

Cisco Lifecycle Advantage

Partner-Led Customer Experience Management, Powered by Digital Journeys



Customer Success | Renewals | Growth

Cisco Lifecycle Advantage

Partner-Led Customer Experience Management, Powered by Digital Journeys



Customer Success | Renewals | Growth

What is Cisco Lifecycle Advantage?

Lifecycle Advantage is the leading Customer Experience management program for Partners that leverages insights and automation to drive retention and growth.

This digital engagement program bridges Cisco and Partners to jointly orchestrate customers through important milestones across the entire lifecycle. Together, we engage customers with the right message at the right time – whether that's assisting adoption, simplifying renewals, or upselling to higher-value solutions.

How does it work?

We want to transform the digital customer experience, and we know that customer value is shifting from a one-time sale to showing value throughout the lifecycle.

Our racetrack represents the customer lifecycle with specific milestones throughout. Its purpose is to propel our customers, digitally, toward achieving their goals at every stage of their journey with us. Alongside our Partners, we take customers from choosing, to using, and ultimately, loving and advocating the product or service they have purchased, and to continuing their investment in Cisco technology.

Lifecycle Advantage

Partner-Led Customer Experience Management, Powered by Digital Journeys



What are the different tracks in the Lifecycle Advantage journey?

Lifecycle Advantage has three tracks: **Customer Success, Renewals and Growth.**



Customer Success Track

The Customer Success Track helps customers realize the full value of their Cisco solutions while they implement and **use** the technology. We enhance their experience by helping them learn, engage and optimize their Cisco solutions to have maximum impact on their business, driving increased Partner value and helping them transition smoothly to renewals.

Journeys in Customer Success Track:



Customer Success journey:

Within Customer Success, customers embark on multi-touch digital notification journeys based on the technologies they've purchased.

This journey helps customers maximize value from their recent investment. They receive instructions and insights to help them onboard, implement and use the technology as well as information about benefits, best practices and tips/tricks.

Lifecycle Advantage

Partner-Led Customer Experience Management, Powered by Digital Journeys



What are the different tracks in the Lifecycle Advantage journey?

Lifecycle Advantage has three tracks: **Customer Success, Renewals and Growth.**



Renewals Track

At the Renewals Track, customers can see the improved performance from Cisco solutions, are confident in our technology, our Partners' service, and **loving** the experience. Within this track, we are streamlining the renewal process, increasing Partner efficiency, and making the process easier to manage and scale, resulting in customers renewing their Cisco technology.

In the Renewals Track Partners can find:



Renew journey:

Starts the renewal conversation before services and software expiration by providing digital reminder notifications to renew.

These notifications include expired and expiring contracts and scale across three offers: Technical Services, Security and DNA. Renewals become simple, personalized, and consistent. They are made even easier for Partners with Commerce Automation.



Commerce Automation feature:

Commerce Automation gives Partners the ability to view quotes and decide to include these quotes in the customer notifications they send to their customers, at their preferred pricing.

Customers can simply click on a link within the notification to review and edit their quotes online. Partners receive a notification of their customers' intent to purchase, which triggers Partners to book the quote through their standard workflows. Commerce Automation drives simplicity throughout the renewal process, without increasing the workload.

Lifecycle Advantage

Partner-Led Customer Experience Management, Powered by Digital Journeys



What are the different tracks in the Lifecycle Advantage journey?

Lifecycle Advantage has three tracks: **Customer Success, Renewals and Growth.**

Growth Track

The Growth Track is where we understand our customers' business priorities, and encourage them to **choose** Cisco – whether that's for additional services, complementary solutions or to refresh their end-of-life technology. Within this track we have embedded customer upsell and cross-sell opportunities to higher-value solutions at the appropriate stages in the lifecycle journey to increase Partner profitability.

