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JABBER

PARTNER SERVICES GUIDE

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ABOUT THE GUIDE

This guide provides ways to evolve your business by offering services based on Cisco Jabber™. You can improve profitability with additional services in your revenue mix, and you can capitalize on market and customer trends for integrated mobility, collaboration, and video solutions.

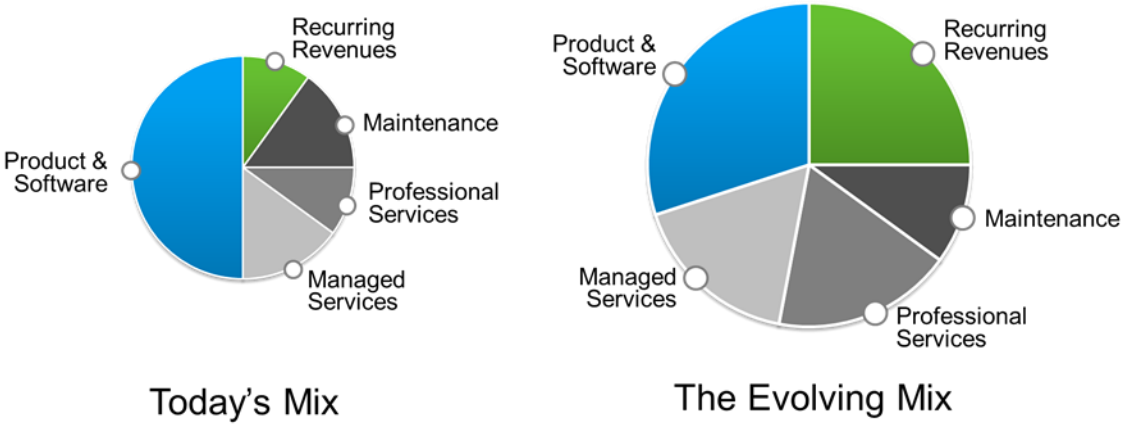

Figure 1: People-Centric Collaboration Transforming the Way We Work (Source: Cisco Partner Summit 2012)

As shown in Figure 1, partner revenue has evolved to a more services-focused approach. Because a services-led approach provides opportunities for growth and profitability that can exceed a product-only approach, Cisco wants to help you enhance your ability to provide services-led customer engagements. At Cisco, one of our goals is to help partners realize a financial business model in which up to 70 percent of your profits are derived from services.

HOW TO USE THE GUIDE

First, scan the guide for a quick overview of the recommendations and available resources. Then, depending on your information needs,

- Review the guide sequentially to understand the services and resources available for Cisco Jabber solutions, or
- Use the table of contents to jump to specific sections that are most pertinent to your immediate needs.
- Use the Action Plan to help build your Jabber service offers business.

The hyperlinks included throughout the guide will take you to documents, websites, and resources that can help you grow your business with Cisco Jabber while increasing customer satisfaction and productivity.

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OPPORTUNITIES

WHY JABBER?

Capture the Paradigm Shift

Gartner predicts that "by 2013, mobile phones will overtake PCs as the most common Web access device worldwide"

The volume of smart phones currently being sold is staggering:

- 37 million iPhones were sold in Q1 2012.
- 15 million iPads were sold in Q1 2012.
- 850,000 Android devices are activated daily.
- Apple iPhone business alone surpassed Microsoft's entire business revenue in a recent quarter.

This paradigm shift represents a significant opportunity for solution providers and the associated professional services that will be required to design, deploy, and support these solutions.

Enterprise Priority

According to a Cisco® Internet Business Solutions Group survey in 2012, about 28 percent of IT spending is expected to be devoted to mobility initiatives by 2014. In addition, increased customer adoption of collaborative workflows will continue to drive sales of integrated collaboration solutions.

Open Standard

Jabber is an open standard communications protocol. It is a de facto protocol for message-oriented middleware and is used by many firms, including Cisco, Google, Apple, AOL AIM, IBM, and Microsoft.

Sources: Rasorianfly, GottaBe Mobile, Network World.

Ways To Monetize

You can use Cisco Jabber as a versatile application to improve your profitability by positioning it as an enabler for underlying solutions and layers, as indicated in Figure 2.

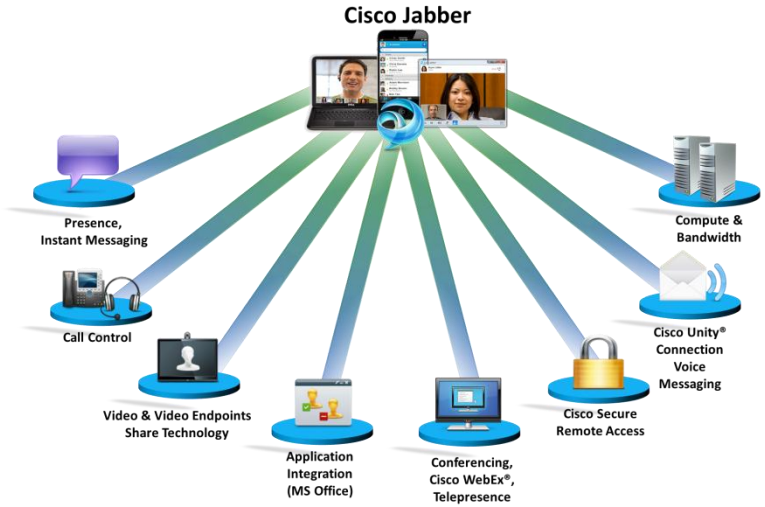

Figure 2: Position Jabber in Support of Underlying Layers.

