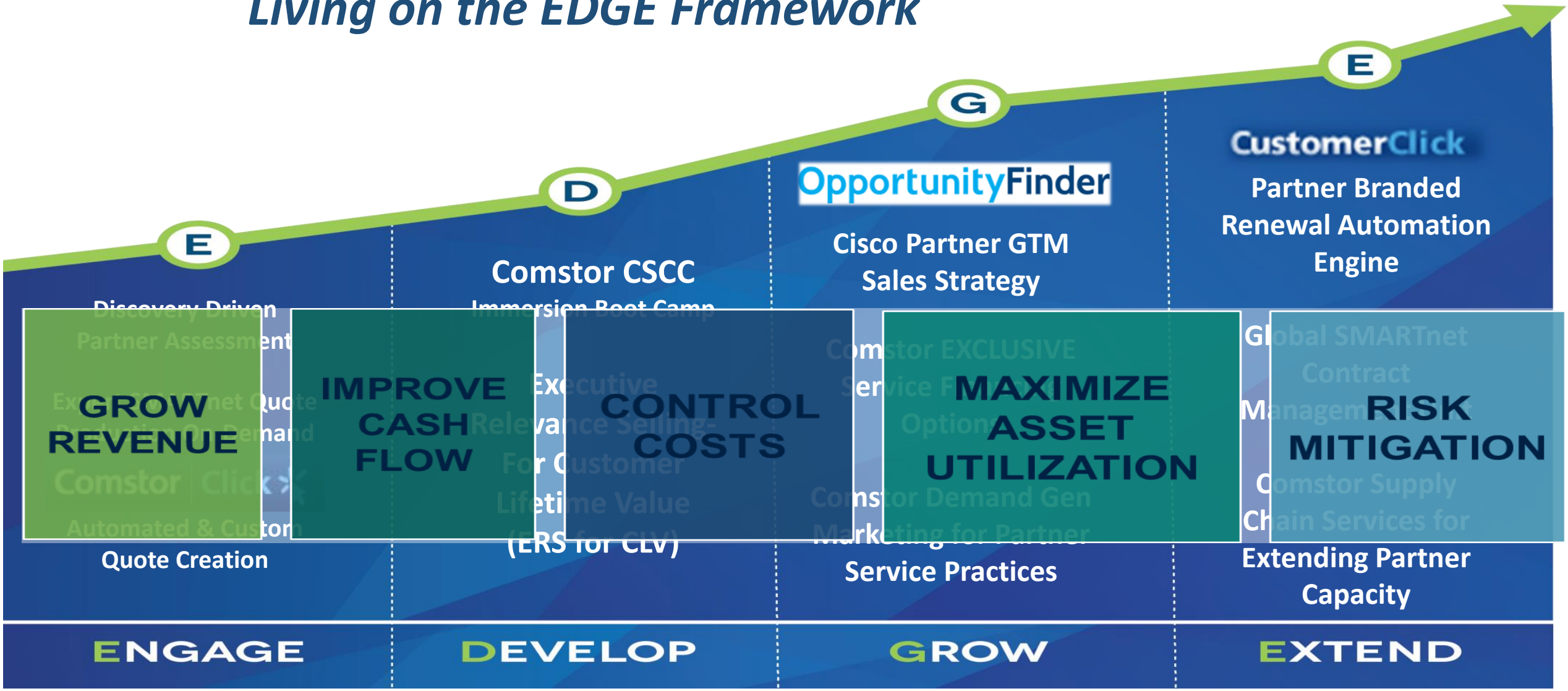


Why Is There So Much Cisco Product Not Covered by SMARTnet?
DO THE MATH!

