

TechData

CISCO[™]

Simple IT

BRIEFCASE



What is Simple IT?

Lead the Change to Simplify Technology with Simple IT

Think about the last customer you talked to today. How many vendors do you think they currently have in their IT environment? With security alone, the average company has more than 50 products that aren't able to talk to each other. Trying to create an integrated IT architecture with a collection of disparate point solutions can cause many challenges. How are you helping your customers make this easier? Tech Data and Cisco can show you how to solve the challenges of a multi-vendor environment and achieve end-to-end simplicity through Simple IT. We can work together to help your customers simplify complex, expensive multi-vendor environments so they can get back to the important things – their business, customers, and innovation.



Networking

Deploy your network faster and more efficiently with cloud-managed or premise-based switches.



Security

Protect your business. Prevent, detect, and mitigate security threats.



Collaboration

Engage everywhere. Exchange ideas and build stronger relationships.



Process

Get computing, storage, connectivity, and unified management with the simplicity of hyperconverged infrastructure.



Why Partner with Cisco for Simple IT

Cisco Simple

- **End-to-End Simplicity**
- **Single vendor**
- **Clarity to your strategy**
- **Flexibility to deploy on your customer's schedule**

[LEARN MORE ABOUT CISCO](#)

Simple IT Introduction

Network



 Meraki

Security and simple cloud-based management of your entire network

Security



 Cisco Umbrella

On and off network security that deploys in just minutes and updates automatically

Collaboration



Webex Teams

Messaging, meeting, and calling managed under one console in the cloud

Data Center



 Cisco HyperFlex™

Data center infrastructure that is fast to deploy, simple to manage, and easy to scale

Simple IT leverages technology that is easy to deploy and manage, saving your customers' time and money. By partnering with Tech Data and Cisco, you open the door to increased margins, easy to sell products and recurring revenue streams.

Cisco Meraki

Meraki is one of Cisco's fastest growing portfolios allowing you to bring cloud networking to your customers. Positioning the full stack of Meraki solutions can increase your deal size by up to 50%. Additionally, Meraki opens the door to a reoccurring revenue stream for your business.

Cloud managed networking architecture will help your customers reduce operational costs. Once your customer deploys Meraki on-site hardware and connect to the internet they are able to manage their network through an intuitive, secure, browser-based dashboard.

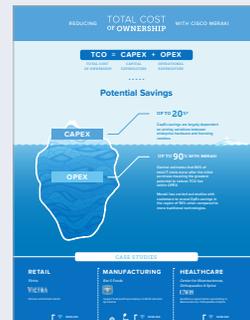
- **Easy to Sell:** Cost Effective and Easy to Deploy and Manage
- **Differentiated Product:** 100% Cloud Managed
- **Leading Margins:** Partners can get 40% off hardware and 30% off software with deal registration



 Meraki



Tech Data Meraki 360 Training



Meraki TCO Infographic

Cisco Umbrella

Umbrella is a cloud security platform that provides a first line of defense against threats on the network, wherever users go. Through our Talos threat intelligence arm, 600 billion emails and 16 billion web requests are scanned daily—seeing 1.5 million malware samples each day. Umbrella stops attacks even before they launch and prevents users from visiting malicious places on the web. Get a complete picture of real-time Internet activity for on-network and roaming devices, with reports on security, usage, compliance and cloud services.

Umbrella is easy to deploy, manage and designed for organizations of all sizes across every industry.

- **Increase Profitability:** Build a profitable reoccurring revenue stream for your business.
- **Learn.** Intelligence to uncover current and emerging threats.
- **See.** Visibility for activity across all devices and ports, anywhere.
- **Block.** Stop phishing, malware, and ransomware earlier.



Cisco Simple IT Umbrella



Tech Data Security 360 Training



 Cisco Umbrella

Cisco Webex Teams

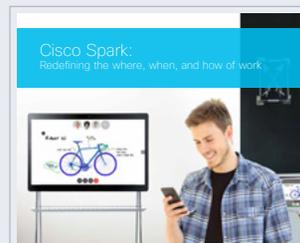
Webex Teams is a new collaboration device that combines wireless presentation, digital white boarding and video conferencing. It is a cloud-and- touch based system that securely connects teams and their content in physical rooms with virtual teams and meeting spaces.

Through the Cisco Webex App, team members can collaborate in the physical conference room and remotely. Team members are able to set meeting, message, call and whiteboard from anywhere through their Cisco Webex app-enabled device of their choice.

- **No end user training necessary:** Webex app included with any WebEx offer
- **Leverage your customers' network:** local traffic-saving costs and improve quality of work and team collaborations
- **Deploys easily:** without requiring any development work



Webex Teams



Cisco Simple IT Spark



Tech Data Webex 360 Training

Cisco HyperFlex

The Cisco HyperFlex™ System delivers complete hyperconvergence. It combines the software-defined networking and computing power of Cisco UCS® with the Cisco HyperFlex HX Data Platform. And it's designed for simplicity. Cisco HyperFlex increases operational efficiency and adaptability for data center workloads.

- **Single management console.** Storage, computing, and networking are under one roof so IT can simplify their operations.
- **Quick deployment.** Cisco HyperFlex takes less than 60 minutes to deploy.
- **Scalability.** Get cloud economies on premises. Scale and pay as you grow.



Cisco HyperFlex™



Tech Data Technical Boost Training



HyperFlex At A Glance



Incentives & Promotions

Simple IT Partner Promotion

Through July 27, 2018

Help your customers simplify their IT stack. Get an additional 2 to 5% discount when your customers bundle Meraki and select security, collaboration, and data center solutions. Don't let the complexity of a multi-vendor environment hold you back. Leverage technology that is easy to deploy and manage, saving time and money.