Journeys within the Growth Track:



Attach:

Helps open the conversation between Partners and customers about the value of attaching Cisco services to recent purchases. It encourages customers to ensure they have all the support contracts to cover their technology, while also bringing awareness to higher value coverage options.



Renew:

Along with reminding customers of contracts coming up for expiration, these notifications may also include recommendations for higher value coverage options that customers can consider during the time of renewal.



Refresh:

Informs customers when their products are nearing Last Day of Support (LDoS) and provides a migration path to keep their infrastructure optimized.



Adopt:

Digital Risk Assessment Profile – Adopt reinforces Partners as trusted advisors with a monthly Digital Risk Assessment Profile for customers, which highlights consolidation of technology and renewal dates, uncovered devices and security alerts that require action, helping Partners to minimize network disruption and maximize business continuity.

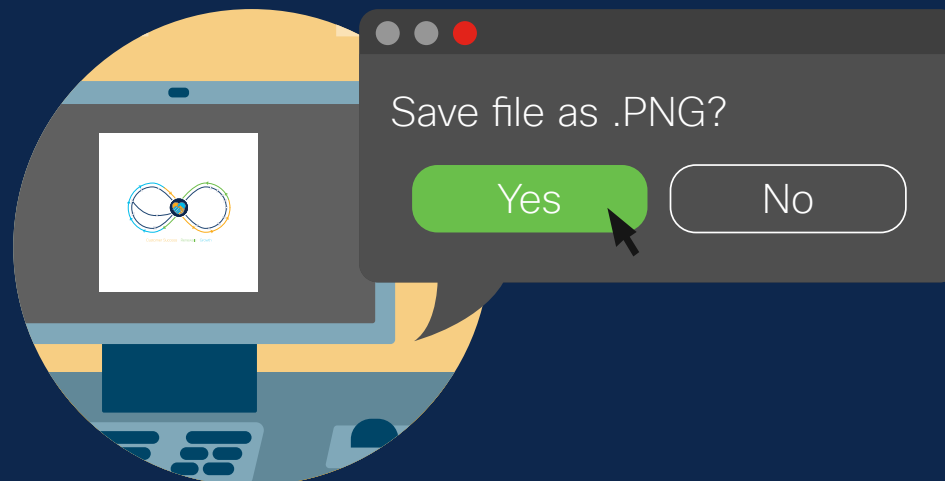


Lifecycle Advantage

Partner-Led Customer Experience Management, Powered by Digital Journeys



Table of Contents



Co-branding content specifications

What are the requirements for the logo image?

The company logo should meet the following requirements:

- **Full color**
- **PNG or JPG format**
- **Maximum size of 5MB**
(Preferred logo size 130*65)

What are the requirements for the brand value statement?

Please provide a value statement that is 1500 characters or less (including spaces).

Do I need to participate in all the Lifecycle Advantage journeys?

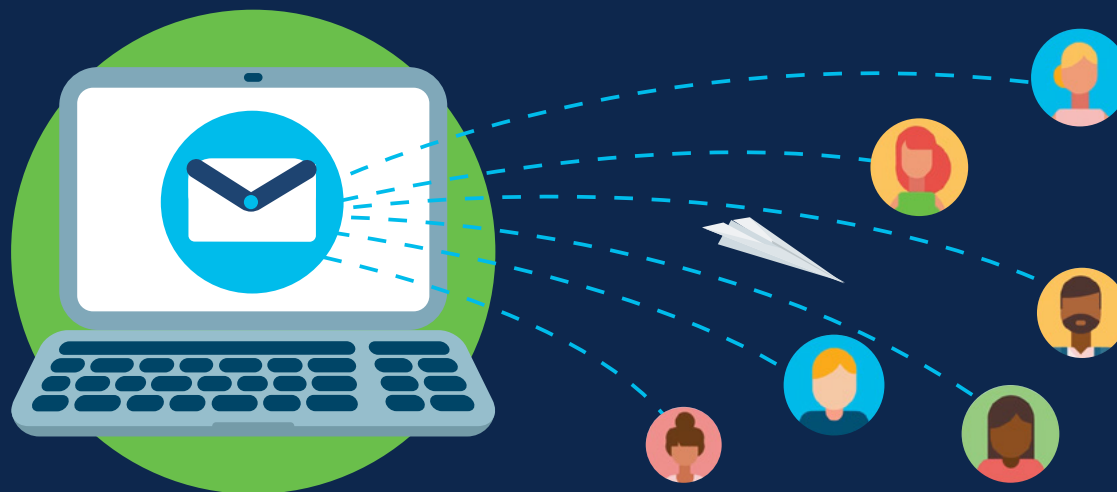
No. You can select which journeys to participate in and can make changes at any time to add, opt-in or opt-out of any journey.