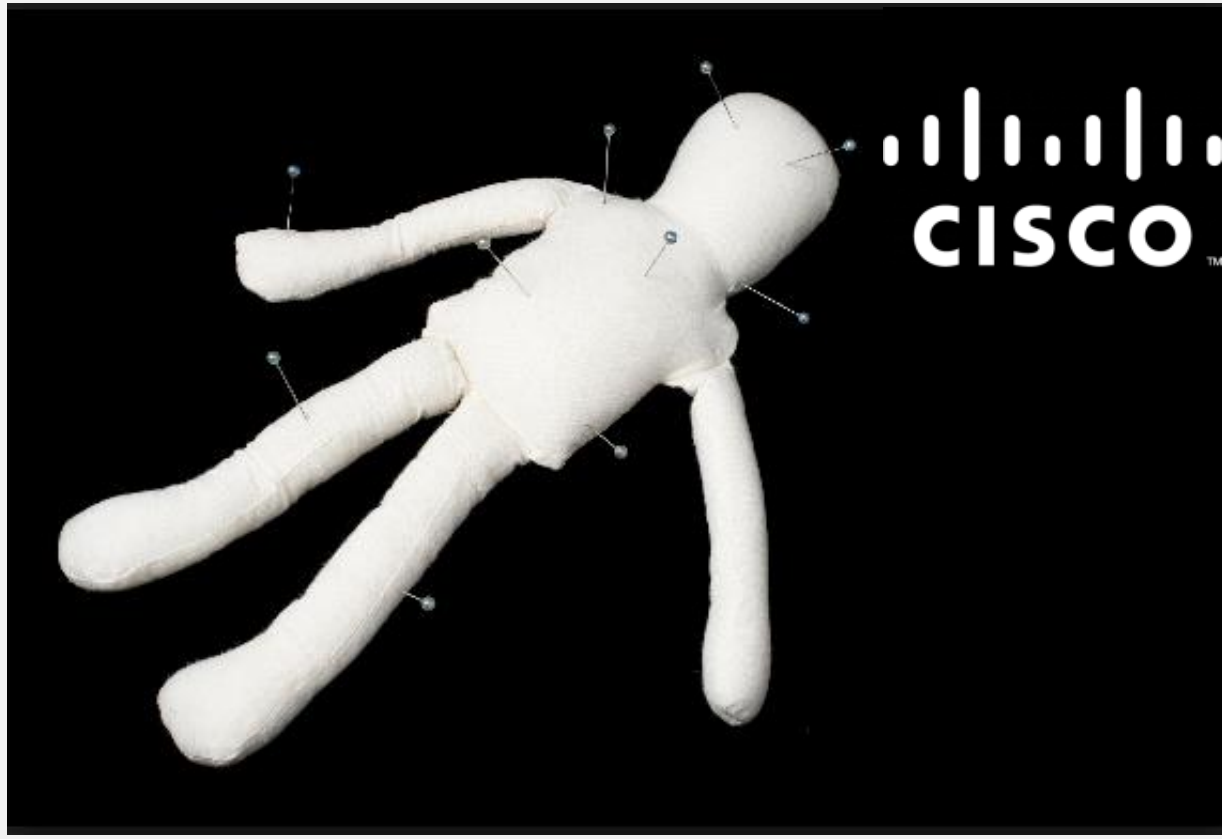
- If Partner is **Attaching at 80%** and **Renewing at 75%**, at Initial Point of Sale, 80% of HW is Covered
- After 1 Year with 75% Renewal of 80% of Product Sold Covered, **Percentage of HW Covered is 60% of Initial Purchase**
- At the 2 Year Point, Again Renewing 75% of the Initial Purchase, **ONLY 45% of HW IS COVERED**
- Incumbent Partner Has **Substantial Competitive Risk** but a **Massive Opportunity is Exposed**

The Cisco Blessing

- Ubiquitous Customer Presence
- Market Acceptance
- Brand Awareness
- Wealth of Resources
- Unlimited Upside!

