altalta CISCO https://cs.co/1page

Security Partner Accelerator is a Partner program to help improve partner revenue & profitability by developing a security practice that is based on Cisco solutions. Designed to create an actionable plan designed for both immediate and long-term high performance to drive Cisco solutions revenue and pipeline.

Benefits:

Increased Revenue Streams: Developing a technology practice allows IT resellers to offer additional services, leading to diversified income sources and increased profitability.

Competitive Advantage: A dedicated technology practice differentiates resellers from competitors, positioning them as experts in the field.

Access to New Markets: By expanding service offerings, resellers can tap into new markets and customer segments that require specialized technology solutions.

Improved Expertise and Innovation: Building a practice encourages continuous learning and adaptation to technological advancements, keeping the business at the forefront of innovation.

Scalability and Growth: A well-established technology practice provides a scalable foundation for future growth, allowing resellers to expand their operations efficiently.

Talent Attraction and Retention: A dedicated cybersecurity practice can attract skilled professionals who are passionate about cybersecurity, helping the vendor build a strong team of experts.

Partner Practice Model:









Marketing and

Sales Execution



Delivery and

Support

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Business Operations	\
Define business plan, objectives and operational and financial models	
Market analysis	
Opportunity	

Business

Operational

plan

model

Financial

model

Develop solution and service models

Solution development

timeline & plan

Release Service

Value

Solution

Modeling

Detail GTM plans and required enablement materials

Licensing, price

GTM

Planning

Execute demand generation, marketing and selling activities

Content creation

Sales readiness &

Sales execution

Enable readiness and ongoing execution for delivery and support teams

Solution design

Demand generation

Delivery & support

Capacity planning

proposition Partnership requirements

Marketing analysis

planning

Delivery & support

and feedback

Features:

Business Integration: A technology practice is integrated into the overall business strategy, enhancing value propositions and supporting growth initiatives

Specialized Expertise: A practice is a focused area within a business that develops specialized skills and knowledge in specific technology solutions.

Service Offerings: It involves providing a range of technology services, such as consulting, implementation, and support, tailored to meet client needs.

Solution Development: The practice designs and delivers customized technology solutions that address specific business challenges and objectives.

Continuous Learning: It emphasizes ongoing education and adaptation to emerging technologies to maintain cutting-edge proficiency.

Practice Building Process:

- 1. Develop Business Operations (2 Hours)
- Gap Analysis
- Training and Development Recommendations
- Financial Model
- Portfolio Analysis
- Market Analysis
- · Build Plan of Record
- 2. Plan Development session (2 Hours)
- Solution Modeling (Including 3rd party solutions)
- Sales & GTM Plan
- Service and Support Plan
- 3. Execution and Launch Session (1 Hour)
- **4. On-going Execution, Support & Review Sessions** (1 Hour, Cadence)

Resources: Security Specializations Fire Jumper Cisco 360 **Security Promotions MSLA Program** Partner Training Resources Security Promos & Bundles **Security Products**

Example SKU: N/A