Use Existing Investment, Drive New Investment

You can offer customers ways to use their existing infrastructure to embrace the shifts in mobile phone usage, an approach that appeals to decision makers.

You can evolve and expand customer investment in products and services for replacement and new network infrastructure and new collaborative solutions, realizing revenue streams and growth in your business.

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CISCO JABBER FEATURES AND BENEFITS

Best User Experience Across Broadest Range of Platforms, Browsers, Devices

Cisco Jabber can enable any desktop and/or mobile device on the Internet for collaboration. Cisco Jabber client features include voice softphone, video, Cisco WebEx web conferencing, presence, instant messaging (IM), and visual voice messaging (Figure 3).

Figure 3: Broadest Range of Platforms.

Cisco Jabber for Windows

A client for Windows desktops that delivers a precision video engine and single client for on-premises or software as a service (SaaS) deployments. Users can communicate from Microsoft Office and SharePoint.

Cisco "Jabber for Everyone" Offer

Cisco "Jabber for Everyone" is being made available to all Cisco Unified Communications Manager customers at no additional cost.

This allows you to accelerate your go to market efforts by aligning your marketing and services portfolio with the "Jabber for Everyone" offer.

- Cisco Unified Communications Manager customers. You can make Cisco Jabber presence and instant messaging (IM) available at zero cost for customer end-user licenses. The full range of Cisco Jabber clients can be deployed.
- Cisco IP telephony customers. You can use Cisco Jabber to control IP desk phones to initiate and manage calls.
- Cisco collaboration customers. You can expand beyond "Jabber for Everyone" IM and presence to take advantage of Jabber's complete unified communications capabilities, including visual voicemail, Cisco WebEx Meetings, video across desktop, and mobile devices.

Table 1 lists resources for more information on Cisco Jabber features and benefits.

Table 1

Resource Name / Hyperlink	Description
Jabber for Everyone	Partner services incentives and an offer overview, including license costs.
Jabber technology	Background on Jabber.
Cisco Jabber for Windows data sheet	Cisco Jabber for Windows Enterprise Collaboration Made Simple data sheet.
Cisco Jabber for Windows presentation	Provides partners with an an overview for technical decision makers.

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CUSTOMER BUSINESS DRIVERS

Recent studies show that customer needs have created a large and growing market for services and solutions that provide mobility and collaboration capabilities. The following diagram lists some of the key business drivers.

Corporate mobility initiatives gain momentum	· Top CIO priorities include mobility, networking, voice and data communications, and collaboration. · Mobile apps are no longer a luxury, but a necessity at all levels of the organization. · 64% of firms identify providing more mobility support for employees as a top priority.
Enterprises prioritize mobile activities and open doors to employee devices	· Company strategies and policies are being developed and modified. · Breadth and depth of connected device support is expanding. · Between 42% and 46% of firms are expanding the breadth of connected devices. · Between 31% and 33% of firms are developing and implementing mobile policies.
Expanding mobility and collaboration application deployment	· Large installed base for collaboration to view documents, spreadsheets, presentations. · Installed base will need eventual refreshing. · Expanding need for email push deployment.
End-customer benefits	· Increased employee responsiveness, simplified communications. · Faster customer issue resolution, enhanced productivity. · Improved customer satisfaction. · 76% of firms report increased employee responsiveness and decision-making speed.

Customer research indicates that CIOs recognize and are taking actions to address their business needs for mobility and unified communications. Therefore, it is important to find ways to align your offers to those needs. Offering your customers solutions based on Cisco Jabber can help you reach that goal. Table 2 lists resources for more information on Cisco Jabber business drivers.

Table 2

Resource Name / Hyperlink	Description
"The Expanding Role of Mobility in the Workplace"	Forrester Consulting report that shows market size estimates based on customer surveys.
"CIO Magazine Four Trends"	Review of trends that influence CIO priorities.
"CIO TOP Ten Business Predictions for 2011"	Review of predictions that continue today.

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RECOGNIZING GROWTH OPPORTUNITIES, Part 1

When developing new services offers with Cisco Jabber, there are two fundamental approaches you may want to consider adopting to help accelerate the growth of your services business. The following tables list these approaches.

With Services Overall:	With Mobility and Collaboration Services:
▪ Gain growth and profitability with services. ▪ Use new Cisco Services programs to shorten time to market and gain technical expertise.	▪ Deliver services that can use and extend existing customer infrastructure. ▪ Provide customers with the collaboration and mobility they need to be productive and efficient anywhere and on any device.

According to leading practices for partners, if you change your business model from a product-resale model to a blended model that includes both product resale and value-added services, you will accelerate your business growth, improve your profit margin, and improve your customer relationships.