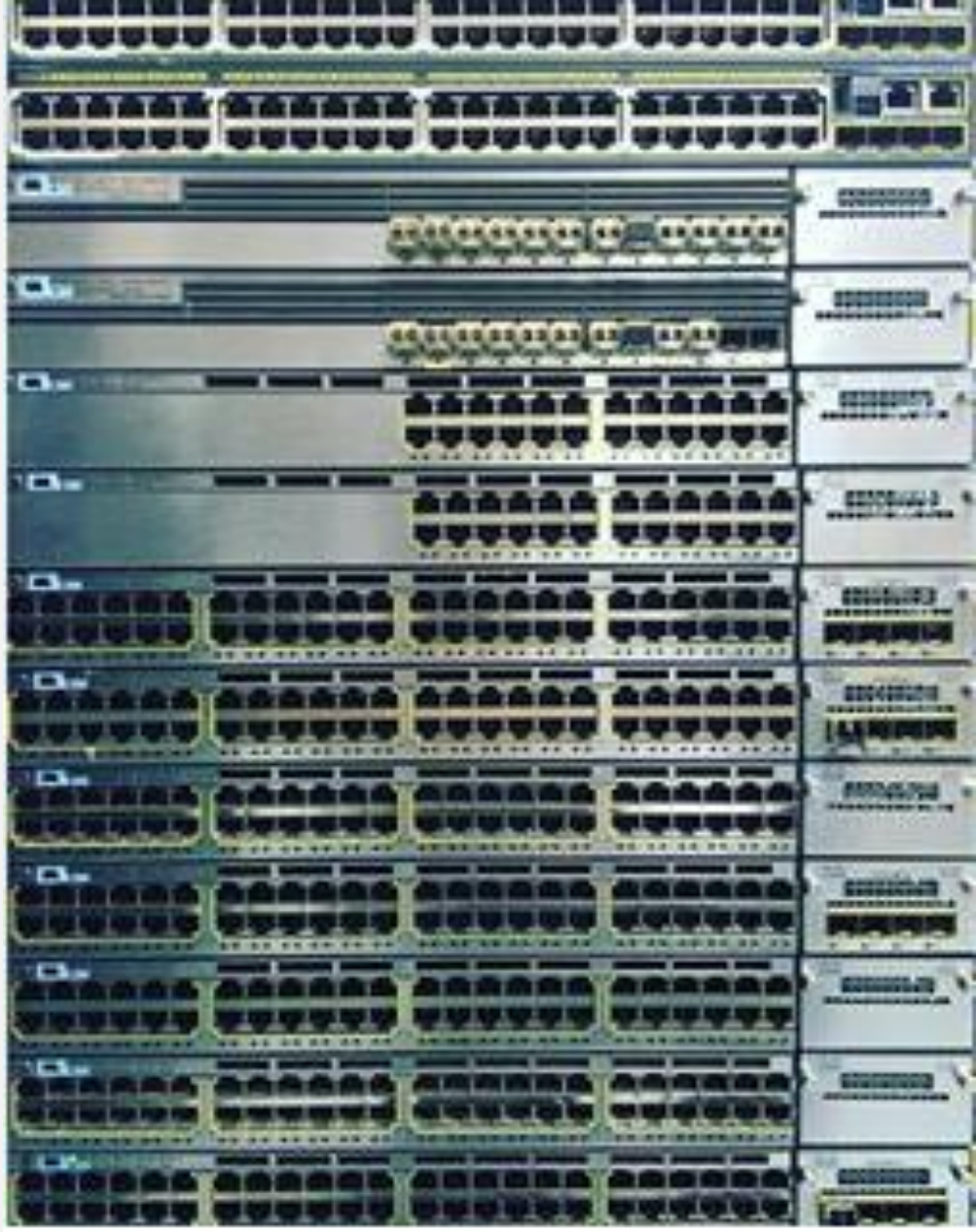
What's Standing in the Way?

- **Ruthless Competition**
- **High-Cost of Entry**
- **Managing Internal Assets for ROI**
- **Cost Inefficient Sales /Marketing Practices**