REWARD

Earn an additional 2% -5% bundle discount on qualifying orders, stackable with Opportunity Incentive Program (OIP), Teaming Incentive Program (TIP).

[LEARN MORE](#)



Easy Pay

Cisco Easy Pay offers up to 0% financing to access new Cisco technology. Avoid technology obsolescence with flexible migration options and gain access to a wide variety of Cisco solutions across architectures using Cisco Easy Pay.

Equipment Lifecycle Management

Help manage costs, meet business demands, and avoid obsolescence with flexible migration options and simplified equipment disposal.



Preserve Cash

Spread costs over time, preserve credit, and avoid a large cash investment.



Lower Costs

Benefit from competitive rates and residual values to reduce TCO and accelerate ROI.

How It Works

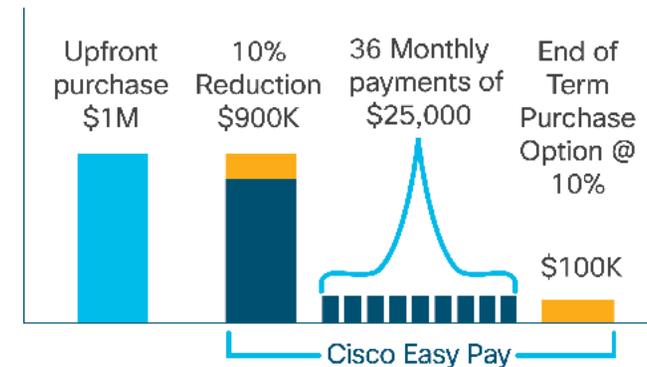
- 1** For **hardware**, you pay only 90% of the purchase price, with as low as 0% financing for three years.¹
- 2** For **software and services**, as low as 0% financing is available for three years.¹
- 3** After 3 years, you may return and refresh the hardware, or buy it for the remaining 10% of the original bill of materials.

Cisco Easy Pay Example

Solution Cost*
\$1,000,000
- 70% hardware (\$700,000)
- 30% software (\$300,000)
90% of purchase price
\$900,000
Monthly payment (0% interest)**
 $\$900,000 \div 36 = \$25,000$
One monthly invoice
\$25,000
Sum of payments
90% of purchase price @ 0%

* Minimum deal size is US\$50,000.

** 0% interest not guaranteed
this is an example only.



End of Term Options

RETURN | REFRESH | RETAIN

[LEARN MORE](#)

When software and services are < 30% of the total cost, you may qualify for 0% financing for 3 years at 90% of the purchase price. When software and services are > 30% of the total cost, Cisco software and services can be financed at prevailing market rates

Partner Enablement



Simple IT Sales Foundations



Simple IT Boost

Who should take the Simple IT Boost?

Simple IT Sales boost is ideal for sales resources at your organization to learn the basics of selling around Cisco's Simple IT solutions.

Solutions Covered:

- Umbrella
- HyperFlex
- Webex
- Meraki



SMB Market Overview



SMB Partner Playbook

How will this help with Simple IT?

This playbook will walk you through SMB customer scenarios to help you better position Cisco solutions.

Topics Covered:

- SMB Market Overview
- Positioning
- Competing to Win
- Simple IT Solutions



Technical Expansion

Who should take the 360 training?

Our 360 trainings are ideal for your technical resources at your company.

Solutions Covered:

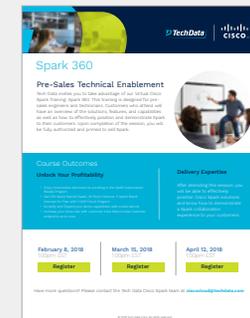
- Security
- Meraki
- Webex



Tech Data Security 360 Training



Tech Data Meraki 360 Training



Tech Data Webex 360 Training

Getting Started

Step 1 >

Register to become a Cisco partner

Step 2 >

Sign up for a Tech Data CORE training to learn the basics of Cisco

Step 3 >

Take a Simple IT Boost to learn how to sell and position the Simple IT solutions to maximize your revenue potential

Step 4 >

Work with our team of consultants to develop a Cisco roadmap to help capture additional margin with Simple IT

Getting Started

Ready to become a Cisco partner
and start selling Simple IT?

Get started today.



simpleIT@techdata.com



FAQs

What is the Simple IT value proposition to my customers?

The small and medium business market is growing to be a \$7B market opportunity. Most SMB customers are dealing with a variety of vendors in their IT environment which takes time away from the business with lengthy configurations, continuous updates and maintenance. Cisco Simple IT will allow your customers to:

- Clarify their business strategy
- Have a single vendor in their IT environment
- Provide the flexibility to deploy IT the way they want
- End-to-end simplicity

What tools will Tech Data provide to help me start selling Simple IT?

Cisco partners will go through the Tech Data Cisco enablement methodology to grow their Cisco business. We offer a Tech Data Cisco Simple IT Boost training, technical Boost and 360s to help your sales team and technical employees learn how to position and sell the different aspects of the Simple IT product portfolio.

Do I need any certifications to sell Cisco products?

No, but partners who achieve Cisco certifications are eligible for additional discounts. Once you become a Cisco registered partner, your business will have the capability to sell Cisco. .

Where can I get further training on each product within the Simple IT portfolio?

Please visit the Tech Data Cisco enablement portal at www.techdata.com/cisco to sign up for a Simple IT Boost training to learn more.