

# Driving Profitability in Workplaces Where Collaboration Matters More Than Ever.

In a changing world of work, collaboration buyers—your customers—are demanding a more intuitive way to work.



**15** hours/week  **The typical knowledge worker spends 15 hours/week collaborating internally and externally.**

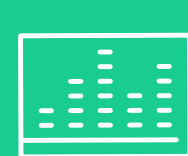
**Partner with us** to deliver what collaboration buyers are demanding:



Virtual shared whiteboarding



Automatically framed video



Noise-detecting audio

**Innovations** that provide incredibly positive user experiences.



Enterprise-grade security, no matter what size business



An end-to-end platform manageable from a single pane of glass



Purchase model for easy-to-budget operating expense

## The Cisco Collaboration Flex Plan is a single subscription contract that includes:

3 options to choose from depending on the size of the business. Includes ability to mix and match meetings, calling, team collaboration, with on-premise, hybrid, or cloud Cisco Collaboration entitlement.

Generous installed base trade-in allowance

Simplified scalability that protects the collaboration investment

Basic technical support 24/7

Software and upgrades



**SIMPLIFY**  
HOW YOU SELL

The Cisco Collaboration Flex Plan will simplify the way you sell collaboration. And it will provide you with profitable recurring revenue streams that are easy to expand and renew.

### No one invests in partner success like we do.

Working with your Cisco distributor is easy—they have everything you need to go to market and grow your business, including:

- Training**
- Certifications**
- Enablement programs**
- Special offers and incentives**
- Sales and marketing tools**

“ By 2020, partner IP will define partner business models—it will be the dominant driver of most partners’ revenue and profitability.”

Source: IDC 2018 IT Channels and Alliances Predictions

Cisco distributors and partners join forces in the Cisco Partner Ecosystem. More than 62,000 members strong, the Ecosystem has the shared skills, capabilities and the intellectual property to help you team up and win new business.

### With Cisco, partner profitability is unbeatable.

**VIDEO END POINTS**

**58%**

Up 5.5% between 2014 and 2017

**WEB CONFERENCING**

**53%**

Up 5.5% between 2014 and 2017

**ENTERPRISE COMMUNICATION**

**42%**

Up 5.5% between 2014 and 2017



the collaboration portfolio is on track to achieve a combined annual growth rate of **16% by 2020**

When it comes to market share, Cisco is your #1 collaboration solution source. Cisco earns the Leader position in Gartner's Magic Quadrant for Unified Communication.



**Partner with us and own the expanding collaboration opportunity.**

**Get started today**