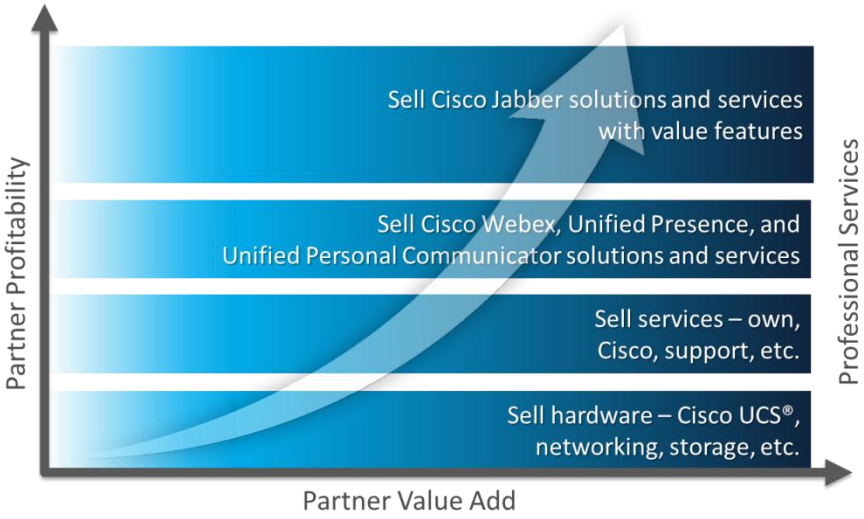

Figure 4: Improve Profitability Through Professional Services.

As shown in Figure 4, providing higher levels of professional services is the ideal way to increase your value to your customers and increase your chances of becoming a trusted adviser to your customers.

Mobility and collaboration solutions require higher-level professional services such as planning, design, implementation, and on-going support services in order to be successful.

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RECOGNIZING GROWTH OPPORTUNITIES, Part 2

Table 3 lists additional resources focused on helping to quantify the value proposition for pursuing a services-led model for your business.

Table 3

Resource Name / Hyperlink	Description
Cisco Collaboration Resource Center	Review of assets that provide market size data, such as ▪ "The New Collaborative Workspace" ▪ "Charting the Course of Advanced Collaboration" ▪ "Collaboration in a Post-PC World" You can also access videos that illustrate practical customer scenarios, such as ▪ "Collaborate from Any Workspace" ▪ "Cisco Jabber: Work Anywhere on Any Device"
Cisco Steps-to-Success Case Studies	Watch the "Increasing Revenue Throughout the Services Lifecycle" video. This short video describes ways you can use and develop smart services to engage with Cisco in a co-delivery model. Through a co-delivery model, you can deliver technologies and solutions to customers that you may not currently have the in-house expertise to deliver. Plus, the Cisco smart services approach breaks down customer engagement into plan, build, and run phases that prepare you to propose the next value-added customer engagement at project close.

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THE CISCO ADVANTAGE

As reported by ZK Research in 2012, more than 800 North American decision makers and evaluators prefer Cisco and Microsoft over other companies in the marketplace for their unified communications solutions (Figure 5).

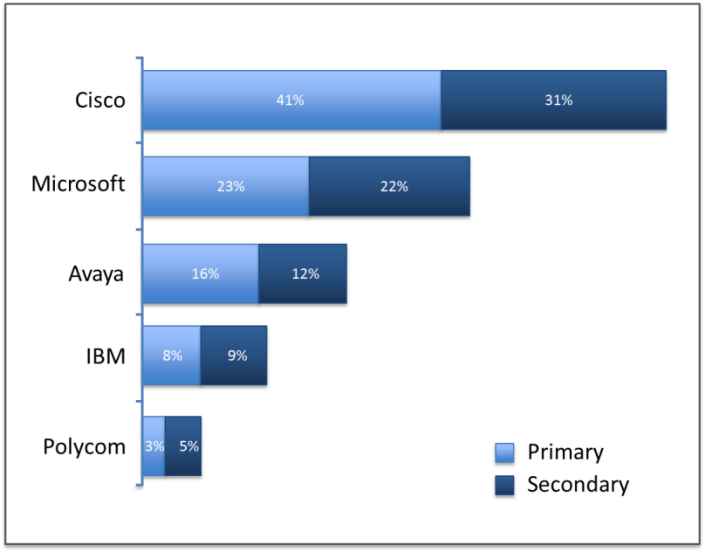

Figure 5: Unified Communications Landscape

Based on interviews with people involved in actual deployments, the following table summarizes where customers should use the respective strengths of each of these two preferred vendors.

Cisco Strengths	Microsoft Strengths
Vendor of choice for video solutions	Email with its de facto Exchange platform
Solid and strong history in voice	
Distinct advantage for presence for non-Windows and Windows devices	Presence for Windows, if customer is an all Windows shop
Offers new found strength for third party integration with the Jabber presence platform	
Delivers more mobile support for more devices	

With growing customer trends for multi-operating system environments, Cisco, with its Jabber client, has a significant lead over Microsoft.

Table 4 lists further resources that describe Cisco Jabber's advantages.

Table 4

Resource Name / Hyperlink	Description
Cisco Jabber for Partners	▪ "The When, Where, and How of Cisco Versus Microsoft for UC" white paper ▪ "Win the Workspace with Jabber battle card" ▪ "Microsoft Licensing Competitive At-a-Glance
Cisco Collaboration Resource Center	Assets by content type and technology. To focus on the mobility client, consider the white paper "The New Collaborative Workspace."
Partner Resources for Jabber	Jabber At-a-Glance.