Lifecycle Advantage

Partner-Led Customer Experience Management, Powered by Digital Journeys



Table of Contents



Email distribution

Can a customer opt-out of receiving emails?

Yes. Customer opt-outs are managed per Cisco's official [privacy policy](#). You can find additional information on how a customer can remove themselves from Cisco emails in the privacy policy section.

How many emails will my customers receive from the Lifecycle Advantage program?

The number of monthly emails your customers receive will vary based on the Lifecycle Advantage journeys you choose to participate in. We leverage data and analytics to ensure that we only contact customers with timely, relevant message(s) during the lifecycle journey.

Lifecycle Advantage

Partner-Led Customer Experience Management, Powered by Digital Journeys



Table of Contents



Lifecycle Advantage Platform

How do I review my customer information?

Combining analytics and automation, Lifecycle Advantage provides Partners that have signed up for the program access to their customer data through the Lifecycle Advantage Platform. It helps Partners keep track of customers and uses predictive analytics to help identify selling opportunities.

Lifecycle Advantage

Partner-Led Customer Experience Management, Powered by Digital Journeys



Table of Contents



Customer Leads and Program Performance

How will customer leads be passed to me?

Customer inbound leads will be passed directly to Lifecycle Advantage Partners for follow up.

Will I be able to evaluate program performance?

Yes. All typical email campaign metrics will be tracked (sends, bounces, deliveries, opens and clicks) and available to you every quarter.

Lifecycle Advantage

Partner-Led Customer Experience Management, Powered by Digital Journeys



Table of Contents

Lifecycle Advantage and data protection

My monthly opportunity contains Cisco suggested contacts. What is the source of the customer contact information Cisco provides?

Customer contacts included in the Lifecycle Advantage program originate in the Cisco marketing database. The Cisco database collects and manages customer information from various internal sources but primarily from Cisco's Marketing Operational Data Store.

How can I view my specific Data Protection Agreement?

Please email privacy@cisco.com requesting a copy of your company's Data Protection Agreement.

How are the customer contacts I provide monthly used by Cisco?

The customer contacts you supply during your opportunity review will be used only as recipients of the Lifecycle Advantage notifications and only when the use is authorized by yourselves.

Will my Partner-provided contacts be shared within Cisco?

No. Contacts provided through the Lifecycle Advantage program are not shared internally within Cisco.

Where are my Partner provided customer contacts stored?

Your provided customer contacts are stored in the Lifecycle Advantage platform and safeguarded for your individual company's program use only. Your contacts will never be shared internally with Cisco or used for any other purpose other than your approved Lifecycle Advantage campaigns.

Lifecycle Advantage

Partner-Led Customer Experience Management, Powered by Digital Journeys



Getting started

If you're **NOT ENROLLED** in Lifecycle Advantage already, please [Sign up](#) here and Cisco Lifecycle Advantage Team member in your region will be in contact.

If you are **ENROLLED**, but **not ACTIVE** in Lifecycle Advantage, start now by reaching out to us.



Additional resources

To learn more about Lifecycle Advantage visit our [website](#) or watch the [video](#).