

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.

Features:

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

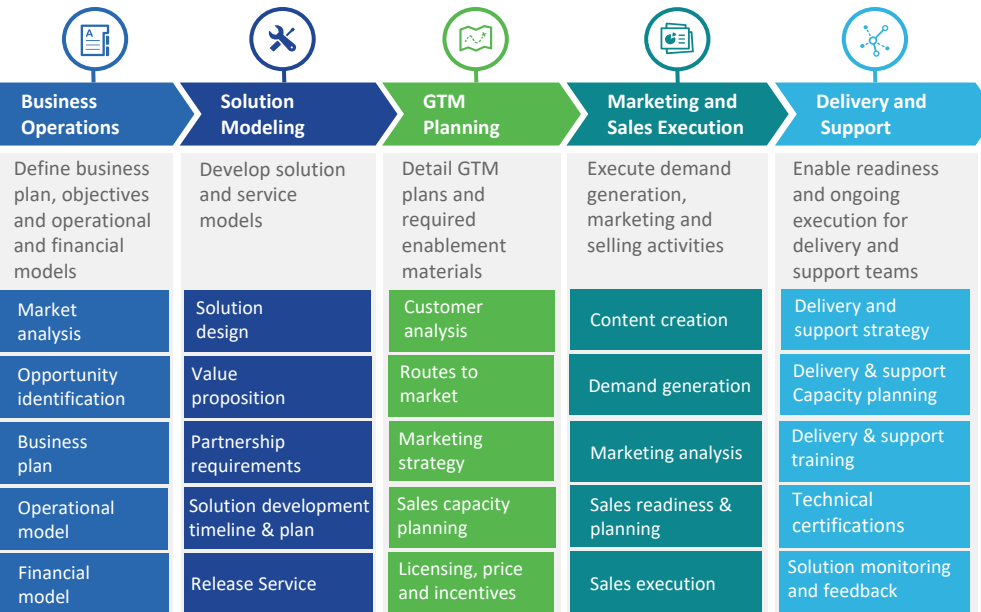
Specialized Expertise: A practice is a focused area within a business that develops specialized skills and knowledge in specific technology solutions.

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.

Partner Practice Model:



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](#)