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ACCELERATE YOUR SUCCESS

You can use Cisco resources and programs to quickly provide services to your customers and to build a collaboration services pipeline. Consider aligning your marketing and practice efforts with these partner enablement resources:

- Jabber specific resources, such as "Jabber for Everyone" (Table 5).
- Cisco programs and resources, such as the Cisco Services Partner Program (Table 6).

Cisco Jabber Specific Resources

Table 5

Resource Name / Hyperlink	Description
Cisco Jabber for Partners	▪ Sales and marketing — Sales tools, demand generation guides, and technology resources to help you identify and propose business ▪ Step-by-step marketing guide, competitive battle card, and videos ▪ Training and events — Jabber FAQ and partner webcasts
Jabber for Everyone	Partner services incentives, presentations, and offers.
Jabber Deployment Experts	Collateral, forum, and webinar support.
Partner Resources for Jabber	Jabber At-a-Glance.
Cisco Collaboration Community	Jabber updates and partner and end-user resources.

Cisco Services Specific Resources

Table 6

Resource Name / Hyperlink	Description
Cisco Services Accelerate Program	Helps you improve services and solution selling skills. Gain access to no cost self-paced training, opportunities to earn prizes, and help to increase services bookings. Business benefits include: ▪ Increase skills to build a maintenance support practice ▪ Compete more effectively with a service practice distinction ▪ Up-skill services sales staff to the highest level with personalized, cost-effective web training
Partner Practice Builder	Step-to-step approach to guide you through business and financial optimization models for maximum profitability.
Sell Services	Selling strategies to optimize your services business, and order and support guidance.

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CISCO SERVICES

Over the past 20 years, more and more solution provider companies have been moving away from selling and delivering mostly products (product-centric model) to selling and delivering mostly services (services-centric model).

Customer demands have grown, and the way they consume IT has changed. As a result, solution providers must adjust their businesses so they can effectively meet the needs of their customers.

The Cisco Services partner strategy enables and recognizes partners who use professional services to plan, build, and manage customer solutions based on Cisco technologies. The Cisco Services Partner Program offers you flexibility and choice to plan, develop, and deliver services, and can help you evolve to a more services-centric business model.

WHAT DOES THIS MEAN TO PARTNERS?

The Cisco Services Partner Program creates a single partner experience across Cisco and expands business opportunities through a portfolio of smart and traditional services, performance-based rewards, and global operational efficiencies.

The program streamlines sales administration and overhead, defines a clear investment and revenue path, and yields more value from your existing Cisco specializations and certifications. The following table lists the benefits partners can realize by enrolling in the Cisco Services Partner Program.

More profit potential	▪ New smart services technologies help you uncover product and services sales opportunities. You have the potential to earn greater rewards for closing those sales through a new performance-driven rebate structure.
Increased customer satisfaction	▪ Better access to worldwide services offerings and enablement tools help you consistently provide an excellent service experience to your customers.
Enhanced opportunities for business growth	▪ Integrated product and service programs with Cisco brand equity can help you expand your market reach and competitively position your services business with built-in program differentiators.
Simplified business model	▪ The program creates a simplified way of doing business with Cisco that offers greater operational efficiency at a lower cost through streamlined contract administration while providing a consistent channel program experience.
Higher rewards	▪ Performance-based rewards give you the power to control your own level of return on investment, and earn higher rewards on a more frequent and consistent basis.

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CISCO SERVICES AND PARTNER BUSINESS MODELS

The Cisco Services Partner Program lets you choose the services offerings that best meet your business model and investment strategies while allowing you to further differentiate yourselves from your competitors. The following diagram summarizes the offerings available through the program.

Cisco Branded Services

Cisco Branded Services are resale-oriented services offerings that span the network product services lifecycle.

They extend your technology expertise and speed time to market without the need to invest in your own in-house services delivery.

You purchase the services from Cisco or a Cisco Authorized Distributor, resell them to customers, and manage the customer relationship while Cisco delivers the services. Cisco Branded Services include Technical and Advanced Services.

Use this option if:

- You have limited services delivery capability
- You wish to accelerate your go-to-market strategy

Cisco Collaborative Services

Cisco Collaborative Services incorporate Cisco's extensive knowledge base, smart services capabilities, and global support infrastructure to help you develop differentiated, high-value service solutions.

You capitalize on Cisco's intellectual assets and combine them with your capabilities and expertise to deliver best-in-class services together with Cisco. Collaborative Services include Collaborative Professional Services and Collaborative Technical Support.

Use this option if:

- You have an existing services delivery capability
- You need to improve your service differentiation
- You are looking to expand your services portfolio

Cisco Services Partner Program

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STEPS TO CONSIDER TO TRANSFORM YOUR BUSINESS

The Cisco Services Partner Program lets you choose the services offerings that best meet your business model and investment strategies while allowing you to further differentiate yourselves from your competitors.

Cisco Branded Services

In addition to conducting a market analysis, defining your business strategy, and developing the business plan for your new or expanded services portfolio, you should also complete the following steps:

- Enroll in the Cisco Services Partner Program.
- Identify services in the Cisco Branded Services portfolio that address your customers needs.
- Select the Cisco Branded Services aligned with your strategy.
- Locate all the associated marketing collateral and content.
- Implement appropriate program administration and operations processes.
- Train your sales team.
- Include Cisco Branded Services targets in your sales team's compensation plans.
- Sell Cisco Branded Services in your portfolio.

