

WHITE PAPER

Enabling Partner Value in the Cloud Economy

Sponsored by: Cisco Systems Inc.

Paul Edwards
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EXECUTIVE SUMMARY

This IDC white paper, commissioned by Cisco Systems Inc., provides a perspective on the value partners derive from engaging in the Cisco Cloud and Managed Services Program (CMSP). The 23

FIGURE 1

Current and Planned Adoption of Cloud by Company Size

FIGURE 2

Ratio of Young Organizations Versus Mature Organizations with an Optimized Cloud Strategy

Source: IDC, 2014

Regardless, partners must be well versed in the host of customer benefits from cloud services that cut across organizational groups or departments. The most obvious are for IT operations in optimizing IT budgets and improving staff productivity and for finance and accounting in shifting from capex to opex. Other cloud business benefits that partners should int

Cisco Powered Cloud Services Audits

One of the requirements for CMSP is that partners go through a rigorous third-party audit process for each Cisco Powered cloud service to ensure part

The perceived value of Cisco Powered cloud services was highest among CMSP partners serving customers running mission-critical workloads in the cloud. This is where the quality of the cloud becomes increasingly important in the partner sales cycle – that is, when customers care most about what's "under the cloud hood" and that it's a known quantity (such as Cisco's validated architectures) that reflects the key attributes represented by "enterprise class."

Challenges

Still, Cisco must address some ongoing challenges to fully orchestrate a successful channel cloud strategy. First, Cisco must address a primary criticism from CMSP partners that Cisco sales reps are not delivering on the promise of generating sales for partners of Cisco Powered cloud services. Partners believe that Cisco reps are focused more on higher revenue/higher commission, on-premise solutions. To that end, Cisco's sales teams are being trained and compensated to help promote cloud

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Global Headquarters

5 Speen Street
Framingham, MA 01701
USA
508.872.8200
Twitter: @IDC
idc-insights-community.com
www.idc.com

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