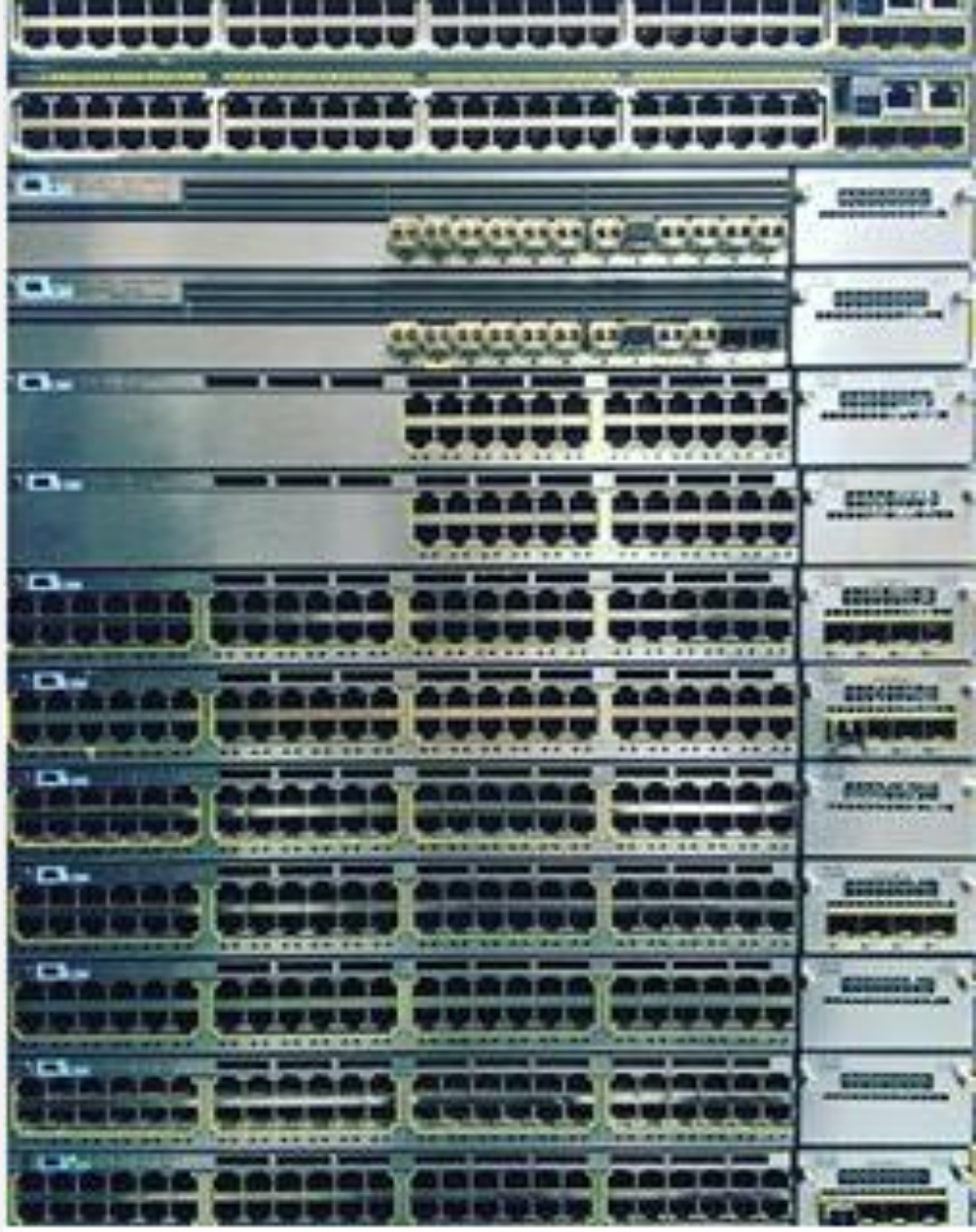
Product Refresh FEVER!
It's All About The Base

- IBLM
- CiscoReady
- Last Day of Support (LDOS)
- Digital Ready Networks (DRN)



Product Refresh FEVER!
It's All About The Base

- Opportunity View Limited to Partner's Product Placement
- Specific Technology Recommendations Absent
- The Business & Financial "WHY" is Missing



Marketing/Sales Euphoria

http://edge360online.com/

The Realities of “Cross Selling” into the Cisco Technology Environment

- **It is NOT a “Numbers Game”**
- **High-Cost Business Assets are not Casual Purchases**
- **Marketing/Sales Success is Establishing Partner Credibility NOT Point & Click Procurement**
- **Data-Analytics are More Interpretive**
- **Creating Actionable Output is Cost & Resource Inefficient**

Comstor's Readily Accessible End-Customer Data-Analytics

- Complete Cisco Purchasing History
- Full View of History from ALL Suppliers
- Status of Incumbent's SMARTnet Coverage
- End-of-Life / End-of-Support Cisco Technology

What Does the Data Consistently Expose?