What Are the Cisco Branded Services for Jabber?

- Cisco TelePresence® Infrastructure Installation: VCS Starter Pack
- Cisco TelePresence Planning, Design, and Implementation Services, Cisco TelePresence Essential Operate Base Services
- Cisco SMARTnet® Service
- Cisco Smart Foundation
- Cisco Unified Communications Scoped Planning and Design Services
- Cisco Unified Communications Support Service
- Network Availability and Operations Optimization Service
- Network Device Security Assessment

Cisco Collaborative Services

If you are an established services provider with an existing services sales and delivery team, in addition to creating an updated services strategy and business plan, complete the following steps:

- Enroll in the Cisco Services Partner Program.
- Identify services in the Cisco Collaborative Services portfolio that address your customer's needs.
- Select the Cisco Collaborative Services to be added to your services portfolio.
- Complete all eligibility requirements for the Cisco Collaborative Services selected.
- Develop your new Cisco Collaborative Services offers and associated marketing collateral and content.
- Implement appropriate program administration and operations processes.
- Train your sales team.
- Train your services delivery team.
- Include Cisco Collaborative Services targets in your sales team's compensation plans.
- Sell the Cisco Collaborative Services in your offer portfolio.
- Deliver the Cisco Collaborative Services to your customers.

See the next section for more information on how to transform your business with Cisco Collaborative Services.

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TRANSFORMING YOUR BUSINESS WITH COLLABORATIVE SERVICES

The potential services opportunities with Cisco Jabber span several business solutions. The following table highlights the Cisco Collaborative Services that are most relevant to Jabber.

What are the Collaborative Services for Jabber?	
Telepresence	▪ Video SLA Assessment Service ▪ Video Assessment Service ▪ Video Guidance Service ▪ **Video Development Service**
Unified communications	▪ Unified Communications Readiness Assessment Service ▪ Unified Communications Manager Assessment Service ▪ Unified Messaging Assessment Service ▪ Unified Communications Guidance Service ▪ **Unified Communications Development Service**
Security	▪ Security Planning and Design Guidance Service ▪ Security Planning and Design Development Service
Technical support	▪ Partner Support Service
Other services	▪ Use Jabber Deployment Experts for pilots and to build and expand on expertise ▪ Cisco Discovery Service ▪ Consultative Sales Training

Cisco Jabber, together with your associated professional services for Jabber, can provide opportunities to:

- Revisit your customer installed base to identify potential Cisco Jabber services and deployment opportunities
- Highlight the technologies a customer owns and position Jabber as a way to extend their existing investments and expand the underlying platform
- Seek out greenfield unified communications customer accounts that lack enterprise messaging capability and deliver full solutions with Jabber
- Perform new customer outreach campaigns in the large and growing collaboration and mobility segment
- Target Cisco voice customers and extend their implementations to full unified communications capability with Jabber
- Serve U.S. federal government customers with the Jabber Extensible Communications Platform (XCP) Jabber Client

Table 7 lists resources for more information on Cisco Services.

Table 7

Resource Name / Hyperlink	Description
Cisco Services Partner Program	Availability, enrollment process, and program documentation.
Build Your Services Portfolio	Guidelines for using Cisco Services in your business. Consider the list of Cisco Branded Services and Cisco Collaborative Services most appropriate for your business.
Sell Services	Assets to help you sell and market services, grow your business, order services, and request support.

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RESOURCES FOR TRANSFORMING YOUR BUSINESS

Leading partner practices show that developing a portfolio of professional services offers is an effective way to engage with customers at a deeper level as a trusted adviser and can lead to increased revenue and profitability.

Review the supporting resources in Table 8 to help establish and refine your portfolio of professional services for Jabber.

Table 8

Resource Name / Hyperlink	Description
Cisco Installed Base Lifecycle Management	Sales process that can increase your profitability by helping you to create margin-rich readiness services, such as unified communications readiness or green readiness.
Cisco Discovery Service	Presales assessment service to easily manage and evolve customer networks and optimize your business. It delivers a snapshot view of the customer's network to identify sales opportunities. The discovery reports help you position a full lifecycle services offer to customers, supported by Cisco Collaborative Services.
Cisco Jabber for Partners	Overview, features, case studies, and Jabber specific partner resources, including Jabber platform guides, sales tools, demand generation, technology guides, and videos.
Partner Resources for Jabber	Resources such as Jabber At-a-Glance, customer presentation, battle cards, call guide, and play briefs.
Collaboration	Supporting resources for the Cisco products, services, and solutions that are most relevant to Jabber.
Voice and Unified Communications	
Video	
Secure Mobility	

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JABBER OVERVIEW

Cisco Jabber brings technological credibility, architectural fit, and relevant reference architectures to help you build and deliver innovative and integrated messaging and collaboration solutions and services for your customers.

CREDIBILITY

The early Jabber community developed the Extensible Messaging and Presence Protocol (XMPP), which is the heart of Jabber. XMPP is a set of open XML technologies for real-time online communication, such as instant messaging, presence, multiparty chat, voice and video calls, and online collaboration.

Jabber Inc. was a leading commercial software developer that achieved recognition for its Jabber XCP server.

