

# Customer Success-as-a-Service

## Why Customer Success?

Cisco is focused on being a software vendor, and partners also need to make the change to a software focus if they want to meet customer's future requirements. Cisco is committed to get to 40 percent recurring revenue by 2020. Channel partners who lead with software will see bigger deals, with 54 percent of profit coming upfront and the rest from follow-on services. They will also have more access to expansion opportunities vs. coming in occasionally to sell more products.

Customer Success is a set of activities of enabling your customers to achieve their business outcomes using the technology, professional services and ongoing support that you provide. Using a proven methodology to engage customer's business units and IT team, customer success management team ensures that business outcomes can be delivered and measured throughout the engagement, while actively seeking expansion opportunities.

## What is Customer Success-as-a-Service (CSaaS) from Tech Data?

Tech Data are offering a CSaaS programme for selected Cisco Tier 2 partners, which will help you introduce the CS methodology into your business, provide delivery of customer success management and adoption professional services completely free of charge, while helping you enable your business more quickly for the subscription-based economy business model. The engagement is focused on Adopt and Expand phases of the LAER model, working towards making a renewal a non-event.

## Quick Reference Guide

### What do you get as a Tech Data Partner?

- Customer Success Manager time to lead the engagement with the customer using Cisco approved methodology and best practice
- Improve close rates by differentiating with free adoption services
- Increase efficiency of sales team with usage data
- Opportunity to increase professional services time and margin for projects in delivery or in support
- Expand spend from existing customers and no need to invest in your own Customer Success Team
- Differentiate from your competition when it comes to new project wins and make renewals a "non-event"

### What does the customer get?

- Increase the speed a customer can optimise new capabilities to accelerate business growth
- Lower the cost for a customer to adopt new capabilities
- Lower the risk for a customer to realise the return on investment
- Understanding and documentation of required Business outcomes
- Adoption training time using certified Cisco Consultants

## Qualification criteria

Main criteria: \$25,000 of software (licenses, subscription) on a Sales Order to Cisco\*, in one of the following categories: Collaboration (on-premise), Webex and Webex Teams, Enterprise Networking, Security, Enterprise Agreement. **Projects sold in the last 12 months are eligible for this free of charge engagement.**