- Appealing Technology Environments for the Partner
- Competitive Presence in Established Accounts
- Inconsistent Presence & Performance of Incumbent Suppliers

- High-Risk Technology Conditions
- Low-Performance Network Assets
- Stressed Customer Resources
- Disorderly Network Environments

Comstor's War on Partner Sales Paralysis

Diminishing Customer Lifetime Value & Declining New Customer Acquisition

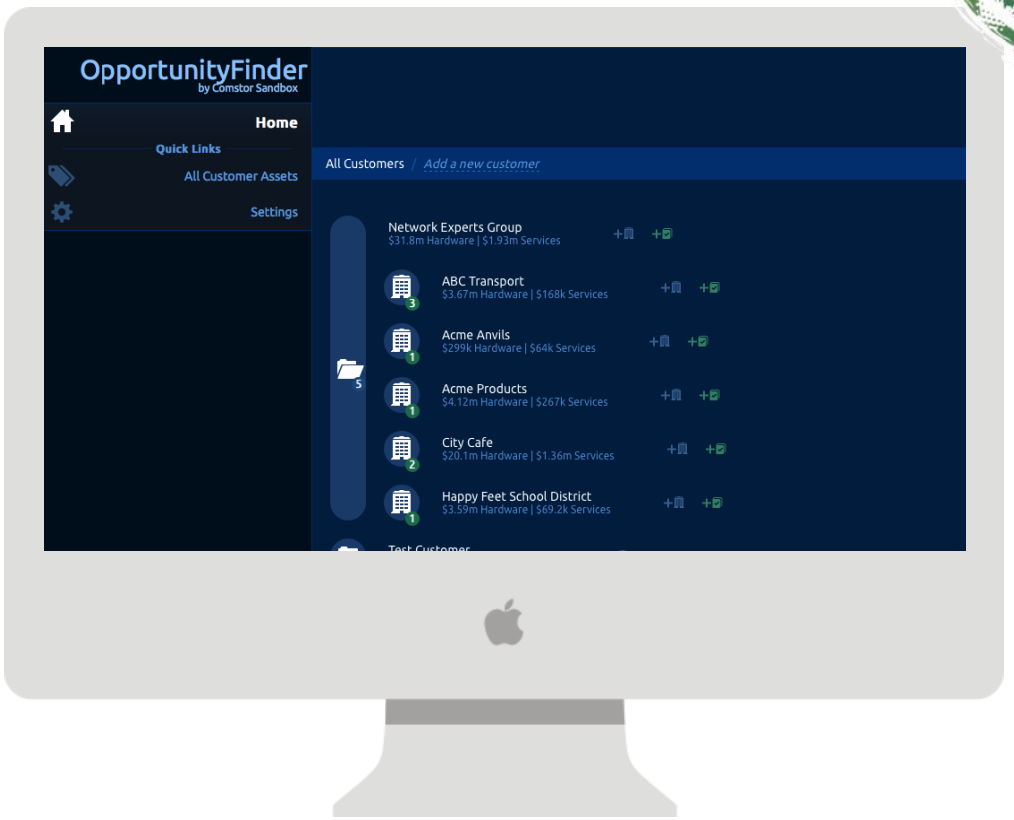
Traditional Low-Value, Low-Return Marketing & Demand-Gen Investment