Cisco acquired Jabber Inc. in 2008, not only gaining advanced technologies that strengthen the real-time capabilities of its solutions, but also assuming a leadership role in the Jabber/XMPP developer community.

SINGLE INTERFACE

Cisco Jabber is a new unified communications application that provides a single interface across presence, instant messaging, voice, video, voice messaging, desktop sharing, and conferencing.

Cisco Jabber offers robust aggregation, federation, and policy controls that are built into the presence and messaging functions of Cisco products and solutions.

CISCO JABBER ARCHITECTURE OVERVIEW

Cisco Jabber is an instant messaging (IM) and presence solution that consists of the following:

- Server software that provides IM, presence, and directory services to the client application.
- Client application that renders IM and presence capabilities.

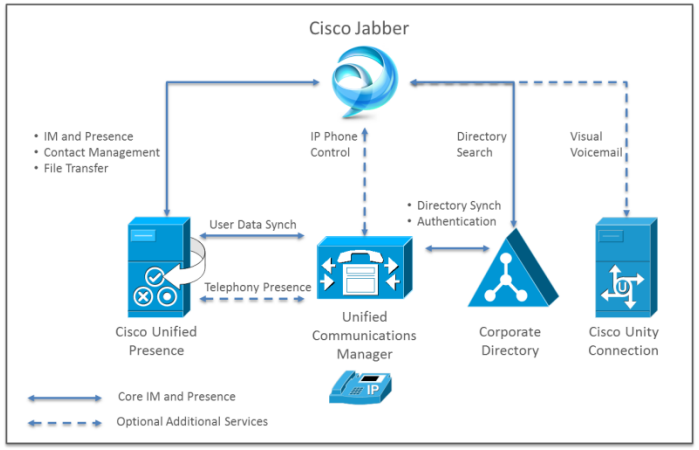

Figure 6: Jabber Architecture

The Cisco Jabber client streamlines communications and enhances productivity with

- All-in-one unified communications application:
  - Presence and IM
  - Voice, video, and voice messaging
  - Desktop sharing and conferencing
- Ability to collaborate from any workspace:
  - PC, Mac, tablet, smart phone
  - On premises or cloud
  - Integration with Microsoft Office

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CRITICAL SUCCESS FACTORS FOR JABBER DEPLOYMENTS

When it comes to Jabber deployment, the critical success factors to consider include features that help people be more collaboratively productive and business results.

Cisco Jabber Features

Cisco Jabber enables you to deliver the following features to your customers:

- Instant messaging that allows users to communicate between users and groups using text messages
- Presence indicators that are displayed in users' contacts
- Ability to use Jabber as a phone or to control a Cisco desk IP phone
- Quality video interactions based on industry standards
- Ability to share the desktop with other Jabber users and standards-based video endpoints
- Ability to launch and attend Cisco WebEx meetings from workstations or devices
- Ability to view and listen to voicemail directly from Jabber
- Ability to view availability and launch calls from Microsoft Office

Customer Business Results

According to Forrester Consulting, mobility and collaboration solutions can deliver these customer business benefits:

- Increased employee responsiveness, and decision-making speed
- Faster resolution of internal issues
- Increased worker productivity
- Faster resolution of customer issues
- Improved customer satisfaction
- Reduced fleet costs
- Reduced sales cycle time

Table 9 provides further resources on Jabber features and benefits.

Table 9

Resource Name / Hyperlink	Description
Jabber for Everyone	Sales and marketing, order information, training, and related links.
Jabber Technology	Background on Jabber Inc.
YouTube on Cisco Jabber	Brief video that describes Jabber.
Jabber Doing Business with Cisco	Explanation of XMPP.
"The Expanding Role of Mobility in the Workplace"	Forrester Consulting report that shows market size estimates based on customer surveys.

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LEADING PRACTICES

HOW DO YOU EFFECTIVELY BUILD A JABBER PRACTICE?

To successfully and profitably build your services practice, use a building block approach. Figure 7 shows a high-level step-by-step process to guide you in building your Jabber practice. The Action Plan section of this guide provides details for the actions in each step.

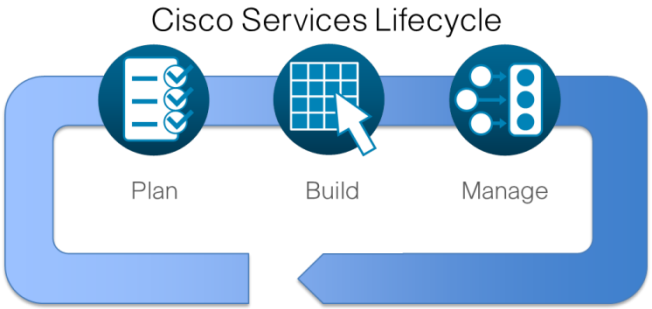

Figure 7: Steps for Building a Jabber Practice

Plan
Step 1: Assess your business.
Step 2: Gain an awareness of Cisco Jabber opportunities.
Step 3: Follow the guidelines of a services development lifecycle.
Step 4: Engage your Cisco account team.
Step 5: Identify or create services for your Jabber solutions.
Step 6: Plan your Jabber marketing efforts.
Step 7: Use Cisco Jabber for Partners.
Step 8: Train your sales staff in selling services and Jabber.
Step 9: Train your technical staff.

Build
Step 10: Implement your demand generation campaign.
Step 11: Position and sell your services.
Step 12: Deliver your services and solutions.
Step 13: Implement a customer satisfaction survey.

Manage
Step 14: Implement a post project continuous improvement evaluation.
Step 15: Periodically evaluate customer needs for new services.
Step 16: Use Cisco Steps for Success to help refine and optimize your services practice.
Step 17: Assess your sales and marketing teams skills in Jabber demand creation, lead follow-up , and deal closure.
Step 18: Use the "Measure Your Success" section of this guide to track and manage services metrics.

Find out more about Cisco Lifecycle Services on Cisco Steps to Success.

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MEASURING SUCCESS

When developing and running any program initiative or new services offering, it is vital to measure the outcomes of that activity. This gives you a way to measure the success of the initiative and to identify any lessons and best practices learned. For measuring the success of your Jabber initiative, the following metrics are suggested.

FIELD ENGAGEMENT

- Frequency of contacts with Cisco sales staff about Jabber
- Decision regarding your Jabber service model for Cisco Branded Services and/or Cisco Collaborative Services

MARKETING

- Number of Jabber campaigns
- Number of Jabber customer events
- Marketing return on investment
- Number of Jabber Success Stories created

SALES

- Revenue
- Services attach rate
- Win/loss ratio
- Lead-to-close and statement of work-to-close ratios

DELIVERY

- Percentage of Jabber projects completed on-time and within budget including the customer hand off step
- Percentage of customer satisfaction survey responses at satisfied or higher for your Jabber engagements

SUPPORT

- Percentage of Jabber engagements for which you or Cisco Branded Services provide technical support
- Frequency with which your account manager reviews on-going and/or new Jabber solution support needs with the customer
- Return material authorization (RMA) metrics for Jabber products that you support

Table 10 provides resources for measuring the success of your services offerings.

Table 10

Resource Name / Hyperlink	Description
Cisco E-Consulting for Partners	Business intelligence platform that combines services metrics, product metrics, and Cisco experience to help you manage, grow, and transform your services technology practice.
Performance Metrics Central	Tools to productively adjust your business activities by providing a timely, accurate, consolidated, and objective window into your performance.

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ACTION PLAN

Table 11 provides an action plan that you can follow to help develop your Jabber services offers.

Table 11: Action Plan Steps
Step 1: Assess your business. ▪ Review the Cisco Partner Field Guide to assess your overall Cisco services practice. ▪ Use the Opportunities and Cisco Services sections of this guide to help plan, develop, and deploy your Jabber services. ▪ Review the Cisco Services Partner Program and enroll if necessary. ▪ Use Partner Practice Builder to help establish or refine your technology practices. ▪ Validate that you have the appropriate Cisco contracts and certifications in place for your business model.
Step 2: Gain an awareness of Cisco Jabber opportunities. ▪ Use the Opportunities section of this guide to quickly link to assets that describe the market opportunity and needs. ▪ Assess your installed base of unified communications, collaboration, and security customers for potential Jabber opportunities. ▪ Assess your installed base to identify multi-platform device support needs.
Step 3: Follow the guidelines of a services development lifecycle. ▪ Identify and establish a multi-functional services delivery team. ▪ Assign roles and responsibilities to enable efficient decision-making. ▪ Use decision gates at each step in the services lifecycle. ▪ Consider the list of Cisco Branded Services and Cisco Collaborative Services appropriate for your Jabber business.
Step 4: Engage your Cisco account team. ▪ Contact your Cisco account team to help assess your readiness. Include your Cisco account manager (AM) or partner account manager (PAM) and your partner services development manager (PSDM). ▪ Establish and review quarterly goals and objectives for your Jabber initiative. ▪ Understand the Cisco roles and how they can help make your Jabber initiative successful. ▪ Consider joint selling opportunities.
Step 5: Identify or create services for your Jabber solutions. ▪ Use the Cisco Services section of this guide to determine the Jabber services offers to create. ▪ Review the Cisco Services links and assess which Cisco Branded Services and/or Cisco Collaborative Services are most appropriate for your business. ▪ Assess your staff capabilities and availability for a Jabber practice and/or an increase in your unified communications or collaboration practices. ▪ Use Cisco Jabber for Partners to review and identify technical reference architectures such as migration guides for Microsoft.

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ACTION PLAN (continued)