Inconsistent or Inactive Partner Sales Talent

Poorly Qualified, Low-Potential Customer Engagements

Inefficient Use of Partners Engineering Assets

Introducing OpportunityFinder



EXCLUSIVE

Subscription Based Program Access

Feature Rich Partner Portal

Dedicated Engineering Specialists

+

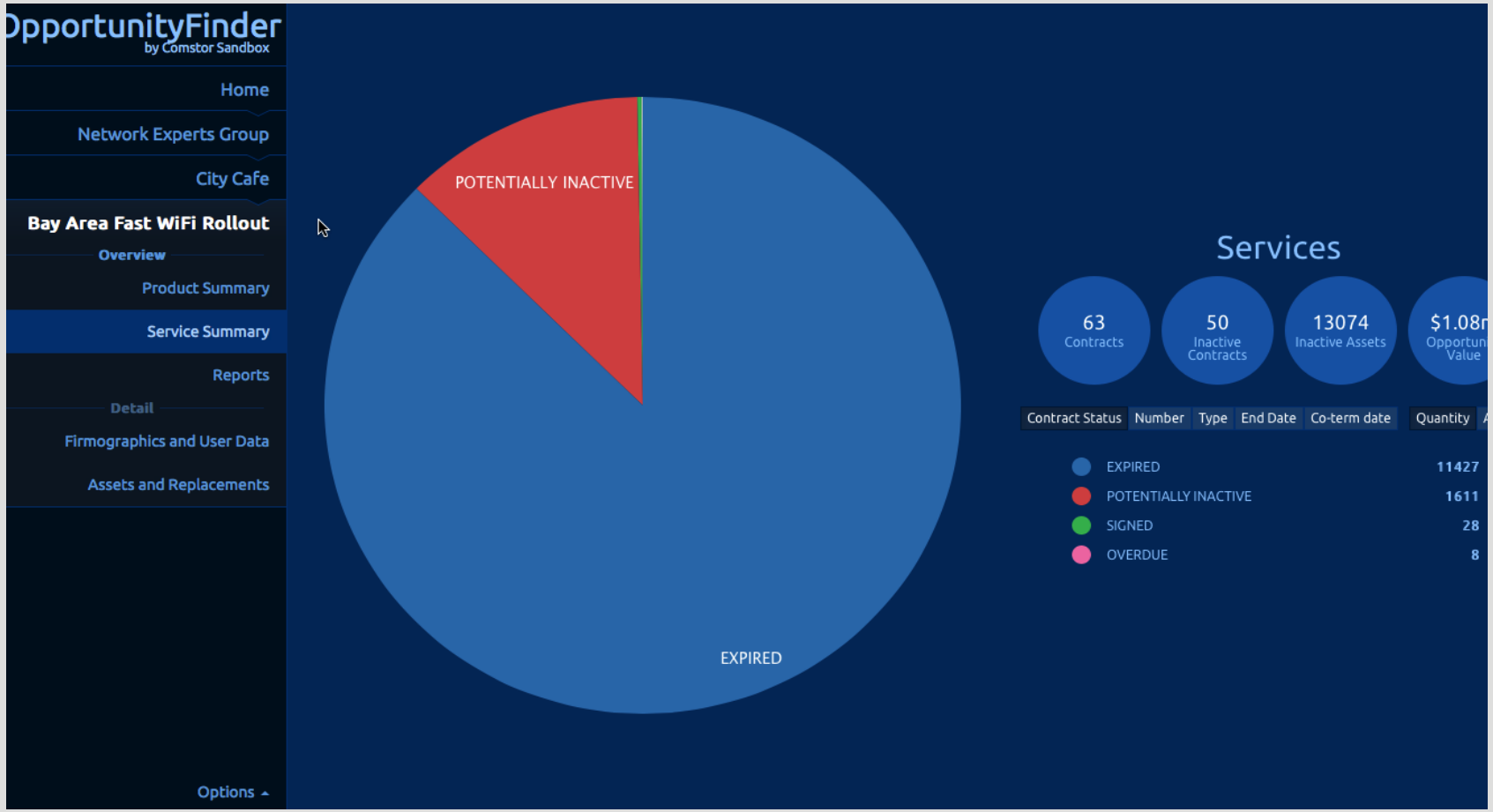
Partner Sales Practice Discovery

Sales Excellence Modules

- **New Engagement/Early Sales Cycle**
- **Financial Impact/Senior Level**

Disciplined GTM Team

- **Committed Comstor & Partner Roles**



Birds-Eye View

See the top-10 product families for an opportunity

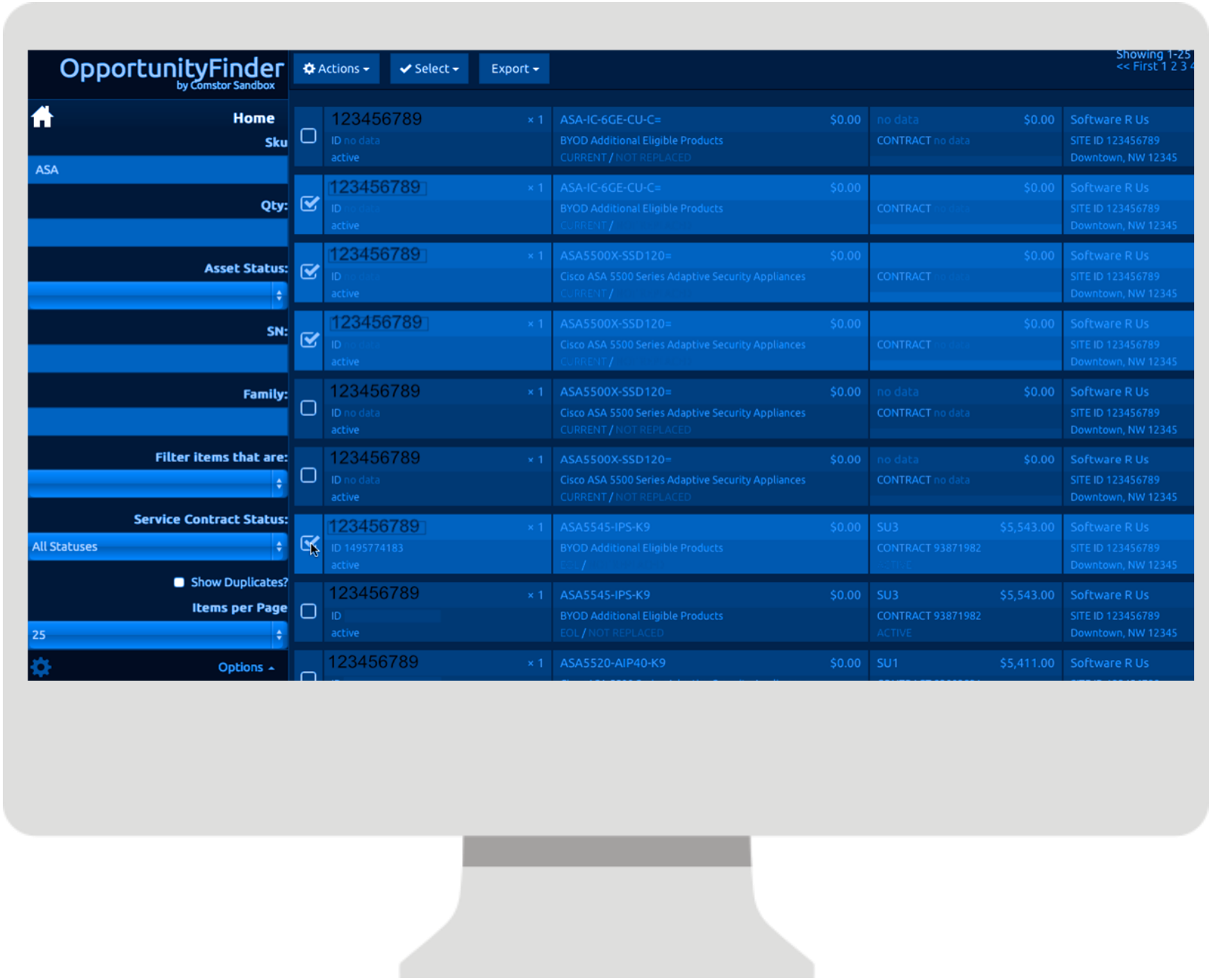
Effectiveness

Uncover areas of risk your customer might not even be aware of!

Speed

Quickly validate and fine-tune findings/recommendations

Maximize Deals



Uncover Opportunity

Cisco Product
Cisco Services
Your Services
VIP/OIP Maximized

Custom Partner Output

Automatically add custom products and services to each deal

Organized & Manageable

Separate larger opportunities into manageable phases

Comstor™

OpportunityFinder

Assessment Results

Prepared For: Network Experts Group
End User: City Cafe
Date: 2015-03-19

Comstor
363 Centennial Parkway
Floor 3
Louisville, CO 80027

Services Opportunities

Asset Summary by Service Type and Status

Contract Type	Contract Status	Number
3SNT	ACTIVE	
3SNT	**TOTAL**	
C4P	ACTIVE	
C4P	**TOTAL**	
CBNT	EXPIRED	
CBNT	**TOTAL**	
CS	EXPIRED	
CS	**TOTAL**	
ECDN	ACTIVE	
ECDN	EXPIRED	
ECDN	**TOTAL**	
ECDO	ACTIVE	
ECDO	**TOTAL**	
ECMU	ACTIVE	
ECMU	EXPIRED	
ECMU	**TOTAL**	
ESW	ACTIVE	