Table 11: Action Plan Steps
Step 6: Plan your Jabber marketing efforts. ▪ Determine a budget and schedule marketing events that align with the Cisco "Jabber for Everyone" program. ▪ Identify potential target customers. ▪ Identify other outreach methods for new customers. ▪ Target existing unified communications customers, Cisco voice customers, and greenfield customers in need of an IM solution. ▪ If you are considering and are currently servicing the US federal segment, position Jabber XCP offers. ▪ Create an advertising and public relations strategy for your Jabber practice and capabilities. ▪ Take advantage of Cisco marketing funds and partner incentives, such as the Jabber Partner Incentive or the Cisco Opportunity Incentive Program (OIP), Value Incentive Program (VIP), Solution Incentive Program (SIP), and Teaming Incentive Program (TIP).
Step 7: Use Cisco Jabber for Partners. ▪ Use the step-by-step partner marketing guide. ▪ Watch the videos and plan to share with your Jabber prospects. ▪ Use Jabber partner copy blocks for your marketing collateral and messaging. ▪ Review the Cisco Jabber Brand Guide.
Step 8: Train your sales staff in selling services and your Jabber offers. ▪ Use the Cisco Services Accelerate Program to accelerate your services initiative. ▪ Review the Cisco Lifecycle Services approach and resources.
Step 9: Train your technical staff. ▪ Use the unified communications and collaboration solutions training. ▪ Use the Jabber Rangers and Deployment Experts, and the Jabber Community for support.
Step 10: Implement your demand generation campaign. ▪ Run your Jabber email, event, and call campaigns with your targets and customers. ▪ Use the Cisco Win the Workplace with Jabber Call Guide to reach and follow up with customers. ▪ Track and manage your marketing campaign leads and deliver on any call to action.
Step 11: Position and sell Your offers. ▪ Use Partner Resources for Jabber assets, such as At-a-Glance, battle cards, and call guides. ▪ Use Cisco Jabber for Partners for sales tools, such as sales guides, customer presentations, and videos. ▪ Use the Cisco Jabber Call Guide to prepare responses to objections. ▪ Introduce services early in the sales cycle. ▪ Use the Cisco partner pre-sales help desk to answer design questions. ▪ Sell assessment, guidance, and deployment services or comparable services to implement solutions, as appropriate. ▪ Sell post-installation support services such as Cisco Smart Care, Cisco SMARTnet, or Cisco Smart Foundation Service, as well as your own help desk services.

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ACTION PLAN (continued)

Table 11: Action Plan Steps
Step 12: Deliver your services and solutions ▪ Use the Jabber Deployment Experts resources at the Jabber Client Pilot Partner Support Community for project templates. ▪ Order and coordinate required Cisco Collaborative Services. ▪ Use Cisco technical documents. ▪ Perform project management and/or use the Cisco Leading Practices Guide called Service Delivery: Leading Practices for Project Management. ▪ Tailor the Jabber project management plan at the Jabber Expert Deployment partner support community. ▪ Use the Jabber-Client Provisioning Guide and define your bill of materials. ▪ Use the Jabber Technical Planning and Discovery template. ▪ Use the Jabber Acceptance Test Plan template and complete acceptance tests. ▪ Complete your end user adoption handoff/training. ▪ Evaluate whether any other services opportunities exist.
Step 13: Implement a customer satisfaction survey.
Step 14: Implement a post project continuous improvement evaluation.
Step 15: Periodically evaluate customer needs for new services.
Step 16: Use Cisco Steps to Success to help refine and optimize your services practice.
Step 17: Assess your sales and marketing teams skills in Jabber demand creation, lead follow up , and deal closure.
Step 18: Use the "Measure Your Success" section of this guide to track and manage services metrics.

Once you have your Jabber services defined, your teams trained, your leads generated, and your sales and delivery services in place and operational, be sure to review the resources and references provided in this guide to further measure and optimize your enhanced portfolio of services.

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RESOURCES

Use the resources in Table 12 to find additional supporting information.

Table 12: Resources	Description
Jabber for Everyone	Partner services incentives and an offer overview, including license costs.
Jabber Deployment Experts	Collateral, forum, and webinar support. The experts provide content by lifecycle phase: define, plan, implement, and adopt.
YouTube on Cisco Jabber	Brief video describing Jabber.
Jabber Technology	Background on Jabber Inc.
Jabber Doing Business with Cisco	Explanation of Extensible Messaging and Presence Protocol (XMPP).
Cisco Jabber for Partners	Overview, features, case studies, and Jabber specific partner resources including Jabber platform guides, sales tools, demand generation, technology guides, and videos.
Partner Resources for Jabber	Jabber At-a-Glance, customer presentation, battlecards, call guide, and play briefs.
The Expanding Role of Mobility in the Workplace	Forrester Consulting report that shows market size estimates based on customer surveys.
Build Your Services Portfolio	List of Cisco Branded Services and Cisco Collaborative Services.
Cisco Collaboration Resource Center	Assets that indicate market size and videos that illustrate practical customer scenarios for Jabber.
Partner Practice Builder	Step-by-step approach to guide you through business and financial optimization models for maximum profitability.
Cisco Installed Base Lifecycle Management	A sales process that can increase your profitability by helping you create margin-rich readiness services, such as unified communications readiness or green readiness.
Cisco Services Accelerate Program	Information to improve your overall services and solution selling skills.
Cisco Services Partner Program	Availability, enrolment process, and program documentation.
Sell Services	Selling strategies to optimize your services business, and order and support guidance. Includes link to Steps to Success, Partner Practice Builder, and Accelerate Training Program.
Channel Incentive Programs	Explores how Cisco partner incentive programs can increase your profitability.
Cisco Discovery Service	Guidance to easily manage and evolve customer networks and optimize your business. This presales assessment service delivers a snapshot view of the customer's network to identify sales opportunities. The discovery reports help you to position a full lifecycle services offer to customers supported by Cisco Collaborative Services.
Cisco Collaboration Community	Jabber updates and partner and end user resources.
Steps to Success	Provides engagement and deployment methodologies, best practices, and technical resources that enable you to sell, deliver, and support Cisco Advanced Technology solutions.

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