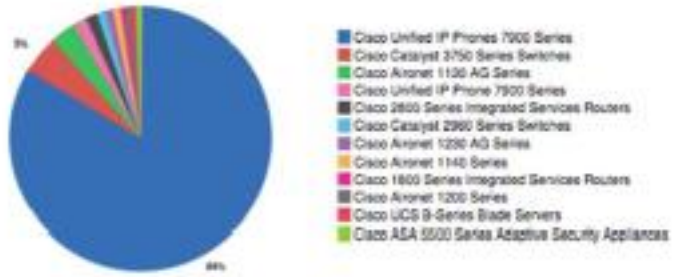
Hardware Opportunities

Potential Hardware Sales Opportunity Analysis Results

Analyzed 22494, finding 218 distinct SKUs that are EoL'd/replaced. Of these distinct EOL'd/replaced SKUs, there are 7740 assets representing $13,351,803.00 in hardware replacement/refresh opportunity (list price, USD).

The following charts show a rough idea of the types of products that are potentially eligible for replacement:

Figure 1: Chart of Product Families Discovered



Replaced Assets

SKU	Quantity	Opportunity List Price (USD)	Family	Recommended Replacements Other Replacements	
7206VXR/NPE-G1	1	$17,000.00	Cisco 7200 Series Routers	**ASR1001**	UPL

Cisco 5500-series WLAN Controller

Midsize to Large Enterprise Wireless LAN Controllers

- Controller throughput up to 60 Gbps
- Scalability up to 1,000 AP's, 15,000 WLAN clients, and 512 WLANs
- Integrated QoS with Call Admission Control (CAC) and Wi-Fi Multimedia (WMM)
- Guest services for flexible WLAN access for visitors or temporary workers
- FIPS and DISA UCAPL certified

5500-series WLAN Controller Features

- Supports up to 7,000 WLAN clients, up to 500 Access Points, and up to 512 WLAN's
- Up to 500 AP Groups, with a max of 25 AP's per group
- Link Aggregation capable with 8x1Gbps interfaces
- Supports mesh Access Point topologies
- FIPS and DISA UCAPL Certified
- Supports OfficeExtend, part of the Cisco Virtual Office

Cisco Catalyst 3650 Switch

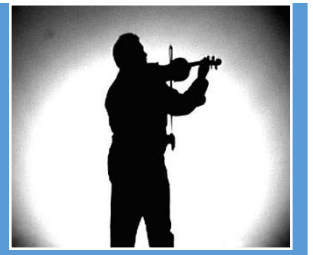
- Up to 160 Gbps stacking bandwidth with StackWise-160 (via optional stacking module)
- Up to 4x10Gbps uplinks available (via optional network module)
- Software Stateful Switchover (SSO) and Nonstop Forwarding (NSF)
- Right-to-use licensing model
- Embedded WLC available - up to 25 APs can associate to a single Switch Stack

OppFinder Subscription Models for All Partner Profiles

Prodigy

- 2 License Seats
- 15 Annual Assessments

Virtuoso



- 5 License Seats
- 200 Annual Assessments
- Custom Partner Offers
- Partner Branded

Maestro

- 10 License Seats
- 500 Annual Assessments
- Custom Partner Offers
- Partner Branded

6 Month Promotional Subscription Models Available NOW !

Comstor Commitment to Partner Financial Health

Maximize Partner Assets with :

- High-Volume, High-Velocity Data Analysis
- Reliable Foundation for Quality Sales Engagements
- Comstor PSE Coaching and Preparation

Extend CLV & Grow Revenue with:

- Discovery of Annuity Sales Conditions
- Distinctive Partner Sales Engagements
- Technology Refresh Initiatives

Limit Risk by:

- Identifying Disruptive Competitive Elements
- Positioning Native Partner Service Offers

Action

- Courageous Reflection of Current New Business Practices
- Consider Risk of Inaction
- Schedule Meeting for Program Demo

www.meetme.so/EdgeOppFinder